

# Advisory Committee of Council Information Report

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Committee	Heritage Guelph
Date	Monday, July 10, 2023
Subject	<b>211 Silvercreek Parkway South – Cultural Heritage Evaluation Report</b>

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## Description

This information report provides a draft statement of significance and determination of cultural heritage value or interest for the Sleeman House at 211 Silvercreek Parkway South (formerly 501 Wellington Avenue, 501 Waterloo Avenue). This report is presented to Heritage Guelph for review and comment in preparation for a notice of intention to designate the property under Part IV, Section 29 of the Ontario Heritage Act.

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## Executive Summary

### Key Findings

The Sleeman House located at 211 Silvercreek Parkway South (formerly 501 Wellington Avenue, 501 Waterloo Avenue) is a listed (non-designated) property on the Municipal Register of Cultural Heritage Properties. This report determines that the Sleeman House meets five of the prescribed criteria for determining cultural heritage value or interest according to Ontario Regulation 9/06, as amended by Ontario Regulation 569/22. The heritage attributes of 211 Silvercreek Parkway South display: design or physical, historical or associative and contextual value.

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## Report

### Location

The subject property is located at 211 Silvercreek Parkway South on the north side of the street, immediately north of the Wellington Street exit on the Hanlon Parkway (Attachment-1, Figure 1). The property has a legal description of PT LT A E/S OF GALT & GUELPH RAILWAY PL 52 AS IN ROS524508, SAVE AND EXCEPT PT 2, 61R6538; CITY OF GUELPH SUBJECT TO AN EASEMENT AS IN RO791712 AND PT LOTS 1, 2, 3, 10, 11 & 12, PLAN 206, AS IN ROS524508; CITY OF GUELPH SUBJECT TO AN EASEMENT AS IN RO791712.

## Background

The subject property is part of Plan 206 which was originally outside the Town of Guelph in 1872 (Attachment-2, Figure 1). At the time the street was named Waterloo Road which later evolved into Wellington Street and then Silvercreek Parkway South. The property was located in Lot 1, Division E of Concession 1 and was sold to John Harris in December of 1844 by the Canada Company. John Sleeman and his wife Ann Burrows bought multiple parts of the property totaling 8.2 acres on either side of the street (Attachment-2, Figure 2). The location of the property was ideal for brewing as the property was near a fresh-water spring (Attachment-2, Figures 3-5). John Sleeman built the Silver Creek Brewery in 1862 and by 1865 named his son George Sleeman was an official partner in the business. The first residence on the property was built in 1859 at the then 501 Waterloo Avenue. By 1867, John Sleeman retired and left his son George Sleeman as sole proprietor of the Silver Creek Brewery. George Sleeman also bought the family residence on 501 Waterloo Avenue and become a key community member of the Town of Guelph (Attachment-2, Figure 6).

George Sleeman and his wife Sarah Hill had eleven children, five daughters and six sons, over the course of their marriage including Caroline, Minnie, George Alfred (A), Charles, William, Edwin, Frederick, Lily, Henry, Eveline, and Florence. Brewing was a family business – George empowered his brother William to help with operations and brought his sons into the fold when they became of age. By 1886, his son George A. Sleeman began managing the Brantford agency. George A. would go on to write a family recipe book and work for the Sleeman Brewing and Malting Company in Ottawa. Additionally, George A.'s brother William was involved in the family business as a bottler according to the 1911 census. Their brother Henry Sleeman would eventually take over the business in 1905 after George Sr.'s retirement. Unfortunately, George Sleeman would watch as Henry Sleeman managed the declining family business during the years of Prohibition in Canada and the United States. George Sr. died in 1926, one year before the end of Prohibition in Ontario in 1927. In 1933, Henry Sleeman and his brothers were charged with smuggling alcohol to Al Capone in the United States and their brewing license was suspended. That same year, the Spring Bank Brewery was sold to the Jockey Club Brewery Ltd. and by 1955 the Sleeman Brewing and Malting Company was registered as inactive. However, John W. Sleeman, the great-grandson of George Sr., would be given George A.'s recipe book by his Aunt Florian (daughter of George A.) and reopen the family business in 1988. John W. Sleeman sold Sleeman Breweries Ltd. in 2006 to Sapporo Breweries for \$400 million (Attachment-2, Figure 7). John W. Sleeman is still the Chairman of Sleeman Breweries Ltd.

George Sleeman was also an innovator in the brewing industry. After being named partner, he instituted steam power to Silver Creek Brewery, added a malthouse, built a storage cellar and increased operations with the help of his brother William (Attachment-2, Figure 8). In 1874, he introduced the use of bisulphate of soda as a stabilizer and preservative as well as an attemperator (a coil of pipe through which hot or cold water may run to control temperature) into the brewing process. These advancements allowed him to lower labour costs and begin brewing lager. As the Sleeman family brewing business expanded, George Sleeman became an influential entrepreneur and politician in the Town of Guelph (Attachment-2, Figure 9). By the late 1880s, Silver Creek Brewery employed around 35-40 local Guelphites who took

pride in their trade (Attachment-2, Figure 10). The business continued to grow and by 1890 Silver Creek Brewing had outlets in fifteen (15) cities and towns from Sault Ste Marie to Quebec (Attachment-2, Figure 11). At the World's Columbian Exposition (also known as the Chicago World's Fair) held in 1893, the Silver Creek Brewery won multiple awards for their wares. In 1900, George Sleeman, his wife Sarah Hill and three of their sons (George A., Charles, William) incorporated the operations of the breweries as Sleeman Brewing and Malting Company Limited.

