

**Research Brief and Cultural Heritage Evaluation: 3044**  
**Lakeshore Road, Burlington**  
**The W. D. Flatt House/Roseland Terrace**

**Prepared by: Heritage Burlington Advisory Committee**



3044 Lakeshore Road, Burlington  
(Google Maps, 2024)

**February 21, 2025**

## ***Introduction and Background Information***

In the fall of 2024, 3044 Lakeshore Road, Burlington (the W. D. Flatt House/Roseland Terrace) was listed for sale following 60 years of ownership by the then current owners (Hewitt, 2024). The sale of 3044 Lakeshore Road was brought to the attention of the Heritage Burlington Advisory Committee (HBAC) and the City of Burlington's Heritage Planning staff by members of the public, who were concerned about potential demolition of the dwelling as the property has not yet been designated under the *Ontario Heritage Act*, only listed on the City's Municipal Heritage Register as a non-designated property. Members of the HBAC worked with Heritage Planning staff to prioritize an evaluation of the property per *Ontario Regulation 9/06 – Criteria for Determining Cultural Heritage Value or Interest*.

The City's Municipal Heritage Register ("the Register") is reviewed on an ongoing basis. The property at 3044 Lakeshore Road has remained on the Register for over fifteen years due to its design, historical and contextual value. The property was previously inventoried by the former Local Architectural Conservation Advisory Committee (LACAC, n.d.; Attachment 1).

## ***Ontario Regulation 9/06 – 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 criteria for determining whether it is of cultural heritage value or interest:

1. The property has design value or physical value because of it,
  - i. Is a rare, unique, representative or early example of a style, type, expression, material or construction method,
  - ii. Displays a high degree of craftsmanship or artistic merit, or
  - iii. Demonstrates a high degree of technical or scientific achievement.
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,
  - ii. Yields or has the potential to yield, information that contributes to an understanding of a community or culture, or
  - iii. Demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.
3. The property has a contextual value because it,
  - i. Is important in defining, maintaining or support the character of an area,
  - ii. Is physically, functionally, visually or historically linked to its surroundings, or
  - iii. Is a landmark. O. Reg. 9/06, s.1 (2)

## ***Evaluation of Design/Physical Value***

This early 20<sup>th</sup> century house at 3044 Lakeshore Road (the W. D. Flatt House/Roseland Terrace) is located east of Guelph Line on the southside of Lakeshore Road along the shoreline of Lake Ontario, in the former settlement of Port Nelson. The house is a two-and-a-half-storey masonry structure in the Tudor Revival style with stretcher-bond brick at the lower level and weave-patterned buff brick between the exposed timbers of the upper level. The offset gable roof has an elongated eave joining the line of the gabled roof verandah. The front entrance has a distinctive design combining half and full sidelights adjacent to a Gothic-style wood door. The verandah's slightly arched cornice is supported by paired brackets on brick bases. Windows are wood sash with intricate multi-paned leaded glass and several prominent windows include insets of stained glass in the form of shields. A projecting rounded solarium or sunroom on the west side overlooks Lake Ontario and Lakeshore Road. The tall brick chimneys, on both the east and west end of the roof, contribute to the balanced asymmetry of the front elevation. Within the mature landscaping of the backyard is a cobblestone gazebo. This property is part of the Pine Cove Survey, Plan 136, registered by W. D. Flatt on 6 June 1911.

A Tudor Revival house has a steeply pitched roof, often with multiple gables and half-timbered exterior walls on two-story or two and a half-story homes. Other characteristics include diamond-pattern windows, elaborate focal chimney chases and asymmetrical floorplans. The style was popular from 1890 to 1920 though extended to 1940). Craftsman houses (1900 to 1929), inspired by the Arts and Crafts movement, emphasize horizontal lines and showcase natural materials like wood and rock. Tudor Revival homes have a steep roof pitch while Arts and Crafts or Craftsman homes have a lower pitch. Craftsman homes have wide eaves and Tudor Revival have little to no eave overhang. Elements of each may be found in many homes since both styles “express the structure” in their design (Peck, 2025).



