

3 SELKIRK STREET, OTTAWA, ON  
**HERITAGE CONSIDERATIONS  
REVIEW**

MAIN AND MAIN  
JUNE 2020



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# 1 BACKGROUND

THIS REPORT IS NOT INTENDED TO FULFILL THE REQUIREMENTS OF A CULTURAL HERITAGE IMPACT STUDY THAT IS PREPARED AS PART OF A SITE PLAN APPROVAL SUBMISSION. THE CONCLUSIONS CONTAINED HEREIN REFLECT THE EARLY STAGE OF CONCEPT DESIGN DEVELOPMENT, AS PART OF AN OFFICIAL PLAN AND ZONING AMENDMENT APPLICATION.

## 1.1. Document Purpose

The proponent Main + Main proposes a redevelopment of the property located at 3 Selkirk Avenue in Ottawa’s Vanier neighbourhood. The purpose of this Heritage Considerations Review is to observe the potential impact of the proposed development on the existing commercial building(s) within the site boundary, at the early stage of concept design development (zoning amendment application). It also includes a historical overview highlighting the role of the building within its surroundings and a brief summary of the building’s perceived heritage value. The heritage observations are exclusively limited to potential measures intended to enhance the responsiveness of the proposed development relative to the perceived heritage value of the subject property and do not consider the impact on the broader neighbourhood. At the time of this report’s preparation, no parts of the subject property possess an OHA Part IV designation, however the building(s) are identified on the City of Ottawa Heritage Registry.

## 1.2. Precedents & Limitations

On a project-by-project basis, heritage conservation planning must consider related planning issues and broader Municipal objectives to be relevant and effective. When the design of a proposed development is evaluated, its merits are found by examining a matrix of elements and considerations. This evaluation is non-transferable on a “pick and choose” basis to another future development, which may want to utilize some attributes, but not others.

Planning issues beyond this specific mandate will be dealt with separately, as appropriate. Heritage planning is a component part of overall community planning.

# 2 PROPERTY & HERITAGE RESOURCE DESCRIPTION

## 2.1. Site Description

Eastview Plaza is situated in present day Vanier (formerly Eastview), a primarily French-speaking community of Ottawa, on the east side of the Rideau River. The plaza lies at a key “hub” site on the south side of arterial Montreal Road, between Montgomery Street and the North River Road. Cummings Bridge connects the site and Vanier to neighbourhoods west of the Rideau River, including Sandy Hill and Lowertown. The site is also linked to bike and pedestrian paths along both banks of the Rideau River.

Vehicular patterns in the surrounding area shaped Vanier’s core service district with Eastview plaza functioning as a primary shopping area and serving as a gateway to Ottawa East. The plaza was built for the Quebec grocery chain Steinberg’s with other North American franchises including Woolworth’s, Reitmans and Laura Secord. The plaza continues to serve as a retail and service sector for the Vanier neighbourhood, retaining aspects of its original function with new tenants, including a grocery store.

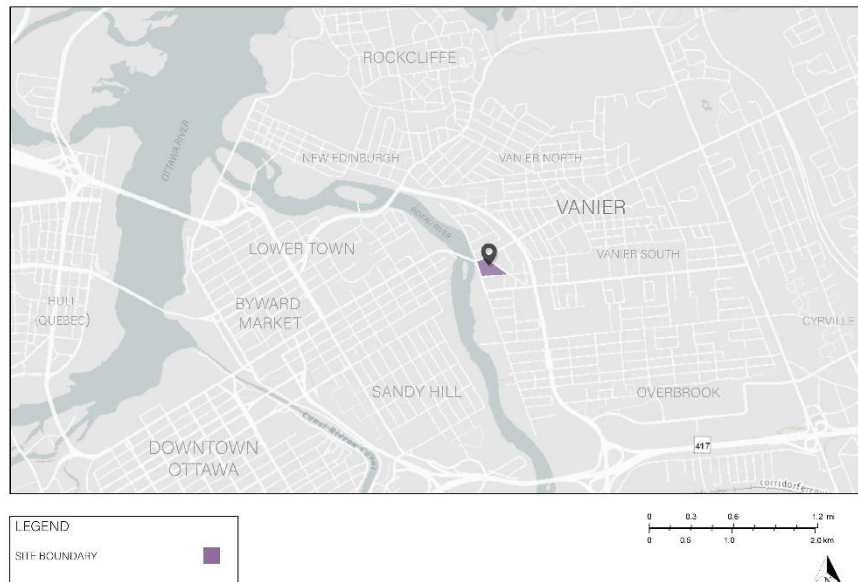
The main features of architectural interest within the Eastview Plaza, including a pair of roof-top series of barrel-vaults and a covered open-air colonnade, are mostly encapsulated in the former Steinberg’s Grocery Store. Well established in Montreal, the Quebec based Steinberg’s grocery chain made its expansion into the Ottawa, and Ontario markets in the late 1950s. The Plaza was long in planning and was highlighted to be one of the most modern in the Ottawa area, covering a full range of shopping, banking, and service needs. As with many shopping plazas of the era, the “extraordinary” parking facilities were an important feature of the three and a half acre lot (Ottawa Citizen, May 28, 1958).

The building was designed by Architects Dawson and Baker in Montreal and showcased the iconic barrel-vaulted pre-cast “hanger” roof, which was also seen in Steinberg’s stores in the Montreal area. Specifically, Rockland Shopping Centre, which also opened to much fanfare in 1959, featuring a Steinberg’s grocery chain with modern amenities, and of course, ample, and convenient parking (Montreal Gazette, October 27, 1957).

The service core in Vanier continues to expand today, where big-box grocery stores, schools, the Montreal Road main street arterial and health services populate the site’s surrounding area, along with residential and office buildings. Vanier’s

proximity to downtown Ottawa has contributed to an increasing pressure for infill development and new construction. This increase in density is expected to affect most of Vanier's service core and the future of the pivotally located Eastview plaza site.

1 Key plan location of the subject site.





## 2.2. Development Site

- 2 Eastview Plaza looking southeast. Note the original Steinberg's roof feature, a series of barrel-vaults on slender steel columns. 2020. MTBA



- 3 Eastview Plaza Colonnade with signage. Note the line of steel columns which morph into the legs for the vaulted Steinberg's roof to the left. 2020. MTBA



- 4 Eastview Plaza Parking Lot looking north. 2020. MTBA





- 5 Eastview Plaza Looking west (East Façade on Montgomery). This view shows both series of roof vault components, set at right angles. The Federal office buildings on North River Road, rise directly adjacent, in the background. 2020. MTBA



- 6 Montreal Road / Montgomery St Intersection looking east. This shows the typical one and two-storey commercial strip along the “main street” of Montreal Road. 2020. MTBA



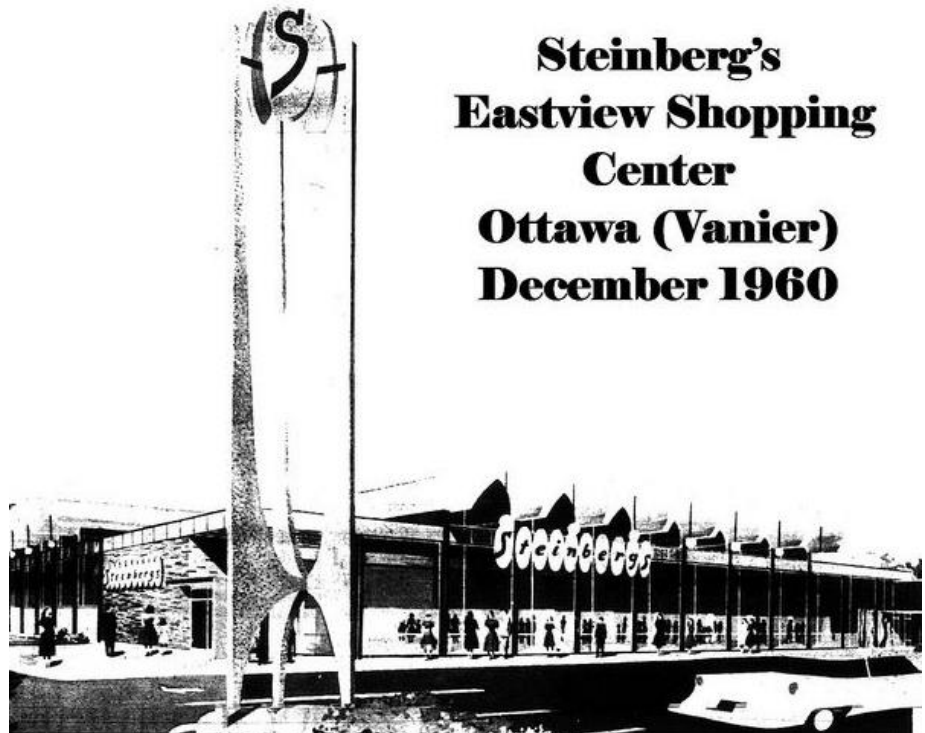
- 7 River Road North / Selkirk St intersection looking north. 2020. MTBA



## 2.3. Heritage Resources

Eastview Plaza was recently added to the City of Ottawa's Heritage Registry largely for aspects of its architectural design. These aspects are identified in Appendix A1.1 and are primarily concentrated within the portion of the Plaza designed for the Steinberg's grocery store, although the City's Heritage Registry Entry identifies the entire plaza by address.

