

# TECHNICAL MEMORANDUM

**TO:** Rose Garden Investments LP  
c/o Hi-Rise Group Inc.  
1867 Yonge Street  
Toronto, ON  
M4S 1Y5

**FROM:** Ben Daub, MA RPP MCIP CAHP-Intern  
Christienne Uchiyama, MA CAHP

**DATE:** 06 January 2025

## **RE: 122-130 MAIN STREET NORTH COMMEMORATION PLAN**

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LHC Heritage Planning & Archaeology Inc. (LHC) was retained on 9 October 2024 by Rose Garden Investments LP (the **Owner**) to prepare a Heritage Commemoration Plan (**HCOMP**) for the property at 122-130 Main Street North (the **Property**) in the City of Brampton (the **City**), Ontario.

The Property is listed on the City's Municipal Register of Cultural Heritage Resources as a non-designated property under Section 27 Part IV of the *Ontario Heritage Act* (*OHA*). The Owner is proposing to redevelop the Property – along with the properties at 2, 6, and 10 Nelson Street, and 7 and 11 Church Street East with a three-storey stacked townhouse, thirty-five-storey commercial and residential tower, and twenty-two-storey residential tower. The building on the Property will be demolished; however, its concave southwest elevation and one storey massing will be reinterpreted as part of the first storey of the thirty-five-storey commercial and residential tower.

This HCOMP has been prepared to provide a plan to commemorate the existing building on the Property. It has been prepared in accordance with the *Brampton Commemoration Plan Terms of Reference* (*ToR*).

## 1 INTRODUCTION

### 1.1 PROPERTY LOCATION

The Property is on the northeast side of Hurontario (Main) Street between Church Street East and Nelson Street East. The Property's civic address is 122-130 Main Street North and its legal address is LOTS 53 & 54 AND PART LOTS 49, 50, 51, 52, 55, 56, 57, 58, 59, 85 AND 86, EAST OF HURONTARIO STREET & NORTH OF QUEEN STREET, PLAN BR2, PARTS.

### 1.2 CULTURAL HERITAGE VALUE OR INTEREST OF THE PROPERTY

The Property is listed on the City's Municipal Register of Cultural Heritage Resources as a non-designated property under Section 27 Part IV of the *OHA*.

### 1.3 DESCRIPTION OF THE PROPOSED DEVELOPMENT

The proposed development includes the properties at 122-130 Main Street North; 2, 6, and 10 Nelson Street; and 7 and 11 Church Street East. It is a mixed-use development composed of three new buildings including a three-storey stacked townhouse, a thirty-five-storey tower with 400 rental units and 409.77m<sup>2</sup> of commercial space, and a twenty-two-storey tower with 271 condominium units.

The existing building on the Property will be demolished; however, its concave southwest elevation and one storey massing will be reinterpreted as part of the first storey of the thirty-five-storey commercial and residential tower using new materials.

## 2 METHODOLOGY

LHC generally follows a three-step approach to understanding and planning for cultural heritage resources based on the understanding, planning, and intervening guidance from the Canada's Historic Places *Standards and Guidelines for the Conservation of Historic Places in Canada* and the MCM's *Ontario Heritage Tool Kit*. Understanding the cultural heritage resource involves:

- Understanding the significance of the cultural heritage resource (known and potential) through research, consultation, and evaluation—when necessary.
- Understanding the setting, context, and condition of the cultural heritage resource through research, site visit and analysis.
- Understanding the heritage planning regulatory framework around the cultural heritage resource.

This HCOMP was guided by the City's *ToR* (see Appendix A) and Heritage Plaque Program. The Heritage Plaque Program is administered by the City's Outreach and Marketing Sub-Committee. Three main plaque variants exist, including wall-mounted plaques, pedestal plaques, and panels. Wall-mounted plaques generally include a date of construction, information on the architectural style of a building, and/or high-level information regarding a significant family or individual associated with a property. Pedestal plaques generally include the story behind the

historical relevance of a property and include photographs and/or maps. Panels are similar to pedestal plaques but include more information and/or photos related to the property's history.<sup>1</sup>

### 3 CULTURAL HERITAGE VALUE

A Heritage Impact Assessment (HIA) for the Property was prepared by Architects Rasch Eckler Associates Ltd. (AREA) in December 2021 in support of a Site Plan Approval application prepared by a previous ownership group.