3044 Lakeshore Road, Burlington  
(Google Maps, 2024)

### ***Evaluation of Historical/Associative Value***

William Delos Flatt (or more commonly known as “W.D.”) lived in the dwelling, also known as “Roseland Terrace”, with his wife Rhoda Margaret (nee Richardson) and their son Willie, until W.D.’s passing in 1936. W.D. played an important role in the development of the cities of Burlington and Hamilton. He is a member of the Flatt family, considered “one of the most noteworthy families of West Flamborough Township...serving the community with distinction through virtually every field, including business, lumbering, importing, real estate and politics” (Heritage Happenings, 2001). His grandfather Robert Flatt, from whom the family originated on the Orkney Islands in Scotland, came to Western Canada in 1815 as a factor in the Hudson’s Bay Company, eventually settling in Millgrove, Ontario in West Flamborough. One of Robert’s 14 children was John Ira Flatt, a farmer, lumber company owner and one-term Member of Parliament for North Wellington. W.D. Flatt, born in 1862 in Millgrove, was the youngest of John Ira’s three sons.



According to the Burlington Gazette (1936), the Flatt family's lumber company at Cheever and Barton Streets in Hamilton was where W.D. first became interested in the industry. He, along with his father, formed an export lumber company, carrying on extensive lumbering operations in northern Michigan, Minnesota and Ohio, shipping a considerable amount of lumber to the British Isles, for ship masts and floor planks. In 1900, W.D. Flatt retired from the lumber business and as a hobby took up breeding and showing of award-winning shorthorn cattle, including cattle purchased from Queen Victoria, at the family's celebrated Trout Creek Stock Farm in Millgrove. W.D. Flatt, along with his two brothers, raised shorthorns and Yorkshire hogs, and were recognized as one of the early breeders credited with increasing the quality of livestock in Canada. Over the next three decades, Daniel, one of W.D.'s older brothers, went on to own the Hamilton Dairies Ltd., eventually having 100 employees, serving 10,000 homes daily with milk, cream and butter and a capital of over \$1 million. The business was sold to the Borden Milk Company in 1930.

Beginning in 1906, W.D. Flatt turned his attention to real estate, specializing in "bay-shore and lake-shore water-front suburban properties" (see Attachment 2). Flatt had his start in Hamilton with the Spruceside Survey, including Spruceside Avenue and Mapleside Avenue. He then developed the Beulah Survey, opening Mount Royal and Beulah Avenues. W.D. Flatt worked with known architects of the time, including his nephew William Walsh. Later, as a junior partner in the renowned Hamilton architectural firm of Hutton and Souter, Walsh was involved with the design of several significant properties in Roseland Park and the North Shore Boulevard Area of Burlington. These homes have distinctive architectural styles of the times, including the Arts and Crafts movement. The emphasis is on open space, the use of natural and highly textured materials and an attention to detail on the form, light, views and beauty.

Mr. Flatt was also associated with the opening of several other surveys, such as the Kirkendall neighbourhood below the Niagara Escarpment in Hamilton. Mr. Flatt then focused on lakeshore properties in the Port Nelson area of Burlington, including the development of Roseland Park where "Lakehurst Villa" was built in 1910 (demolished in the 1970s, Attachments 3 to 5), which the family previously owned before building "Roseland Terrace" (1921, Attachment 6). In addition to the previously noted Pine Cove Survey, Flatt created the Crystal Beach Survey at Walkers Line and Highway #2, the Shoreacres Survey at Appleby Line and the Rosehill Survey at the now-border of Burlington and Oakville (Brouwer 2025).

In 1924, Mr. Flatt also bought land on Cedar Springs Road, where the "Dakota Powder Mill" had exploded in 1884. Having fallen in love with the surrounding wooded property, he wanted to build a private resort while preserving nature. Eighty rustic wood cabins which still stand today, along with a community hall, golf course, swimming pool, ski hill

and bowling green and the resort, named Cedar Springs Resort, soon became one of the most popular private resorts in Ontario.

