

Authority: Toronto and East York Community Council Item 9.13,
as adopted by City of Toronto Council on September 21 and 22, 2011
Enacted by Council: October 4, 2012

CITY OF TORONTO

BY-LAW No. 1234-2012

To designate the property at 111 St. Clair Avenue West (Imperial Oil Building) as being of cultural heritage value or interest.

WHEREAS authority was granted by Council to designate the property municipally known as 111 St. Clair Avenue West (Imperial Oil Building) 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 111 St. Clair Avenue 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 111 St. Clair Avenue 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 111 St. Clair Avenue 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 4th day of October, A.D. 2012.

FRANCES NUNZIATA,
Speaker

ULLI S. WATKISS,
City Clerk

(Corporate Seal)

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

The property at 111 St. Clair Avenue West is worth of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. Located on the south side of St. Clair Avenue West, east of Avenue Road, the Imperial Oil Building (1957) is a 19-storey office building. The site was listed on the City of Toronto Inventory of Heritage Properties in 2005.

Statement of Cultural Heritage Value

The Imperial Oil Building has design value as an early and representative example of an office building that displays styling from the post-World War II period when the Modern Movement in architecture was gaining popularity in Toronto. Inspired by a proposal for New City Hall, its well-crafted design is distinguished by the distinctive treatment of the base, tower and penthouse and the attention to detailing in the entrance lobby, with the materials and the incorporation of thematic murals. The Imperial Oil Building demonstrates technical achievement as the largest all-welded steel-frame building in the world at the time of its construction when it also introduced technology for temperature control and communications that was advanced for the era.

The property at 111 St. Clair Avenue West is associated with the Imperial Oil Company (now Imperial Oil Limited), one of Canada's iconic businesses that developed from small-scale refining firms in western Ontario to an international conglomerate specializing in oil exploration and production. The Imperial Oil Building served as the company's corporate headquarters for nearly half a century (1957-2005).

The Imperial Oil Building represents the work of leading Toronto architects and artists. Its architectural design was created by the notable Toronto firm of Mathers and Haldenby. While the partnership was best known for its high profile projects for Toronto General Hospital (now part of the University Health Network) and the University of Toronto's St. George Campus, Mathers and Haldenby also designed prestigious commercial buildings, from the Canada Permanent Building (1929, in partnership) at 320 Bay Street to the former Globe and Mail headquarters (1937, now demolished) near King and Bay Streets, with the Imperial Oil Building as an example of the firm's post-World War II interpretation of Modernism. In the lobby, the important Canadian artist R. York Wilson designed and executed the two monumental murals depicting "The Story of Oil." An internationally acclaimed artist who was known for his paintings, tapestries and collages, in Canada, Wilson is best recognized for his mural projects, including "The Seven Lively Arts" at the O'Keefe Centre for the Performing Arts (now known as the Sony Centre) and his commission for the Imperial Oil Building.

Contextually, the Imperial Oil Building is a landmark on St. Clair Avenue West where, with its height and setting overlooking the escarpment, it is visible from many vantage points in the Deer Park neighbourhood and beyond.

Heritage Attributes

The heritage attributes of the property at 111 St. Clair Avenue West are:

- The scale, form and massing
- The rectangular plan rising 19 stories
- The flat roof, where a two-storey penthouse is set back
- The materials, with steel, stone, metal and glass, including the polished pink granite on the base and the Indiana limestone cladding on the upper floors
- The principal (north) façade, where the first two stories are glazed and the main entrance is centered in the wall and protected by a single-storey glazed vestibule
- On the north and south elevations, the columns that rise from the base to the 17th storey (where the 18th and 19th floors are setback above) and organize pairs of symmetrically placed flat-headed window openings
- On the side walls (east and west), the punched flat-headed window openings, which are placed six per storey
- On the interior, the two-storey entrance hall where the walls have Lorado Chioso marble cladding and gold mosaic tiles, and the flooring is pink and gray Tennessee marble
- In the entrance hall, flanking the passage to the elevator lobby where they are visible from St. Clair Avenue West, the two monumental murals portraying "The Story of Oil"

SCHEDULE "B"

Owner: 111 St. Clair Avenue West Investments Inc.

Part of PIN 21191-0297 (LT)

Parts of Lots 13, 14, 15, 16, 17, 18, 21, 22 and 23 on Plan 325E and Part of Block A on Plan 1235 designated as PARTS 1, 4, 5, 6, 7, 8, 9, 11, 12 and 16 on Plan 66R-25974

Owner: 2246299 Ontario Inc.