The 2021 HIA evaluated the Property against *Ontario Regulation 9/06* and found that it met criteria 1, 4, and 7 for its design or physical, historical or associative, and contextual values. A summary of the 2021 HIA's findings is presented in Table 1 below.

Table 1. Summary of the 2021 HIA's *O. Reg. 9/06* Evaluation for the Property<sup>2</sup>

Criterion	HIA Rationale
1. The property has design value or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method.	Concave shaped Farr's Garage west elevation represents an early approach to accommodate automotive services in the city with predominantly pedestrian/horse-drawn transportation.
4. The property has historical value or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.	122-130 Main Street North has been associated with the J.T. Farr's family automotive services business for almost 40 years.
7. The property has contextual value because it is important in defining, maintaining or supporting the character of an area.	Former Farr's Garage character is contextually linked to the surrounding commercial/industrial setting.

The 2021 HIA identified the following heritage attributes for the Property. These attributes have not been adopted by the City.

- Concave shape of west elevation
- West elevation large fenestration

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<sup>1</sup> City of Brampton, "Heritage Outreach and Education," last modified 2024, accessed 27 November 2024, <https://www.brampton.ca/EN/Arts-Culture-Tourism/Cultural-Heritage/pages/outreach-education.aspx>.

<sup>2</sup> Architects Rasch Eckler Associates Ltd. (AREA), "122-130 Main Street North and 7 Church Street East, Brampton, Ontario Rose Garden Residences Development HERITAGE IMPACT ASSESSMENT," last modified 6 December 2021, accessed 18 November 2024., PDF File, 23.

- West elevation flanking rectangular volumes with hip roofs
- Commercial character of the setting<sup>3</sup>

Section 5.2 of the 2021 HIA identifies that the Property only possesses heritage significance through its historical association with its use as an early auto sales and service commercial enterprise. The 2021 HIA elaborates that the Property does not warrant designation under Section 29 Part IV of the *OHA* because of the significant alterations that have been made to the building.

## 4 COMMEMORATION THEMES

Themes that relate to the Property's history and cultural heritage value or interest are limited to its used as an early auto sales and service commercial enterprise.

## 5 ENGAGEMENT/PUBLIC CONSULTATION

Correspondence from the City on 2 October 2024 did not specify any parties for engagement/public consultation. It is recommended that the commemoration strategies identified in Section 6 below be communicated to the City's heritage planning staff, the Brampton Heritage Board, and the Brampton Historical Society prior to their implementation.

The target audience for the commemoration strategy is the public (i.e., foot traffic on Main Street) and users of the future commercial space that will be integrated into the proposed development on the Property. The objective of the commemoration strategy is to visually and textually reflect the history of the Property.

## 6 COMMEMORATION STRATEGY

The commemoration strategies described below build on those described in Section 5.3 of the 2021 HIA and are in accordance with the City's *ToR*. As described in Section 4 above, commemoration themes are limited to the Property's former use as an auto sales and service commercial enterprise.

### 6.1 DESIGN MITIGATION

Design mitigation has already been accomplished through the architectural design of the thirty-five-storey commercial and residential tower. The concave southwest elevation and one storey massing of the existing building will be reinterpreted as part of the proposed new building. This section will also have brick cladding, fenestration and doorway locations and patterns, and rectangular volumes with hipped roofs that closely resemble the existing building's historical condition. Moreover, this section of the proposed new building will also serve a commercial

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<sup>3</sup> AREA, "122-130 Main Street North and 7 Church Street East, Brampton, Ontario Rose Garden Residences Development HERITAGE IMPACT ASSESSMENT," 25.

function. As a result, although the existing building will be demolished, its general physical configuration, use, and heritage attributes – as defined in the 2021 HIA – will remain.

