

Intention to Designate under Part IV, Section 29 of the Ontario Heritage Act – 2430 and 2434 Yonge Street

Date: June 19, 2017

To: Toronto Preservation Board
North York Community Council

From: Chief Planner and Executive Director, City Planning Division

Wards: 16 – Eglinton-Lawrence

SUMMARY

This report recommends that City Council include the properties at 2430 and 2434 Yonge Street (including the entrance address at 2436 Yonge Street) on the City of Toronto's Heritage Register, and state its intention to designate the properties under Part IV, Section 29 of the Ontario Heritage Act.

The subject properties are located on the west side of Yonge Street, south of Roselawn Avenue, in the Yonge/Eglinton neighbourhood and contain two neighbouring commercial buildings that were constructed by the same company in the 1930s.

Following research and evaluation, it has been determined that the properties at 2430 and 2434 Yonge Street meet Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act for their design, associative and contextual value.

Properties on the Heritage Register will be conserved and maintained in accordance with Official Plan Heritage Policies. Designation enables City Council to review alterations to the site, enforce heritage property standards and maintenance, and refuse demolition.

RECOMMENDATIONS

The Chief Planner and Executive Director, City Planning recommends that:

1. City Council include the property at 2430 Yonge Street on the City of Toronto's Heritage Register.
2. City Council include the property at 2434 Yonge Street (including the entrance address at 2436 Yonge Street) on the City of Toronto's Heritage Register.
3. City Council state its intention to designate the property at 2430 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 2430 Yonge Street (Reasons for Designation) attached as Attachment 3 to the report (June 19, 2017) from the Chief Planner and Executive Director, City Planning.
4. City Council state its intention to designate the property at 2434 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 2434 Yonge Street (Reasons for Designation) attached as Attachment 4 to the report (January 19, 2017) from the Chief Planner and Executive Director, City Planning.
5. If there are no objections to the designations in accordance with the Ontario Heritage Act, City Council authorize the City Solicitor to introduce the necessary bills in Council.
6. If there are objections in accordance with the Ontario Heritage Act, City Council direct the City Clerk to refer the designations to the Conservation Review Board.
7. If the designations are referred to the Conservation Review Board, City Council authorize the City Solicitor and appropriate staff to attend any hearing held by the Conservation Review Board in support of Council's decision

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

At its meeting of July 12, 2016, City Council adopted PG13.1 "Midtown in Focus: Growth, Built Form and Infrastructure Review - Status Report" including the findings and emerging directions of the first phase of the review.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.PG13.1>

COMMENTS

The subject property is located within the current Midtown in Focus Study area. A Cultural Heritage Resource Assessment (CHRA) is being undertaken as part of the Built Form study to identify properties of cultural heritage value or interest and outline recommendations for further study, conservation, listings and designations. The properties at 2430 and 2434 Yonge Street are among those identified in the CHRA as being potential cultural heritage resources to be reviewed for inclusion on the City's Heritage Register.

A location map and photograph are attached as Attachments 1 and 2. Staff have completed the attached Heritage Property Research and Evaluation Report (Attachment 5) for the properties at 2430 and 2434 Yonge Street and determined that they meet Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act under all three categories of design, associative and contextual values.

The properties at 2430 and 2434 Yonge Street are valued for their design, associative and contextual values as well-crafted commercial buildings displaying the popular styles of the interwar period by architects N. A. Armstrong and H. G. Duerr, respectively, which were developed by the Canadian construction and real estate company, Principal Investments Limited, and contribute to the character of Yonge Street as North Toronto's "Main Street" where they complement one another in their shared setting with their scale, setback and vintage.

The Statements of Significance for 2430 Yonge Street (Attachment 3) and 2434 Yonge Street (Attachment 4) comprise the Reasons for Designation, which are the Public Notices of Intention to Designate and will be advertised on the City of Toronto's web site in accordance with the City of Toronto Act provisions and served on the Ontario Heritage Trust to the provisions of the Ontario Heritage Act.