- 8 Rendering of the Steinberg's grocery store at Eastview Plaza.  
<https://www.pinterest.ca/pin/559431584935393687/>



## 2.4. Site History

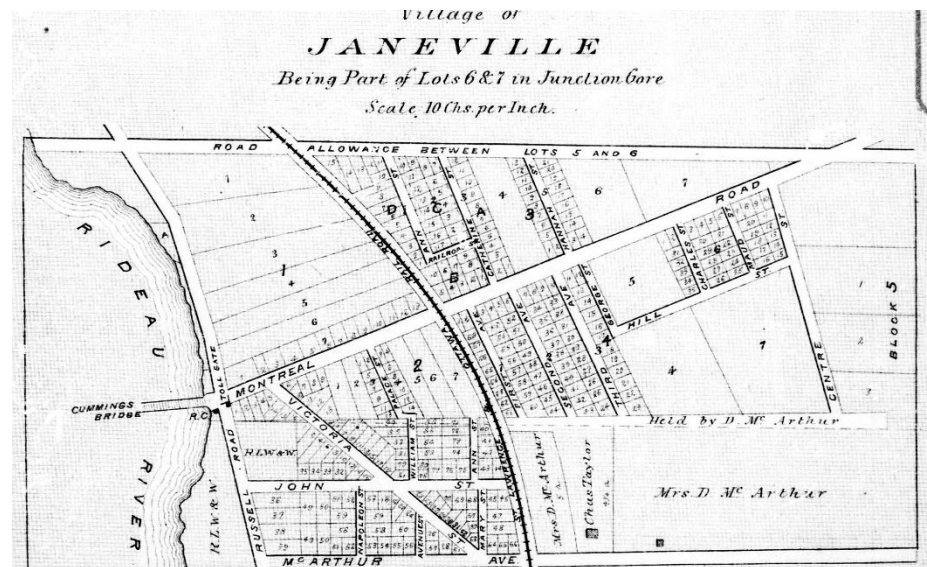
### General Historical Overview

The site at 3 Selkirk ('the property') has a detailed past that is well intertwined with that of the industrial development of Ottawa and the surrounding area. At the turn of the 19th century, the land on this side of the Rideau River was mainly agricultural, including several residential properties. When the first wooden bridge was built in 1836, the area would become connected to the Sandy Hill neighbourhood, via Cummings Island. As a result of this connection, the area started to see significant growth, particularly along Montreal Road in 1869.

### Previous Site Uses

The Property was originally part of the Village of Janeville (1873-1909), which was bordered by Victoria Street (now Montgomery), John Street (now Selkirk), Russell Road (now River Road) and Montreal Road. Early maps show residential lots and farms.

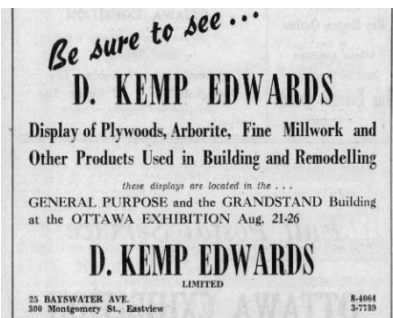
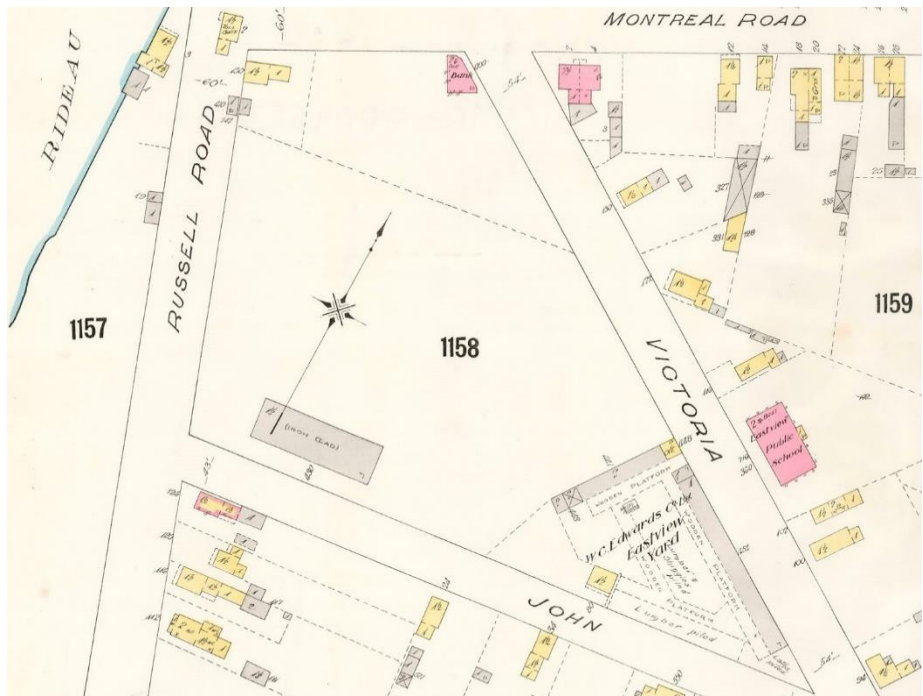
- 9 Belden Atlas Map, Janeville 1879.  
Lost Ottawa



The 1902 Insurance Plan of Ottawa indicates The Property housed several businesses. This included a bank on the corner of Montreal Road and Victoria (Montgomery). On the corner of John Street (Selkirk) and Victoria (Montgomery) was W.C. Edwards Co. Ltd. Eastview Lumber Yard. The Company, who's headquarters was on Sussex Street, started in Rockland in 1868, and was considered one the largest lumber firms at that time. Boasting their manufacturing capability, they had sites across the city, including the yard in Eastview. (Ottawa Citizen, 18. Nov 1915). Interestingly, the Company won the tender for lumber required for the infrastructure and road projects required for the updated concrete-base Cummings Bridge in 1920 (Ottawa Citizen, 22. Apr 1920).



10 City of Ottawa Insurance Plan 1902, revised 1912. LAC MIKAN 3816060



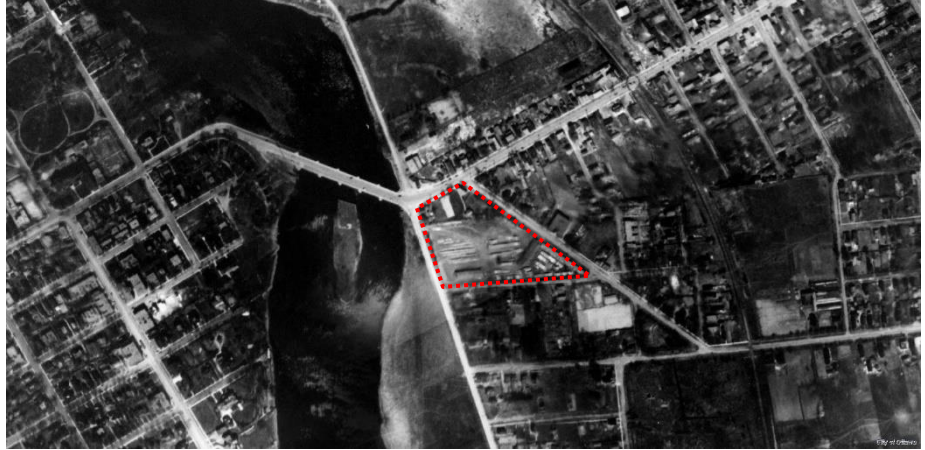
In 1909, Janeville was amalgamated with two other villages to create the town of Eastview. Although the date cannot be confirmed, the property would later home D. Kemp Edwards Limited Lumber yard. By that time, the street names had changed, and their address was 300 Montgomery. Based on newspaper advertisements of the time, the Company appeared to own the land until late 1958. Around that time the Selkirk and Mayfield apartments were built at 50 Selkirk Street, and later the Eastview Shopping Centre in 1960.