## 6.2 COMMEMORATIVE/INTERPRETIVE PLAQUE

It is recommended that a commemorative/interpretive plaque be installed on the Property. The plaque would support the applied design mitigation strategies by providing important historical and contextual information pertaining to the Property. It would be used to explain the Property's early auto sales and service commercial enterprise theme. It could also incorporate historical photographs of the building to provide visual reference between the historic building and its reinterpreted façade on the proposed new building.

The plaque should be prepared through the City's Heritage Plaque Program and should be in the 'pedestal plaque' style (see Figure 1).

A draft commemorative/interpretive statement is provided below. The City's heritage planning staff, the Brampton Heritage Board, and the Brampton Historical Society should be consulted because they may have comments that would further strengthen the text.

This property was formerly occupied by Farr's Garage. In 1925, J.T. Farr and Sons was granted a Chevrolet franchise, and their dealership was developed on this site. The dealership building was composed of an office and showroom, oiling garage, and repair garage. The office and showroom were at the front of the building and faced Main Street North. This part of the building had a unique, concave shaped façade that was lined with large windows. The concave shape of the building also allowed for the development of gasoline pumps along Main Street.

Farr's Garage expanded several times to include additional vehicle brands owned by General Motors including Oldsmobile in 1928 and Pontiac and Buick in 1929. In 1952, new corporate dealership policies were introduced by General Motors which resulted in the removal of the Pontiac and Buick franchises from Farr's Garage. Farr's Garage ceased operations in 1962. The building was continuously used as commercial space until its demolition in 2025.

The present building reinterprets Farr's Garage through its concave southwest elevation, one storey height, brick cladding, window and door patterns, and commercial function.

Historical photographs of the Property are recommended to further support the text. Figure 2 is a photograph that could be used for this purpose. Further visual depictions, such as a fire insurance plan, could also be incorporated to help articulate the shape and use of the building on the Property (Figure 3).

Several viable locations for the recommended plaque are described in Table 2 along with a brief list of pros and cons. An image articulating each possible location is also provided.





Figure 1. Example 'Pedestal Plaque' in Brampton.<sup>4</sup>



Figure 2. 1928 Photograph Showing Farr's Garage.<sup>5</sup>

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<sup>4</sup> City of Brampton, "Heritage Outreach and Education."

<sup>5</sup> AREA, "122-130 Main Street North and 7 Church Street East, Brampton, Ontario Rose Garden Residences Development HERITAGE IMPACT ASSESSMENT," 14.

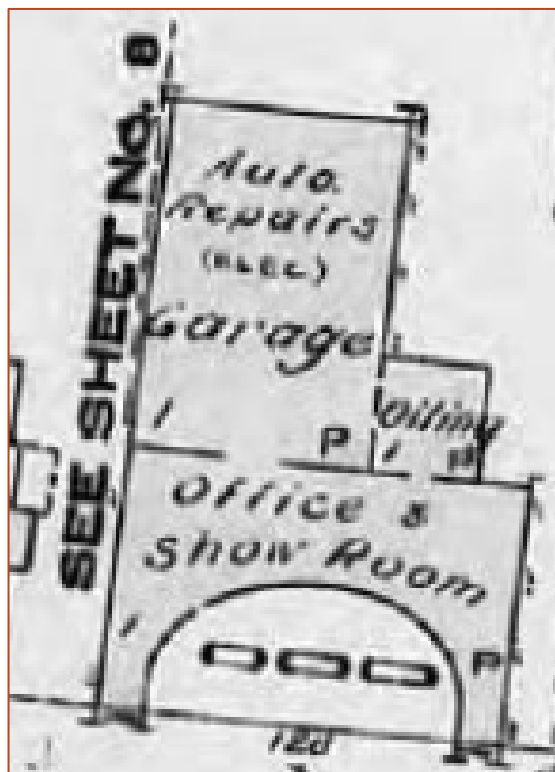
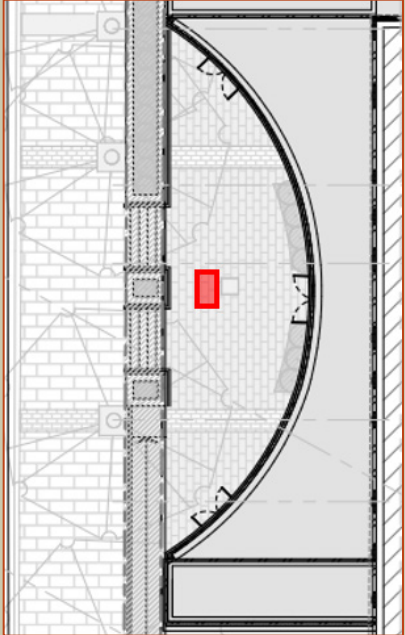
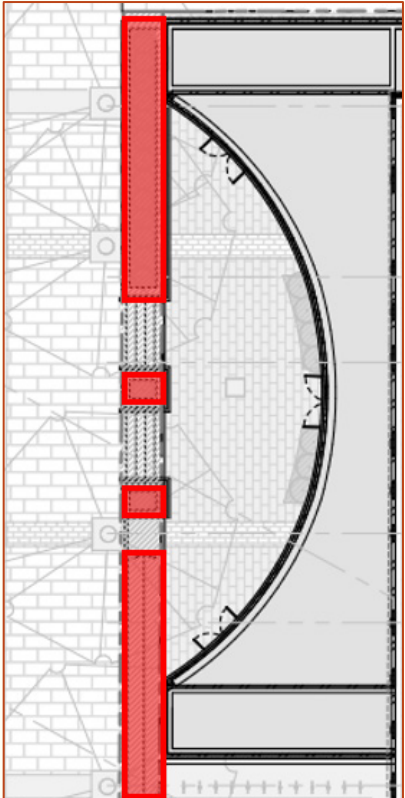