CONTACT

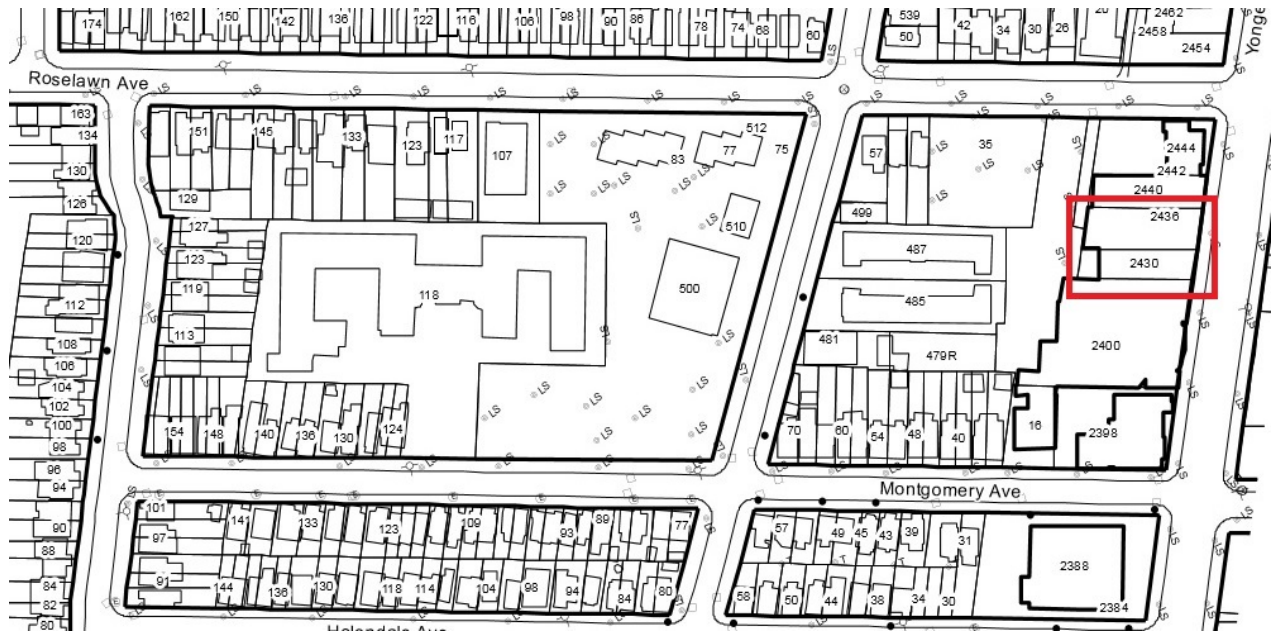
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SIGNATURE

Jennifer Keesmaat, MES, MCIP, RPP
Chief Planner and Executive Director

ATTACHMENTS

Attachment 1: Location Map
Attachment 2: Photographs
Attachment 3: Statement of Significance, 2430 Yonge Street (Reasons for Designation)
Attachment 4: Statement of Significance, 2434 Yonge Street (Reasons for Designation)
Attachment 5: Heritage Property Research and Evaluation Report



This location map is for information purposes only; the exact boundaries of the properties are not shown. The properties at 2430 Yonge Street and 2434 Yonge Street (including the convenience address at 2436 Yonge) are outlined.



2430 Yonge Street (above) and 2434 Yonge Street (below)
(Heritage Preservation Services, 2017).

STATEMENT OF SIGNIFICANCE: 2430 YONGE STREET ATTACHMENT 3 (REASONS FOR DESIGNATION)

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 20th 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.

STATEMENT OF SIGNIFICANCE: 2434 YONGE STREET ATTACHMENT 4 (REASONS FOR DESIGNATION)

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 20th century, including the Hollywood, The Village and the Scarboro 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.