Playing a key role in the paving of the former King's Highway #2 (Lakeshore Road) from 1914 to 1917, Mr. Flatt effectively helped to connect the City of Burlington with the City of Hamilton to the west and the City of Toronto to the east (see Attachment 7). This made it the first paved intercity road in the province, and King's Highway#2 has even been called "the father of all Canadian highways" (Brouwer 2025). W.D. also was a Trustee of the Burlington School Board and an author of three books, still in print and on-line, including (1) Catalogue of sale of short-horns (1901); (2) The trail of love: an appreciation of Canadian pioneers and pioneer life (1916); and, (3) The Making of a Man, an introspective journey through evolving manhood and self-realization (1918).

Built in 1921, "Roseland Terrace" was the Flatts' home (of W. D., his wife Margaret Rhoda (nee Richardson) and son Willie) after they sold "Lakehurst Villa" to John Moodie, a businessman, in 1921. Among many businesses and social enterprises, Mr. Moodie was the first person to bring a car into the Dominion of Canada. The property, Lots 30 and 31, now having "Roseland Terrace", had previously been owned by Mr. Moodie. In the *Roseland Park* brochure (Attachments 3 to 5), the house is shown in the lower left corner of page 6, "Enjoy the Breezes from Lake Ontario", and also the third from the lower right of page 7, "Choice Woodland Homesites". The February 19, 1936, issue of the Burlington Gazette documents the passing of W. D. Flatt at his home, "Roseland Terrace". In 1938, the property was sold by his widow and their son (executors of his estate) to Eli Alfred Smerdon Daymond. It was later owned by the Plouffe family, realtors for 60 years.

### ***Evaluation of Contextual Value***

The property has direct architectural and historical links with the surrounding lakeshore neighbourhood, known as the Roseland Park community, in particular, the former Lakeshore Road property named "Lakehurst Villa" (now demolished, Attachment 8) and the existing "Lakehurst Villa" Lodge at 3057 Lakeshore Road (which is listed on the Register as a non-designated property). All that remains of Lakehurst Villa is the Lakehurst Villa knee wall (designated under the *Ontario Heritage Act*), an approximately 1 metre in height by 120 metres in length fieldstone and mortar knee wall located in front of present-day 3064, 3072, 3080 and 3088 Lakeshore Road. Constructed in 1910 during the construction of the former Lakehurst Villa, the wall was slightly modified in the 1990s to allow for new openings to facilitate access to the new homes. There is a visual and architectural association between the fieldstone knee wall and the dwellings at 3077 and 3083 Lakeshore Road (note, 3083 Lakeshore Road, the Seaton House, is designated under the *Ontario Heritage Act*). Four houses, all designed by W.D. Flatt's nephew William Walsh (3057 Lakeshore Road, 3077 Lakeshore Road, 3083 Lakeshore

Road and the former Lakehurst Villa at 3064 Lakeshore Road) were all built in the Arts and Crafts tradition. These properties or aspects of the style effectively defined the architectural style in many of the original homes of the Pine Cove Survey (today's Roseland Park). Similar character-defining elements or heritage attributes of the knee wall can be seen at 3044 Lakeshore Road, including architectural features of the Arts and Crafts style with the use of local uncut rubble stone and mortar, which may be observed in the existing gazebo and portion of the remaining garden wall west of the driveway. Also noted characteristics are the general asymmetry of the buildings, the horizontal division of the upper and lower levels, the stone and timber cladding, and the large chimneys. Such Tudor Revival and Craftsman style elements can also be observed in several other nearby residences (224, 233 and 304 Rossmore Boulevard; 306 and 3053 Hart Avenue; and, 3067 South Drive; Attachments 9a to 9d).