As the Sleeman Brewing business expanded, so did George Sleeman's influence in the Guelph community. In 1874, George Sleeman was elected the president of the Guelph Maple Leafs Baseball Club, the same year the team won the first baseball World Championship in Watertown, New York (Attachment-2, Figure 12). In 1876, George Sr. was elected to Guelph Town Council representing the South Ward. Four years later, he would become Guelph's first mayor after Guelph was incorporated into a city. One of his first official changes was to proclaim July 1<sup>st</sup> a public holiday and to advise all Guelph residents to observe the day of rest. This labour reform supported the working classes of the community, many of which were employed at Sleeman breweries. George would hold his position as mayor for three years. George Sr. was still an influential presence in Guelph after his mayoral term. Specifically, he funded the establishment of a streetcar system under the Guelph Railway Company to facilitate movement across Guelph with the primary focus of transporting his workers from St. Patrick's Ward to his brewery on the western edge of Guelph (Attachment-2, Figure 13).

The Sleeman family and their descendants occupied the subject property from 1859 until 1957. The original two-storey stone residence with a three bay design and a hip line roof was built in 1859 (Attachment-2, Figure 14). In 1890, George Sleeman decided to build a new home for the family as business remained profitable. The family remained in the original stone structure while the new residence was being built, but the original structure was demolished after construction was complete in 1891.

The Sleeman House was designed by George Sleeman and John Day, a prominent Guelph architect of the time who also designed the façade and addition of the Silver Creek Brewery, the Petrie-Kelly Building, the Commercial Hotel, and the Speed Skating Rink. The structure was the most expensive house ever built in Guelph at the total totaling over \$30,000, a two storey Queen Anne brick house was built the same year for only \$2,200.

The three-storey structure was made entirely of locally quarried limestone with 12-, 11- and 10-foot ceilings (Attachment-2, Figures 15-17). The vermicular stone cutting and the deep stone cornices along the main tower are quintessential markers of Queen Anne revival. Many features of the Queen Anne style can be seen to date including: a dominant, front-facing gable, bay windows, two domed turrets, and stained-glass windows. The original house possessed a conical roof with attic gables, a clustered shaft main chimney, stone brackets and a slate roof. All halls and rooms were supplied with combination gas and electric light fixtures and all the grates in the house burned gas. In fact, this residence was one of the first homes with electricity (Attachment-2, Figures 18-22). The house was finished in antique and red oak with oxidized copper hardware fittings. The house was built by many tradespeople including Walter Grierson (stone cutting), Alex Congalton (masonry),

George Daniels (carpentry), Peter Martin (plastering), J. S. Moffatt (painting and glazing), William Sunley (tinwork), Walker & Mahoney (plumbing, steam, gas fitting), Brown Brothers (slating), Robert Stewart (oak doors and wainscoting) and Hess Brothers (furniture).

The original structure has been heavily modified over time as the use moved from a home to a hotel to an adult entertainment establishment (Attachment-2, Figure 23). The original three street façade verandah was removed after the residence left family possession. The purchaser opened a restaurant business under "The Manor" (1963) and later "Country Kitchen" (1966). In 1965, an addition was added to the west side of the property to facilitate a hotel business for "The Manor Hotel". Later additions including a men's beverage room, kitchen, stage and one storey addition on the east side of the building to create the sprawling floor plan seen today (Attachment-3, Figures 1-5).

### **Statement of Significance**

The subject property is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act because it meets five of the prescribed criteria for determining cultural heritage value or interest, according to Ontario Regulation 9/06 as amended by Ontario Regulation 569/22 (Attachment-4). The heritage attributes of 211 Silvercreek Parkway South display: design or physical, historical or associative, and contextual value.

### **Design/Physical Value**

211 Silvercreek Parkway South meets Criterion 1 of Ontario Regulation 9.06, as amended by Ontario Regulation 569/22, being of design or physical value as it is an excellent and representative example of late-19<sup>th</sup> century Queen Anne revival style in the City of Guelph. In fact, it was one of the first homes with electricity in the City of Guelph and was the most ornate home at time of construction.

211 Silvercreek Parkway South meets Criterion 2 of Ontario Regulation 9.06, as amended by Ontario Regulation 569/22, being of design or physical value as it demonstrated a high degree of mason craftsmanship in the hand carved vermicular stone cutting and deep stone cornice on the front façade of the three-storey tower. The same degree of stone masonry is rarely seen elsewhere in the City of Guelph.

### **Historical/Associative Value**

211 Silvercreek Parkway South meets Criterion 4 of Ontario Regulation 9.06, as amended by Ontario Regulation 569/22, being of historical or associative value as it has significant historically association with George Sleeman, the City of Guelph's first mayor, successful brewer and philanthropist. George Sleeman was an integral figure in the growing Guelph community during his life and Sleeman Breweries Ltd. continues to be a prominent employer of Guelph labour.

211 Silvercreek Parkway South meets Criterion 6 of Ontario Regulation 9.06, as amended by Ontario Regulation 569/22, being of historical or associative value because the Sleeman House reflects the work and ideas of both George Sleeman, an important innovator, and John Day, a successful local architect who designed the Petrie-Kelly building, portions of the Silver Creek Brewery and multiple other commercial properties and residences in Guelph.

## **Contextual Value**

211 Silvercreek Parkway South meets Criterion 9 of Ontario Regulation 9/06, as amended by Ontario Regulation 569/22, being of contextual value as the property is a visible landmark for the Guelph community. The three-storey Queen Anne structure is easily spotted from the Hanlon Parkway and Wellington Street West and marks the beginning of the older Guelph developments heading east on Wellington Street West into downtown Guelph.