Figure 3. 1931 (Revised 1940) Fire Insurance Plan Showing Farr's Garage.<sup>6</sup>

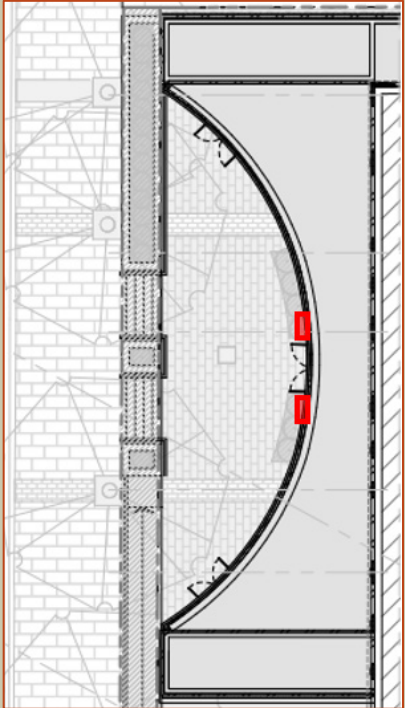
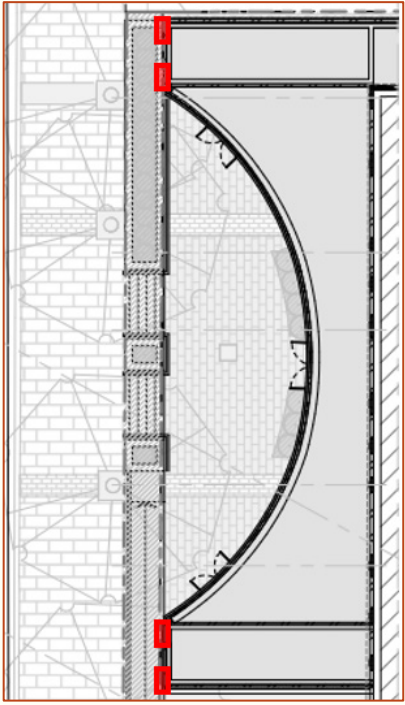
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<sup>6</sup> AREA, "122-130 Main Street North and 7 Church Street East, Brampton, Ontario Rose Garden Residences Development HERITAGE IMPACT ASSESSMENT," 21.

