

NOTICE

IN THE MATTER OF THE ONTARIO HERITAGE ACT, R.S.O. 1990, CHAPTER O. 18, AND THE MATTER OF THE LANDS AND PREMISES KNOWN AS FENDLEY GREENHOUSES, LOCATED AT 20 MURRAY STREET IN THE CITY OF BRAMPTON, IN THE PROVINCE OF ONTARIO:

NOTICE OF INTENTION TO DESIGNATE

TAKE NOTICE that the Council of the City of Brampton intends to designate property, being the Fendley Greenhouses and lands upon which the building is situated, at 20 Murray Street in the City of Brampton, in the Province of Ontario, as a property of cultural heritage value or interest under Part IV of the Ontario Heritage Act, R.S.O. c. O. 18.

SHORT STATEMENT OF THE REASON FOR THE DESIGNATION

The cultural heritage value of 20 Murray Street is related to its design or physical value as a greenhouse. The greenhouse is utilitarian in design as reflected in the lack of architectural detailing and simple massing. Although unadorned and functional in design it is nevertheless, a very rare structure in Brampton. It is the only remaining greenhouse in the Brampton core; it is a unique representation of the City's rich flowertown heritage.

The property has tremendous historical or associative value as it reflects the City's flowertown heritage and the work of the Fendley family. In 1880 Edward Dale purchased the property and in 1896 Robert William Fendley purchased it from him. William Fendley began his career as a florist on the concession roads of the Brampton area selling flowers – particularly carnations and violets – from a horse-drawn wagon in 1893. William Fendley married Amy Dale, daughter of Edward Dale. William sold the property in 1907. Charles Fendley, the nephew of Harry Dale, left the Dale Estates in 1919 and reestablished his father's nursery business.

Charles built his first greenhouse on Murray Street in 1920. In a 2003 telephone interview, Barbara Fendley confirmed that the Fendley greenhouses located at 20 Murray Street are the original structures dating back to 1920. She also said that the structure that currently exists has not been altered or expanded from the original.

The property reflects the history of Brampton's growth and the immense flower operations that defined Brampton for many years. It is illustrative of the development of Brampton from a small Ontario town into one that grew to be internationally recognized as "The Flowertown of Canada".

DESCRIPTION OF HERITAGE ATTRIBUTES

Unless otherwise indicated, the reason for designation apply generally to all exterior elevations, facades, foundation, roof and roof trim, all doors, windows, other structural openings and associated trim, all architectural detailing, construction materials of wood, stone, brick, plaster parging, metal and glazing and related building techniques, fencing, all trees, shrubs, hedgerows, other vegetation and the grounds and vistas generally

To ensure that the cultural heritage value of this property is conserved, certain heritage attributes that contribute to its value have been identified specifically and they include:

- Utilitarian structures
- Simple massing
- Unadorned design
- Only greenhouse left in urban Brampton
- The words "Fendley Florists" can still be detected from the eastern façade of the greenhouses
- Chimney attached to one of the auxiliary buildings is still intact
- Original doors seem to be intact at the eastern façade of the structures
- Interior heating and watering mechanisms are still intact
- Associated with Brampton's history and development
- Only surviving greenhouse in the downtown core
- Associated with four generations of Fendley Florists (1893-1973) working from 20 Murray Street
- The business then continued until recent years in a modern commercial plaza at 370 Main Street North
- Fendley Florist just recently moved their flower retail business to Caledon
- Charlie Fendley married Amy Dale, daughter of Edward Dale and sister to Harry Dale
- William Fendley worked for the Dale Estates prior to reestablishing his father's business

- Reflects history of Brampton's growth from a small town into one that became internationally recognized as "The Flowertown of Canada"
- In 2002 City Council received and approved the Flower City Strategy, "with the expressed purpose of recapturing Brampton's floral heritage and once again being known as the Flower City of Canada; a city where all citizens recognize and celebrate their floral heritage ..."
- The greenhouses act as a landmark; they are the only greenhouses in the Brampton core
- The greenhouses are conspicuous along the streetscape
- The attached store and residence are also associated with the site
- Is visible from Main Street North
- Mature vegetation defines the site
- Evidence of Fendley Florist's recent history in Brampton is detected by a sign and empty retail space located within the commercial plaza at 370 Main Street North

The lot is square shaped and has a frontage of 190 feet and a depth of 245 feet. There are three greenhouses that remain intact and they are rectangular in shape. The principle elevation fronting on Murray Street has been closed in and boarded up. The façade that backs on to Main Street North is that of utilitarian greenhouses with missing glass, possibly original front doors, and red lettering that appears to have once read as "Fendley Florists". Landscaping elements include: overgrown vegetation and mature trees. Adjacent property features include residential homes to the east, north and south. The property backs on to commercial areas which front Main Street North.

The short statement of reason for the designation, including a description of the heritage attributes along with all other components of the detailed Heritage Report: Statement of Reason for Heritage Designation, constitute the "reason for heritage designation" required under the *Ontario Heritage Act*.

Please contact Antonietta Minichillo, Heritage Coordinator in Urban Design Section, Planning, Design and Development Department at (905) 874-3744 to view this document, and for further information. Notice of objections to the proposed designation may be served on the Clerk no later than 4:30 p.m. on Monday, December 21, 2009 (within 30 days of the publication of this notice).

Dated at the City of Brampton on this 19 day of November 2009.

Peter Fay, City Clerk, City of Brampton