ATTACHMENT 5

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



COMMERCIAL BUILDINGS
2430 AND 2434 YONGE STREET, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

June 2017

1. DESCRIPTION



Above: 2430 Yonge Street (left) and 2434 Yonge Street (right) (Heritage Preservation Services, 2017); cover: aerial photograph, oriented with north on the right (www.bing.com/maps)

2430 and 2434 Yonge Street (including the entrance address at 2436 Yonge Street)	
ADDRESS	2430 and 2434 Yonge Street (west side, south of Roselawn Avenue)
WARD	Ward 16 (Eglinton-Lawrence)
LEGAL DESCRIPTION	Plan 563, Lots 1-2 and part Lots 3-5; Plan 734, part Lot 3
NEIGHBOURHOOD/COMMUNITY	Eglinton
HISTORICAL NAME	Commercial Buildings
CONSTRUCTION DATE	2430 Yonge Street: 1938; 2434 Yonge Street: 1930
ORIGINAL OWNER	Principal Investments Limited
ORIGINAL USE	Commercial (stores and offices)
CURRENT USE*	Commercial * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	2430 Yonge Street: N. A. Armstrong, architect; 2434 Yonge Street: Herbert Duerr, architect
DESIGN/CONSTRUCTION/MATERIALS	Stucco cladding and detailing
ARCHITECTURAL STYLE	See Section 2
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Cultural Heritage Evaluation
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	June 2017

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the properties at 2430 and 2434 Yonge Street, and applies evaluation criteria to determine whether they merit inclusion on the City of Toronto's Heritage Register and designation under Part IV, Section 29 of the Ontario Heritage Act. The conclusions of the research and evaluation are found in Section 4 (Summary).

i. HISTORICAL TIMELINE¹

Key Date	Historical Event
1798	Lot 2, Concession 1, West of Yonge Street and north of present-day Eglinton Avenue is surveyed
1851	A community emerges around the cross-roads of Yonge Street and Eglinton Avenue where Montgomery's Tavern is found (Image 2a)
1860	The development of "Eglinton" is depicted on Tremaine's map (Image 2b)
1878	Lot 2 remains farmland on Miles's Atlas (Image 2c)
1887	Part of Lot 2 is subdivided under Plan 734, which includes "Kensington Avenue" (now Roselawn Avenue)
1889	Eglinton amalgamates with the community of Davisville to the south as the Village of North Toronto
1890	Composed of Eglinton, Davisville and Bedford Park, the Town of North Toronto is incorporated and illustrated on the update to Goad's Atlas (Image 2d)
1912	The City of Toronto annexes North Toronto
1924	The last update to Goad's Atlas illustrates the subject properties as vacant (Image 2e)
1930 Apr 11	Architect Herbert Duerr prepares specifications for a "store building" at present-day 2434 Yonge Street for David E. Bennett of Principal Investments Limited (Image 3a)
1930 Apr 15	Principal Investments Limited applies for a permit to build a store at present-day 2434 Yonge
1930 Sept	An unfinished building valued at \$10,500 is recorded on the property at present-day 2434 Yonge Street according to the tax assessment rolls
1930	The Burroughes Furniture Company branch store is first recorded in the City Directory of 1931 (with information from the previous year)
1934	Underwriters' Survey Bureau Atlas outlines the Burroughes Furniture Company branch at present-day 2434 Yonge Street (Image 2f)

¹ The subject property at present-day 2434 Yonge Street was originally numbered "2436" Yonge

1938 May	David E. Bennett of Principal Investments Limited applies for permits to excavate and build the foundation and superstructure for stores and offices at 2430 Yonge Street, with drawings by architect N. A. Armstrong
1938	The "Singer Sewing Centre" is recorded at 2430 Yonge Street in the City Directory of 1939 (with information dating to the previous year)
1939	The Singer Sewing Machine Company is first recorded in the tax assessment rolls at 2430 Yonge
1943	The store at present-day 2434 Yonge is converted to a storehouse under the direction of architects Margison and Babcock
1946	Architect H. G. Duerr alters the building at present-day 2434 Yonge for the offices of A. C. Nielsen Company of Canada Limited, market researchers, which occupies the property for over a decade
1963	Shaw Schools Limited converts the building at 2434 Yonge for its business school; two decades later, the Toronto School of Business is the occupant
1968	The properties at 2430 and 2434 Yonge are shown in an archival photograph (Image 3b)

ii. HISTORICAL BACKGROUND

Eglinton:

The subject properties at 2430 and 2434 Yonge Street are located in the Toronto neighbourhood of Yonge-Eglinton. It originated as part of the expansive area north of the Town of York (Toronto) that was surveyed into farm lots during the late 18th century. The opening of Yonge Street to connect York with the northern hinterland led to the development of cross-roads communities along its length, including one adjoining present-day Eglinton Avenue where John Montgomery built his landmark tavern in 1833.² Historical atlases (Image 2) trace the development of the unincorporated Village of Eglinton, but misspell its name as "Eglington," an error that continued throughout most of the 19th century.³ In 1889, Eglinton and the neighbouring hamlet of Davisville to the south amalgamated as the Village of North Toronto. After the municipal boundaries were expanded to include Bedford Park, the Town of North Toronto was incorporated in 1890. With improved transportation links to Toronto via the street railway and the Belt Line commuter railway, the steady development of the area continued, leading to the annexation of North Toronto by the City of Toronto in 1912.

² After his first abode was destroyed during the 1837 Rebellion of Upper Canada, Montgomery built his second inn (1843), which was replaced by Oulcott's Hotel in the 1880s

³ Various sources suggest that the community was named for Scotland's Earl of Eglinton, who was connected to Canada through his participation in the War of 1812. Brown writes that, "in the 1820s, a clerical error changed it [from Eglinton] to "Eglington" – a mistake that lasted until around 1880, even in business directories and municipal documents," 66

2430 and 2434 Yonge Street:

The subject properties at 2430 and 2434 Yonge Street are located on the west side of the street, between Montgomery and Roselawn avenues, on former farmland that was severed under two plans of subdivision at the end of the 19th century. As late as 1924 when the last Goad's Atlas for Toronto was updated, most of the block remained vacant, in contrast to the section on the opposite (east) side of Yonge Street that was lined with commercial buildings (Image 2e).

Development of the first of the subject properties at 2434 Yonge Street was initiated in April 1930 when Principal Investments Limited submitted an application to construct a "store building.". Headed by Saul Bennett and his four sons, Principal Investments Limited was a real estate and construction firm noted for its construction of "theatres, chain stores and office buildings throughout Canada."⁴

Following the completion of the building at 2434 Yonge Street, its first occupant was a branch of the F. C. Burroughes Furniture Company, which was founded in Toronto in 1887 and, 20 years later, developed an extensive complex with a head office, warehouse and showroom on Queen, Bathurst and Richmond streets. The unveiling of its new location in North Toronto coincided with the expansion of the Burroughes company, which opened additional furniture stores throughout southwestern Ontario. The building at 2434 Yonge Street was converted to a warehouse during World War II. After the conflict, a penthouse was added to the building when the famed market research enterprise, A. C. Nielsen Company of Canada Limited, began a decade-long occupancy of the entire building. Beginning in the 1960s and continuing for two decades, 2434 Yonge Street was the location of the business training schools operated by Shaw Schools Limited, followed by the Toronto School of Business.

Principal Investments Limited developed the neighbouring property to the south at 2430 Yonge Street in 1938 following an application from one of the company's principals, David E. Bennett. Architectural drawings accompanying Bennett's submission include signage for the Singer Sewing Machine Company, the original tenants. In the following decades, the occupants ranged from a carpet store (1950s, which involved alterations to the original storefront), to a billiard parlour and flower shop (1960s).

Architects for 2430 and 2434 Yonge Street:

Building records for the properties at 2430 and 2434 Yonge name Toronto architects H. G. (Herbert George) Duerr and N. A. (Norman Alexander) Armstrong as the respective individual designers of the subject buildings. The

⁴ Globe, December 7, 1948. Archival records indicate that Principal Investments Limited developed and quickly sold off its properties, including those at 2430 and 2434 Yonge

pair shared a similar training as they both worked for Pittsburgh architect, Bernard H. Prack before opening solo offices in Toronto.