Table 2. Commemorative/Interpretive Plaque Location Recommendations and Analysis

Possible Location	Pros	Cons	Possible Location
Pedestal in line with the central doorway on the concave section of the southwest elevation	<p>Accessible to foot traffic on Main Street North.</p> <p>Provides an ideal viewpoint of the building when reading/viewing the plaque text and/or photographs.</p>	Potential barrier to the Property's accessibility.	
Pedestal incorporation into an existing planter	<p>Accessible to foot traffic on Main Street North.</p> <p>Provides a viewpoint of the building when reading/viewing the plaque text and/or photographs.</p>	Potentially not an ideal viewpoint of the building when reading/viewing the plaque text and/or photographs.	



Possible Location	Pros	Cons	Possible Location
Building façade on either side of the central doorway on the concave section of the southwest elevation	Does not require a pedestal or planter – ease of implementation.	<p>Less accessible to foot traffic on Main Street North.</p> <p>Not an ideal viewpoint of the building when reading/viewing the plaque text and/or photographs.</p> <p>Possible locations may have insufficient space for a plaque.</p>	
Building façade on the southwest elevation of either of the rectangular volumes	Does not require a pedestal or planter – ease of implementation.	<p>Less accessible to foot traffic on Main Street North.</p> <p>Not an ideal viewpoint of the building when reading/viewing the plaque text and/or photographs.</p> <p>Possible locations may have insufficient space for a plaque.</p>	

### 6.3 REPRESENTATIONS OF PAST FEATURES THROUGH LANDSCAPE TREATMENTS

An additional commemorative/interpretive measure that could be used is the integration of pavers or planters in the approximate location of the gasoline pumps that were formerly in front of the existing building on the Property (see Figure 4). This measure would function best if integrated in conjunction with the interpretive/commemorative plaque recommended above. It would integrate an additional, tangible measure that would support an additional historical and contextual understanding of the Property.



Figure 4. Example Use of Pavers to Recreate the Façade of a Former Building.<sup>7</sup>

If integrated into the design, an additional paragraph should be added to the draft commemorative/interpretive statement that states:

*The [pavers/planters] in front of the building are in the approximate location of the gasoline pumps formerly on the property.*

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<sup>7</sup> AHI, "Heritage Interpretation in the Public Realm," last modified May 2022, accessed 27 November 2024, [https://ahi.org.uk/wp-content/uploads/2022/09/AHI\\_BPG\\_15\\_Heritage\\_Interpretation\\_in\\_the\\_Public\\_Realm\\_2022.pdf](https://ahi.org.uk/wp-content/uploads/2022/09/AHI_BPG_15_Heritage_Interpretation_in_the_Public_Realm_2022.pdf), 7.

## 7 IMPLEMENTATION PLAN

Design mitigation has already been accomplished through the architectural design of the thirty-five-storey commercial and residential tower. Any proposed alterations to the existing architectural plans are the responsibility of the Owner's architect.

Installation of the recommended commemorative/interpretive plaque is the responsibility of the Owner and, depending on the location of the plaque, the Owner's architect and/or landscape architect. The plaque should be installed following completion of construction activities on the Property. The costs associated with the plaque should be confirmed by the City's Outreach and Marketing Sub-Committee.

Installation of the pavers or planters in the approximate location of the gasoline pumps is the responsibility of the Owner's landscape architect and landscaper. The pavers or planters will be installed during construction of the hardscaped yards surrounding the thirty-five-storey tower. The costs associated with the plaque should be confirmed by the Owner's landscape architect.

## 8 CONCLUSION

LHC was retained on 9 October 2024 by Rose Garden Investments LP to prepare a HCOMP for the property at 122-130 Main Street North in the City of Brampton.

The building on the Property will be demolished; however, its concave southwest elevation and one storey massing will be reinterpreted as part of the first storey of the thirty-five-storey commercial and residential tower.

It is recommended that – in addition to the already integrated design mitigation strategy – a commemorative/interpretive plaque be installed on the Property. The plaque would support the applied design mitigation strategies by providing important historical and contextual information pertaining to the Property. In addition to the recommended plaque, pavers or planters in the approximate location of the gasoline pumps that were formerly in front of the existing building on the Property could also be integrated.

## 9 CLOSURE

We trust this Memorandum satisfies the City's requirement for the HCOMP for the Property. If there are any questions or concerns, or if we can modify the HCOMP in any way, please do not hesitate to contact the undersigned.