12 Opening Announcement Eastview Shopping Centre, Dec 14, 1960. Source: The Ottawa Citizen Dec.14.1960.



## Historic Aerial Photographs

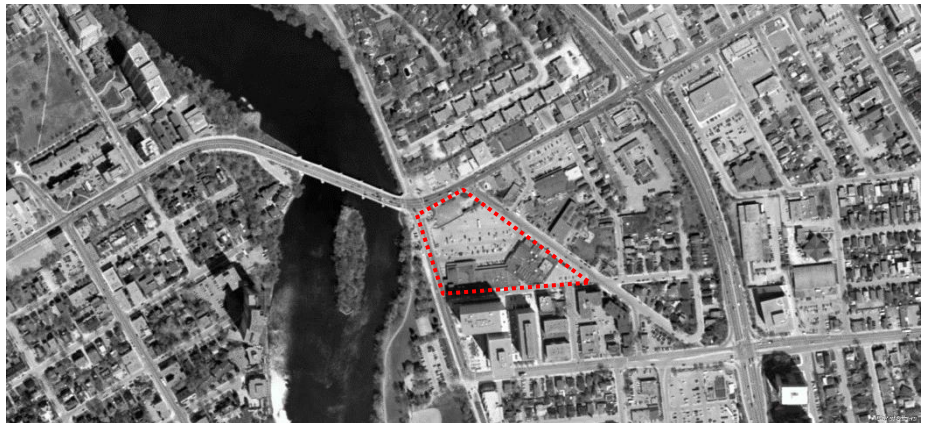
- 13 Geo Ottawa Aerial Map 1928. Red dotted line denotes the subject property.



- 14 Geo Ottawa Aerial Map 1965. Red dotted line denotes the subject property.



- 15 Geo Ottawa Aerial Map 2002. Red dotted line denotes the subject property.





## Historic Photographs

- 16 Montreal Road, ca. 1966. Note the Canadian Pacific Railroad car on the tracks crossing Montreal Road. This is now the Vanier Expressway.  
*Lost Ottawa.*



- 17 Eastview, ca. 1969. Note the Eastview Plaza signage and parking lot in bottom of image. *CMHC*



## 2.5. Larger Historical Themes

### 1950s Commercial Development

Montreal Road was the authentic main street of the town of Eastview, and as the suburb grew, remaining agricultural and farmland was replaced by apartment buildings, schools, and businesses. Eastview experienced a growth in retail that was evident in most Canadian suburbs in the 1950's. The growth of the suburban development, like Eastview, created a need for local shopping centres with retail outlets and services. Plazas and malls therefore, had an anchor store, generally a department or a grocery store, and featured ample parking. These spaces developed not only as retail, but as gathering spaces, hosting community events, and were perceived as a feature destination and indication of progress.

18 Source:  
<https://www.ottawalife.com/article/when-the-montreal-road-was-eastviews-main-street?c=9>

# EASTVIEW

## The City of Tomorrow – Welcomes You!

EASTVIEW	
POPULATION	1,000
NO. OF BUSINESS BUILDINGS	100
NO. OF HOUSES	500
NO. OF STORES	200

### EASTVIEW

In line with modern growth and development trends Eastview moves forward to progress and prosperity. The trend in the development of modern American cities is towards the suburbs, as evidenced by preliminary reports of the U.S.A. census. Suburbs of big cities in the U.S. have grown from 50 to 100% in the past ten years.

People today are looking for land which is not too expensive; they want to avoid high city taxes and other inconveniences. Hence they settle in greater numbers in suburbs where they find city conveniences without its disadvantages!

Before buying or renting, see what Eastview has to offer and compare prices.

### ATTRactions

- Low Taxes
- New Homes
- 5c Bus Fare to Ottawa
- New Modern Stores of All Kinds
- New and Renovated Bank Branches
- New Hotel and Motor Court
- New Theatre
- New Restaurant
- New Montreal Road
- New \$1,000,000 High School
- Recreation Centre
- New Churches—All Denominations
- New Telephone Building
- Modern Town Hall
- Good Police and Fire Protection
- Mayor and Council at Your Service
- City Conveniences
- New Apartments

### A to Z

Apartment, Accessories, and Automobile Dealers  
 Builders' Supplies, and Bicycles  
 Cars, Carts, Carbon Paper and Cigars  
 Diamonds, Drugs, and Delicacies  
 Electrical Appliances, and Engines  
 Flowers, Fruit, and Frigidaires  
 Glass, Groceries, and Gravel  
 Houses, Heaters, and Hairdressers  
 Insurance, Ice, and Interests  
 Jewellery, Jackets, and Jobs  
 Kitchen Equipment, Keys, and Knick-knacks  
 Lumber, Lamps, and Lace  
 Medical Services, Monuments, Mattresses and Marble  
 Novelty, Napkins, and Needles  
 Oil Burners, Oranges, and Organdy  
 Printing, Pastries, and Parasols  
 Quilts, Quarts, and Quantity  
 Radios, Records, and Restaurants  
 Sand, Shoes, Steel, and Silverware  
 Tiles, Taxis, Ties, and Terrazzo  
 Upholstery, Umbrellas, and Undertaker  
 Vacuum Cleaners, Valises, and Vials  
 Watches, Wood, and Wardrobes  
 X-Ray Services, Xylophone, and Xylograph  
 Youth Classes, Yarn, and Yeast  
 Zithers, Zinc, and Zoophilias

### NEWS

*Future Buildings*

- A \$5,000,000 Hospital
- Headquarters of C.M.H.C.
- An Addition to National Research Council
- Telephone Building
- Chain Grocery Store
- New Beamish Store
- New General Store
- Available Land for New Businesses
- Good Grocery Stores

*Clubs and Associations*

- Chamber of Commerce
- Richelieu Club
- Knights of Columbus
- Property Owners' League
- Holy Name Society
- St. Vincent de Paul
- Circle Latondaine and Jeanne d'Arc
- St. Jean Baptiste
- Canadian Legion

## BUY AND SETTLE IN EASTVIEW A Good Place to Live

Published by the Eastview Publicity Committee  
 Sponsored by the Eastview Chamber of Commerce

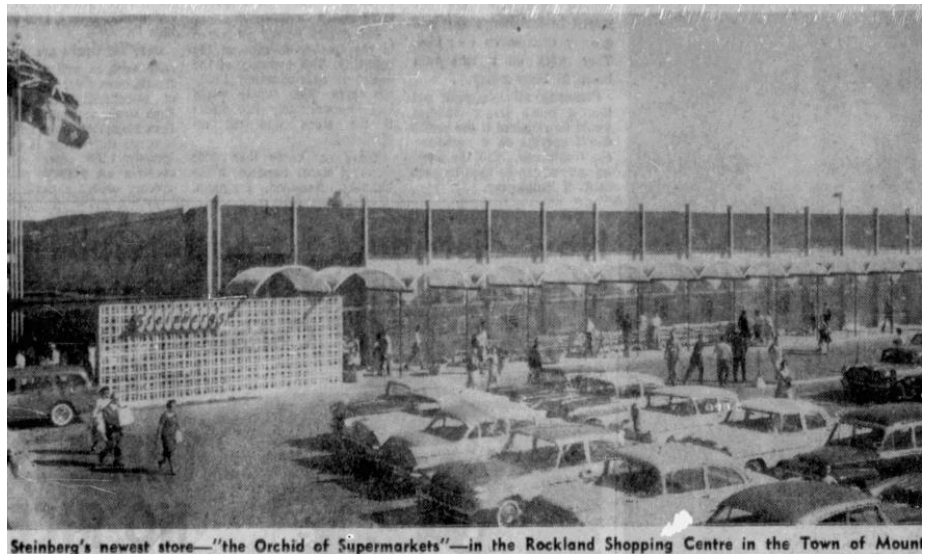


## Key Plazas from the Period

### Rockland Shopping Centre, 2305 Chemin Rockland, Montreal QC

Rockland Centre first opened in August 1959 in the Montreal Anglophone suburb Town of Mount Royal (TMR). It housed 35-40 stores, anchored by key grocery and department stores such as Steinberg's, Morgan's (later Hudson's Bay), Woolworth's, and Holt Renfrew. Designed by architect Victor Prus and commissioned by Morgan's and Steinberg's, Rockland was the first shopping centre in the province to introduce the "mall" concept, with a central corridor surrounded by boutiques. It was primarily a single-level mall, but Morgan's had three floors.