H. G. Duerr (1891-1966) was an American architect who, after working for Bernard H. Prack in Pittsburgh, transferred to the Hamilton, Ontario branch of Prack and Perrine in 1911. Relocating to Toronto in 1920, Duerr practiced with B. Kingston Hall until he opened a successful solo office six years later. In 1930, at the same time as he accepted the commission for F. C. Burroughes's North Toronto store, Duerr designed the Hollywood Theatre near Yonge and St. Clair, which was also constructed by Principal Investments Limited. This work, as well as his adoption in the 1930s of "a progressive modern aesthetic for his work which attracted the attention of the Famous Players theatre chain," led to Duerr's role as the corporate architect for the company. Elsewhere in Toronto, Duerr is identified as the designer of the Creed's Fur Storage Vaults (1937) on Davenport Road, which is included on the City of Toronto's Heritage Register.

The plans for the adjoining property at 2430 Yonge Street were prepared by Toronto architect N. A. Armstrong (1882-1957), who is described as "a prolific designer of residential and commercial buildings in the Toronto area and who displayed a remarkable versatility in using both eclectic and contemporary architectural styles in his work."⁵ In solo practice in Toronto beginning in 1919, Armstrong's most recognized work in this city remains the American Harvester Company Showroom (afterward Crangle's Collision) on Bathurst Street, which dates to the same era as the building at 2430 Yonge Street and is designated under Part IV, Section 29 of the Ontario Heritage Act.⁶

iii. ARCHITECTURAL DESCRIPTION

Current photographs of the properties at 2430 and 2434 Yonge Street are found on the cover and in Sections 2 and 6 of this report.

The 1930 commercial building at 2434 Yonge Street, which originally housed a high-end furniture store, was designed in the Spanish Colonial Revival style that was popular during the interwar era for residential and commercial buildings, including movie theatres. The style is distinguished by its stucco cladding, "gently pitched red tile or pseudo-tile roofs," arched openings and stylized classical decoration.⁷ The subject building features an extended two-storey rectangular plan under a flat roofline and red brick cladding (visible on the north side elevation) with stucco finishes on the principal (east) elevation. The east elevation is symmetrically organized into three parts with an extended centre section flanked by end bays that resemble towers. In the outer bays, single-flat

⁵ <http://www.dictionaryofarchitectsincanada.org/node/58>, unpagged

⁶ Another of Armstrong's notable commissions was the Savarin Tavern on Bay Streets (the façade of which is located on the interior of 336 Bay Street). Aspects of its Spanish Revival design are seen in Duerr's plans for the neighbouring building at 2434 Yonge Street: <http://chuckmanothercollection.blogspot.ca/search?q=Savarin>

⁷ Maitland, et. al., 158

headed openings (originally for doors with transoms) are found in the first (ground) floor, with single narrow flat-headed window openings in the upper storey. Stucco trim is applied for the door and window surrounds, the coping and band courses, and the classical detailing beneath the window openings. In the centre section, above the first-floor storefront (which has been altered), an arcade of four tall round-arched window openings mark the second storey. The metal railings on two of these openings, as well as the original tiled roof above (seen in the archival images attached as Images 3a, 3c and 3d) have been removed.

The neighbouring commercial building at 2430 Yonge Street was designed as a modest example of Moderne styling with its smooth stucco surface (imitating stone), windows captured in a single frame and, beneath the flat roofline (east), an enlarged classical Greek key pattern. Featuring a long rectangular plan, the subject building has stucco cladding on the principal (east) elevation. Above the first-floor storefronts (which have been altered over time), the second storey contains a trio of flat-headed openings that are symmetrically organized and set in a single stucco frame. The original plans for the building show the liberal application of vitrolite (structural glass) at the base and for the initial signage, which emphasized the Moderne appearance of the building (Image 3b).