## **Attachments**

Attachment-1 Location of the Sleeman House, 211 Silvercreek Pkwy S

Attachment-2 Historical Images of the Sleeman House

Attachment-3 Current Photos of the Sleeman House

Attachment-4 Ontario Regulation 569/22 Criteria for Cultural Heritage Value or Interest

## **Departmental Approval**

Melissa Aldunate, MCIP, RPP

Manager, Policy Planning and Urban Design

## **Report Author**

Victoria Nagy, Heritage Planner

**Attachment-1 Location of the Sleeman, 211 Silvercreek Pkwy S**

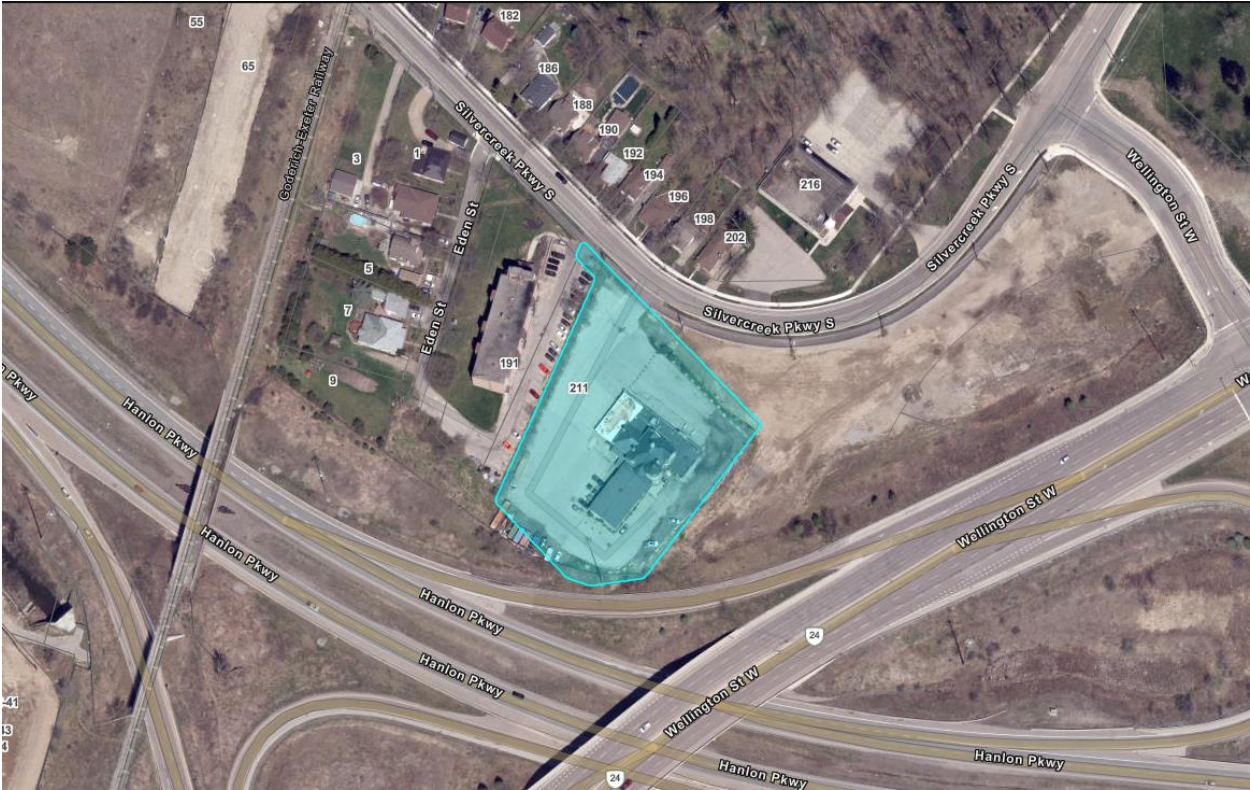
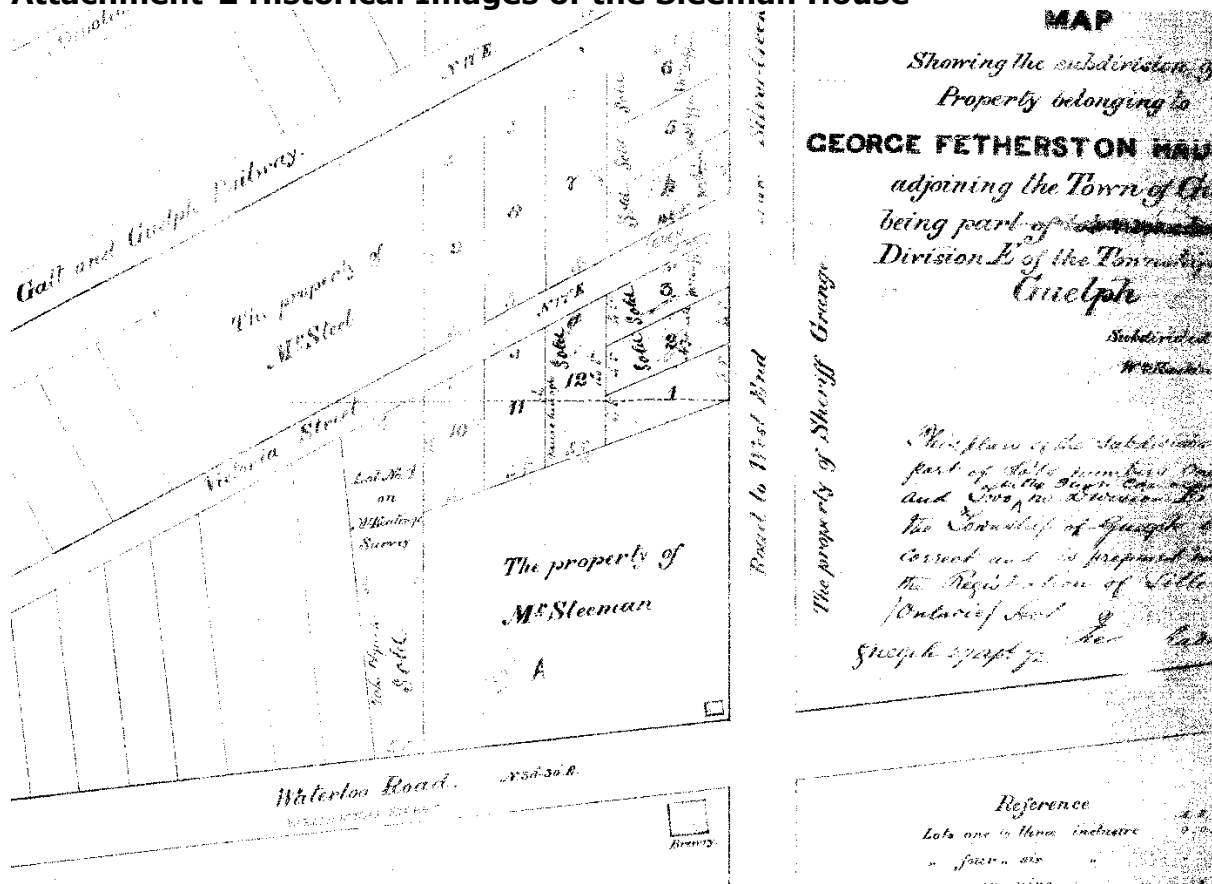


Figure 1 - Subject property identified by City of Guelph GIS.