Lakehurst Villa Lodge was part of the Pine Cove Survey, Plan 136, registered by W.D. Flatt on 6 June 11. This was the lodge for Lakehurst Villa, the aforementioned "great house" built by W.D. Flatt for himself and his wife (Attachment 10). It is shown in the Flatt's Lake Shore Surveys booklet (1912) on page 14, with the caption: "Could you imagine a more delightful spot to locate your home than this lodge occupies." It is also shown on page 15: "A vegetable garden amongst the Pines at Pine Cove. You not only get early production at Pine Cove in vegetables, etc., but also great quantity." When Lakehurst Villa was sold to John Moodie in 1921, this lodge property was sold by Flatt to Earl Gordon and his wife Imogene.

The Carmen Elizabeth Lake House at 227 Green Street (formerly 2358 Lakeshore Road; also known as "Cliffrest", the James Moodie Jr. Summer House and the Latham House), currently a vacation home marketed for short-term rentals, is a 1 ½ storey Craftsman-style house, built between 1905-1907 by W. D. Flatt. This cottage was designed by prominent Hamilton architect Stewart Thomson McPhie (1874-1934) (architect of the Edythe MacKay Mansion, now Paletta Mansion) as a summer residence for James Moodie and the second owner is believed to be Mr. White of Hamilton, Ontario. The Craftsman architectural style was a favourite of W.D. Flatt and it is an exceptional example of an Edwardian-era summer house. The cottage is built with a high truncated hipped roof, with overhanging eaves displaying rafter tails, comparable to the eaves and rafter tails at the Burlington West Grant Trunk Railway station, built in 1909. The front of the cottage, facing the lake, has a large offset projecting gable, similar to "Roseland Terrace" and emphasizes the well-proportioned trim of the windows. It is worth noting that the dining room contains a built-in cabinet with leaded glass doors similar to the stained-glass work that was to be featured in Flatt's own house, Lakehurst Villa, built a few years later. These may also be similar to those found in the later "Roseland Terrace". The cottage was sold around 1910-1914 to Richard L.

Latham, who was the Chief Engineer for the Toronto Hamilton & Buffalo Railway (TH & B) in Hamilton, whose family maintained the cottage for around 80-90 years.

### ***Summary of Evaluation***

Based on this information, the property provides evidence and understanding of notable or influential aspects of the community's history, architectural style, and of a particular time and culture. Though the developer, W.D. Flatt is well-documented, further research is needed to determine the specific architect, though his nephew William Walsh, was a noted architect with the Hamilton firm Hutton and Souter designed several other homes in the Pine Cove Survey – Roseland Park area

Therefore, the property at 3044 Lakeshore Road meets the following **bolded** criteria in determining whether it is of cultural heritage value or interest under O. Reg. 9/06.

1. The property has design value or physical value because of it,
  - i. **Is a rare, unique, representative or early example of a style, type, expression, material or construction method,**
  - ii. Displays a high degree of craftsmanship or artistic merit, or
  - iii. Demonstrates a high degree of technical or scientific achievement.
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,**
  - ii. Yields or has the potential to yield, information that contributes to an understanding of a community or culture, or
  - iii. **Demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.**
3. The property has a contextual value because it,
  - i. **Is important in defining, maintaining or support the character of an area,**
  - ii. **Is physically, functionally, visually or historically linked to its surroundings, or**
  - iii. **Is a landmark.** O. Reg. 9/06, s.1 (2)

For the draft Statement of Cultural Heritage Value or Interest, see **Appendix A**.



## References

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- Burlington Digital Archive. (no date). Photo of W.D. and Rhoda Flatt with friends, on the lawn at Lakehurst Villa, Port Nelson ca. 1915. From <https://digitalarchive.bpl.ca>.
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## ***Appendix A: Statement of Cultural Heritage Value or Interest: 3044 Lakeshore Road, Burlington***

### Description

The property is located at 3044 Lakeshore Road in the City of Burlington. The property is located on the south side of Lakeshore Road, near the intersection of Lakeshore Road and Hart Avenue. The property contains an early 20<sup>th</sup> century, two-and-a-half-storey Tudor Revival style residence, also known as the W. D. Flatt House/Roseland Terrace.