19 Image: Montreal Gazette, October 27, 1957.



20 Image: Montreal Gazette, November 26, 1965.



## Don Mills Convenience Centre, Toronto ON

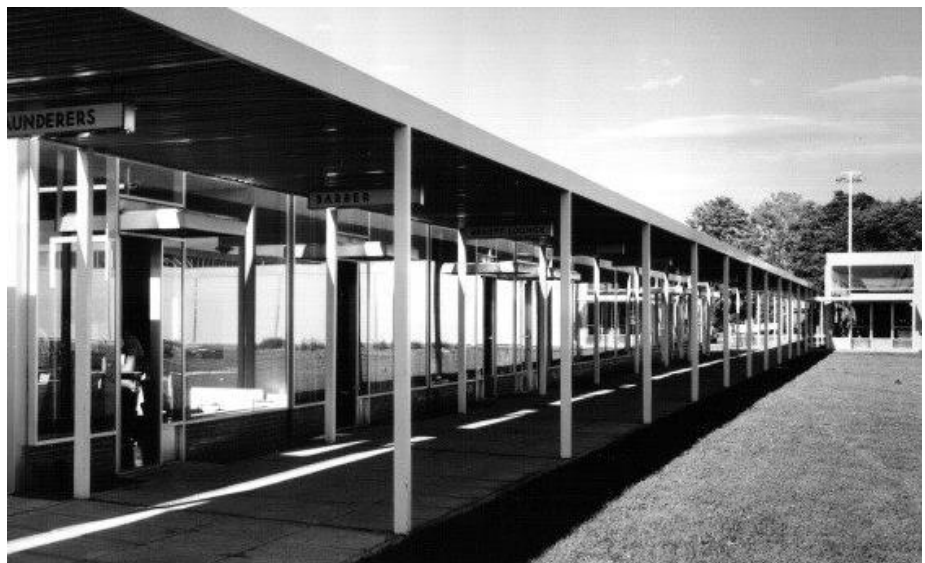
The Don Mills Convenience Centre opened in Toronto in 1955 and was designed by John B. Parkin Associates, with Macklin Hancock Landscape Architects. It was an open-air shopping centre, including a grocery store, banks, and a circular curling rink. It was adapted into an enclosed mall in the 1970s, was demolished in 2009, and redeveloped by owners Cadillac-Fairview, into a mixed residential and commercial centre.

Long demolished, the Don Mills Convenience Centre was designed as an integral part of the 1950s master planned Toronto suburb of Don Mills. It was intended to function as the centre (located at the confluence of the four community quadrants) of the new self-sufficient community designed around many of the leading urban planning tenets of the period. Don Mills, New Town, which included the Convenience is listed on the docomomo Ontario Register.

- 21 Don Mills Shopping Centre, ca. 1960s.  
[https://donmills.fandom.com/wiki/Don\\_Mills\\_Centre](https://donmills.fandom.com/wiki/Don_Mills_Centre)



- 22 Don Mills Shopping Centre, ca. 1960s.  
[https://donmills.fandom.com/wiki/Don\\_Mills\\_Centre](https://donmills.fandom.com/wiki/Don_Mills_Centre)



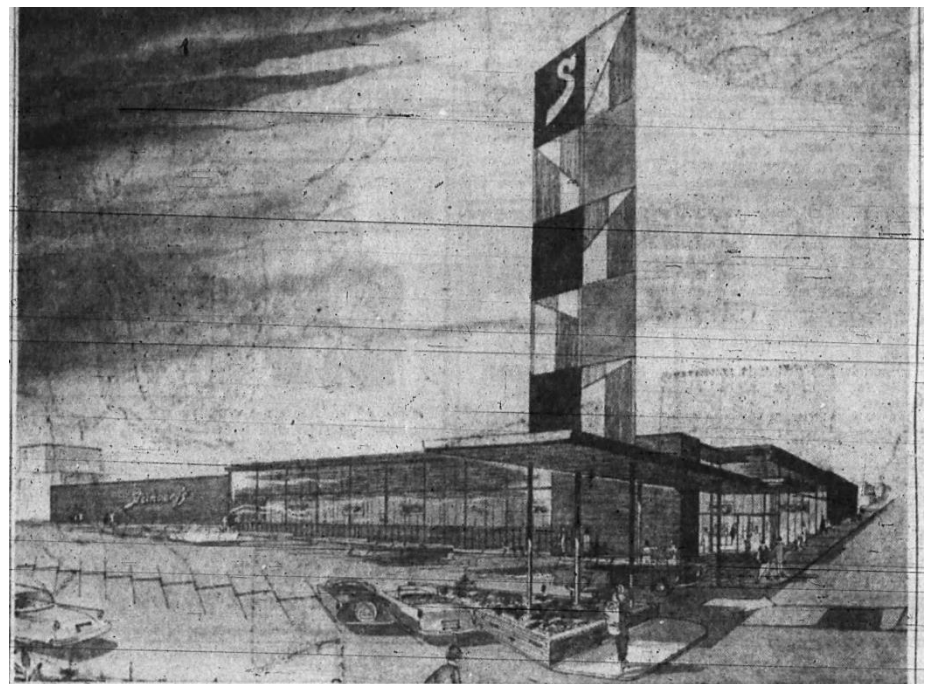
## Highlighted Other Steinberg's Grocery Stores

Steinberg's was founded in 1917 as a grocery store on Montreal's St. Lawrence Boulevard. It grew into the most popular grocery chain in Quebec and was the first company to that used the "supermarket" concept in Quebec. In 1934, as the chain grew, Steinberg's expanded into Ontario, primarily in the Ottawa region. The first Steinberg's store in Ottawa opened in 1947, at A.J. Freiman's on Rideau Street. The franchise went on to build several Steinberg's in the area, including Westgate on Carling in 1955, Manor Park on Montreal Road in 1955, as well as their 50<sup>th</sup> store, located in Hull in 1956.

- 23 Steinberg's advertisement from the Ottawa Citizen, 1948. A.J. Freiman's location at 73 Rideau Street. *Ottawa Citizen, 1948*



- 24 Design of Steinberg's 50<sup>th</sup> Store Opening, Hull Quebec. *Ottawa Citizen, Oct.17.1956*



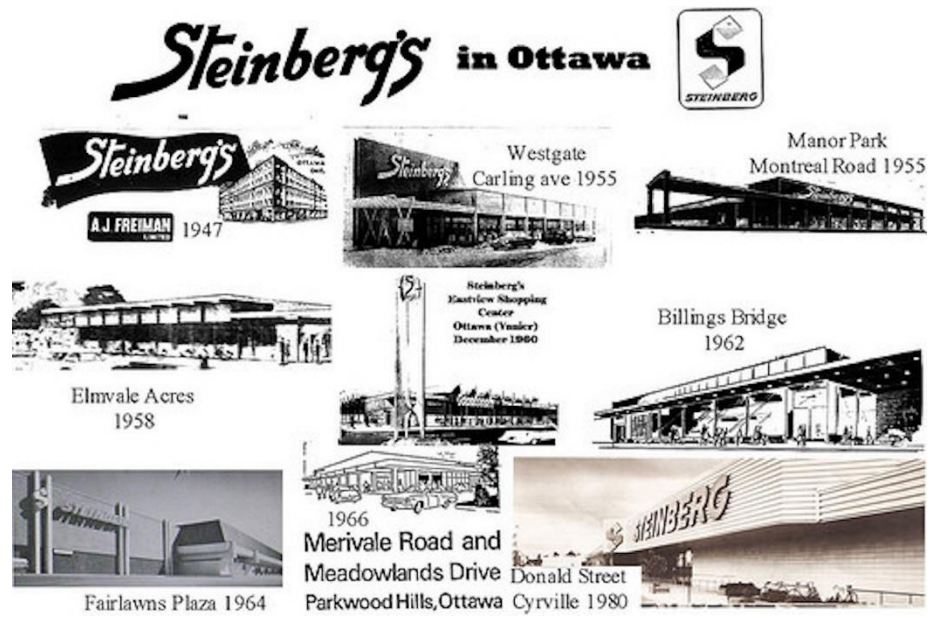
The chain continued to expand into Ontario through the late 1950s by acquiring 38 Ontario stores that Grand Union had put up for sale. This formed the basis of Steinberg's Ontario division.



25 Steinberg's Manor Park, located at 555 Montreal Road. Source: Ottawa Citizen, July.21.1955.



26 Examples of the various Steinberg's stores throughout Ottawa. Pinterest



## Designated Grocery Stores

In 2009, Parkway Plaza in Scarborough became the first post-war supermarket building to be added to the City of Toronto's Inventory of Heritage Properties, and it was designated under the Ontario Heritage Act in May 2015.

Built in 1958 and designed by Bregman & Hamann, The Parkway Plaza Supermarket is a rare example of Modern architecture in Scarborough, demonstrating a high degree of technical achievement with its innovative arched roof construction, which was at the time, the largest wood arch assembled in Canada. Following the official opening of the plaza, the supermarket has been in continuous operation for over half a century, with the Grand Union, Steinberg's, Miracle Food Mart, Dominion and (most recently) Metro franchises.