**Attachment-2 Historical Images of the Sleeman House**





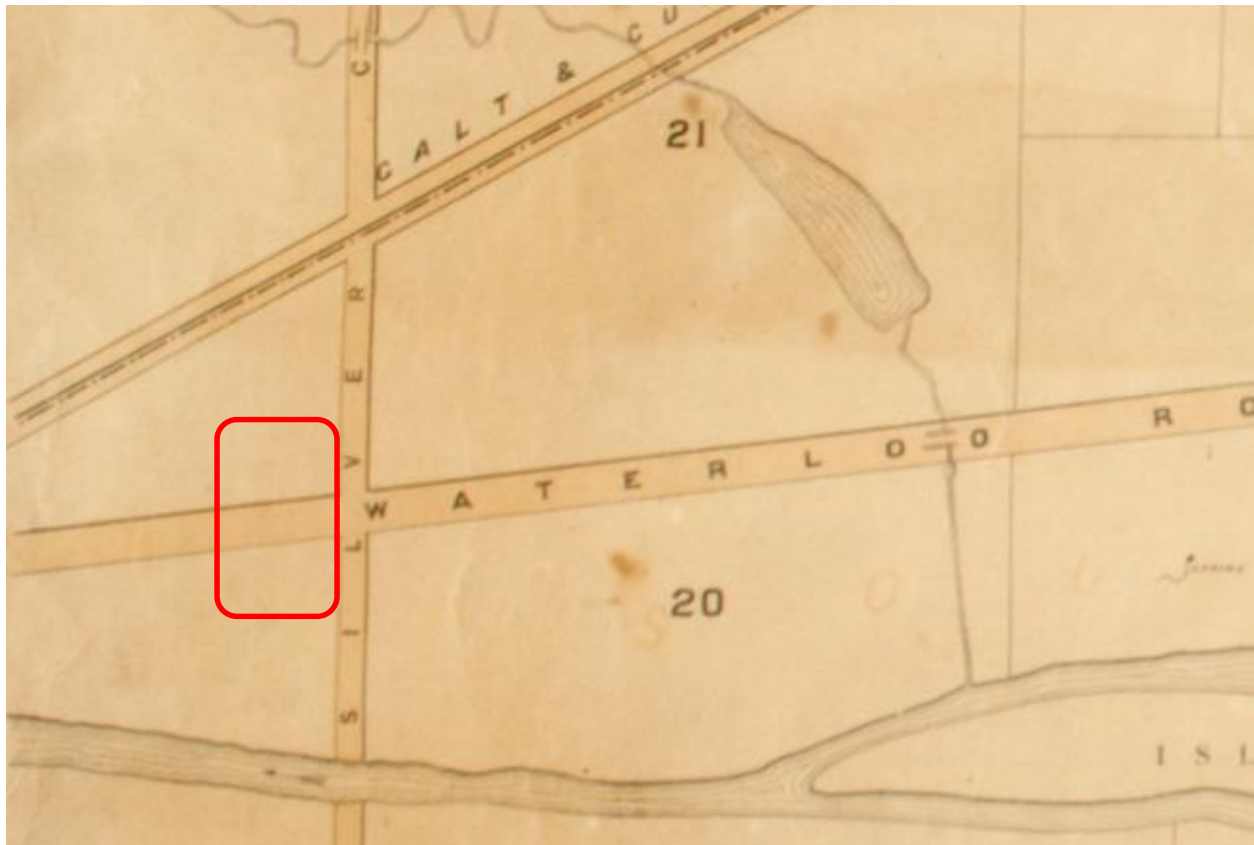


Figure 3 - Detail from J. Smith's Map of the Town of Guelph, 1855 showing the area of the future Silver Creek Brewery and Sleeman House on the west side of Silvercreek Road.



Figure 4 – Section of the 1877 Township of Guelph map illustrating the Sleeman's property proximity to water sources.