### Design or Physical Value

The early 20<sup>th</sup> century dwelling at 3044 Lakeshore Road (the W. D. Flatt House/Roseland Terrace) demonstrates physical and design value as a representative example of a two-and-a-half-storey masonry structure in the Tudor Revival style with stretcher-bond brick at the lower level and weave-patterned buff brick between the exposed timbers of the upper level. The offset gable roof has an elongated eave joining the line of the gabled roof verandah. The front entrance has a distinctive design combining half and full sidelights adjacent to a Gothic-style wood door. The verandah's slightly arched cornice is supported by paired brackets on brick bases. Windows are wood sash with intricate multi-paned leaded glass and several prominent windows include insets of stained glass in the form of shields. A projecting rounded solarium or sunroom on the west side overlooks Lake Ontario and Lakeshore Road. The tall brick chimneys, on both the east and west end of the roof, contribute to the balanced asymmetry of the front elevation. Within the mature landscaping of the backyard is a cobblestone gazebo.

### Historical or Associative Value

The property demonstrates historic and associative value for its connection to William Delos ("W.D.") Flatt, who lived in the dwelling with his wife Rhoda Margaret (nee Richardson) and their son Willie, until W. D.'s passing in 1936. W. D. Flatt was a prominent real estate developer in the cities of Burlington and Hamilton, including in the Port Nelson area of Burlington. Flatt played a key role in the paving of the former King's Highway #2 (Lakeshore Road), helping to connect the City of Burlington with the City of Hamilton to the west and the City of Toronto to the east. In addition, Flatt was a member of the Flatt family, considered one of the most noteworthy families of West Flamborough Township in the fields of business, lumbering, importing, real estate and politics.

## Contextual Value

The property demonstrates contextual value as it maintains and supports the character of the surrounding lakeshore neighbourhood, Roseland Park. The property is visually and historically linked to Roseland Park, in particular, to “Lakehurst Villa” Lodge at 3057 Lakeshore Road, “Cliffrest”/the James Moodie Jr. Summer House/the Latham House at 227 Green Street (formerly 2358 Lakeshore Road) and the remaining knee wall of the former “Lakehurst Villa” located in front of present-day 3064, 3072, 3080 and 3088 Lakeshore Road, as the Flatt family owned “Lakehurst Villa” prior to building “Roseland Terrace”. It is visually linked to the dwellings at 3077 and 3083 Lakeshore Road due to similar architectural features of the Arts and Crafts style, such as the use of local uncut rubble stone and mortar, which may be observed in the existing gazebo and the remaining garden wall, west of the driveway, at “Roseland Terrace”.

## Description of Heritage Attributes

The following heritage attributes have been identified for the property at 3044 Lakeshore Road.

- Exterior attributes that contribute to the design or physical value of the property, including:
  - Two-and-a-half-storey masonry structure with stretcher-bond brick at the lower level and weave-patterned buff brick between the exposed timbers of the upper level;
  - Offset gable roof with an elongated eave joining the line of the gabled roof verandah;
  - Front entrance with a distinctive design combining half and full sidelights adjacent to a Gothic-style wood door;
  - Verandah's slightly arched cornice supported by paired brackets on brick bases;
  - Wood sash windows with intricate multi-paned leaded glass and several prominent windows including insets of stained glass in the form of shields;
  - Projecting rounded solarium or sunroom on the west side overlooking Lake Ontario and Lakeshore Road;
  - Tall brick chimneys, on both the east and west end of the roof; and,
  - Mature landscaping of the backyard with a cobblestone gazebo.
- Attributes that contribute to the historical or associative value of the property, including:
  - Historical association with owner William Delos (“W. D.”) Flatt, who was a prominent real estate developer in the cities of Burlington and Hamilton, and a member of the noteworthy Flatt family.
- Attributes that contribute to the contextual value of the property, including:

- The dwelling's location on the south side of Lakeshore Road along the shoreline of Lake Ontario.

