

Authority: North York Community Council Item NY9.26, as adopted by City of Toronto Council on November 3 and 4, 2015

CITY OF TORONTO

BY-LAW 425-2017

To designate the property at 42-46 Overlea Boulevard (Coca Cola Building) as being of cultural heritage value or interest.

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

Whereas authority was granted by Council to designate the property at 42-46 Overlea Boulevard (Coca Cola Building) as being of cultural heritage value or interest; and

Whereas the Council of the City of Toronto caused to be served upon the owners of the land and premises known as 42-46 Overlea Boulevard and upon the Ontario Heritage Trust, Notice of Intention to designate the property and 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, § 162-4.1. Notice requirements under the *Ontario Heritage Act*; and

Whereas a notice of objection to the designation dated December 22, 2015 was served upon the Clerk of the municipality; and

Whereas the objection has been withdrawn; and

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

The Council of the City of Toronto enacts:

1. The property at 42-46 Overlea Boulevard, 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 42-46 Overlea Boulevard 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, § 162-4.1. Notice requirements under the *Ontario Heritage Act*.

Enacted and passed on April 28, 2017.

Frances Nunziata,
Speaker

Ulli S. Watkiss,
City Clerk

(Seal of the City)

SCHEDULE "A"

STATEMENT OF SIGNIFICANCE REASONS FOR DESIGNATION 42-46 OVERLEA BOULEVARD

Description

The property at 42-46 Overlea Boulevard is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the provincial criteria prescribed for municipal designation under the three categories of design, associative and contextual values. Located on the north side of Overlea Boulevard east of Thorncliffe Park Drive, the Coca-Cola Building (constructed in 1964 and officially opened in 1965) is a three-storey office structure. The property was listed on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) in 2013.

Statement of Cultural Heritage Value

The Coca-Cola Building has cultural heritage value as a well-crafted office building reflecting the Modern Movement in architecture in Toronto in the late 20th century. Employing clean lines, contemporary materials and technologies, the structure's curtain wall construction with the fenestration and the spandrel panels under the flat roof are all hallmarks of Modernist design. However, the building is particularly distinguished by the distinctive vertical louvers (sunshades), the columns with the polished metal cladding, and especially the projecting south wall where geometrical shapes associated with the Coca-Cola brand are incorporated in the black granite facing.

The value of the property at 42-46 Overlea Boulevard also relates to its association with the architectural partnership of Mathers and Haldenby, which was one of the best-known and most successful practices in Toronto throughout most of the 20th century and noted for its range of commissions for residential, institutional, commercial and industrial buildings. As part of its extensive portfolio, Mathers and Haldenby prepared plans for Coca-Cola Limited's complexes in 17 cities in Nova Scotia, Quebec, Ontario, Saskatchewan, Alberta and British Columbia between 1940 and 1963, with the office building and bottling plant in Thorncliffe Park marking the culmination of their work for the soft drink firm.

The Coca-Cola Building is valued for its association with the development of Thorncliffe Park where, following the acquisition of the former Thorncliffe Racetrack lands and the annexation of the tract by the adjoining Town of Leaside the community was laid out with separate sectors for high- and mid-rise residential buildings and low-scale industrial complexes. As the long-time occupant of one of the last original industrial sites on Overlea Boulevard, the Coca-Cola Building reflects the mid 20th century origins of Thorncliffe Park as a planned community.

Contextually, the property at 42-46 Overlea Boulevard has cultural heritage value for its role in maintaining and supporting the historical character of Thorncliffe Park as it evolved in the early 1960s as a planned community where the Coca-Cola Building stands as one of the original structures in the sector first devoted to industrial uses. It is also visually and historically linked to its surroundings on Overlea Boulevard where it is set back from the street in a highly visible location opposite the East York Town Centre (formerly the Thorncliffe Park Market Plaza).

Heritage Attributes

The heritage attributes of the property at 42-46 Overlea Boulevard are the building known historically as the Coca-Cola Building with:

- The setback, placement and orientation of the building on the north side of Overlea Boulevard
- The views of the principal (south) and side (east and west) elevations from Overlea Boulevard
- The scale, form and massing of the building with the three-storey plan that rises from the podium and includes a penthouse
- The materials, incorporating stone, concrete, metals and glass
- The curtain walls holding the glass and the white spandrel panels
- The flat roofline, which extends beyond the principal (south) elevation as a canopy
- On the south elevation, the eight columns clad with polished copper-coloured metal, where the four easterly columns extend from the podium to the roof canopy
- The single-storey projecting wing at the west end of the south elevation, with the black granite cladding on the south face that is inscribed with geometrical patterns resembling the bottom of Coca-Cola bottles
- At the east end of the south elevation, the setback of the lower storey of the wall where the main entrance is placed
- On the east and west elevations above the ground floor, the two-storey vertical louvers (sunshades) that project from the walls and were originally movable
- Directly east of the building, the sunken walled courtyard, which originally contained a bronze sculpture of interlocking Coca-Cola bottles by the notable Canadian abstract painter and sculptor, Walter Yarwood

SCHEDULE "B"

LEGAL DESCRIPTION

PIN 10369-0036(LT)