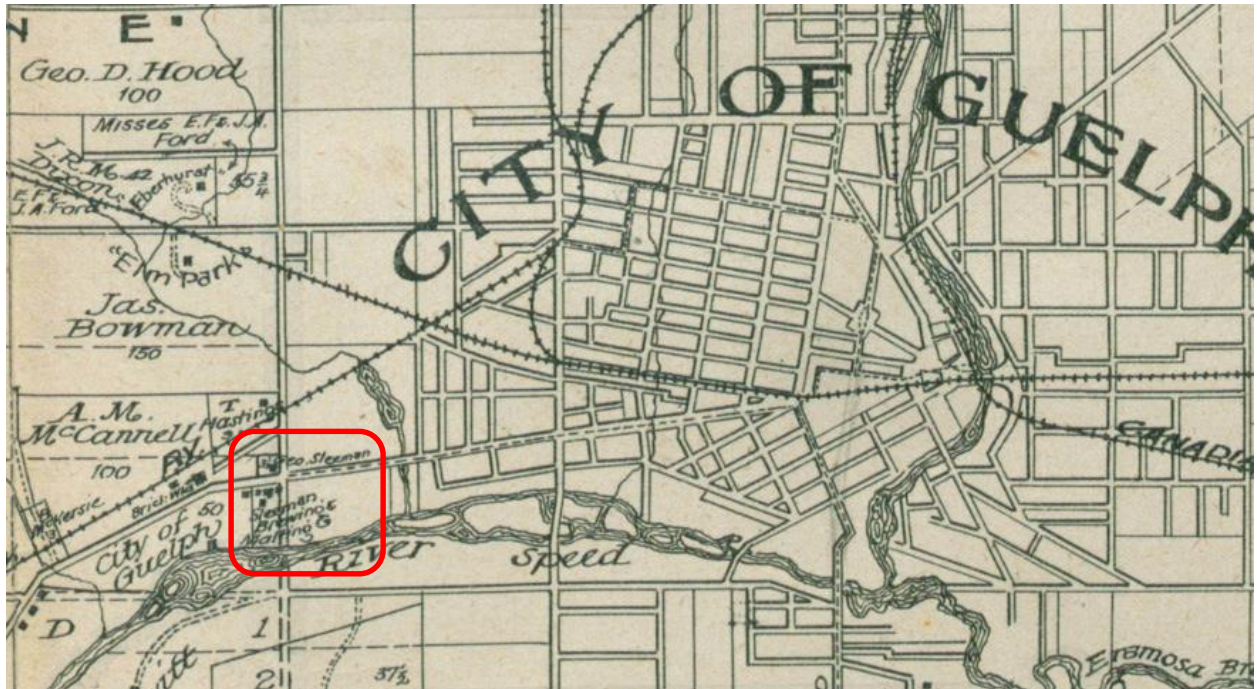


Figure 5 – Map of Guelph Township from the 1906 County of Wellington Historical Atlas illustrating location of the Sleeman House and brewing operations.

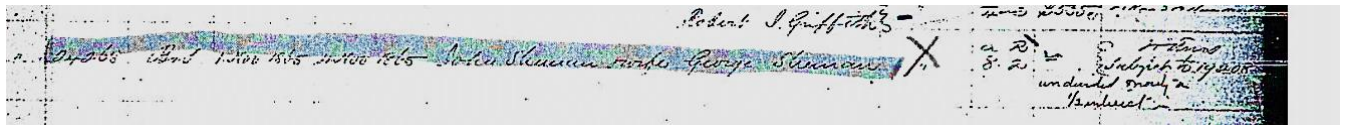


Figure 6 - Title abstract showing transfer of land between John Sleeman and George Sleeman in 1865 (ONland).



Figure 7 – Image of John W. Sleeman with his great grandfather George Sleeman, c. 1995 (Guelph Civic Museum 2013.37.13)

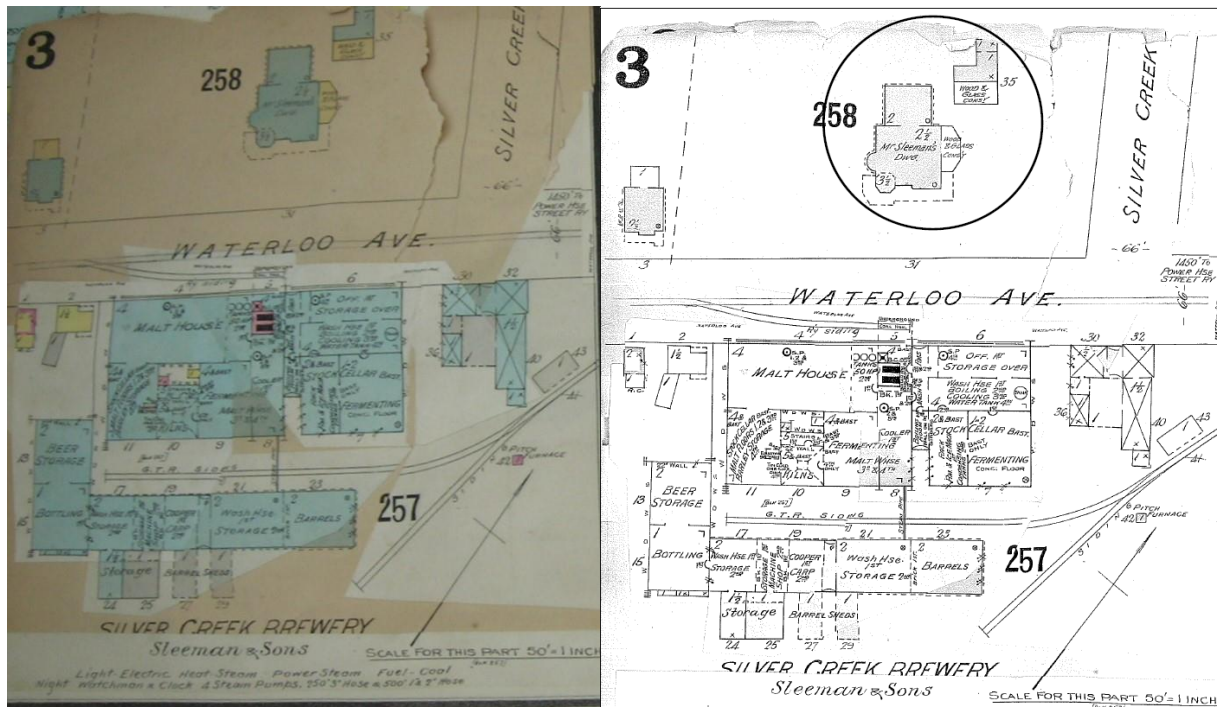


Figure 8 – Colour (left) and black and white (right) details from Sheet 3 of the Fire Insurance Plan of Guelph, 1897 (revised 1907)



Figure 9 – Picture of George Sleeman, c.1880 (Guelph Civic Museum 2009.32.951)



Figure 10 – Sleeman Brewery employees pictured in front of a plant, c. 1895-1905s (Guelph Civic Museum Grundy 245)

