

## OBJECTIVES FOR DESIGNATING THE LANDS ALONG AND NEAR LOWER MAIN STREET SOUTH A HERITAGE CONSERVATION DISTRICT

### Goal

To revitalize the Lower Main Street South district while preserving its historic character

### Objectives

#### **Land Use**

To continue the existing commercial, institutional and residential zones in the zoning by-law and their permissible uses and zone requirements (development standards)

To program activities in Market Square

To encourage the improvement of Cedar Street for shops and outdoor cafes linked to Main Street South businesses

#### **Buildings**

To ensure the prevalence of brick for exterior walls

To retain historic buildings, maintain their integrity, improve them with respect for historic materials and distinctive features, and where possible, restore their lost features or damaged materials

To base restorations on documentary and as-found evidence

To care for later buildings that complement the historic (complementary buildings), to improve them without making them look as if they were old, and to replace them only when the new design demonstrates even greater harmony with adjacent and nearby historic buildings

To maintain buildings that are neither historic nor complementary (other buildings) until such time as they can be redesigned or replaced with new two- or three-storey buildings that conform to the district's architectural patterns and are in harmony with adjacent and nearby historic buildings

To encourage investment in building improvement that enhances the district's historic character

To encourage the restoration of historic buildings, especially Christian Baptist Church at the crest of the Main Street South hill and the John Cawthra House at the district's southern gateway

## **Landscape**

To protect open views of the Holland River valley from the street

To protect the view looking west at Botsford Street into the historic downtown residential neighbourhood, the view looking east on Water Street toward the house on the Prospect Street hill and the view looking west on Water Street toward the rowhouse at Water and D'Arcy Streets

To protect views of the district's four historic landmarks – the cupola atop Old Town Hall, the steeples of Trinity United Church, the tower on the Old Post Office and the spire of Christian Baptist Church

To enhance views of the district on lands east of the district

To enhance the hillside topography defining the eastern edge of the district in any new construction on lands east of the district

To improve public access to the Holland River

To maintain or reduce pavement widths on roadways and to enhance pedestrian comfort on boulevards

To improve the parking lot adjacent to Old Town Hall in a design complementary to Market Square

To improve the Water Street boulevard with a design that commemorates the early history of Main Street South

## **Signs**

To erect an appropriate ground sign providing a directory of stores and services to pedestrians entering the district at its southern end

To erect appropriate directional signs on the proposed Holland River Trail to the district

To erect building signs that are scaled for viewing by pedestrians and are appropriate in size and placement to historic buildings

To offer business owners and owners of vacant stores use of signs and displays to celebrate the history of Lower Main Street South and Newmarket at different seasons in the year