

Cultural Heritage Evaluation Report
Stock House
307 Watson Avenue, Oakville, Ontario



West elevation of 307 Watson Avenue. Source: *Town of Oakville Planning Services Staff*

1. Executive Summary

The purpose of this Cultural Heritage Evaluation Report, or CHER, is to determine if the subject property merits designation under Part IV, section 29 of the *Ontario Heritage Act* (OHA). A Cultural Heritage Evaluation Report (CHER) provides an overview of the property based on primary and secondary research and visual inspection of the property. It also includes an evaluation against the prescribed criteria of Ontario Regulation 9/06, including design/physical value, historical/associative value, and contextual value. This CHER also includes a draft Statement of Cultural Heritage Value or Interest and identification of heritage attributes.

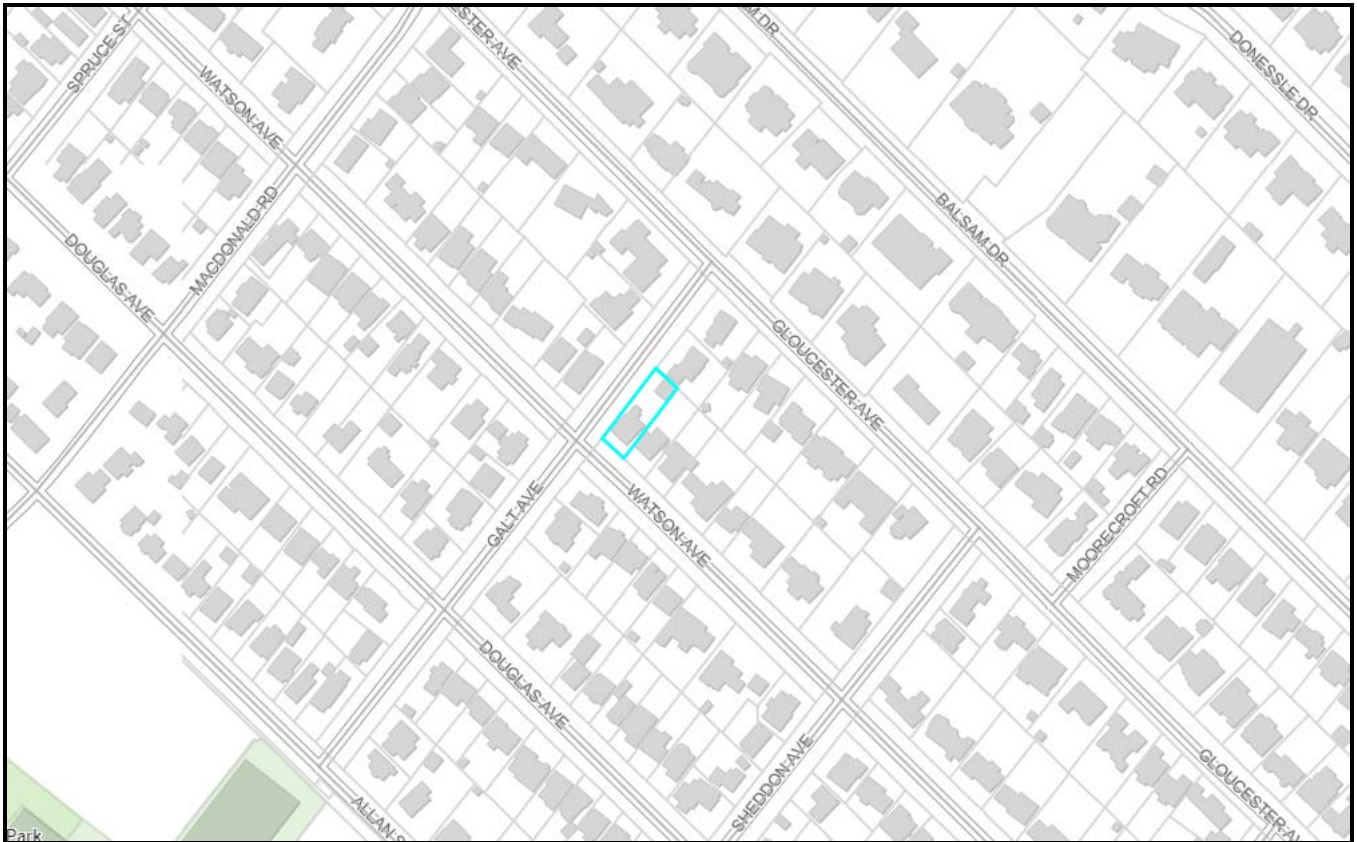
The designation of heritage properties is legislated by the OHA and is supported at a provincial level by the Provincial Policy Statement (2020) and the Growth Plan for the Greater Golden Horseshoe (2019). The conservation of cultural heritage resources is also supported by the Region of Halton Official Plan, the Livable Oakville Plan, the North Oakville East Secondary Plan, and the North Oakville West Secondary Plan.

The home at 307 Watson Avenue is located on the east side of Watson Avenue between Galt Avenue and Sheddon Avenue. The property is located within the territory covered by Treaty 14, which was signed in 1806 between the Mississaugas and the British Crown. The property was added as a 'listed' property to Oakville's *Register of Properties of Cultural Heritage Value or Interest (NOT Designated)* in 2009 for its potential cultural heritage value for its "circa 1921 brick bungalow with Arts & Crafts style influences."

This CHER has evaluated the property in accordance with the requirements of the OHA and finds that the property meets five of the criteria of Regulation 9/06. It is therefore recommended that the property be designated under Part IV, section 29 of the OHA.

2. Subject Property

The property at 307 Watson Avenue is located on the east side of Watson Avenue between Galt Avenue and Sheddon Avenue, made up of Lot 296. The property is located within the territory covered by Treaty 14, which was signed in 1806 between the Mississaugas and the British Crown. It was historically a part of the Third Concession South of Dundas, Lot 12. After being purchased by Charles Anderson in the early 1800s, the subject property became a part of the Anderson farm until it was subdivided into the Brantwood Survey in 1907. The property contains a detached one-and-a-half brick and frame house built circa 1918.



Location map: Subject property is outlined blue. July 2023. Source: Town of Oakville GIS

Legal description: LOT 296, PLAN 113; TOWN OF OAKVILLE

3. Background Research

Design and Physical Value

The subject building at 307 Watson Avenue is a one-and-a-half storey brick and frame house. The home has architectural value as a representative example of a Craftsman home built during the Arts and Crafts movement of the early 1900s in Oakville.



North and west elevation of the house facing Watson Avenue. Source: Town of Oakville Planning Services Staff

Arts and Crafts Movement and Craftsman Style (1890-1940)

The Arts and Crafts movement, which inspired Craftsman architecture, began in Britain as a reaction to the rapid growth of industry and the dehumanization of society that resulted from the sudden restructuring of the population to accommodate large factories.¹ The movement spread to North America and many structures built between 1890 and 1940 demonstrate Arts and Crafts influenced architectural details.² Generally, the goal of the residential Arts and Crafts movement was to portray the home as a place of serenity, with a focus on the home as part of the natural environment.³

¹ Mikel, Robert. *Ontario House Styles: The distinctive architecture of the province's 18th and 19th century homes*, pg. 101

² Blumenson, John. *Ontario Architecture: A Guide to Styles and Building Terms 1784 to Present*, pg. 102

³ Mikel, Robert. *Ontario House Styles: The distinctive architecture of the province's 18th and 19th century homes*, pg. 105

Characteristics of Arts and Crafts inspired residences can include: a combination of cladding materials ranging from brick, stone, stucco, shingles, and horizontal wood cladding; wide verandahs or porches sometimes created through an extension of the main roof; dormer windows and wall gables; small paned casement windows, recessed entrances typically under porches, exposed rafter tails or brackets, and asymmetrical façades.

Subject Property Design

The property at 307 Watson Avenue features many elements of Craftsman style. It is a one-and-a-half single detached residential dwelling.



A photo of 307 Watson Avenue from 1989. Source: *Town of Oakville Planning Services/Oakville Historical Society*

The single detached residential building has a high side gabled roof with extended slope on the west elevation, or the front of the house, which is a representative design element of Craftsman houses. This roofline allows for the large central dormer and protected patio on the upper storey, as well as a covered front verandah. The central dormer is front gabled with an overhang. The house has two symmetrical chimneys on the north and south elevations, with the one on the north elevation having an external brick portion that runs the height of the house.