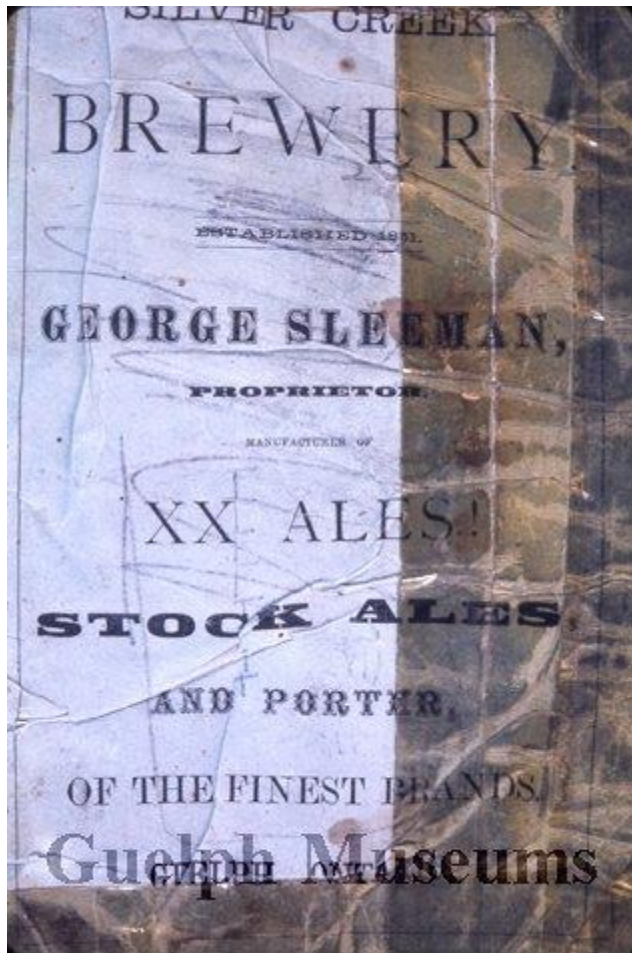


Figure 11 – Advertisement for Silver Creek Brewery, 1876 (Guelph Civic Museum 2009.32.950)



Figure 12 – Photo of the Guelph Maple Leaf Baseball Team with George Sleeman, 1874 (Guelph Civic Museum 2009.32.959)



Figure 13 – Workmen laying streetcar tracks in front of the Sleeman House, c. 1900 (Wellington County Museum & Archives A1952.312.3B)



Figure 14 – The Sleeman family in front of the original Sleeman House on the Waterloo Avenue property, c. 1800 (Wellington County Museum & Archives 1952.312.3C)



Figure 15 – The Sleeman House in winter, c. 1905-1915 (Guelph Civic Museum 1981.67.3)

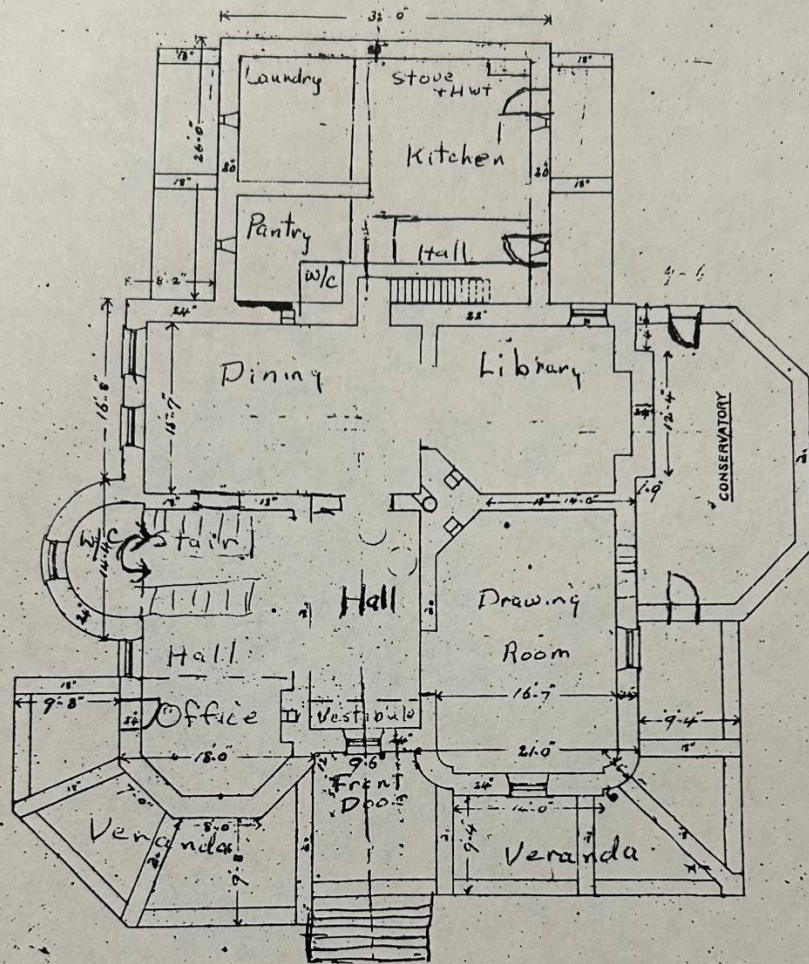


Figure 16 – The Sleeman House with the Sleeman family on the porch, c. 1895  
(Guelph Civic Museum 2009.32.4341)



Figure 17 – Photo of the Sleeman House, c. 1908 (Guelph Civic Museum 2009.32.4338)

PLANS FOR A RESIDENCE FOR GEO. SLEEMAN. ESQ.  
GUELPH. ONT.