Sincerely,



Ben Daub, MA RPP MCIP CAHP-Intern  
Intermediate Heritage Planner



Christienne Uchiyama, MA CAHP  
Principal, Manager Heritage Consulting Services

## 10 REFERENCES

- AHI. May 2022. "Heritage Interpretation in the Public Realm." Accessed 27 November 2024.  
[https://ahi.org.uk/wp-content/uploads/2022/09/AHI\\_BPG\\_15\\_Heritage\\_Interpretation\\_in\\_the\\_Public\\_Realm\\_2022.pdf](https://ahi.org.uk/wp-content/uploads/2022/09/AHI_BPG_15_Heritage_Interpretation_in_the_Public_Realm_2022.pdf). 7.
- Architects Rasch Eckler Associates Ltd. (AREA). 6 December 2021. "122-130 Main Street North and 7 Church Street East, Brampton, Ontario Rose Garden Residences Development HERITAGE IMPACT ASSESSMENT." Accessed 18 November 2018. PDF File.
- City of Brampton. 2024. "Heritage Outreach and Education." Accessed 27 November 2024.  
<https://www.brampton.ca/EN/Arts-Culture-Tourism/Cultural-Heritage/pages/outreach-education.aspx>.

## APPENDIX A: HCOMP TERMS OF REFERENCE

Content Requirement	Location in the Tech Memo
<b>Cover Sheet</b>  A separate cover sheet/cover letter shall accompany all cultural heritage reports submitted to the City. See below for a cover sheet template.	n/a
<b>Executive Summary</b>  a) A brief description of the report's scope; b) A summary of the proposed commemoration strategies.	Page 1
<b>1. Introduction</b>  The introduction to the HCOMP must include: a) A brief description of the report scope; b) A brief description of the Property location; c) A brief description of the cultural heritage value or interest of the property; d) A Brief description of the proposed development or changes to the property; e) Location Plan and Site Map specifying the subject property in order to provide context.	Section 1
<b>2. Methodology/Approach</b>  Describe the methodology used to develop the HCOMP, including: a) The methodology should include a brief description of the purpose, background literature reviewed, a description of other relevant commemoration plans consulted (if any). b) The methodology should include a description of how the HCOMP fits within or links to the heritage conservation and commemorative goals/objectives of the City. c) Describe any community engagement or consultation efforts included in the HCOMP (as required). d) The methodology should list any guidance documents/tools followed and how they were used to prepare the HCOMP.	Section 2



Content Requirement	Location in the Tech Memo
<b>3. Cultural Heritage Value</b>  Describe the details of the property's cultural heritage value or interest. <ul style="list-style-type: none"> <li>a) This should be a complete description from all relevant sources. It may be copied or summarized from a heritage designation by-law, Canada's Historic Places statement of significance, CHER, HIA or other cultural heritage or planning study.</li> </ul>	Section 3
<b>4. Commemoration Themes</b>  Identify potential materials, designs, and themes that relate to the resource's history and significance that can be commemorated.	Section 4
<b>5. Engagement/Public Consultation</b>  Commemoration and Interpretation are important to the community. It is important that engagement and/or public consultation identify who to consult and why. <ul style="list-style-type: none"> <li>a) Public consultation should include, at a minimum:               <ul style="list-style-type: none"> <li>• consultation with City Staff,</li> <li>• consultation with the Brampton Heritage Board,</li> <li>• consultation with the Brampton Historical Society,</li> <li>• consultation with other local knowledgeable groups as appropriate. Applicants shall consult with City Staff to determine the appropriate level of engagement based on the scope and nature of the project.</li> </ul> </li> <li>b) The engagement/public consultation section of the HCOMP should identify the target audience for engagement and interpretation and visitor experience objectives.</li> <li>c) City Heritage Planning Staff can help determine when consultation is necessary and potential formats to follow.</li> <li>d) Explore opportunities for partnerships with local museums, libraries and/or community organizations with a relevant interest/mandate.</li> </ul>	Section 5