## Appendix B: Archival Materials

3044 Lakeshore Road

Plan 136, **Lts 30, 31**

1921



The W. D. Flatt House

### HISTORY:

Part of the Pine Cove Survey, Plan 136, registered by W. D. Flatt on 6 June 1911. This was the home of W. D. Flatt and his wife and son after they sold Lakehurst Villa to John **Moodie** in 1921. The property had previously been owned by Moody. In 1938 the property was sold by Rhoda Margaret Flatt and his son (executors of W. D. Flatt's estate) to Eli Alfred Smerdon Daymond.

1917 and 1918 Telephone Directories: W. D. Flatt, Pine Cove, (302, at Lakehurst Villa)

1922 Telephone Directory: W. D. Flatt, Port Nelson (479-W, at this house)

### ARCHITECTURE:

A two-and-a-half-storey masonry structure in Tudor-picturesque style with stretcher-bond brick at the lower level and weave-patterned buff brick between the exposed timbers of the upper level. The offset gable roof has an elongated eave joining the line of the gabled roof veranda. The front entrance has a distinctive design combining half and full sidelights. The veranda's slightly arched cornice is supported by paired brackets on brick bases. The windows are wood sash, multi-paned, most with leaded glass. A projecting rounded **sunroom** at the west side overlooks the lake. The tall brick chimney contributes to the balanced asymmetry of the front elevation.

### ENVIRONMENT:


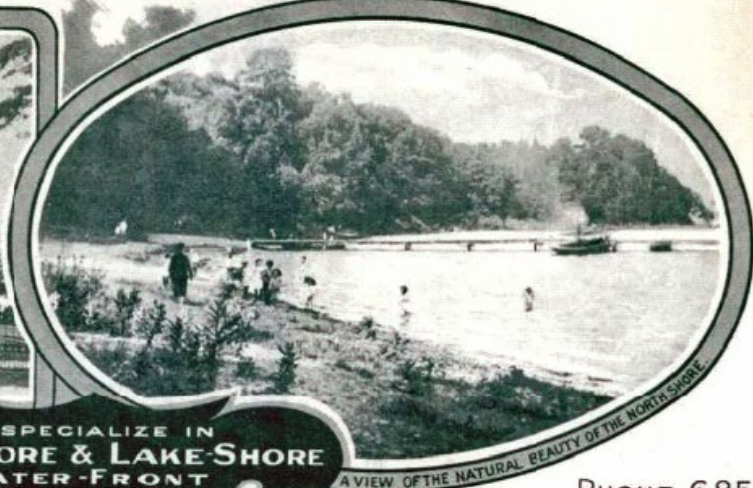
Situated on a large lot at the waters edge, with mature trees and a low stone wall at the street side. Honour roll tree .... A landmark house on Lakeshore Road.

### USABILITY:

INTEGRITY: Very well maintained.

Attachment 1: Local Architectural Conservation Advisory Committee Inventory Sheet, no date (n.d.).

**W. D. FLATT**  
REAL ESTATE

H.H. DAVIS,  
MANAGER.

WE SPECIALIZE IN  
**BAY-SHORE & LAKE-SHORE**  
WATER-FRONT  
SUBURBAN PROPERTIES

ROOM 15 FEDERAL LIFE BUILDING

*Hamilton, Ont.* *March 7th., 1916.*

PHONE 685

A VIEW OF THE NATURAL BEAUTY OF THE NORTH SHORE.

Attachment 2: W. D. Flatt Real Estate advertisement, ca. 1916 (Brouwer, 2025).