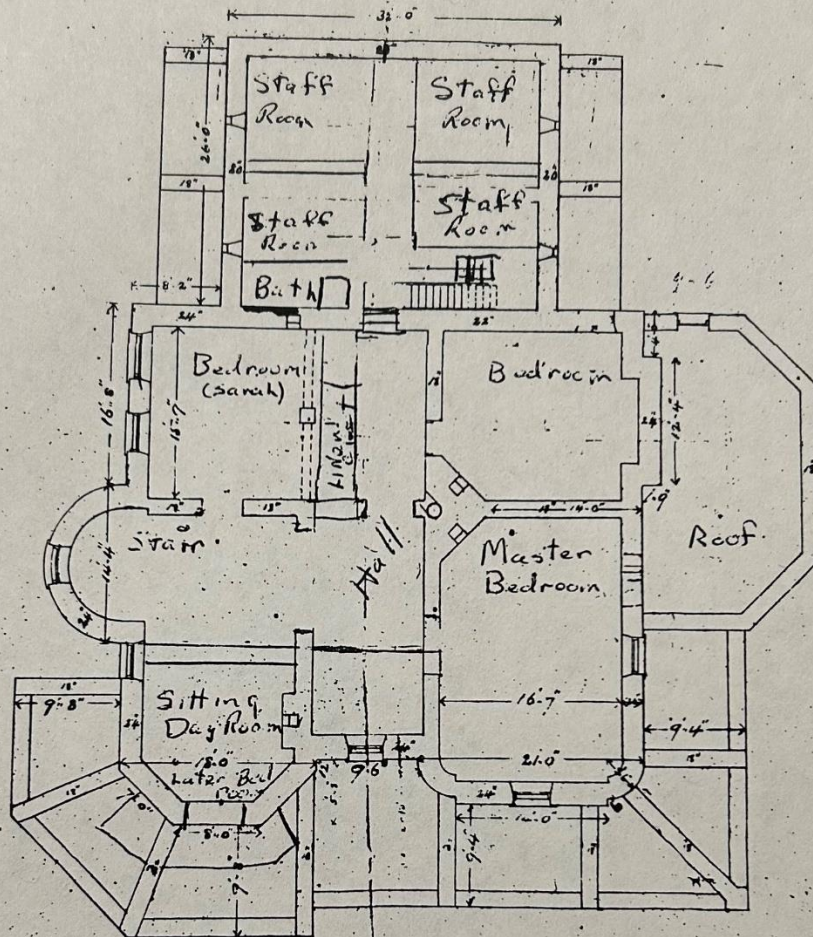


First Floor  
PLAN

SCALE EIGHT FEET TO THE INCH

Figure 18 – Floorplan of the first floor of the Sleeman House (Sleeman Collection, McLaughlin Library Archive & Special Collections).

PLANS FOR A RESIDENCE FOR GEO. SLEEMAN, ESQ.  
GUELPH, ONT.

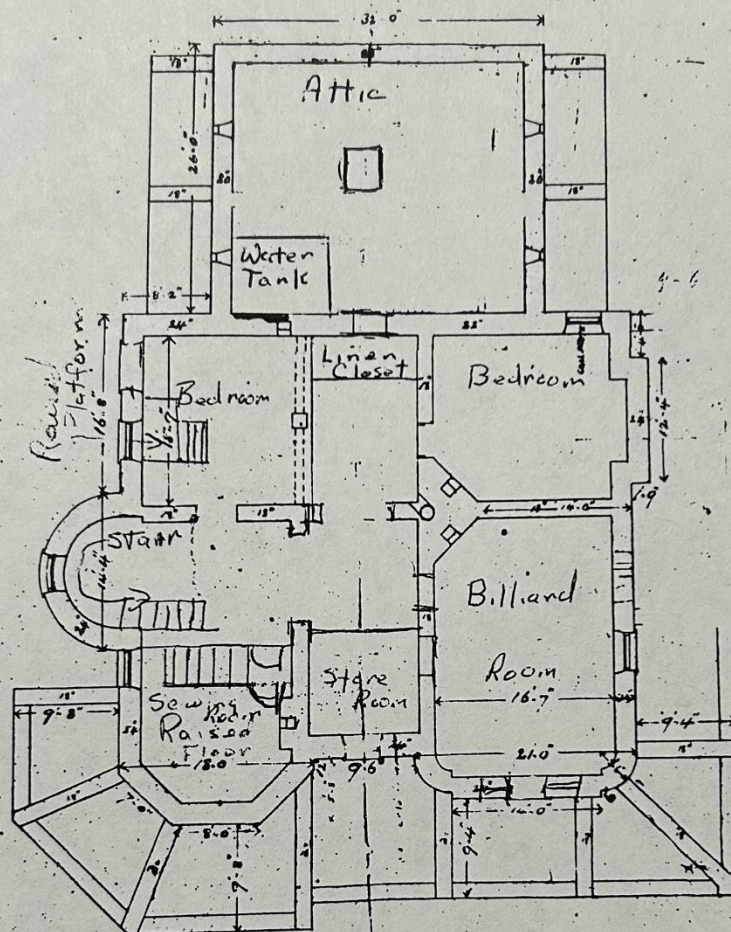


Second Floor  
PLAN

SCALE EIGHT FEET TO THE INCH

Figure 19 – Floorplan of the second floor of the Sleeman House (Sleeman Collection, McLaughlin Library Archive & Special Collections).

PLANS FOR A RESIDENCE FOR GEO. SLEEMAN. ESQ.  
GUELPH. ONT.