The first storey is clad in brick in a stretcher bond pattern. The upper storey is clad in wooden shingles. The gabled sides of the house have wooden soffits.



West and south elevation showing the brick first storey and the wooden shingles that clad the entire upper storey. *Source: Town of Oakville Planning Services Staff*

The central dormer has wooden soffits, and it appears that between 1989 and 2013, wooden brackets were added, or re-added, as decorative support to the dormer in keeping with the Craftsman design style.⁴ The central vent has also been added or re-added since 1989.

The front of the house has a large front verandah, a common element of Craftsman homes built during the Arts and Crafts era. There are four columns on stone plinths, which appear to be made of local lake stone. The first storey on the porch has a bay window and simple radiating brick voussoirs for window lintels and the front door header.

⁴ 1989 photo does not show these brackets and by 2013 they are photographed.



Front entrance showing brick voussoirs over the door and windows. *Source: Town of Oakville Planning Services Staff*



Left: bay window on verandah. Right: Close-up of porch pillar and column. *Source: Town of Oakville Planning Services Staff*

The fenestration of the west elevation of the house is asymmetrical, except for the dormer where it is symmetrical. On the front façade, the windows on the first storey are segmental with brick voussoirs and stone sills. They have wooden storm windows and are made of multi-paned glass, as seen in the photos above.

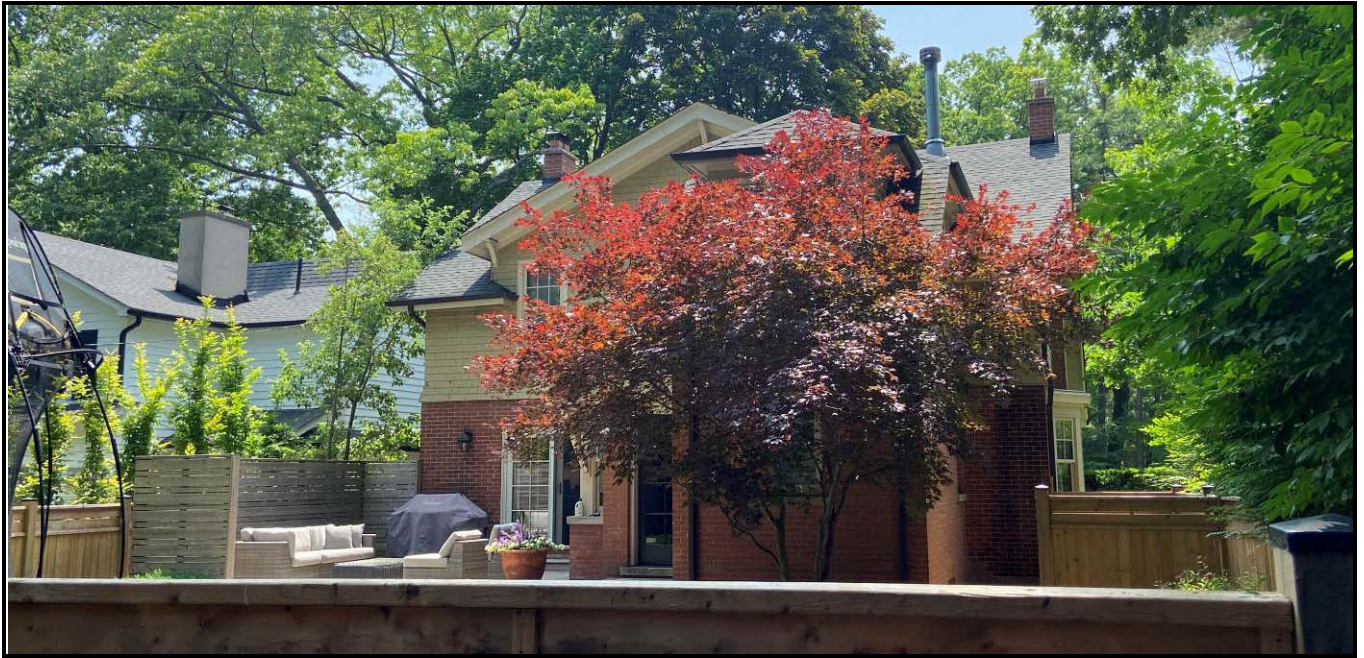


Photo showing the upper storey west elevation windows. *Source: Town of Oakville Planning Services Staff*

The upper-level windows are flat and made up of three pairs of multi paned windows. The north elevation has another bay window on the first storey. All elevations have multipaned windows, which are an element of Arts and Crafts houses.

The east elevation of the house has a back one-and-a-half storey addition that replaced a one-storey porch in 1998.⁵ Exterior maintenance was done to match the siding colors and materials with the original historic portion of the house. A detached garage was also built off Galt Avenue in 2009. These are not considered of heritage value.

⁵ Town of Oakville AMANDA files



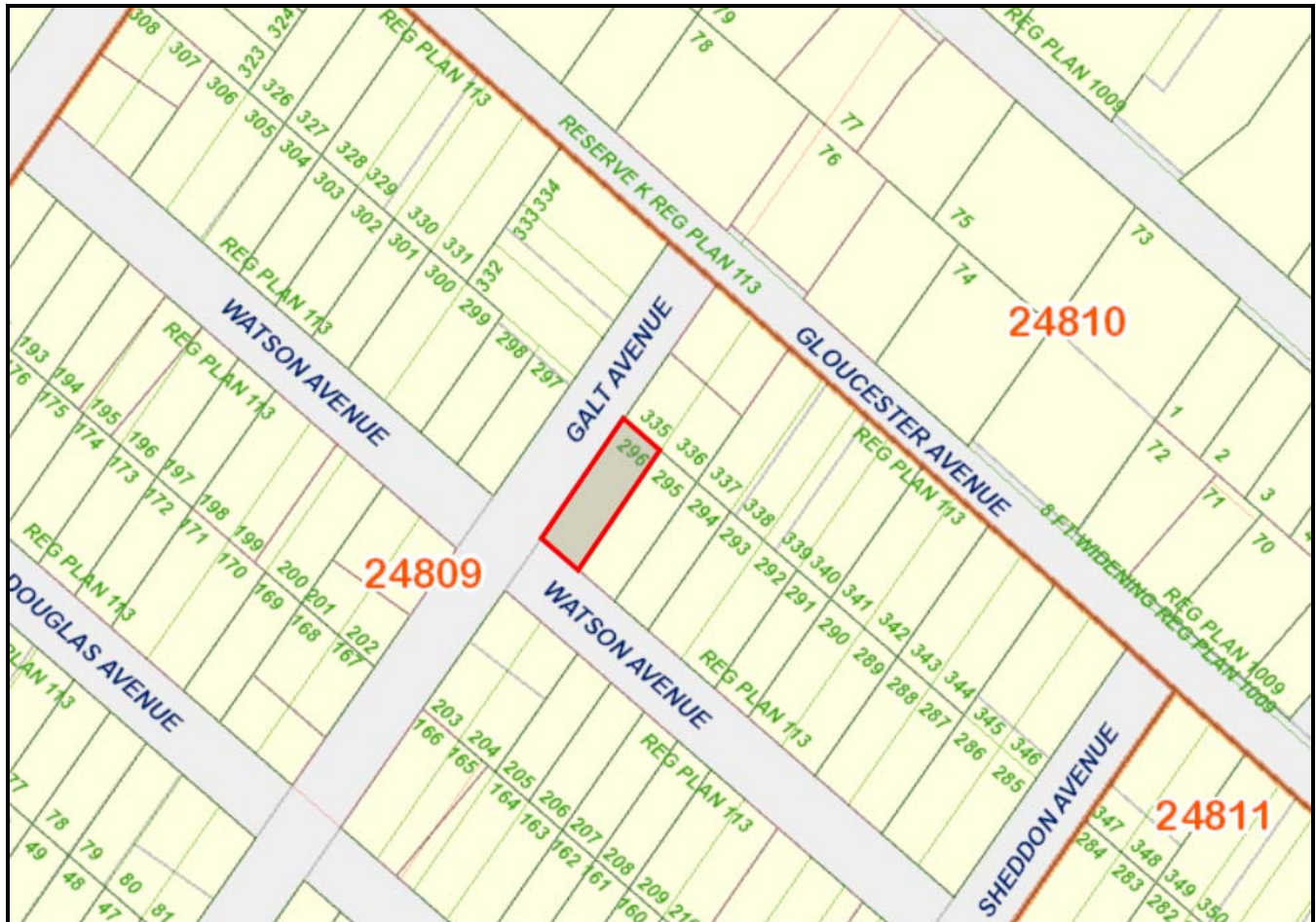
East elevation of the house showing the 1998 back addition that replaced the original one-storey porch. *Source: Town of Oakville Planning Services Staff*