- 27 Built in 1958, the Parkway Plaza received Heritage status in 2015.  
*B+H Architects/Panda Associates*



- 28 Parkway Plaza Aerial View. Ca. 1950's.  
*B+H architects/McCullagh Studio*



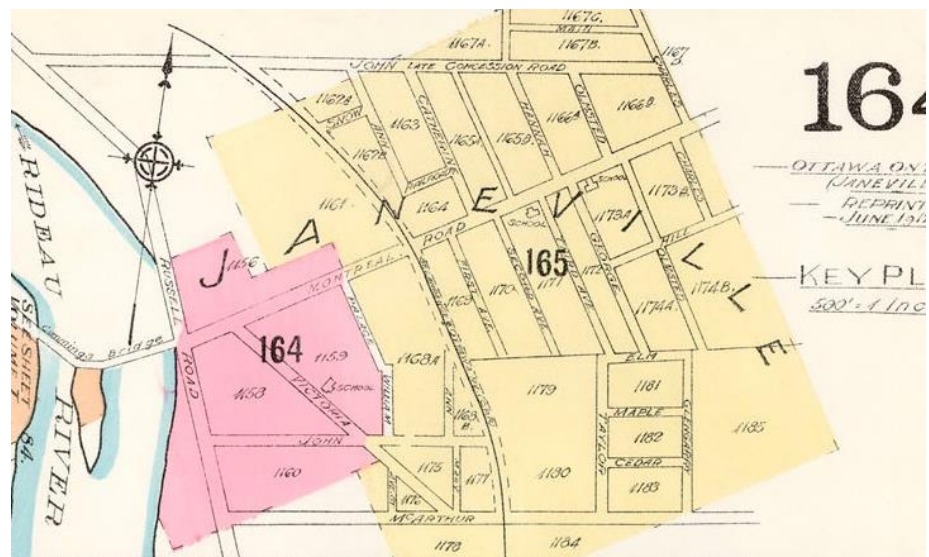
# 3 NEIGHBOURHOOD CONTEXT

## 3.1. About the Immediate Neighbourhood

Prior to the establishment of Vanier, this area was the town of Eastview, an amalgamation of three separate communities: Clandeboye, Clarksville and Janeville. The present-day Eastview Plaza is located in what was once the Janeville community. Its boundaries were the Cummings Bridge and the Rideau River to the west, Deschamps to the north, the former Vanier/ Ottawa municipal boundary to the east and McArthur to the south. In 1836, when the first bridge went up across the Rideau River, the mostly Francophone inhabitants of Lower Town (then Bytown), began settling in the area, including several male and female religious orders.

Of the three communities, Janeville was predominantly Anglophone, while Clandeboye and Clarksville were Francophone. The village's residents were mostly labourers, clerks, or farmers, including farm labourers.

29 Key plan extract from Insurance plan of the city of Ottawa, Ontario, Volume II, December 1902, revised June 1912. LAC, MIKAN 3816060





## 3.2. About the Larger Area

### Cummings Bridge

The first bridge that linked the current neighbourhoods of Sandy Hill to was erected in 1835 and went over a small island in the Rideau River. The Cummings family settled the island in the 1840s and opened a store there.

The current bridge was constructed in 1921 and named after the foundational family. In 1998, there was a complete reconstruction of the bridge that included major structural reconditioning, widening of the bridge, and significant aesthetic improvements.

30 Photo of original Cummings Bridge  
1896. LAC MIKAN 3358910

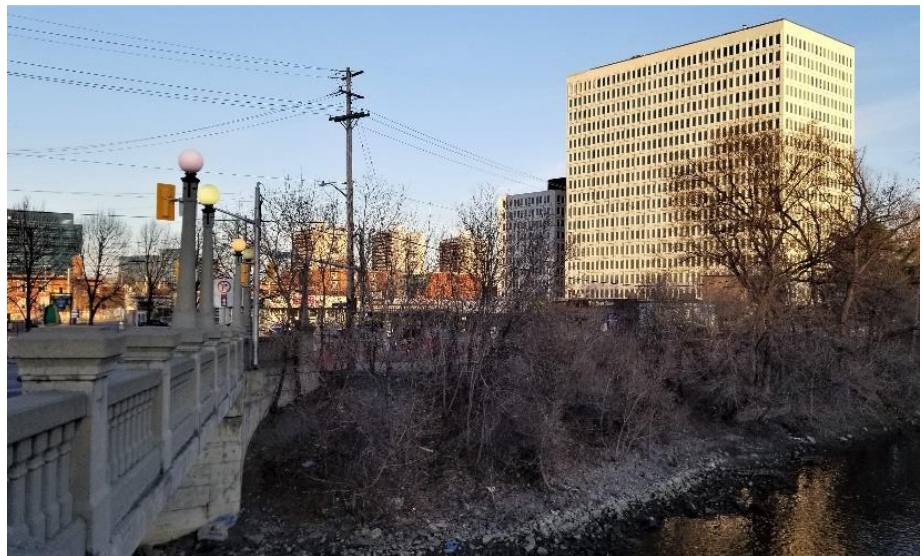


31 Photo Cummings Bridge ca. 1927-1932,  
River Road looking south, Eastview. LAC  
MIKAN 5026495





- 32 Looking southeast along the right side of the Cummings Bridge towards the subject property in 2020. MTBA

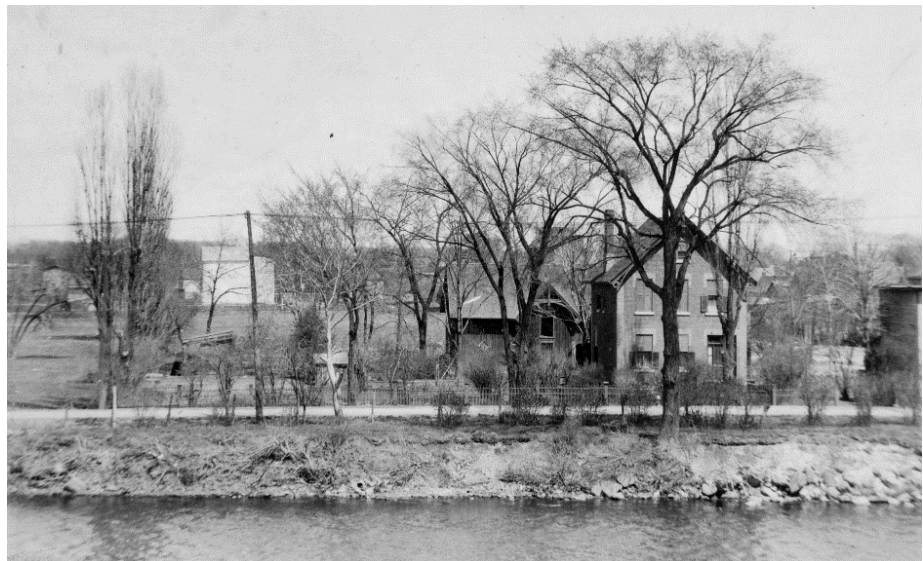


### Vanier

Vanier's predominantly agricultural origins date back to the end of the 18th century, in the then Township of Gloucester. The construction of the Rideau Canal and the success of the lumber trade attracted people to Bytown, and new neighbourhoods were formed.

Several urban communities formed east of the Rideau River, in the mid-nineteenth century, as working-class neighbourhoods, and present-day Vanier was originally made up of three separate communities, Clandeboye, Clarksville and Janeville. In 1913, the three joined to form the village of Eastview, which became home to the largest concentration of French-speaking residents in Ottawa.

- 33 View of Eastview Residences, Ottawa River. Ca.1927-1932.  
LAC MIKAN 5026490



Several religious congregations played a key role in the development of the French-speaking community. The first Catholic parish was Notre-Dame de Lourdes, which built their first church as early as 1887. These religious communities contributed

well into the 20th Century, with the emergence of Francophone culture, particularly within the domain of French-language educational and health services. Five French-language elementary schools were founded in the area in 1950s, and the first bilingual public school in Ontario was established in Eastview in 1949 – the Eastview High School. The municipality and the church also established the Ottawa area’s only Francophone hospital, Montfort Hospital, in 1953.

In 1969, the city was named Vanier, after the first French-Canadian Governor General, Georges-Philéas Vanier. Since its amalgamation with the City of Ottawa, Vanier has maintained its unique and distinct identity as a result of its French-speaking community. However, demographics have changed in the latter half of the 20th Century to include a greater percentage of recent immigrants of various nationalities, as well as Indigenous populations.

34 Vanier/Eastview Panorama, ca. 1969.  
*CMHC*



35 Eastview Theatre located at 150 Montreal Road, c. 1946. The theatre opened in 1945 and closed in 1956.  
*City of Ottawa Archives CA025816*





36 Vanier Neighbourhood in 2020. MTBA



37 Mixed Residential Context near the Mauril-Bélanger Elementary School in 2020. MTBA



38 Vanier Neighbourhood context on Montreal Road in 2020. MTBA



## Rideau River

The Rideau River connects the Ottawa River with Lake Ontario through what is known as the Rideau Valley. Historically, the river was used as a transportation route between Ottawa and the St Lawrence River. In 1832, the construction of Rideau Canal, a designated UNESCO world heritage site, facilitated the movement of boats and barracks between Kingston, Ottawa, and Montreal. To its advantage, the parallel Rideau River continued to flourish naturally, and is a habitat for an abundance of wildlife. The Rideau River is characterized by its gentle shorelines and its recognizable geology as part of the Canadian Shield. The Rideau River is part of the Rideau Canal National Historic Site of Canada, which is recognized for its natural landscape and active ecosystem, combining engineering works and buildings, open spaces, and diverse landscapes.