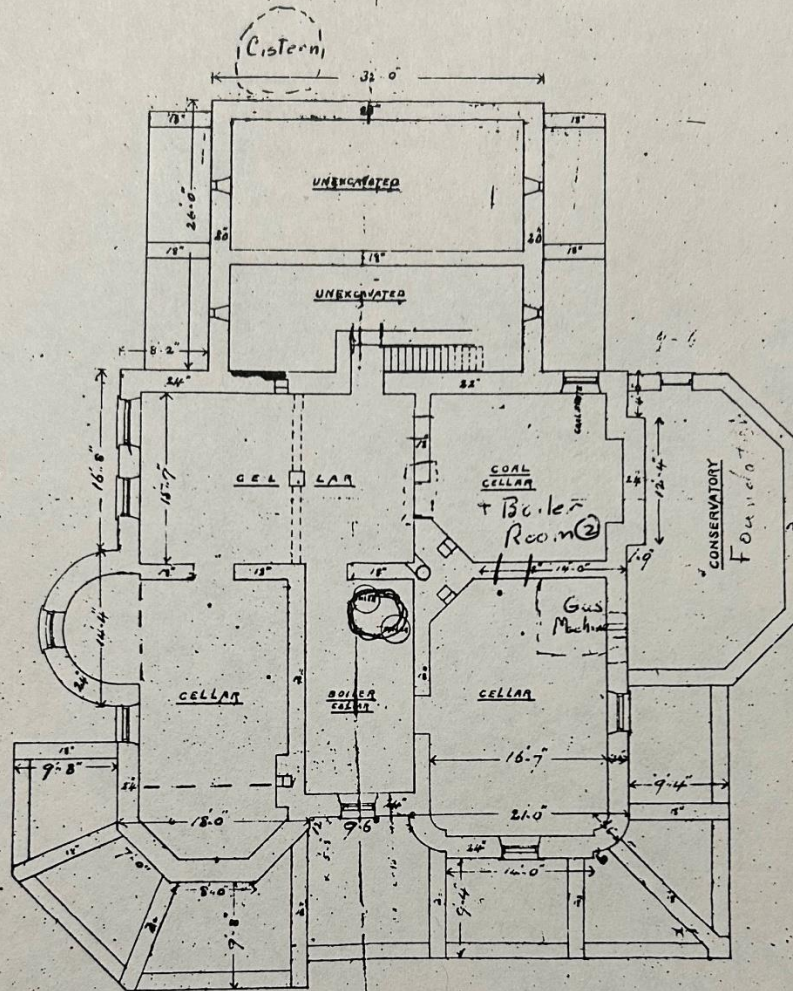


Third Floor  
PLAN

SCALE EIGHT FEET TO THE INCH

Figure 20 – Floor plan of the third floor of the Sleeman House (Sleeman Collection, McLaughlin Library Archive & Special Collections).

PLANS FOR A RESIDENCE FOR GEO. SLEEMAN, ESQ.  
GUELPH, ONT.



BASEMENT PLAN

SCALE EIGHT FEET TO THE INCH

Drains NOT shown

Figure 21 – Floor plan of the basement of the Sleeman House (Sleeman Collection, McLaughlin Library Archive & Special Collections).





PLANNING & BUSINESS DEVELOPMENT DEPARTMENT  
 BUILDING DIVISION  
 ZONING SERVICES  
 City Hall, 59 Carden Street  
 Guelph, Ontario, Canada N1H 3A1  
 Inquiries: (519) 837-5615 Fax: (519) 822-4632  
 (Offices are located at 2 Wyndham Street N., 2nd Floor)  
 www.city.guelph.on.ca

June 28, 2000  
 00-2950

David T. Starr  
 Barrister & Solicitor  
 221 Woolwich St Floor 2  
 Guelph ON N1H 3V4

**RE: 501 Wellington St W PLAN 206 PT LOT 1 TO PT LOT 3 PT LOT 10 TO PT LOT 12  
 PLAN 52 PT LOT A  
 Manor Hotel FILE 6853/00**

Your request received June 19, 2000 regarding the above-noted property has been reviewed and the following is submitted for your information:

This property is in the SC.1-21 Zone of Zoning By-Law (1995)-14864, as amended. Permitted use section is attached.

TYPE OF CONSTRUCTION	DATE OF CONSTRUCTION	ZONING BY-LAW
Main Building	1880 (assessment)	None
Addition to Kitchen with Some Counter Space No. 5256	November 28, 1960	(1954)-4000
Addition of Kitchen & Storage Area No. 7438	August 5, 1964	(1962)-5418
Addition of Hotel No. 7944	May 17, 1965	(1962)-5418
Addition of Men's Beverage Room B348	1 December 1966	(1962)-5418
Addition of Kitchen to of Existing Motel B-5000	July 22, 1971	(1971)-7666
Remove 16 Lin. Ft. of Stone Wall between Men's Bev. Room and Ladies Bev. Room B-4999	July 22, 1971	(1971)-7666
Stage Addition B11837	August 17, 1977	(1971)-7666
One Storey Addition B-26320	September 17, 1987	(1971)-7666
Relocate Exhaust Hood 92-01605	September 9, 1992	(1971)-7666
Partial Basement Finishes, Replace Fixtures 95-00544	April 24, 1995	(1971)-7666
New Catch Basin and Roof Drain Connection 9500595	April 27, 1995	(1971)-7666
Heating & A/C/ in Basement only 96-026973	February 28, 1996	(1995)-14864

The size of property and location of structures indicated on the Plan of Survey, dated June 6, 1979 (on file) has been reviewed and appears to comply with the existing zoning by-law regulations. For zoning items not indicated on the plan or when the date of construction is unknown comments cannot be given.



Figure 23 – A list detailing the past permits completed for the property located at 211 Silvercreek Parkway South

### Attachment-3 Current Photos of the Sleeman House



Figure 1 – 211 Silvercreek Parkway South (facing northwest) (Photo 2023 – V. Nagy)



Figure 2 – 211 Silvercreek Parkway South (facing southwest) (Photo 2023 – V. Nagy)



Figure 3 – 211 Silvercreek Parkway South (facing west) (Photo 2023 – V. Nagy)



Figure 4 – 211 Silvercreek Parkway South, vermicular stone work on the tower (facing northwest) (Photo 2010 – S. Robinson)



Figure 5 - 211 Silvercreek Parkway South, stone work present on the second storey and existing chimney (facing northwest) (Photo 2010 – S. Robinson)

## **Attachment-4 Ontario Regulation 569/22: Criteria For Determining Cultural Heritage Value Or Interest**

A property may be designated under section 29 of the Ontario Heritage Act if it meets two or more of the following nine criteria for determining cultural heritage value or interest.

1. The property has design value or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method.
2. The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.
3. The property has design value or physical value because it demonstrates a high degree of technical or scientific achievement.
4. The property has historical value or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.
5. The property has historical value or associative value because it yields, or has the potential to yield, information that contributes to an understanding of a community or culture.
6. The property has historical value or associative value because it demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.
7. The property has contextual value because it is important in defining, maintaining or supporting the character of an area.
8. The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings.
9. The property has contextual value because it is a landmark.