North elevation of the house showing the 1998 back addition that replaced the original one-storey porch. *Source: Town of Oakville Planning Services Staff*

Lot and Property History

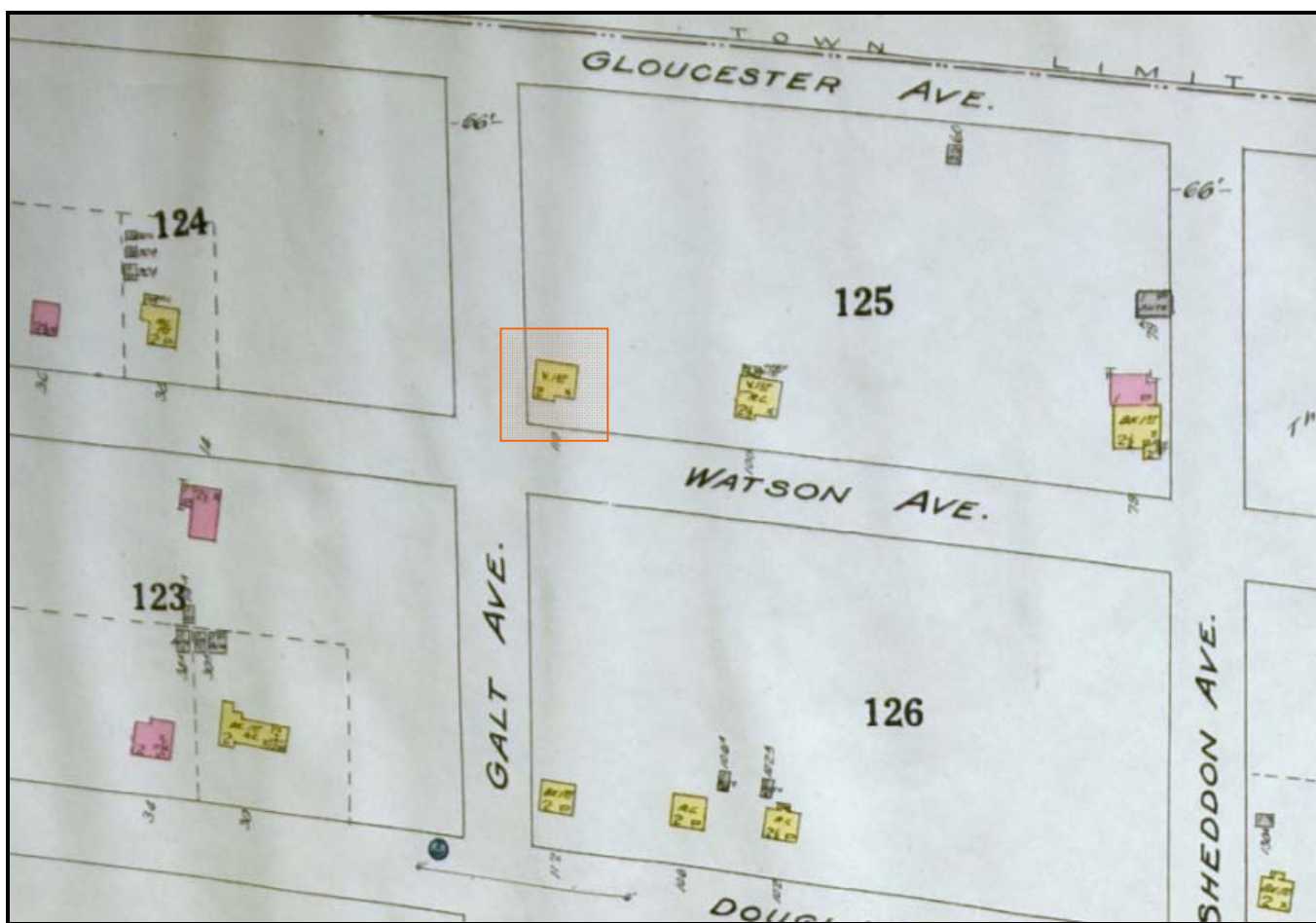
The house was built on Lot 296 starting in 1915 and completed in 1918 under the ownership of Sidney, also spelled Sydney, Frederick Wiffen.⁶ The house had a square footprint with a small back enclosed porch until the back addition was built in the 1990s. Sidney Frederick Wiffen was a local builder and would have sold the property once he was finished the house. He built several other buildings in the Brantwood neighbourhood in the Craftsman style.⁷



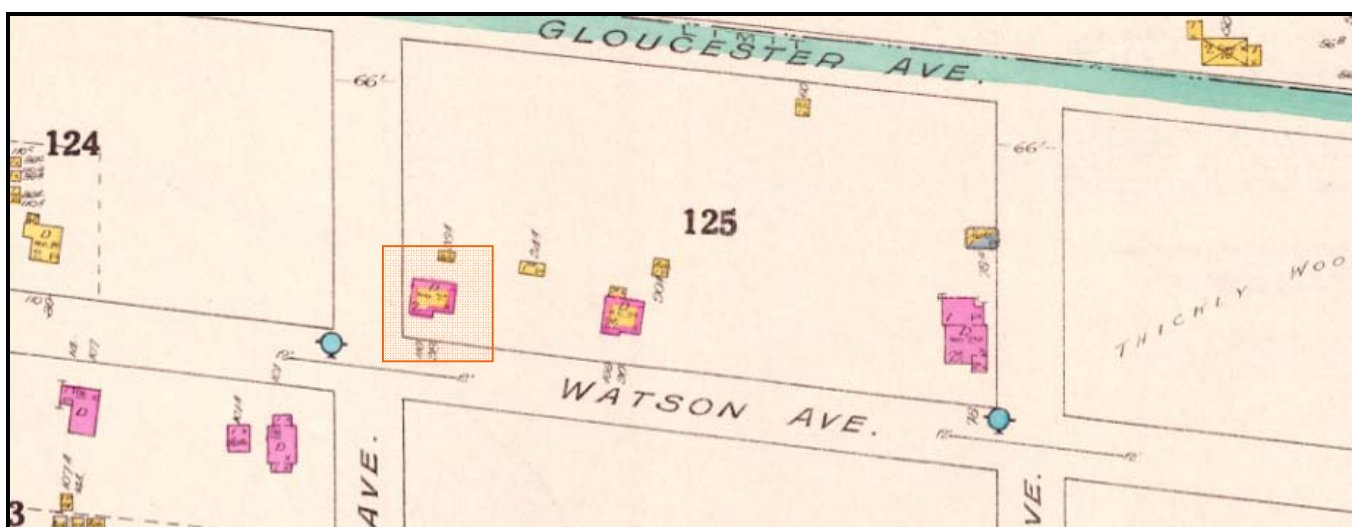
Showing the current size of the subject property lot. Source: OnLand Property Search

⁶ Oakville Public Library, Town of Oakville Assessment Rolls, 1915-1918. 1915 shows an unfinished building. This continued until 1918, when it is sold to William Stock and is valued at \$4000.