iv. CONTEXT

The maps attached as Image 1 show the location of the properties at 2430 and 2434 Yonge Street on the west side of the street, south of Roselawn Avenue and five blocks north of Eglinton Avenue. Within the block, the subject properties date to the same era as Police Station #12 (1932) at 2398 Yonge Street on the northwest corner of Montgomery Avenue, which was designated under Part IV, Section 29 of the Ontario Heritage Act in 1987 by By-law 587-87. The properties both contribute to the “Main Street” character of Yonge Street in the Yonge-Eglinton area as it developed following the annexation of the Town of North Toronto in 1912 and during the interwar period when 2430 and 2434 Yonge Street were completed.

3. EVALUATION CHECKLIST

The following evaluation applies Ontario Regulation 9/06 made under the Ontario Heritage Act: Criteria for Determining Cultural Heritage Value or Interest. While the criteria are prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, the City of Toronto uses it when assessing properties for inclusion on the City of Toronto Inventory of Heritage Properties. The evaluation table is marked “N/A” if the criterion is “not applicable” to the property or X if it is applicable, with explanatory text below.

Design or Physical Value	
i. rare, unique, representative or early example of a style, type,	X

expression, material or construction method	
ii. displays high degree of craftsmanship or artistic merit	N/A
iii. demonstrates high degree of scientific or technical achievement	N/A

Representative Examples of a Style and Type –

2430 Yonge Street: 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.

2434 Yonge Street: 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.

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	N/A
ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	X
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	X

Community or Culture - The properties at 2430 and 2434 Yonge Street also have value for their association with Principal Investments Limited, the Toronto-based real estate and construction firm that developed them. 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 20th century, including the Hollywood, The Village and the Scarboro Theatres in Toronto.

Architects

2430 Yonge Street: The associative value of the property at 2430 Yonge Street is 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.

2434 Yonge Street: The associative value of the property at 2434 Yonge Street is through its connection to Toronto architect H. G. (Herbert George) Duerr. Noted 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.

Contextual Value	
i. important in defining, maintaining or supporting the character of an area	X
ii. physically, functionally, visually or historically linked to its surroundings	X
iii. landmark	N/A

Character – Contextually, the neighbouring properties at 2430 and 2434 Yonge Street have value as they support and maintain 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."

Setting - The subject properties are historically, visually and physically linked to their 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 properties at 2430 and 2434 Yonge Street share their context and complement one another in their scale, setback, cladding and vintage.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the properties at 2430 and 2434 Yonge Street have design, associative and contextual values as well-crafted commercial buildings displaying the popular styles of the interwar period by architects N. A. Armstrong and H. G. Duerr, respectively, which were developed by the Canadian construction and real estate company, Principal Investments Limited, and contribute to the character of Yonge Street as North Toronto's "Main Street" where they complement one another with their scale, setback and vintage.

5. SOURCES

Archival Sources:

- Archival photograph, City of Toronto Archives, Fonds 638, Item 7
- Assessment Rolls, City of Toronto, Ward3, Division 9
- Browne, Map of York Township, 1851
- Building Records, City of Toronto, Toronto and East York, 1930 ff..
- City of Toronto Directories, 1929 ff.
- Goad's Atlases, 1884-1923
- Miles, Historical Atlas of the County of York, 1878
- Tremaine, Map of the City of Toronto and the County of York, 1860