Part of PIN 21191-0296 (LT)

Part of Lot 24 on Plan 325E designated as PARTS 15 and 17 on Plan 66R-25974

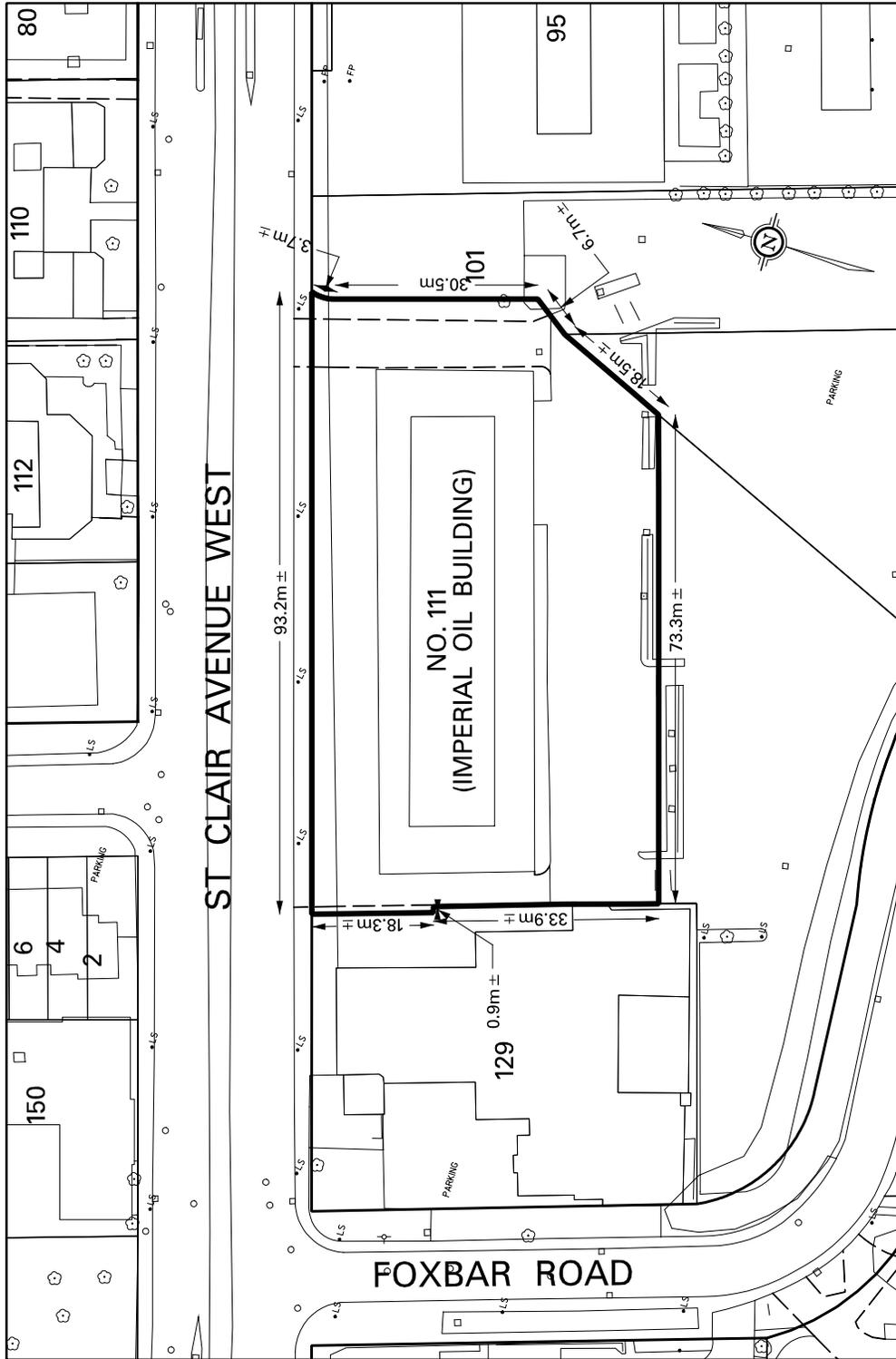
City of Toronto and Province of Ontario

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

The herein before described land being delineated by heavy outline on Sketch No. PS-2012-080 dated August 28, 2012 as set out in Schedule "C".

SCHEDULE "C"

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<p>TORONTO TECHNICAL SERVICES DIVISION SURVEY & MAPPING SERVICES</p>	<p>NOTE: THIS SKETCH HAS BEEN COMPILED FROM OFFICE RECORDS. MEASUREMENTS SHOWN ARE APPROXIMATE NOT TO SCALE</p>	<p>PROPERTY INFORMATION SHEET NO. 111 ST. CLAIR AVENUE WEST (IMPERIAL OIL BUILDING) LAND DESIGNATED AS BEING OF CULTURAL HERITAGE VALUE AND INTEREST</p>	<p>WARD 22 - ST. PAUL'S DATE: AUGUST 28, 2012</p>
	<p>PREPARED BY: DWAYNE PITT</p>	<p>CHECKED BY: JOHN HOUSE</p>	<p>SKETCH No. PS-2012-080</p>