⁷ Oakville Public Library, Town of Oakville Assessment Rolls, 1911-1921. Throughout the years S.F. Wiffen owns various lots throughout the Brantwood neighbourhood, builds on them, and then sells them. His job is listed as 'contractor'. Some other properties include these modern addresses: 199 Allan Street, 235 Douglas Avenue, 267 Douglas Avenue, 291 Douglas Avenue, 291 Watson Avenue

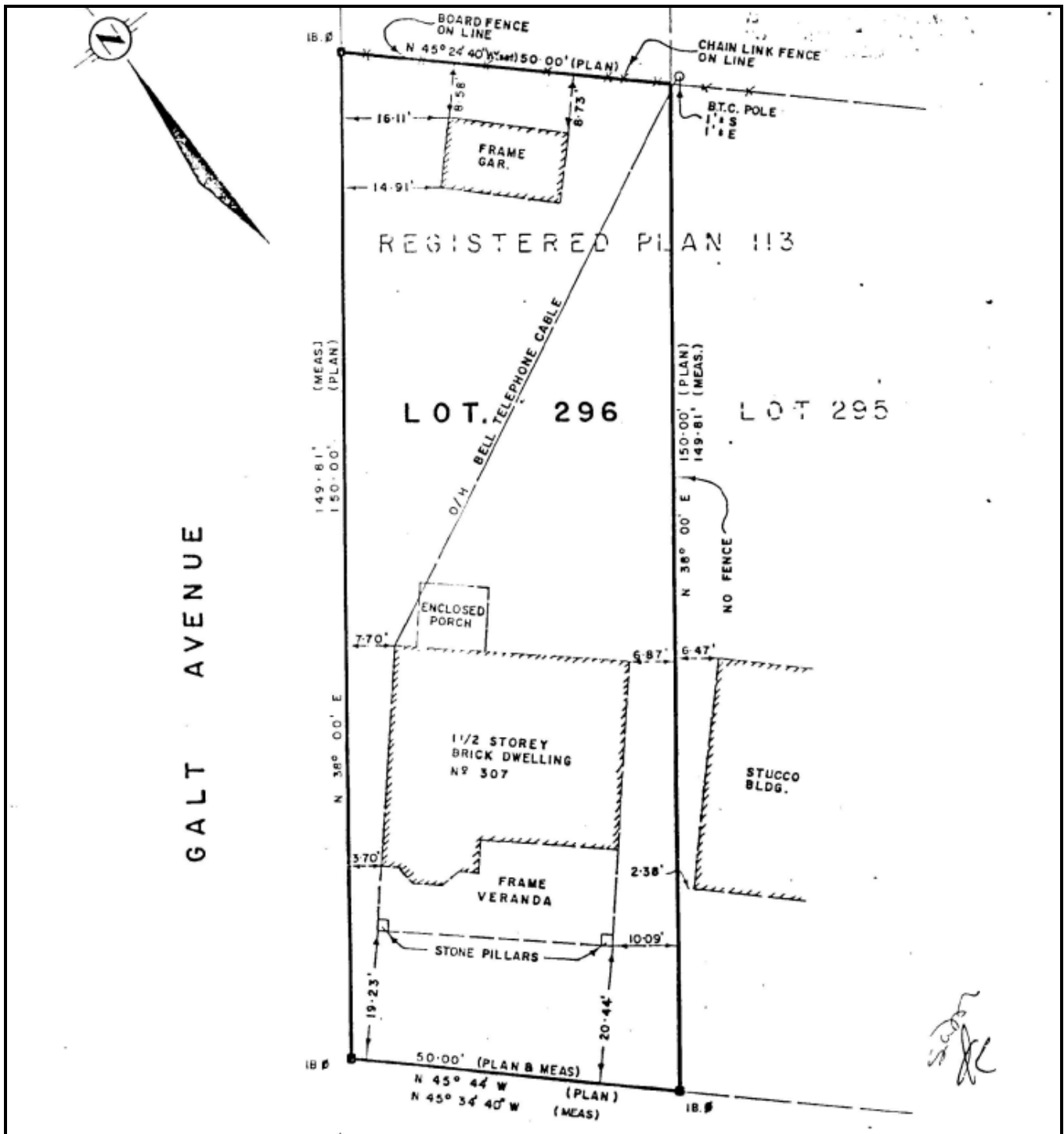


1924 fire insurance map showing the shape of the house before the frame addition to the east elevation. Note how few houses were built on the street at the time. Source: Underwriters' Survey Bureau, Insurance Plan of the Town of Oakville. Toronto: Underwriters' Survey Bureau, 1924.



1932 fire insurance map showing the same footprint as 1924. Source: Underwriters' Survey Bureau, Insurance Plan of the Town of Oakville. Toronto: Underwriters' Survey Bureau, 1932

Many of the owners lived in the house for several decades at least. The house had a one-and-a-half storey addition constructed on the back in 1997-1998 to match the existing height of the house. This addition replaced a one-storey screen porch. In 2009 a detached garage was built on the lot, replacing a smaller frame garage shown in the survey below.⁸



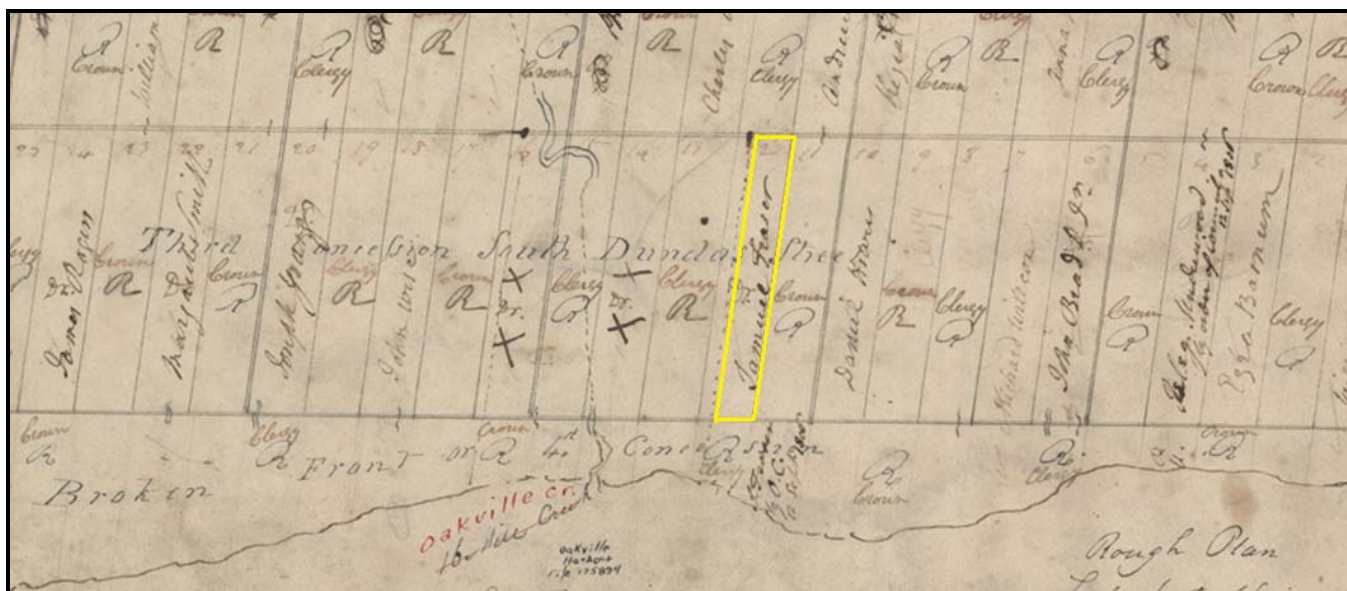
1982 survey of the property showing the enclosed back porch before it was made into a matching back addition, as well as the frame verandah and bay window. It notes the two end pillars on the porch as made from stone. Source: McConnell, Maughan Ltd. In Town of Oakville AMANDA files

⁸ Town of Oakville AMANDA files

Historical and Associative Value

The home at 307 Watson Avenue is located on lands that were part of the traditional territory of the Mississaugas of the Credit First Nation. In 1805, the Mississaugas and the British Crown reached an agreement in which the Mississaugas ceded almost 71,000 acres of land. In return they were given £1000 of trade goods, promised the sole right of the fisheries in the Twelve Mile Creek, Sixteen Mile Creek, and the Credit River, and a strip of land on the banks of these waterways. The agreement was formalized with the signing of the Head of the Lake Treaty, No. 14, on September 5, 1806.⁹ The subject property is in the territory of Treaty No. 14.¹⁰

The land outside of the waterway reserves kept by the Mississauga was divided up by the Crown. The subject area was known as the Third Concession South of Dundas Street, Lot 12, and would later become the neighbourhood of Brantwood in the 1900s.¹¹ It is a narrower lot compared to the others, given that it ran alongside the edge of the Mississauga lands on Sixteen Mile Creek.