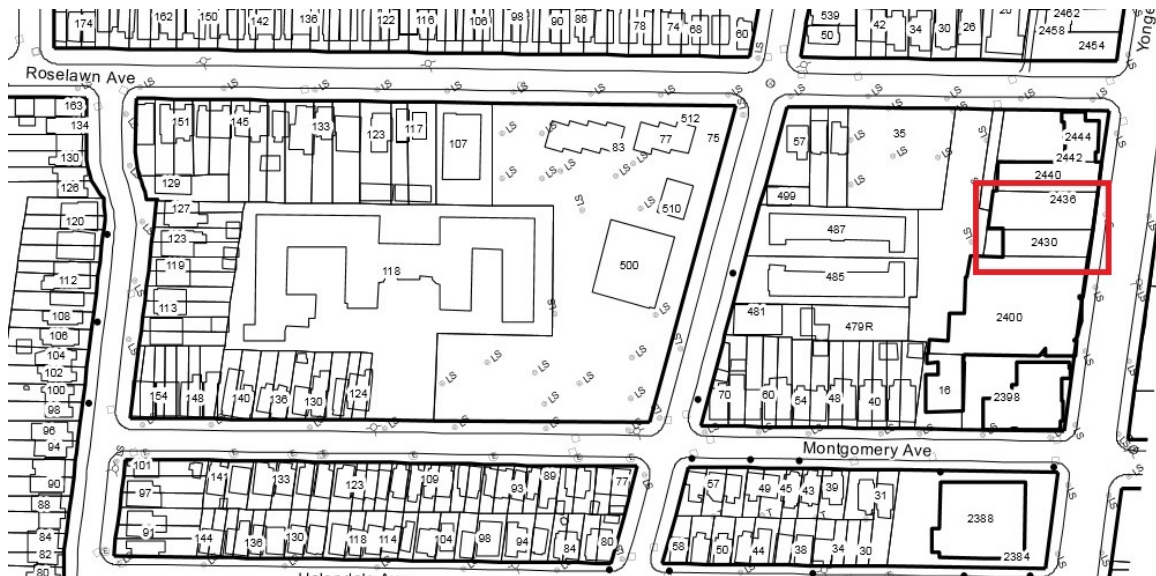
- Underwriters' Survey Bureau Atlas, 1934

Secondary Sources:

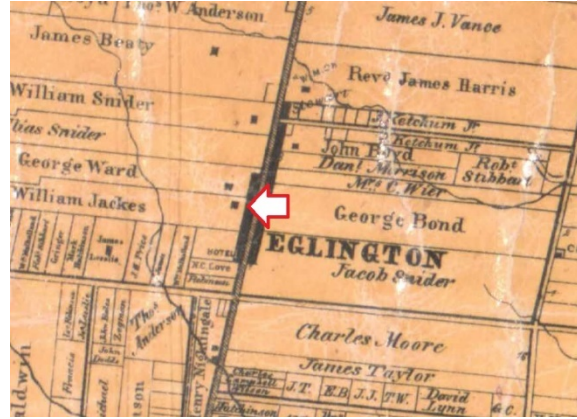
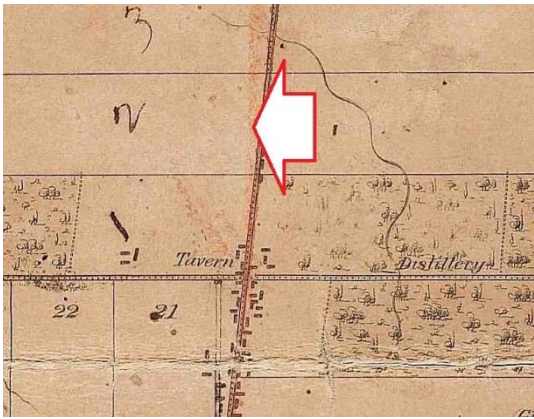
- *Art in Architecture: Toronto Landmarks 1920-1940*, 1987
- Brown, Ron, *Toronto's Lost Villages*, 1997
- "Burroughes: History," <http://theburroughes.com/about/history/>
- "Eglinton-Pears Park Walk," North Toronto Historical Society, revised 1984
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6. IMAGES

Maps and atlases are followed by other archival images and current photographs. The arrows mark the location of the property at 421 Roncesvalles Avenue. All maps are oriented with north on the top unless indicated in the captions.