## Roseland Park



“WHERE LIFE IS WORTH LIVING”

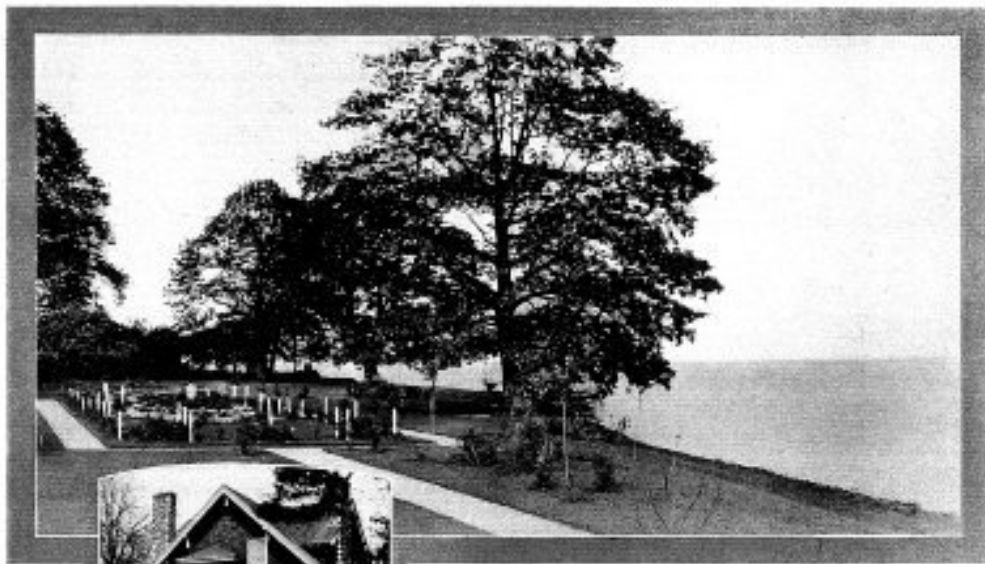
A STUDY IN MODERN HOME MAKING



**W**HEN you look out of the window of your own home what do you see? Is every house in your locality of the most modern type and surrounded with plenty of land, beautiful with trees, shrubs and flowers, or are they of the hit and miss variety and close together like front teeth. To the man possessing a true appreciation of an exceptional community, already established, which within itself presents one complete picture of everything fine and desirable in the form of a residential district, we suggest Roseland Park. We are confident that it has no equal in or adjoining the City of Hamilton—that nothing worth while is lacking, that finer neighbors, in better houses, better kept, are not to be found no matter where you look.

Attachment 3: Roseland Terrace in centre of photo above from Roseland Park brochure.

## Roseland Park



### Enjoy the Breezes from Lake Ontario



At this point the lake is only a few feet from the Highway, so close in fact that the scene above is the lawn of a home which faces the Hamilton-Toronto Highway.



It is impossible to show all the homes of this fine community in this book, neither is it possible to even approach doing justice to the beauty which is here through the medium of printing. To appreciate Roseland it is necessary to see it with one's own eyes.



Attachment 4: Roseland Terrace (west side) in lower left photo above from Roseland Park brochure.

## *Roseland Park*



### Choice Woodland Homesites

Building activity of a high type has already been started in this woodland section of Roseland. (The woods in the above picture are just three short blocks from the Highway.) One specially fine home in this wooded area being built by a Hamilton business man is nearly ready for occupancy.

One big feature of Roseland is the fact that there is not a house in the entire community which one could object to having next door to his own home.



Attachment 5: Roseland Terrace (front view) in lower centre photo from Roseland Park brochure, also featuring other homes built during W.D. Flatt's development period.



Attachment 6: Roseland Terrace (east/front side) prior to re-landscaping; cobblestone garden wall may have been original (photo approx. 1987, Burlington Digital Archives).





Attachment 7: Sod turning; W. D. Flatt is believed to be the figure holding a pickaxe in the bottom row, ca. 1914 (Brouwer, 2025).



Attachment 8: Lakehurst Villa (west side) with W.D. and Rhoda Flatt (far right back) with friends, on the lawn of Lakehurst Villa, Port Nelson ca. 1915 (Burlington Digital Archive).





Attachment 9a: 233 Rossmore Boulevard (Tudor Revival)



Attachment 9b : 224 Rossmore Boulevard (Tudor Revival)





Attachment 9c: 3053 Hart Avenue (Tudor Revival)



Attachment 9d: 306 Hart Avenue (Craftsman style)





Attachment 10: Lakehurst Villa Lodge (3057 Lakeshore Road)