Wilmot's Trafalgar Township Survey, 1806, with Lot 12, 3rd Concession South of Dundas Street highlighted in yellow. The reserve lands along the creek are most likely the dotted lines, which Lot 12 borders and explain its narrower size in later maps. This would become the Brantwood Survey and subsequent neighbourhood. Source: Archives of Ontario

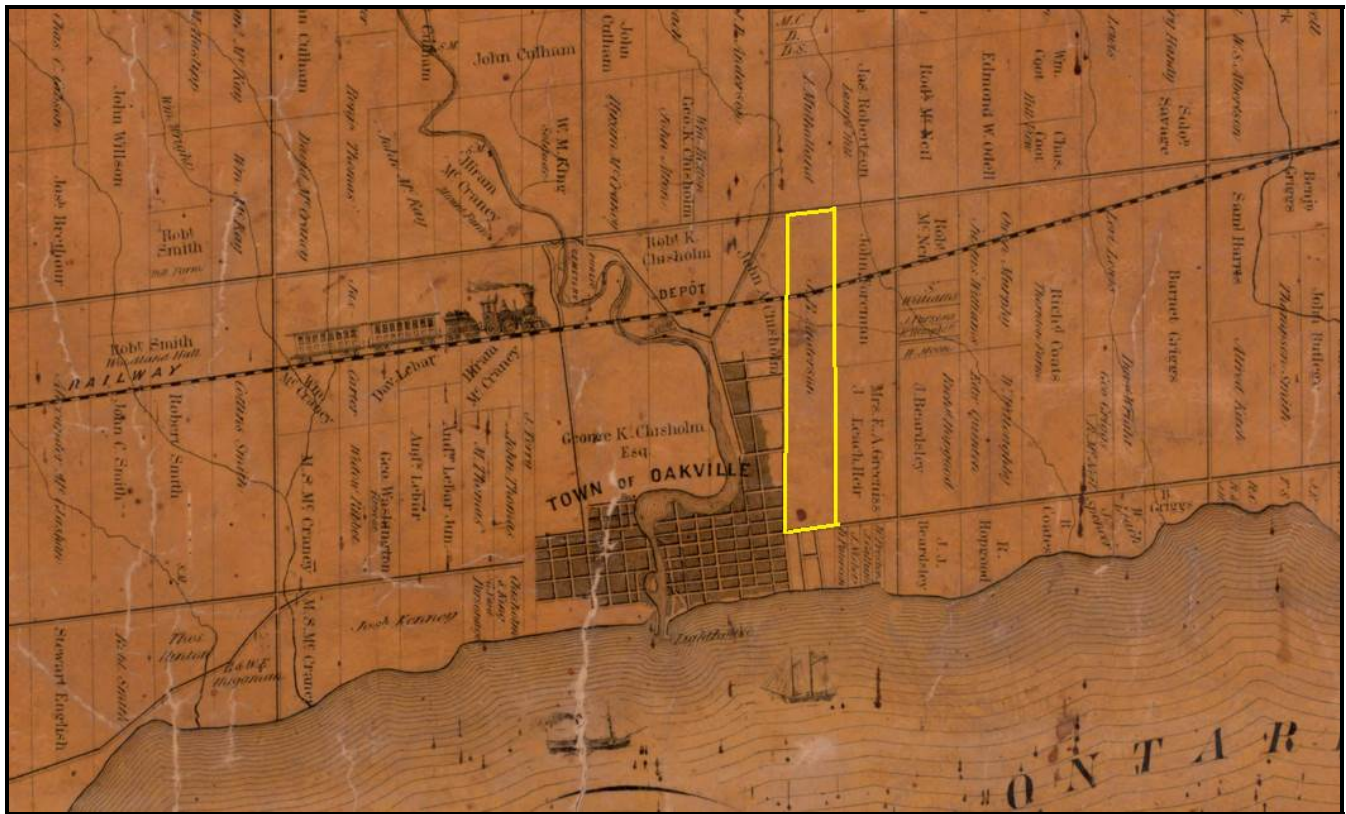
The creek lands were ceded by the Mississauga in Treaty No. 22, which was signed in February of 1820, when the Mississaugas were experiencing duress due to land encroachment, the depletion of fish stocks, and a population that was in severe decline. Treaty 22 stipulated that in exchange for ceding "about 20,000" acres of their land to the British Crown, the Mississaugas would receive a 200-acre parcel of land on the Credit River, and the profits from the sale of the remaining lands on the Twelve and Sixteen Mile Creeks.¹²

⁹ Debwevin: The Oakville Truth Project, *Treaties 2 & 23, 1820*, pg. 9

¹⁰ 1806 Wilmot Survey; Mississaugas of the Credit GIS Treaty Map

¹¹ 1806 Wilmot survey and the subsequent 1858 Tremaine survey

¹² Debwevin: The Oakville Truth Project, *Treaties 22 & 23, 1820*, pg. 10



George Tremaine's "County of Halton" survey, 1858, with Lot 12, 3rd Concession South of Dundas Street highlighted in yellow. The Mississauga lands along the creek had been sold by the Crown, and the Village of Oakville was taking shape. At this time, it was owned by Joseph Brant Anderson. Source: University of Toronto

In 1808, the Crown granted Lot 12 to Samuel Fraser, an American settler.¹³ In 1810, Fraser sold the southern portion to Charles Anderson, an Irish immigrant¹⁴. When the War of 1812 between the US and Britain began, Fraser joined the American forces.¹⁵ Because of this, he was viewed as a traitor after the war and his lands were forfeit to the Crown. In 1819, this portion of Fraser's land was purchased by Charles Anderson.¹⁶ The estate was bounded by Lakeshore Road to the south, Gloucester Avenue to the east, Spruce Street to the north, and Allan Street to the west. The lands would stay in the Anderson family until 1902.

Charles Anderson was a friend of Mohawk leader Joseph Brant.¹⁷ When Charles had a son, he was given the name Joseph Brant Anderson. Joseph Brant Anderson and his wife built a log cabin on the property in 1826, close to the path that would become Lakeshore Road East. He farmed the land and built a larger home in 1836.¹⁸ It burned down in 1895 and at the time was one of the oldest frame homes in the town.¹⁹

¹³ LRO Patent, dated February 15, 1808, from the Crown to Samuel Fraser. A portion of Lot 12 was also given to William Chisholm by the Crown in 1831.

¹⁴ Oakville Historical Society, "Lot 12", from the Trafalgar Chartwell Residents' Association: <https://www.oakvillehistory.org/lot-12.html>

¹⁵ Ibid.

¹⁶ LRO Instrument 166F, being a Bargain and Sale, dated March 31, 1821, between James Baby and Charles Anderson

¹⁷ Oakville Historical Society, "Lot 12", from the Trafalgar Chartwell Residents' Association: <https://www.oakvillehistory.org/lot-12.html>

¹⁸ Ibid.

¹⁹ Ibid.

In 1831, William Chisholm, a farmer, businessman, and political figure from Nelson Township, now part of Burlington, Ontario, purchased 1,000 acres of land at the mouth of Sixteen Mile Creek from the Crown after the signing of Treaty 22.²⁰ Chisholm is widely recognized as the founder of the Village of Oakville.

Four years after Chisholm's purchase, the area was resurveyed. Edward Palmer's 1835 "Plan of Oakville" divided large swaths of land on both sides of Sixteen Mile Creek. The Anderson land in which the subject property sits was still in the wooded northeast corner of the above map, which reads "Joseph Anderson's Property". He left it to his son Cyrus Anderson in his will in 1879.²¹



Edward B. Palmer's, "Plan of Oakville, Township of Trafalgar Upper Canada 1835" Source: *Oakville Historical Society*

Between 1897 and 1902, Anderson was the owner of a private bank located in Oakville's downtown. The Anderson bank failed when it was discovered that it had a shortage due to the misappropriation of funds.²² The Bank of Hamilton, its principal creditor, acquired title to the Anderson farm.²³

²⁰ Ministry of Natural Resources, Crown Grant, wherein William Chisholm of Nelson Township purchased 1,000 acres of Crown land for £1,020, on the 25th of March 1831

²¹ LRO Instruments 46F and 1336D, both being left in their wills, dated February 23, 1829 (between Charles and Joseph Brant) and September 30, 1879 (between Joseph Brant and Cyrus).