PCL A-4 SEC M736; PT BLK A PL M736 LEASIDE PTS 1 & 2 R517

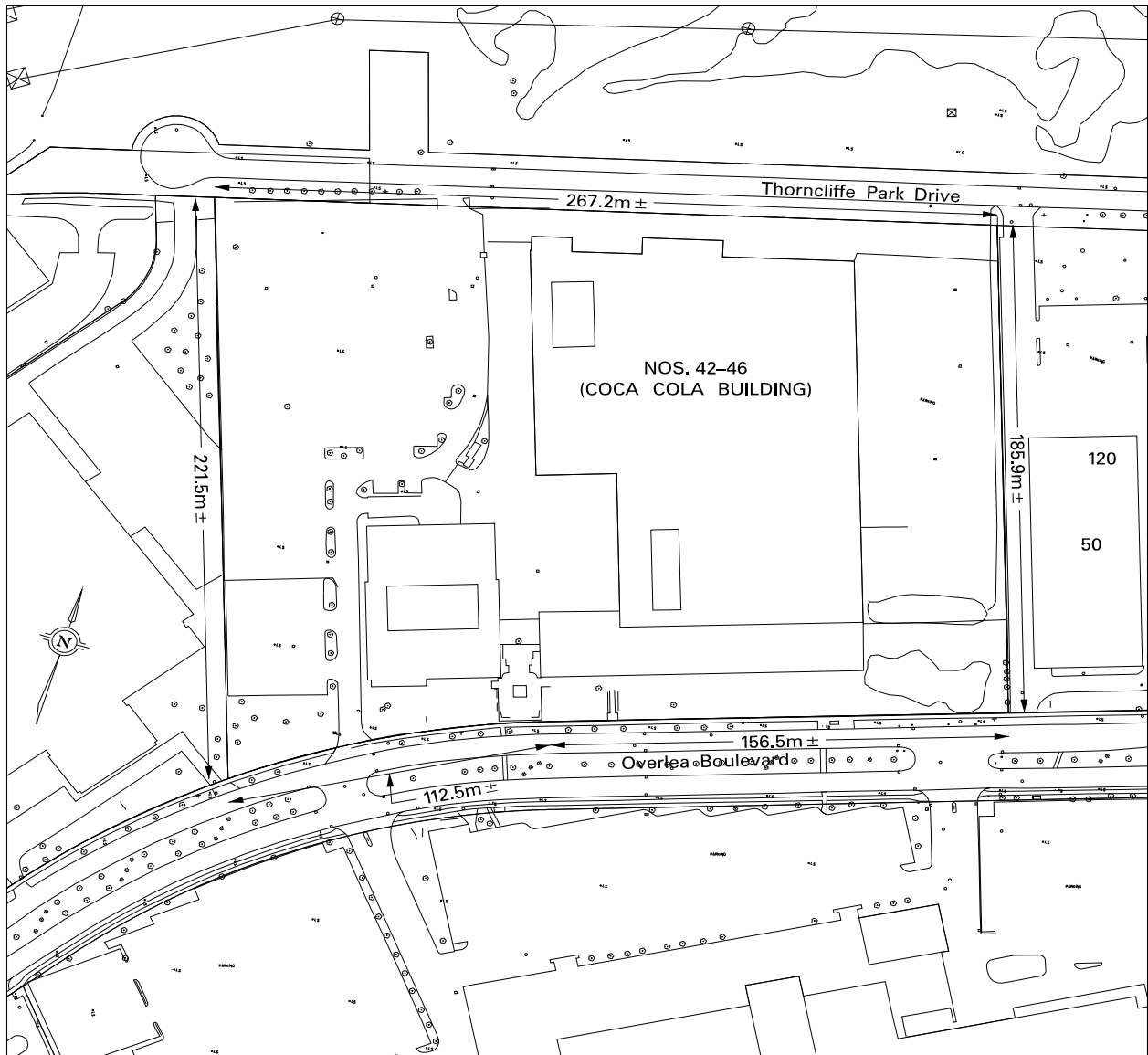
PIN 10369-0037(LT)

PCL A-8 SEC M736; PT BLK A PL M736 LEASIDE PTS 1 & 2 R1040

City of Toronto (former Borough of East York), 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 2016-006 dated January 19, 2016, as set out in Schedule "C".

SCHEDULE "C"



ENGINEERING & CONSTRUCTION SERVICES
ENGINEERING SUPPORT SERVICES
LAND & PROPERTY SURVEYS

NOTE:
THIS SKETCH IS NOT
A PLAN OF SURVEY
AND HAS BEEN COMPILED
FROM SURVEY NOTES AND
OFFICE RECORDS. IT SHALL
NOT BE USED EXCEPT FOR
THE PURPOSE INDICATED
IN THE TITLE BLOCK

CHECKED BY: JOHN HOUSE
PREPARED BY: DWAYNE PITT

WARD 26 – DON VALLEY WEST
DATE: JANUARY 19, 2016

PROPERTY INFORMATION SHEET
NOS. 42-46 OVERLEA BOULEVARD
(COCA COLA BUILDING)
LAND DESIGNATED AS BEING OF
CULTURAL HERITAGE VALUE AND INTEREST
(NOT TO SCALE)

SKETCH No. PS-2016-006