Content Requirement	Location in the Tech Memo
<p><b>6. Commemoration Strategy</b></p> <p>The HCOMP must include a description of the commemoration strategy.</p> <ul style="list-style-type: none"> <li>a) Describe and visually illustrate concepts for commemoration suitable for the property and/or cultural heritage resource. This may include existing commemoration at other locations that may be suitable to replicate or imitate.</li> <li>b) Outline options for heritage commemoration on the property. Multiple commemoration or interpretation methods may be appropriate. It is recommended that at least 3 options be developed (if possible);</li> <li>c) For each commemoration or interpretation option:               <ul style="list-style-type: none"> <li>i. Identify the themes and/or CHVI that give the commemoration context;</li> <li>ii. Explain the relationship of the resource being commemorated to those themes/CHVI;</li> <li>iii. Identify and clarify which heritage attribute(s) expresses an identified theme; and,</li> <li>iv. Include relevant images to further illustrate the commemoration concept.</li> <li>v. Provide the pros and cons of each option.</li> </ul> </li> <li>d) Identify potential locations for tangible commemorative fixtures on site through mapping, site plan or landscape plan drawings; and,</li> <li>e) If multiple locations for commemorative elements or programs are available, list the pros and cons of each proposed location.</li> </ul>	<p>Section 6</p>
<p><b>7. Implementation Plan</b></p> <p>The HCOMP must include a plan that describes implementation measures</p> <ul style="list-style-type: none"> <li>a) Include an implementation plan that describes who is responsible for commemoration and when it will be completed. Implementation may require consultation with City Heritage Planning Staff and may require negotiation with the City.</li> <li>b) The implementation plan should link or tie in to existing municipal programs wherever possible.</li> </ul>	<p>Section 7</p>

Content Requirement	Location in the Tech Memo
c) Include a summary of cost estimates for interpretive elements to determine the amount of securities required related to the commemoration aspects of the project.	
8. Conclusion a) Summarize the commemoration options; b) Outline the reason that the recommended option is preferred, including reference to the pros and cons for that option.	Section 8
9. References/Bibliography All sources must be included in a reference list/bibliography. <ul style="list-style-type: none"> <li>Footnotes or parenthetical references are acceptable.</li> <li>References must be a consistent style throughout the report.</li> <li>The City prefers a recognized academic style such as Chicago/Turabian or MLA.</li> </ul>	Section 10
10. Professional Qualifications of the HCOMP Author(s) a) The Commemoration Plan must be prepared by qualified professionals. A members in good standing with the Canadian Association of Heritage Professionals (CAHP) who possess applied and demonstrated knowledge of accepted standards of heritage conservation, historical research, and the identification and evaluation of cultural heritage value or interest must be involved and sign the report. Other professionals in interpretation and commemoration may be involved or be co-authors of the report. b) The background and qualifications of the professional(s) completing the Commemoration Plan must be included in the report. A short professional biography illustrating relevant experience is sufficient. c) The authors must confirm that the report conforms to accepted technical and ethical standards and works in accordance with the regulations and guidelines of jurisdictions of practice. The Heritage Professional must confirm that the information included in the HCOMP is accurate and reflects their professional opinion.	Refer to LHC's HBPP and/or HCP prepared under separate cover.

Content Requirement	Location in the Tech Memo
<b>11. Appendices</b> <ul style="list-style-type: none"><li>a) <b>Development Plan:</b> Include the Site Plan/Draft Plan of Subdivision or relevant drawing to illustrate the full scope of the project site and provide details of the project;</li><li>b) <b>Design Plans for Commemoration:</b> Include full design and specification drawings, a location plan, and renderings (if available);</li><li>c) <b>Pedestal Plaque Details:</b> If a plaque is proposed, specifications, draft text, and images to be included should be provided;</li><li>d) <b>Cost estimates:</b> For all aspects of commemoration should be included to determine appropriate securities for the project.</li></ul>	<p>Refer to LHC's HBPP and/or HCP for the development plan.</p> <p>Design plans have not yet been prepared.</p> <p>Pedestal plaque details (size) and associated costs should be determined by the City's Outreach and Marketing Sub-Committee</p>