²² *The Globe*, "Bank crash is complete", January 7, 1903, pg. 7

²³ *The Globe*, "A document found", January 10, 1903, pg. 28



1913 photo of Watson Avenue looking north, with sidewalks completed before roads. Source: 1913 *Brantwood promotional booklet*, Cumberland Land Company Ltd. and W.S. Davis

To help recover their losses, the Bank of Hamilton planned a large subdivision in 1907 on what had been Anderson's farm. The Cumberland Land Company Limited, a syndicate formed by the Bank of Hamilton to subdivide and sell off the 200 acres of Anderson's land,²⁴ oversaw the project and its infrastructure—planning streets, sewers, and sidewalks—as well as selling the lots along with William Sinclair (W.S.) Davis, a local real estate agent who was appointed sales manager.²⁵ The new subdivision was known as Brantwood.²⁶

A detailed sales brochure (circa 1913-1916) was developed to target Toronto and Hamilton middle class workers and their families to relocate to this new subdivision in Oakville.²⁷ While the infrastructure was made up of the modern conveniences of the era (sewage, water, and paved roads), sales of the lots in the subdivision slowed through the First World War and did not pick up again until the mid-1920s and 30s.²⁸

As part of this new subdivision, in 1913, the Cumberland Land Company sold Lot 296 to William Sinclair Davis, who sold it to Sidney Frederick Wiffen in 1914.²⁹

²⁴ Ahern, Frances Robin. *Oakville: A Small Town, 1900-1930*, pg. 110-113, Oakville: Oakville Historical Society

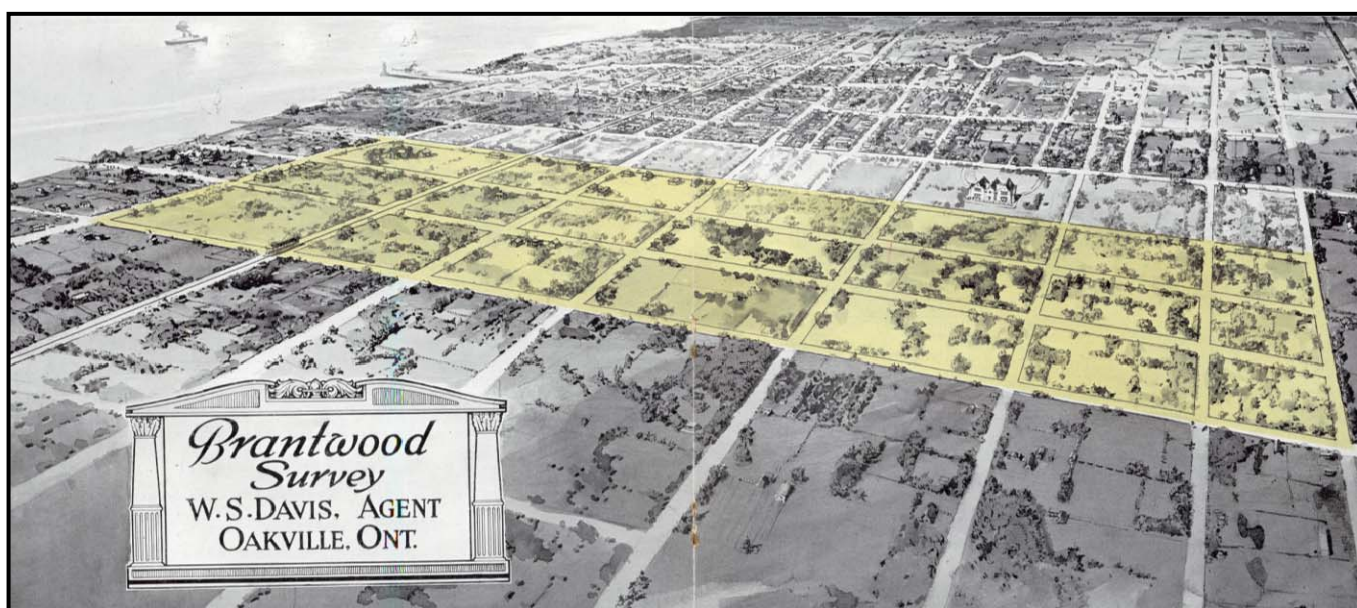
²⁵ Cumberland Construction Company Ltd. and W.S. Davis, "Brantwood" pamphlet, 1913; Town of Oakville, Planning Services, 78 Allan Street property file, Heritage Structure Report, undated, pg. 1

²⁶ Oakville Historical Society, Brantwood Survey, 1907

²⁷ Cumberland Construction Company Ltd. and W.S. Davis, "Brantwood" pamphlet, 1913

²⁸ Town of Oakville, Planning Services, 376 Douglas Avenue property file, Heritage Research Report, July 2011, pg. 6

²⁹ LRO Instrument 5780 M, being a Grant, dated April 1, 1914, between William Sinclair Davis and Sydney Frederick Wiffen



Aerial drawing of the borders of the Brantwood Survey in context with the surrounding area and Lake Ontario. *Source: 1913 Brantwood promotional booklet, Cumberland Land Company Ltd., and W.S. Davis*

Below is a summary of the owners of the property from the Crown patent to the current owners. Some owners held the property for relatively short periods of time. In many cases, information about the purchasers was limited to only that contained within the real estate transaction documents. As such, not all owners will be discussed in the CHER. Rather, the focus will be on persons of note, with a focus on the most likely candidate to have built, or commissioned the construction of, the property's building or buildings; on anyone who was significant to the community; or on anyone who lived on the subject property for an extended period.

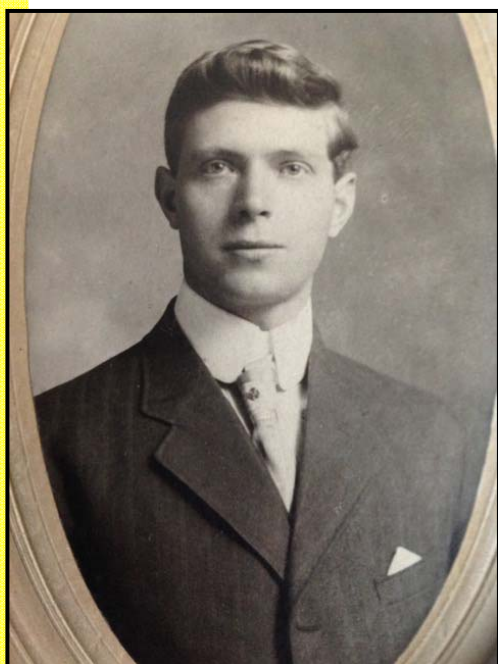
Name of Owner(s)	Acreage or Lot	Years of Ownership
Crown	200 acres	1806-1808
Samuel Fraser	Northeast Part	1808-1821
Charles Anderson	140 acres	1810-1829
Charles Anderson	Northern Portion	1821-1829
Joseph Brant Anderson	200 acres	1829-1879
Cyrus W. Anderson	140 acres	1879-1902
Edward R.C. Clarkson, estate of Cyrus Anderson	165 3/5 acres	1902-1903
Bank of Hamilton	135 acres	1903-1907
Cameron Bartlett	Plan 113, Lot 296	1907-1911
Cumberland Land Company	Plan 113, Lot 296	1911-1913
W.S. Davis	Plan 113, Lot 296	1913-1914
Sidney Wiffen	Plan 113, Lot 296	1914-1917
William and Lily Stock	Plan 113, Lot 296	1917-1925
George and Mary Power	Plan 113, Lot 296	1925-1956
Percy and Roberta Helen	Plan 113, Lot 296	1956-1957
Margaret Elson	Plan 113, Lot 296	1957-1980
Lawrence Elson	Plan 113, Lot 296	1980-1983
Shirley MacMurray	Plan 113, Lot 296	1983-1997
Ashley and Sharon Kay	Plan 113, Lot 296	1997-2021
Current Owners	Plan 113, Lot 296	2021-present

The house at 307 Watson Avenue was built by Sidney Frederick Wiffen, a builder who constructed other houses in the Brantwood subdivision from the 1910s into the 1920s.³⁰ It is unlikely he lived in the house, as he was building on a nearby lot and seemed to live in a house he built at 199 Allan Street at the time. However, did own the subject lot from 1914 into late 1917; during this time the house is listed as “not finished” in the assessment rolls. Its value is listed as \$2,800 until the 1918 assessment, after the property was sold to William Stock. The house’s value had increased to \$4,000, indicating its completion.³¹