- 39 Fishing on the Rideau River c. 1897.  
(Location near former O'Dell Brickyard,  
currently Lees/Simcoe Streets).  
*LAC, MIKAN 3265660*



- Rideau River at Porter's Island. C. 1920.  
*LAC, MIKAN 3318776*



40 Pedestrian Path on East Bank of the Rideau River looking South. 2020. MTBA



Pedestrian and bike paths line the banks of the Rideau River and are an integral part of many Ottawa resident's daily commutes. The Rideau River's heritage value relative to the city of Ottawa includes abutting property and community space. It is part of the City of Ottawa's mandate to ensure the Rideau River remains accessible and that its scenic quality that constitutes the city's natural landscape is preserved.



# 4 PERCEIVED CHARACTER-DEFINING ELEMENTS OVERVIEW

PERCEIVED HERITAGE VALUE IS CONCENTRATED MOSTLY WITHIN THE EASTERN-MOST ANCHOR STORE, THE FORMER STEINBERG'S GROCERY STORE

DECORATIVE ELEMENTS ARE A KEY PART OF THE PERCEIVED ARCHITECTURAL CHARACTER-DEFINING ELEMENTS OF THE PLAZA

THE PLAZAS ROLE AS A COMMERCIAL HUB FOR THE IMMEDIATE AREAS IS A KEY PART OF THE PERCEIVED ENVIRONMENTAL CHARACTER-DEFINING ELEMENTS

## 4.1. Eastview Shopping Centre

### Introduction

Absent a Heritage Character Statement (since this property is not designated under Part IV or Part V of the Ontario Heritage Act), this report's authors provide here a preliminary analysis of potential character-defining elements (or "perceived heritage value") of the subject property, which is listed in the City of Ottawa's Heritage Registry. The purpose of preparing this overview is to establish a baseline against which the potential impact of the proposed development may be analyzed.

In general, the perceived architectural character is primarily concentrated in the eastern-most anchor store, the former Steinberg's grocery store.

### Perceived Architectural Character-Defining Elements

1. **Repeated arch roof vaults** over front façade (north elevation) and side façade (east elevation). The series of barrel vaults are also visible on the side facing the balance of the strip mall (west elevation) taking advantage of the height difference between the grocery store and the rest of the structure.
2. **Flat canopy colonnade** over the plaza store frontages to provide pedestrian cover for customers.
3. **Flat roof** with stucco band to separate the brick cladding from the simplified parapet.
4. **First storey composed of full-height windows** separated by engaged slender steel columns.
5. **Exterior finishes** of varied-shade buff brick and stucco.
6. **Decorative elements** including metal and tile that reference geometric forms.

### Perceived Environmental Character-Defining Elements

1. **Commercial uses** on the ground floor with larger "anchor stores" at opposite ends.
2. **The plaza acted as a commercial hub** for the immediate community, reflecting the separate character of the area formerly known as Janeville. This is further reinforced by the more recent inclusion of community-initiative murals that reference the history of the immediate area.

Although part of the evolving history of the site the murals themselves are not considered to be character-defining elements.

3. **Street-visible surface parking** reflecting the dominant role of the automobile at the time of the plaza's construction.

### **Perceived Historical/Associative Character-Defining Elements**

1. **Connection to other stores** within the Steinberg's grocery store chain via architectural motifs and decorative elements.
2. **Part of the redevelopment of Montreal Road** around the time that the Vanier Parkway was constructed to replace a former railway line.

## **4.2. Adjacent Properties Listed on the Heritage Register**

### **307 Montgomery Street, Ecole Mauril-Belanger**

#### **Perceived Architectural Character-Defining Elements**

1. Red brick detailing including projecting brick cornice, chimney, and string course details.
2. Stone detailing around large window openings.
3. Projecting central bay.
4. Street-friendly front entrance stairs leading to canopy and three-pane transom.
5. Exposed stone foundation.

#### **Perceived Environmental Character-Defining Elements**

1. None.

#### **Perceived Historical/Associative Character-Defining Elements**

1. Named for Mauril Belanger, former Member of Parliament for the area.

### **Cummings Bridge**

#### **Perceived Architectural Character-Defining Elements**

1. Multi-span bridge constructed of reinforced concrete.
2. Open spandrel bridge detailing.

#### **Perceived Environmental Character-Defining Elements**

1. Bridge traverses the Rideau River connecting Lowertown & Sandy Hill to Vanier.

#### **Perceived Historical/Associative Character-Defining Elements**

1. One of the first multi-span, open spandrel, arch bridges in Canada to be built with reinforced concrete. The bridge super-structure was rehabilitated in recent decades, with a faux-historicist style.



# 5 PROPOSED DEVELOPMENT

**KEY PROPOSED DEVELOPMENT HIGHLIGHTS – SUBJECT TO CHANGE AS DESIGN DEVELOPMENT EVOLVES:**  
3 RESIDENTIAL TOWERS (22, 28, 32 STOREYS)  
66,792 SQ. M. OF GROSS FLOOR AREA  
978 PARKING SPACES

## 5.1. Description

The proposed development being considered for the current submission includes the full redevelopment of the subject property and results in the dismantling/demolition of all existing structures on the site. This approach is viewed as necessary by the proponent to accommodate the quantity of included parking and residential density.

The proposed development includes 5 primary built components:

1. Shared 1 storey podium with commercial uses, residential access, parking and amenity spaces;
2. Tower A at 28 storeys at the corner of Montreal Road and Montgomery Street;
3. Tower B at 22 storeys set towards the rear- back (middle-south) portion of the site;
4. Tower C at 32 storeys fronting towards North River Road;
5. Above ground parking set at the southeast end of the site.

The built portions of the proposed development are supported by a series of parkland dedicated areas including:

1. Large urban park area along Montreal Road acting as a forecourt for the development and adding a gateway-type element to this important entry point to the Vanier neighbourhood from the west;
2. Urban pocket park space at the corner of North River Road and Selkirk Street;
3. Urban pocket park space at the corner of Selkirk and Montgomery Streets.

The pedestrian experience varies around the perimeter of the proposed development with commercial uses concentrated along Montreal Road and Montgomery Street, residential and commercial uses occupying most of the North River Road frontage and above-ground parking occupying most of the Selkirk Street frontage.

For the most part, vehicle circulation, parking access and building access is internalized within the site, with the exception of parking and loading access for commercial uses which has its access off of North River Road.

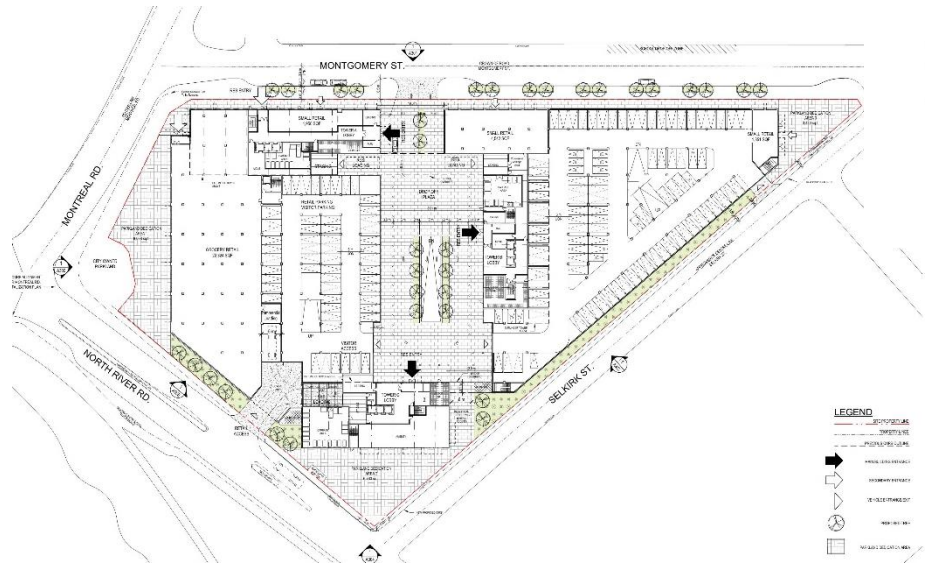
Due to the early stage of design development, specific materials are identified only conceptually with the use of glass, metal and concrete for the towers and glass and brick at the lower floors. The provided renderings highlight a desire to provide a

high degree of visual porosity for the commercial uses and lower residential use areas.

