

Authority: MM31.37, by Councillor Christin Carmichael Greb, seconded by Councillor David Shiner, as adopted by City of Toronto Council on July 4, 5, 6 and 7, 2017

## CITY OF TORONTO

### BY-LAW 1386-2017

**To designate the property at 2430 and 2434 Yonge Street (including the entrance address at 2436 Yonge Street) 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 2430 and 2434 Yonge Street as being 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 2430 and 2434 Yonge Street and upon the Ontario Heritage Trust, 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, § 162-4.1. Notice requirements under the *Ontario Heritage Act*; and

Whereas no notice of objection was served upon the Clerk of the municipality; 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 2430 and 2434 Yonge Street (including the entrance address at 2436 Yonge Street) more particularly described in Schedule B 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 2430 and 2434 Yonge Street 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 December 8, 2017.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

(Seal of the City)

**SCHEDULE A**  
**STATEMENT OF SIGNIFICANCE**  
**REASONS FOR DESIGNATION**

**2430 Yonge Street**

The property at 2430 Yonge Street is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values.

Description

Located on the west side of Yonge Street, south of Roselawn Avenue, the property at 2430 Yonge Street contains a commercial building that was constructed in 1938 by Principal Investments Limited, designed by Toronto architect N. A. Armstrong, and originally occupied by the Singer Sewing Company.

Statement of Significance

The property at 2430 Yonge Street has design value as a representative example of a commercial building from the interwar era with the clean lines, restrained classical detailing, and framed window openings of Moderne architecture.

The property at 2430 Yonge Street is valued for its association through its design by Toronto architect N. A. Armstrong. Known for his eclectic designs, Armstrong's portfolio ranged from the Spanish Revival-inspired Savarin Tavern (1929) to the International Harvester Company Showroom (1939) that represented his full expression of Moderne architecture, which are recognized heritage properties in Toronto. With the commercial building at 2430 Yonge, Armstrong favoured a restrained Moderne design with stylized classical detailing that anticipated his later work in this style.

The property at 2430 Yonge Street also has value for its association with Principal Investments Limited, the Toronto-based real estate and construction firm that developed it along with the neighbouring commercial building (1938) at 2434 Yonge Street. Headed by Saul Bennett and his four sons, Principal Investments Limited was noted for the numerous theatres, chain stores and office buildings it constructed across Canada in the 20<sup>th</sup> century, including the Hollywood, The Village and the Scarboro Theatres in Toronto.

Contextually, the property at 2430 Yonge Street, with its neighbour at 2434 Yonge, has value as it supports and maintains the character of the Yonge-Eglinton area as it evolved after the annexation of the Town of North Toronto (1912) and to the later development of Yonge Street as the community's "Main Street.". The subject property is historically, visually and physically linked to its setting on the west side of Yonge Street in the block between Montgomery Avenue (south) and Roselawn Avenue (north), which is anchored at the south end by Police Station #12 (1932), a recognized heritage property. The property at 2430 Yonge Street is also important in context with the adjacent commercial building at 2434 Yonge Street, complementing it in scale, setback, cladding and vintage.

### Heritage Attributes

The heritage attributes of the commercial building at 2430 Yonge Street are:

- The setback, placement and orientation of the building on the west side of Yonge Street, south of Roselawn Avenue
- The scale, form and massing of the two-storey building with the rectangular shaped plan
- The materials, with the stucco cladding and detailing on the principal (east) elevation
- The flat roofline, with the stone coping and the cornice with the classical Greek key pattern on the principal (east) elevation
- On the principal (east) elevation, above the first (ground) floor storefronts (which have been altered over time), the trio of horizontal flat-headed window openings in the second storey that are placed in a frame with stucco trim

The side elevations (north and south) are concealed by the neighbouring buildings, and no heritage attributes are identified on the rear (west) elevation.

### **2434 Yonge Street**

The property at 2434 Yonge Street is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values.

### Description

Located on the west side of Yonge Street, south of Roselawn Avenue, the property at 2434 Yonge Street contains a commercial building that was constructed in 1930 by Principal Investments Limited, designed by Toronto architect Herbert G. Duerr, and first occupied by the F. C. Burroughes Furniture Company's North Toronto branch.

### Statement of Significance

The property at 2434 Yonge Street has design value as a representative example of a commercial building from the interwar era with Spanish Revival features. It is distinguished from other commercial edifices in the area by its tripartite design with corner towers and central arcade.

The associative value of the property at 2434 Yonge Street is through its connection to Toronto architect H. G. (Herbert George) Duerr. Known for his commissions for movie theatres that resulted in his appointment as corporate architect for the Famous Players chain, Duerr's theatricality is seen in his Spanish Revival design for the subject building. The architect's subsequent commissions included Creed's Storage Vaults (1937) at 295 Davenport Road, which is recognized on the City's Heritage Register.

The property at 2434 Yonge Street also has value for its association with Principal Investments Limited, the Toronto-based real estate and construction firm that developed it along with the neighbouring commercial building (1938) at 2430 Yonge Street. Headed by Saul Bennett and his four sons, Principal Investments Limited was noted for the numerous theatres, chain stores

and office buildings it constructed across Canada in the 20<sup>th</sup> century, including the Hollywood, The Village and the Scarborough Theatres in Toronto.

Contextually, the property at 2434 Yonge Street, with its neighbour at 2430 Yonge, has value as it supports and maintains the character of the Yonge-Eglinton area as it evolved after the annexation of the Town of North Toronto (1912) and to the later development of Yonge Street as the community's "Main Street." The subject property is historically, visually and physically linked to its setting on the west side of Yonge Street in the block between Montgomery Avenue (south) and Roselawn Avenue (north), which is anchored at the south end by Police Station #12 (1932), a recognized heritage property. The property at 2434 Yonge Street is also important in context with the adjacent commercial building at 2430 Yonge Street, complementing it in scale, setback, cladding and vintage.

### Heritage Attributes

The heritage attributes of the commercial building at 2434 Yonge Street are:

- The setback, placement and orientation of the building on the west side of Yonge Street, south of Roselawn Avenue
- The scale, form and massing of the two-storey building with the rectangular shaped plan
- The materials, with the stucco cladding and detailing on the principal (east) elevation (the exposed north elevation has red brick cladding)
- The flat roofline with the coping (the original tiled roof was removed from the centre section)
- The principal (east) elevation, which is organized into three bays with the projecting end bays (north and south)
- In the centre bay of the principal (east) elevation, above the first (ground) floor storefronts (which have been altered over time), the arcade of four round-arched window openings with the stucco detailing
- The outer bays (north and south) on the principal (east) elevation, with the single flat-headed openings with transoms in the first floor and, in the second storey, the single narrow flat-headed openings with the stucco trim, including the embellishments beneath

The south side elevation is concealed by the neighbouring building, and no heritage attributes are identified on the rear (west) elevation.

**SCHEDULE B**  
**LEGAL DESCRIPTION**

PIN 21171-0059(LT)

PT LT 3-4 PL 563 NORTH TORONTO AS IN EO40593

City of Toronto Province of Ontario  
Registry Division of the Toronto Registry Office (No. 66)

PIN 21171-0058(LT)

PT LT 1 RANGE 1 PL 734 NORTH TORONTO; PT LT 4 PL 563 NORTH TORONTO AS IN  
CT980826

City of Toronto Province of Ontario  
Registry Division of the Toronto Registry Office (No. 66)