932	Wanless H. S.		Contractor		292		125	3500	3625
933	Savis M. O.		Builder		293		125		125
934					294		125		125
935					295		125		125
936	Wiffen S. F.		Contractor		296		200	2800	3000
937	Harvey L. H.	105 King W. Toronto	N.A.		297-298		325		325

The line for Lot 296 in the 1915 Oakville Assesment Roll showing S.F. Wiffen, contractor, owns the property and has an unfinished building (“N.F.”), valued at \$2,800. Several lines above, Wiffen also owns Lot 292 and is building another house; at this point it appears to have been recently sold to H. Wanless. Source: Oakville Public Library

Sidney, sometimes spelled Sydney, Frederick Wiffen, who also went by Frederick, was born in 1887 in England³² and married Lydia Jones in August of 1911.³³ His job is listed as carpenter in the marriage paperwork, as well as in the 1911 Census earlier in the year when he was a lodger in Oakville.³⁴ They had a son, Harry, in 1913, a year before Wiffen constructed the house at 307 Watson Avenue.³⁵ Harry Wiffen grew to be a volunteer firefighter in Oakville.³⁶



Left: Sidney Wiffen, circa 1914. Top: Lydia Wiffen, 1900-1905. Sources: Sidney image from Ancestry.ca, Jones Family Tree, uploaded by schweizerj, September 2, 2013. Lydia image from Oakville Historical Society

³⁰ Oakville Public Library, Town of Oakville Assessment Rolls, 1911-1923

³¹ Oakville Public Library, Town of Oakville Assessment Rolls, 1914-1918

³² Ancestry.ca, Ontario, Canada, Marriages, 1826-1938, Sidney F Wiffen and Lydia Jones

³³ Ancestry.ca, Marriage License of Sydney Wiffen and Lydia Jones

³⁴ Library and Archives Canada, 1911 Census of Canada. In this record he goes by his middle name, Frederick.

³⁵ Ancestry.ca, Ontario Births, Schedule B, Oakville

³⁶ Ahern, Frances Robin. *Oakville: A Small Town, 1900-1930*, pg. 43, Oakville: Oakville Historical Society

Sidney Frederick Wiffen was also the Secretary-Treasurer of the Oakville Building Trades Council in the 1920s, which seemed to advise the Town on construction projects in Oakville. Other familiar names in building during that time were on the council, such as C.D. Carson and J.N. McGregor.³⁷

Unlike larger nearby cities like Toronto and Hamilton, during the early to mid-1900s, most residential buildings in Oakville were designed and constructed by local builders and contractors. It can often be difficult to trace who built which buildings without historical building permits, so it is important when a house with a known builder—such as Sidney Wiffen, who also built other houses in the neighbourhood during this time—can be identified. Wiffen's constructions in the Brantwood neighbourhood helped to define the Arts and Crafts character of the neighbourhood that later constructions would emulate. Sidney Wiffen passed away in 1954, and his wife Lydia died in 1962.³⁸

The Wiffens sold 307 Watson Avenue to William Stock at the end of 1917.³⁹ Stock and his wife, Lily May, owned the house for around eight years. They had two daughters. By the 1930s, the family was living in Toronto and were no longer residents of Oakville.⁴⁰ Stock was born in Peterborough; it is unknown what brought the family to Oakville. Stock was a jewelry broker and had an office in Toronto in the Excelsior Life Building on Toronto Street.^{41 42}

In 1925, the Stocks had sold 307 Watson Avenue to George and Mary Power.⁴³ The Power family owned the house for 31 years. George H. Power was a consulting engineer. He was written about numerous times in various papers in the area during the mid-1900s, such as in Grimsby, Acton, and Burlington, as an engineer who was often consulted on waterworks projects.⁴⁴ His father, Willoughby Power, was a respected and well-known contractor and builder, who was in charge of the framing construction of the old Union Station and Confederation Life Building in Toronto.⁴⁵ George Power sold the house in 1956.⁴⁶

Margaret Elson owned the house for 23 years, from 1957 to 1980, and her husband owned it for three years after that.⁴⁷ Margaret was president of the University Women's Club in the 1950s, and her husband was an estimator for construction projects.⁴⁸ The house was then sold to Shirley MacMurray, who lived in it for 13 years, and then to the Kay family, who owned it for 24 years. It was from the 1990s into the 2000s that several renovation projects occurred, such as the addition on the back and a new detached garage in 2009.⁴⁹

³⁷ Oakville Historical Society, "Oakville Public Library, Town of Oakville Assessment Rolls, 1911-1925", 1998.14.2

³⁸ *Oakville Record-Star*, "Deaths", May 6, 1954, pg. 7; *Oakville Record-Star*, "Deaths", November 11, 1962

³⁹ LRO Instrument [illegible number on abstract], being a Grant, dated to 1917, between Sydney Frederick Wiffen and William Norman Stock and Lily May Stock

⁴⁰ Library and Archives Canada, 1931 Census of Canada

⁴¹ Ancestry.ca, *Detroit Border Crossings and Passenger and Crew Lists, 1905-1957*, "William Norman Stock"

⁴² *Globe and Mail*, "William N. Stock", July 18, 1949, pg. 4

⁴³ LRO Instrument 9675P, being a Grant, dated September 3, 1925, between William and Lily Stock and George and Mary Power as joint tenants.

⁴⁴ *Acton Free Press*, "Burlington", August 10, 1944, pg.8; *Grimsby Independent*, "Preparing to install new water system", January 31, 1934, pg. 8

⁴⁵ *Globe and Mail*, "Prominent Builder Passes in Toronto", March 14, 1928, pg. 14

⁴⁶ LRO Instrument 57102, being a Grant, dated September 12, 1956, between George H. Power and Percy and Roberta Helen (surname somewhat illegible)

⁴⁷ LRO Instrument 64634, being a Grant, dated May 17, 1957, between Percy Helen and Margaret Elson; LRO Instrument 580283, being a Deed, dated September 10, 1980, between Estate of Margaret Elson and Lawrence Elson.

⁴⁸ *Oakville-Trafalgar Record*, "Mrs. L.H. Elson heads University Women's Club", May 24, 1951, pg. 13; Ancestry.ca, "Halton Voter's Lists", 1957

⁴⁹ Town of Oakville AMANDA files

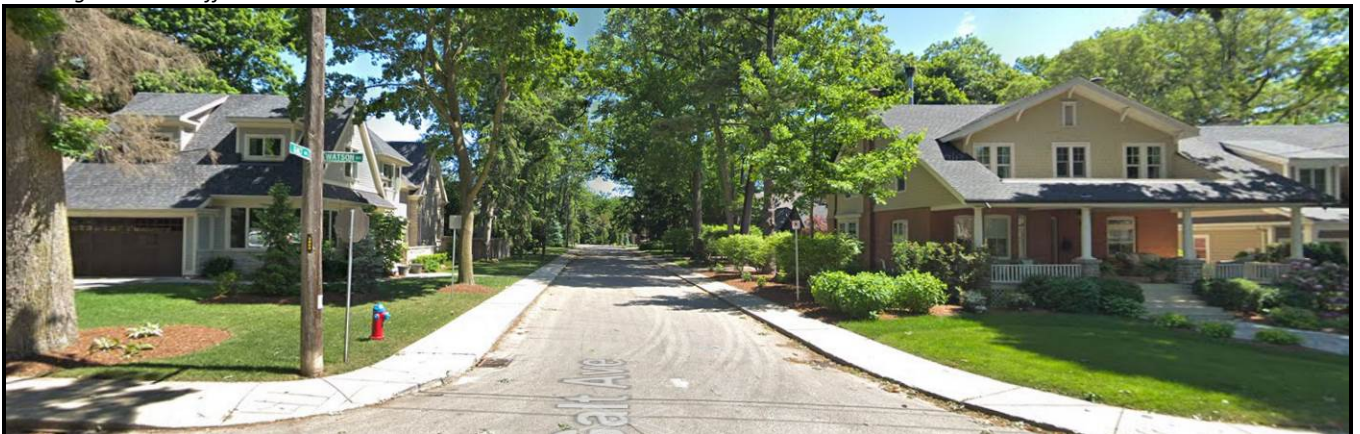
Contextual Value

The subject property has cultural heritage value because it is physically, functionally, visually, and historically linked to its surroundings. It is one of the older houses on the street and is a representative Craftsman style house from the 1910s. At the time it was built, it was prominent on the streetscape and remains that way even today, particularly given its corner location. Its presence is important in supporting and maintaining the character of the residential area known as Brantwood.