## 5.2. Graphic Material Reviewed

The following summary of graphic material is based on the early schematic design documentation prepared by HOK Architects dated, June 17, 2020.

- 41 Overall ground floor plan of the proposed development. HOK



- 42 Looking southeast towards the proposed development from above the Cummings Bridge with the landscaped forecourt gateway along Montreal Road framed by ground floor commercial uses. HOK





- 43 Landscaped forecourt gateway along Montreal Road framed by ground floor commercial uses. *HOK*



- 44 Overall view of the proposed development looking west along Montgomery Street. *HOK*



- 45 Montgomery Street elevation centred on the entry into the internal drop-off and access loop. *HOK*





46 Looking north from Riverain Park. *HOK*



47 Perspective of Montgomery Street elevation. *HOK*



48 Perspective of the Selkirk Street elevation. *HOK*



# 6 POTENTIAL HERITAGE IMPACT OF THE PROPOSED DEVELOPMENT

Due to the state of design development at the Zoning By-law Amendment stage, there is limited detailing that illustrates the full nature of the proposed new place. While the physical and visual impacts are potentially significant, there is ample opportunity to explore and integrate the proposed mitigation measures as the design of the proposed development evolves in a fashion that appropriately responds to the perceived character-defining elements of the historic asset. As such, this section and the Mitigation Measures section that follows, are intended to act as a guide for the designers during upcoming phases, as opposed to providing definitive and final statements on the impacts on cultural heritage associated with the proposed development.

## 6.1. Eastview Shopping Centre

DUE TO THE SCOPE OF THE PROPOSED DEVELOPMENT, IT WILL RESULT IN SIGNIFICANT CHANGE ON THE SITE.

### Potential Adverse Heritage Impacts

#### Physical Impacts

1. To accommodate a redevelopment of this scale requires the removal of all existing buildings on the site. As a result, there is the potential for a total physical loss of the perceived character-defining elements.

#### Visual Impacts

1. To accommodate a redevelopment of this scale, the removal of all existing buildings on the site is required. As a result, there is the potential for a total visual loss of the perceived character-defining elements.
2. While it is understood that painted murals were installed on the existing building through a community initiative for a millennium project (part of a larger 30-plus mural initiative across Vanier), the murals are not mentioned in the City's register entry. While interpreting the area's associative heritage, the murals themselves are not perceived character-defining elements of the plaza building. They illustrate intangible associative value rather than being a characteristic part of the Eastview Plaza historic place. As such, the scale and prominence of the new proposed reinterpreted murals have the potential to obscure the perceived heritage character of the historic resource.

#### Associative Impacts

1. The plaza is a commercial hub with a variety of businesses and services in an area that appears to be generally underserved relative to the goods and

services that are available within the plaza. The associative character of the historic asset, if these functions are not re-inserted into the site after development, has a direct impact on the immediate community.

2. In addition, with regard to the space on site at the bridge-axis-ending corner of Montreal Road and North River Road that is reserved for “gateway” space: It is understood that this significant area is dedicated for public use and its stewardship is to be by the municipality. For that square to be successful as a community gathering space, there needs to be a reason for people to be there. There is an opportunity for connectivity between urban park space and the adjacent building, in order to enhance the functionality of both the public realm and the commercial development.

## **Potential Positive Heritage Impacts**

### **Physical Impacts**

1. None.

### **Visual Impacts**

1. None.

### **Associative Impacts**

1. Due to the inclusion of commercial functions including a potential grocery store use, the proposed development has the potential to continue to act as a commercial centre for the immediate community.

## **Unique Considerations**

Due to the development and urban design approaches employed at the time that the Eastview Plaza was constructed, there was a clear emphasis on accommodating the automobile. This is most apparent in the large parking lot and its highly visible location. If you take a purely cultural heritage landscape approach to considering the historic value then you would need to consider the importance of the parking lot in the wholistic evaluation of the site’s character and how it shaped the built elements.

As mentioned in the Introduction section, this heritage considerations review, while focused, does not exist in isolation of broader development and community building concerns. These include urban design and community benefits. As a land use, parking lots, especially those within urban areas, are often at odds with pre-established land use patterns and urban morphologies while also failing to provide the necessary definition to the public realm. In this instance, that is why the loss of the parking lot is not specifically identified in the impacts associated with the proposed development. It is the opinion of the authors of this report that the replacement of the parking lot with built form will be beneficial when considered more broadly for the community.

## 6.2. Adjacent Properties Listed on the Heritage Register

The following properties are not designated under the Heritage Act but are listed on the City of Ottawa Heritage Registry.

THE POTENTIAL IMPACT ON 307 MONTGOMERY IS ANTICIPATED TO BE NEGLIGIBLE

### 307 Montgomery Street

#### Physical Impacts

No physical impacts are anticipated due to the location of the boundary of the proposed development relative to 307 Montgomery Street.

#### Visual Impacts

Due to the positioning of the taller portions of the proposed development, the associated visual impact is anticipated to be negligible. At 2-3 storeys in height, the parkade height is compatible with the scale of the school and its massing. However, the unbroken mass of this portion of the development may negatively impact the school and how it functions relative to the context.

#### Associative Impacts

No associative impacts are anticipated due to the location of the boundary of the proposed development relative to 307 Montgomery Street.

THE POTENTIAL IMPACT ON THE CUMMINGS BRIDGE IS PRIMARILY VISUAL, ASSOCIATED WITH VISTAS LOOKING EASTWARD WHEN CROSSING THE BRIDGE.

### Cummings Bridge

#### Physical Impacts

No physical impacts are anticipated due to the location of the boundary of the proposed development relative to the Cummings Bridge.

#### Visual Impacts

While the proposed development does not directly impact the experience of crossing the bridge, the positioning of taller buildings within the proposed site may impact vista-type views looking east.

#### Associative Impacts

No associative impacts are anticipated, due to the location of the boundary of the proposed development relative to the Cummings Bridge.



# 7

## POTENTIAL MITIGATION MEASURES FOR CONSIDERATION DURING DESIGN DEVELOPMENT

Due to the state of design development at the OP & Zoning By-law Amendment stage, there is limited detailing that illustrates the need for detailed potential mitigation measures at this point. While the potential impacts are possibly significant, there is ample opportunity to explore and integrate mitigation measures as the design of the proposed development evolves in a fashion that appropriately responds to the perceived character-defining elements of the historic asset. As such, this section and the Potential Impacts section that precedes, are intended to act as a guide for the designers during upcoming phases, as opposed to providing definitive and final statements on the impacts on cultural heritage associated with the proposed development.

### 7.1. Potential Physical Impact Mitigation

1. **Explore opportunities to reinterpret the iconic modern-era barrel vaults** in the proposed development. For example, the barrel vault motif could be used to create a pedestrian arcade along the Montgomery frontage. This type of positioning would also reinforce the connection to one original location of the barrel vaults. There are also a range of other opportunities to employ this relocation/re-interpretation, including within the rooftop amenity space (such as shade pergolas) and/or within the proposed landscape spaces and/or as re-interpreted plaza colonnades.
2. **Explore opportunities to reinterpret the existing brick cladding** (colour and/or patterning) within some cladding of the proposed development. While the brick could be used in a variety of ways, the architectural compatibility of the grocery store and the proposed parking garage suggests this volumetric element to be a prime candidate for this type of approach, to help break down the scale of the streetscape to more pedestrian levels.
3. **Recording via laser scanning should be undertaken** by an entity such as Carleton University CIMS Lab, as a heritage recording of this early 1960's building type, for posterity, due to the proposed total demolition of the historic asset.

## 7.2. Potential Visual Impact Mitigation

1. Refer to items 7.1.1 and 7.1.2 above as they also incorporate potential visual impact mitigation strategies.
2. **Employ the geometric motifs** and tile work of the existing Plaza as inspiration in the proposed development. Potential examples include introducing compatible metalwork as ornament on the parking structure and/or into detailing throughout the proposed development. Another opportunity to reinterpret the geometric elements is in the frit pattern used on the balcony faces.
3. **Explore opportunities to further visually enliven and street-scale the Montgomery Street elevation** of the parkade to even more appropriately respond to the Mauril-Belanger School (107 Montgomery) directly across the street. The goal would be to create an appropriately inviting pedestrian-scaled streetscape/street frontage that is compatible with the original frontage of this building on the Heritage Register. Despite the visual interest of a mural scene, the scale of the proposed mass and the suggested use of a very large area of a single material does not provide this street-compatible scale. The existing plaza building, while large, has a certain rhythm and cadence of smaller elements that made it more street-scaled and “friendly” to the street. For example, the breaking down of the mass at the corner exit, the pattern of slender columns, the visual texture of the brick, the metal sculpted lighting, all served to scale the “large box” streetscape facades in a more street-wise way. Design development should explore options for this scaling break-down. Perhaps, for example, the use of more of the brick elements that are currently shown in the proposed design, can help with this scale issue. This is an issue at both the Montgomery and Selkirk elevations.
4. **The proposed Montreal Road urban park space should contribute to creating a gateway** element/plot, in recognition of the transitional nature of the Cummings Bridge and the serial experience of arrival to the Quartier Vanier from the west. **This space should also act as a recognizable foreground to the proposed development**, to visually mediate the proposed development with the eastward procession along the Cummings Bridge.
5. **The integration of the mural elements should, in order to avoid a lack of clarity as to the perceived historic value of the property, have an appropriately scaled expression** relative to their depiction of associative value, as opposed to being perceived character-defining elements.