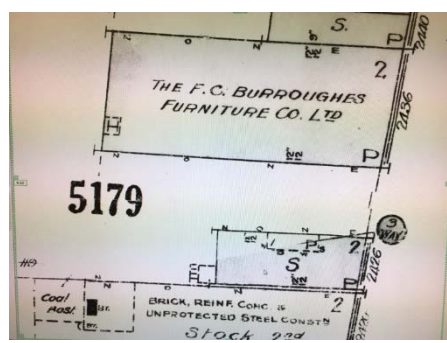
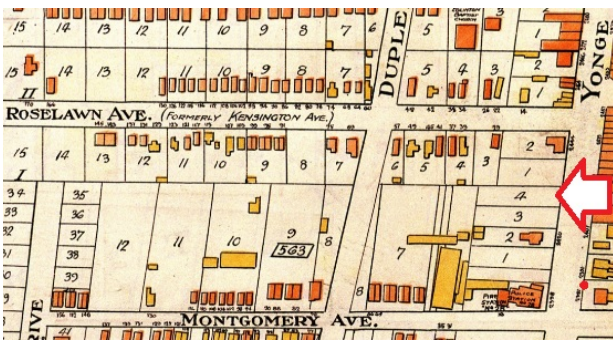
1. Location Map, 2430 and 2434 Yonge Street: City of Toronto Property Data Map



2a. Browne's Map of York Township, 1851; and, 2b. Tremaine's Map, 1860

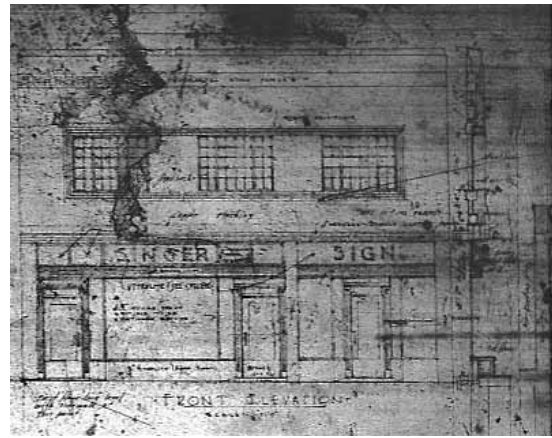
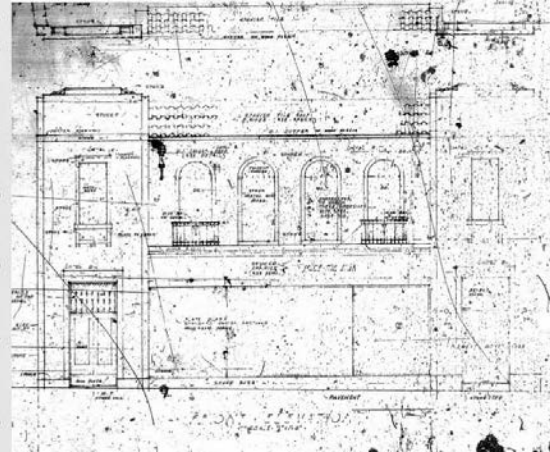


2c. Miles's Atlas, 1878 (left); and, 2d. Goad's Atlas, revised 1890



2e. Goad's Atlas, Vol. 2, 1924; and, 2f. Underwriters' Survey Bureau Atlas, 1934

2. Archival Maps and Atlases: 2430 and 2434 Yonge Street: maps, 1878-1924, <http://oldtorontomaps.blogspot.ca/p/index-of-maps.html>, and 1934, Toronto Reference Library



3a. Drawing, 2434 Yonge Street, 1930; and 3b. Drawing, 2430 Yonge Street, 1938



3c. Archival Photograph, 1968: 2430 (left) and 2434 (right) Yonge Street



3d. Archival Photograph, 1990: 2430 (left) and 2434 (right) Yonge Street

3. Archival Images: drawings, 1930 and 1938, City of Toronto Building Records; archival photographs, 1968, City of Toronto Archives, Series 648, Item 7, and ca. 1990, City of Toronto Building Records.



4. Current Photographs, 243 and 2434 Yonge Street, 2017: showing the 1930 (below) and 1938 (above) commercial buildings (Heritage Preservation Services).

Intention to Designate – 2430-2434 Yonge Street