

Authority: Toronto and East York Community Council Item 13.15,  
as adopted by City of Toronto Council on March 5, 6 and 7, 2012  
Enacted by Council: July 13, 2012

**CITY OF TORONTO**

**BY-LAW No. 996-2012**

**To designate the property at 1006 Bloor Street West (Paradise Theatre) as being of cultural heritage value or interest.**

WHEREAS authority was granted by Council to designate the property at 1006 Bloor Street West (Paradise Theatre) as being of cultural heritage value or interest; and

WHEREAS the *Ontario Heritage Act* authorizes the Council of a municipality to enact by-laws to designate real property, including all buildings and structures located thereon to be of cultural heritage value or interest; and

WHEREAS the Council of the City of Toronto has caused to be served upon the owners of the land and premises known as 1006 Bloor Street West and upon the Ontario Heritage Trust, a Notice of Intention to designate the property and has caused the Notice of Intention to be posted on the City's web site for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4, Notice requirements under the *Ontario Heritage Act*; and

WHEREAS the reasons for designation are set out in Schedule "A" to this by-law; and

WHEREAS no notice of objection was served upon the Clerk of the municipality;

The Council of the City of Toronto HEREBY ENACTS as follows:

1. The property at 1006 Bloor Street West more particularly described in Schedule "B" and shown on Schedule "C" attached to this by-law, is designated as being of cultural heritage value or interest.
2. The City Solicitor is authorized to cause a copy of this by-law to be registered against the property described in Schedule "B" to this by-law in the proper Land Registry Office.
3. The City Clerk is authorized to cause a copy of this by-law to be served upon the owners of the property at 1006 Bloor Street West and upon the Ontario Heritage Trust and to cause notice of this by-law to be posted on the City's web site for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4, Notice requirements under the *Ontario Heritage Act*.

ENACTED AND PASSED this 13th day of July, A.D. 2012.

FRANCES NUNZIATA,  
Speaker

ULLI S. WATKISS,  
City Clerk

(Corporate Seal)

**SCHEDULE "A"****REASONS FOR DESIGNATION  
(STATEMENT OF SIGNIFICANCE)****Paradise Theatre**Description

The property at 1006 Bloor Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and it meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual values. Located on the northwest corner of Bloor Street West and Westmoreland Avenue, the Paradise Theatre (1937) is a two-storey movie theatre. The site was listed on the City of Toronto Inventory of Heritage Properties in 2007.

Statement of Cultural Heritage Value

The Paradise Theatre has cultural heritage value for its design value as a representative example of a World War II era movie theatre with Art Deco styling. The south façade displays the hallmarks of the Art Deco style with its abstracted classical and geometrical elements, and the projecting marquee is an important attribute that identifies the historical origins of the building.

The Paradise Theatre also has associative value as it reflects the work of Benjamin Brown, one of the earliest practicing Jewish architects in Toronto. While Brown gained prominence after World War I when he prepared the plans for a number of large-scale warehouses in the King-Spadina neighbourhood, in 1920 he also designed the Standard Theatre at Spadina Avenue and Dundas Street West as one of the earliest Yiddish theatres in North America.

The property at 1006 Bloor Street has contextual value as it supports the historical character of Bloor Street West as the "main street" in the Dovercourt neighbourhood east of Dufferin Street. With its prominent location between Dovercourt Road and Dufferin Street and its role as an anchor building on the corner of Bloor and Westmoreland Avenue, the Paradise Theatre forms part of a collection of commercial buildings that remains highly visible, along with the Bloor-Gladstone Library, another local landmark at #1101 Bloor.

Heritage Attributes

The heritage attributes of the Paradise Theatre are:

- The scale, form and massing
- The rectangular-shaped two-storey plan with the projecting round-cornered wing along Westmoreland Avenue
- The materials, with buff brick cladding (with glazed brickwork on the south façade and east wing) and brick and cast stone detailing

- The flat roofs with stone coping, the brick chimney where it extends above the second storey at the east end and, on the south facade, stylized cast stone pilaster strips that wrap over the central parapet
- On the south façade (where the lower floor has been refaced), the two entrances on either side of the former box office, the box office window on the east (right) side of the recess, and the coloured and patterned terrazzo on the floor outside the entries
- Above the south entrances, the projecting marquee with rounded corners and a stepped parapet
- The south façade, where the upper storey is organized into three sections with a projecting centre bay with stone quoins and five flat-headed window openings with stone detailing
- The placement of the building on a corner lot facing Bloor Street West and Westmoreland Avenue

**SCHEDULE "B"**

PIN 21292-0424 (LT)

LT 1 BLK F PL 622 NORTH WEST ANNEX

City of Toronto and Province of Ontario

Land Titles Division of the Toronto Registry Office (No. 66)

The hereinbefore described land being delineated by heavy outline on Sketch No. PS-2012-062 dated May 11, 2012, as set out in Schedule "C".