## 7.3. Potential Associative Impact

1. Due to the evolving growth and density intensification of the City, and the often-central location of one and two storey commercial plazas and shopping malls, there is, for better or worse, ever increasing pressure on this building type and its potential historic value. **Consideration could be given to a broader study on the heritage character of these mid-century plaza types of uses.** Given the potential scope and scale of such an

undertaking which extends well beyond the subject property, this would be best undertaken by a third-party entity such as a University or Municipal Government.

2. **Reinforce the commercial uses and their positioning to promote the long-term viability of those uses on the streets.** The goal of this would be to maintain and enhance the site's historic role as a commercial and retail hub for the immediately surrounding community.

## 7.4. **Broader Sustainability Considerations**

As with any proposal to remove the existing structures from a site to facilitate redevelopment, there are opportunities to enhance the sustainability of this approach beyond the current standard practice of waste sorting for recycling. More specifically, **elements such as the built structure could be dismantled to permit their reuse** on another site. This suggestion is provided to generate further consideration, as opposed to being a specifically recommended mitigation measure.



## 8 CONCLUSIONS

This preliminary concept analysis suggests that there are ways, as the design of the proposed development evolves, to largely mitigate the impact on the perceived character-defining elements of the existing site. These mitigation measures are identified above in **Section 7**. For the most part, they focus on reinterpreting the most important character elements, such as the brick patterning and especially the iconic barrel vaults, within the proposed development.

As the design is refined and developed further, an update to this document, in the form of a Cultural Heritage Impact Statement (CHIS), will be prepared, that considers how the proposed mitigation measures were explored and what the updated impact on the perceived character-defining elements is. This level of review document will be at the design level of the Site Plan Approval stage submission.

# A1 PROPERTY INFORMATION SHEET

## A1.1. Eastview Shopping Centre

Address / Adresse	3, rue Selkirk St
Common Name / Building Name	Eastview Shopping Centre
Built As	Retail
Currently Used As	Retail
Construction Time Frame	c.1962
Architect / Builder	
Primary Architectural Style	Modernism
Secondary Architectural Style	
Roofline	Flat
Storeys	1
Primary Cladding	Brick
Architectural Description	Buff brick and stucco. Decoration in geometric forms in metal and tile. Repeated arch canopies over front facade. First storey composed of windows separated by engaged columns.
Previous Reference List	No
Comments	
Heritage Neighbourhood	Vanier – Overbrook

*This Heritage Register summary was provided by the City of Ottawa. (This property) was included in a report to BHSC on June 11, 2019. Council approved (this property) as a listing on the Heritage Register at its meeting of June 26, 2019.*

## A1.2. 307 Montgomery St

Address / Adresse	307, rue Montgomery St
Common Name / Building Name	Ecole élémentaire publique Mauril-Bélanger
Built As	School
Currently Used As	School
Construction Time Frame	c.1910
Architect / Builder	
Primary Architectural Style	Vernacular
Secondary Architectural Style	Edwardian Classicism
Roofline	Flat
Storeys	2
Primary Cladding	Brick
Architectural Description	Projecting brick cornice with chimney. Windows have stone sills and lintels. Projecting central bay. Stringcourse. Front entrance stairs leading to canopy and three-pane transom. Exposed stone foundation.
Previous Reference List	Yes
Comments	Originally was the Eastview Public School
Heritage Neighbourhood	Vanier – Overbrook

*This Heritage Register summary was provided by the City of Ottawa.*



### A1.3. Cummings Bridge

Street Name	Montreal
Address / Adresse	Pont Cummings Bridge
Common Name / Building Name	Cummings Bridge
Built As	Bridge
Currently Used As	Bridge
Construction Time Frame	1921
Architect / Builder	
Primary Architectural Style	Art Deco
Secondary Architectural Style	
Roofline	
Storeys	
Primary Cladding	Concrete – Cast
Architectural Description	One of the first multi-span, open spandrel, arch bridges in Canada to be built with reinforced concrete.
Previous Reference List	No
Comments	Recognized as an Ontario Heritage Bridge by the Province. Bridge restoration work completed 1996-1998 by Delcan Ottawa, Barry Padolsky Architect.
Heritage Neighbourhood	Vanier – Overbrook

*This Heritage Register summary was provided by the City of Ottawa.*

# A2 AUTHOR QUALIFICATIONS

## Heritage & Places of Significance

MTBA's expertise in heritage development issues spans the full spectrum from Heritage Conservation District (HCD) Studies, to Cultural Heritage Impact Statements (CHIS) to adaptive reuse, to advising on development within heritage environments or with heritage structures, to suit an existing context. MTBA has high level expertise in heritage value and heritage intervention evaluations for sites considered to be places of significance.

## Community & Consensus

MTBA works within both the planning and architectural environments to most effectively deliver projects that have a more complex nature, such as challenges with zoning or public relations or technical conservation. Working creatively with property owners and developers, municipal and provincial heritage, and planning professionals, with community and special-interest groups, and a broad array of stakeholders, MTBA uses wide experience facilitating workshops and design charrettes on both sides of development issues. MTBA has gained a reputation as leading community and urban conservation experts in Eastern Ontario and Western Quebec, including building and community sustainability.

## Summary of Relevant Cultural Heritage Impact Statements

MTBA Associates Inc have completed numerous Cultural Heritage Impact Statements or similar documents, including the following selected from recent files:

- 99 Fifth Avenue, Ottawa, ON
- Kingston North Block Development, Kingston, ON
- Chateau Laurier Proposed Addition (first version), Ottawa, ON
- 205 Crichton Street Residential Addition, New Edinburgh Conservation District, Ottawa, ON
- 453 Bank Street Proposed Mixed Use Development (with Contentworks), Ottawa, ON
- 233 Armstrong Proposed Mixed Use Development, Ottawa, ON
- 72 Crichton Street Residential Addition, New Edinburgh Conservation District, Ottawa, ON
- 174 Bolton Street Multi-unit Residential Development, Lowertown West Conservation District, Ottawa, ON
- Purdy's Mill Multi-unit Residential Development adjacent to National Historic Site, Kingston, ON
- 1003 Prince of Wales Residential Development adjacent to a National Historic Site and UNESCO World Heritage Site, Ottawa, ON

## Expertise

**MARK BRANDT**, Senior Conservation Architect & Urbanist, OAA, RAIC, LEED AP BD&C, CAHP, APT, is a registered professional Architect, Urbanist and Conservation Consultant with over 30 years of experience in these fields. Brandt has been called as an expert witness for both the Ontario Conservation Review Board and the Ontario Municipal Board. Clients from a range of both private and public sectors, such as real estate developers, the Ontario Heritage Trust, Government of Canada, National Capital Commission, municipalities, school boards, community associations, and many others, appreciate the broad expertise that Brandt and the Team at MTBA bring to a project, including natural and cultural conservation and cultural heritage landscapes and districts.

Mark is the former Chair of the City of Ottawa Heritage Advisory Committee (LACAC). He sits on the Board of the Association for Preservation Technology International (Co-Chair, Technical Committee for Sustainable Preservation) and is a former Board Member of the Canadian Green Building Council Ottawa Region (Chair, Existing Buildings Committee). He is a former Board Member of the Canadian Association of Heritage Professionals (CAHP) and the Algonquin College Architecture Advisory Committee, was awarded the Ontario Conservation Achievement Award and is Past President of HODI Historic Ottawa Developments Inc., among many other professional and community positions and awards.

**CHRIS WARDEN**, Senior Conservation Architect, RAIC, LEED AP BD&C brings more than 13 years' experience in the fields of architecture and conservation. His expertise is at all levels of technical, design and research activities. He has reached the level of Senior Associate at MTBA and works as a key Project Manager with a specialty in heritage conservation on some of MTBA's most important projects.

## Staff

The Firm runs a staff of seven people dedicated to all our wide-ranging projects from technical analysis to community design. We work at the nexus of natural & cultural conservation and specialize in the magic that occurs when new meets old. The Firm maintains current media and communication technology including advanced digital 3D modelling, internet media, and real time video animation, using many platforms and programs.