The houses in this area range in age and architectural style, dating from the early to mid-20th century, specifically being built between 1910 and 1940. The area includes several properties which are listed and designated on the Oakville Heritage Register. There are several newer houses on the street from the mid-20th century on. The subject property is integral to the historical landscape of the neighbourhood, as it is one of the older ones on the street. The streetscape of the area consists of mature trees and moderate sized lots which contain medium to large sized houses.



A view of the north elevation on Galt Avenue showing some of the large trees that grow on the property. *Source: Town of Oakville Planning Services Staff*



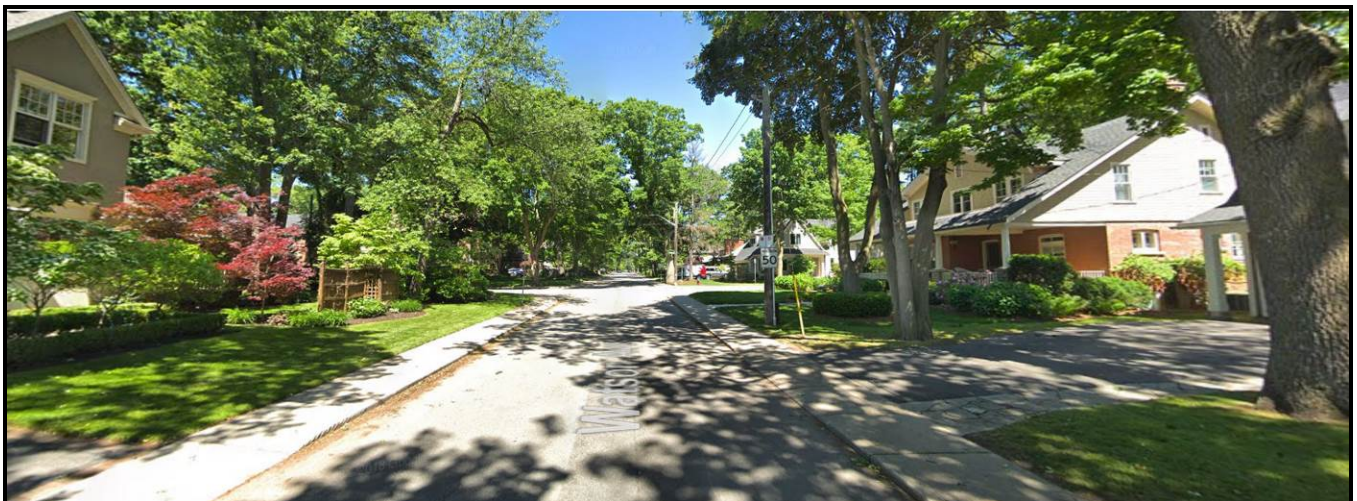
Galt Avenue and Watson Avenue, looking east, with subject property on the right, 2018. *Source: Google Streetview*



Galt Avenue and Watson Avenue, looking south, with subject property on the left, 2021. Source: Google Streetview



Galt Avenue and Watson Avenue, looking west, with back of subject property on the left, 2021. Source: Google Streetview



Galt Avenue and Watson Avenue, looking east, with subject property on the right, 2018. Source: Google Streetview

4. Evaluation under Ontario Regulation 9/06

Evaluation of the cultural heritage value of the subject property is guided by the criteria outlined in the *Ontario Heritage Act's, Ontario Regulation 9/06: Criteria for Determining Cultural Heritage Value or Interest*. This Regulation outlines several criteria for determining whether a property is of cultural heritage value or interest. For a property to be designated under section 29 of the *Ontario Heritage Act*, it must meet two or more of these criteria, which are outlined below.

Ontario Regulation 9/06 Criteria	Evaluation	Criteria met (Y/N)
1. The property has design value or physical value because it:		
i. is a rare, unique, representative, or early example of a style, type, expression, material or construction method;	The property is a representative example of Craftsman house design and construction.	Y
ii. displays a high degree of craftsmanship or artistic merit;	The property does not display a high degree of craftsmanship or artistic merit.	N
iii. demonstrates a high degree of technical or scientific achievement.	The property does not demonstrate a high degree of technical or scientific achievement.	N
2. The property has historical value or associative value because it:		
i. has direct associations with a theme, event, belief, person, activity, organization, or institution that is significant to a community;	The property is associated with the theme of development of the local area 'Brantwood', an early 20th century subdivision of Oakville. The property contributes to the value of this historically significant development.	Y
ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture;	The property does not yield or have a strong potential to yield information that contributes to an understanding of a community or culture.	N
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer, or theorist who is significant to a community.	The house is associated with Sidney Frederick Wiffen, a local builder who constructed other houses in the Brantwood survey in the early 1900s and who helped to create the Arts and Crafts aesthetic of the Brantwood subdivision.	Y
3. The property has contextual value because it:		
i. is important in defining, maintaining, or supporting the character of an area;	The subject house is important in supporting and maintaining the historic residential character of Brantwood.	Y
ii. is physically, functionally, visually, or historically linked to its surroundings;	The property is physically, functionally, visually, and historically linked to its surroundings. It contributes to the understanding of the local community, specifically Brantwood, a significant early 20th century Oakville subdivision.	Y
iii. is a landmark.	The property is not a landmark.	N

5. Statement of Cultural Heritage Value or Interest

The subject property has been researched and evaluated to determine its cultural heritage value or interest according to the criteria outlined in Ontario Regulation 9/06. By using these criteria, staff have determined that the property's cultural heritage value or interest merits designation under the *Ontario Heritage Act*.

Description of Property

The property at 307 Watson Avenue is located on the east side of Watson Avenue, between Galt Avenue and Sheddon Avenue in the Brantwood neighbourhood. The property contains a 1918 one-and-a-half-storey Craftsman brick and frame house.

Design Value or Physical Value:

The subject house has design and physical value as a representative example of Craftsman house design and construction. The house was built in 1918 with Craftsman elements such as: high side gabled roof that extends over a large front verandah; asymmetrical façade; wooden cladding on the upper storey; multipaned windows with wooden storms on the first storey, with a bay window on the front façade and north elevation; brick arched voussoir front door header and first storey window lintels; porch pillars on lakestone plinth; and a large front verandah. The building has been well maintained with many of its original features intact, making it a good representative example of the Craftsman style.

Historical Value or Associative Value:

The home has cultural heritage value for its direct associations with the development of the local residential area known as 'Brantwood', and still retains exterior heritage aspects that have lent to the neighbourhood's character over the last 100 years. Its presence contributes to the relatively intact historic development of Brantwood. The house is also associated with its builder Sidney Frederick Wiffen, a local builder who constructed other houses in the Brantwood neighbourhood in the early 1900s and who helped to create the Arts and Crafts aesthetic of the Brantwood subdivision.

Contextual Value:

The subject property has contextual value because it supports and maintains the historical residential character of the Brantwood neighborhood. It was one of the earliest buildings in the neighbourhood and still retains exterior heritage aspects that have lent to the neighbourhood's character over the last 100 years. It is physically, functionally, visually, and historically linked to the surrounding residential neighbourhood and places the Brantwood area's origins in a specific timeframe. The house was one of the earliest built on the block and had a place of prominence on the street, particularly because it is on a corner lot.

Description of Heritage Attributes

Key heritage attributes of the property at 307 Watson Avenue that exemplify its cultural heritage value, as they relate to the historic one-and-a-half-storey house, include:

- The massing and form of the one-and-a-half-storey building with side gable roof and central dormers, including the front dormer's balcony, large front verandah, and bay window on the west elevation;
- Brick first storey cladding in a running bond pattern with brick voussoirs over doors and windows;
- Wooden shingle cladding on upper storey;
- Wooden soffits and fascia;
- Large front verandah with round wooden pillars on lakestone plinths, low wooden railings with square pickets, and wooden ceiling;
- Fenestration of the windows on the north, west, and south elevations;

- The use of multipaned wood windows in the Arts and Crafts style with wood trim;
- Stone windowsills; and
- Symmetrical brick chimneys.

6. Conclusion

This property meets five of the criteria of Ontario Regulation 9/06, including design/physical value, historical/associative value, and contextual value. It is therefore recommended that the property be designated under Part IV, section 29 of the *Ontario Heritage Act*.

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