

Alterations to a Heritage Property, Designation of a Heritage Property and Authority to Enter into a Heritage Easement Agreement- 4 Avenue Road (Park Plaza Hotel)

Date: April 3, 2017

To: Toronto Preservation Board
Toronto and East York Community Council

From: Chief Planner and Executive Director, City Planning Division

Wards: 20-Trinity-Spadina

SUMMARY

This report recommends that City Council approve the proposed alterations to the heritage property at 4 Avenue Road, state its intention to designate the subject property under Part IV, Section 29 of the Ontario Heritage Act and authorize entering into a Heritage Easement Agreement. The applicant proposes redevelopment of the property with retention and alteration of the south tower to convert existing hotel use to residential use with retail and office uses.

RECOMMENDATIONS

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

1. City Council approve the alterations to the heritage property at 4 Avenue Road, substantially in accordance with plans and drawings dated March 20, 2017 prepared by KPMB Architects, date stamped received by Heritage Preservation Services March 28, 2017 and on file with the Senior Manager, Heritage Preservation Services; and the Heritage Impact Assessment (HIA), prepared by ERA Architects Inc. dated March 20, 2017, dated stamped received by Heritage Preservation Services March 28, 2017 and on file with the Senior Manager, Heritage Preservation Services, all subject to and in accordance with a Conservation Plan satisfactory to the Senior Manager, Heritage Preservation Services and subject to the following additional conditions:

a. That prior to final Site Plan approval for the proposed redevelopment of the heritage property located at 4 Avenue Road, the owner shall:

1. Provide final Site Plan drawings including drawings related to the approved Conservation Plan required in Recommendation 1.b.3 in the report dated April 3, 2017 from the Chief Planner and Executive Director, City Planning Division to the satisfaction of the Senior Manager, Heritage Preservation Services;
 2. Provide an Interpretation Plan for the subject property, to the satisfaction of the Senior Manager, Heritage Preservation Services and thereafter shall implement such Plan to the satisfaction of the Senior Manager, Heritage Preservation Services;
 3. Provide a Lighting Plan that describes how the heritage property at 4 Avenue Road will be sensitively illuminated to enhance its heritage character to the satisfaction of the Senior Manager, Heritage Preservation Services;
 4. Provide a detailed Landscape Plan for the subject property, satisfactory to the Senior Manager, Heritage Preservation Services;
- b. Prior to the issuance of any permit for all or any part of the property at 4 Avenue Road, including a heritage permit or a building permit, but excluding permits for repairs and maintenance and usual and minor works for the existing heritage buildings as are acceptable to the Senior Manager, Heritage Preservation Services:
1. The property at 4 Avenue Road be designated under Part IV, Section 29 of the Ontario Heritage Act.
 2. The owner shall enter into a Heritage Easement Agreement with the City for the property at 4 Avenue Road in accordance with the plans and drawings dated March 20, 2017 prepared by KPMB Architects, date-stamped received by Heritage Preservation Services March 28, 2017 and on file with the Senior Manager, Heritage Preservation Services, the Heritage Impact Assessment prepared by ERA Architects Inc. dated March 20, 2017 and in accordance with the Conservation Plan required in Recommendation 1.b.3 in the report dated April 3, 2017;
 3. The owner shall provide a Conservation Plan, prepared by a qualified heritage consultant, that is consistent with the conservation strategy set out in the Heritage Impact Assessment for the property at 4 Avenue Road, prepared by ERA Architects Inc. dated March 20, 2017 to the satisfaction of the Senior Manager, Heritage Preservation Services;
 4. The owner shall provide full building permit drawings for the subject property, including notes and specifications for the conservation and protective measures keyed to the approved Conservation Plan required in Recommendation 1.b.3 in the report dated April 3, 2017 from the Chief Planner and Executive Director, City Planning Division, including a description of materials and finishes, to be prepared by the project

architect and a qualified heritage consultant to the satisfaction of the Senior Manager, Heritage Preservation Services;

5. The owner shall provide a Letter of Credit, including provision for upwards indexing, in a form and amount and from a bank satisfactory to the Senior Manager, Heritage Preservation Services to secure all work included in the approved Conservation Plan, Lighting Plan and Interpretation Plan;

c. That prior to the release of the Letter of Credit required in Recommendation 1.b.5 in the report dated April 3, 2017 from the Chief Planner and Executive Director, City Planning Division, the owner shall:

1. Have obtained final Site Plan approval for such property issued by the Chief Planner and Executive Director, City Planning Division;

2. Provide a letter of substantial completion prepared and signed by a qualified heritage consultant confirming that the required conservation work, heritage lighting work, and the required interpretive work has been completed in accordance with the Conservation Plan, Heritage Lighting Plan, and Interpretation Plan and that an appropriate standard of conservation has been maintained, all to the satisfaction of the Senior Manager, Heritage Preservation Services;

3. Provide replacement Heritage Easement Agreement photographs to the satisfaction of the Senior Manager, Heritage Preservation Services.

2. City Council authorize the entering into of a heritage easement agreement under Section 37 of the Ontario Heritage Act with the owner of 4 Avenue Road in a form and content satisfactory to the City Solicitor and the Chief Planner and Executive Director, City Planning Division.

3. City Council authorize the City Solicitor to introduce the necessary bill in Council authorizing the entering into of a heritage easement agreement for the property at 4 Avenue Road.

4. City Council state its intention to designate the property at 4 Avenue Road under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 4 Avenue Road (Reasons for Designation) attached as Attachment 4 to the report April 3, 2017 from the Chief Planner and Executive Director, City Planning Division.

5. If there are no objections to the designation of the property at 4 Avenue Road in accordance with the Ontario Heritage Act, City Council authorize the City Solicitor to introduce the necessary bill in Council.

6. If there are objections to the designation of the property at 4 Avenue Road in accordance with the Ontario Heritage Act, City Council direct the City Clerk to refer the designation to the Conservation Review Board.

7. If the designation of the property at 4 Avenue Road is 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

The property located at 4 Avenue Road was included on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) on January 18, 1985.

BACKGROUND

Policy Framework

Provincial Policy Statement and Planning Act

The Provincial Policy Statement (PPS) provides policy direction on matters of provincial interest related to land use planning and development. The PPS sets the policy foundation for regulating the development and use of land. The key objectives include building strong communities, wise use and management of resources, and protecting public health and safety. City Council's planning decisions are required to be consistent with the PPS.

The Planning Act and associated Provincial Policy Statement guide development in the Province and include the provincial interest regarding heritage resources as described in the Provincial Policy Statement issued under the authority of Section 3 of the Planning Act. The Planning Act requires that all decisions affecting land use planning matters "shall be consistent with" the Provincial Policy Statement. The Provincial Policy Statement (PPS) provides direction on matters of provincial interest related to land use planning and development, and promotes the provincial policy-led planning system.

Provincial Policy Statement 2.6.1 reads "Significant built heritage resources and significant cultural heritage landscapes shall be conserved".

Official Plan

The revised heritage policies in the City of Toronto Official Plan provide the policy framework for heritage conservation in the City. The following Official Plan policies apply to the proposed alterations:

3.1.5.4: "Properties on the Heritage Register will be conserved and maintained consistent with the Standards and Guidelines for the Conservation of Historic Places in Canada, as revised from time to time and as adopted by Council."

3.1.5.5: "Proposed alterations, development, and/or public works on or adjacent to, a property on the Heritage Register will ensure that the integrity of the heritage property's cultural heritage value and attributes will be retained, prior to work commencing on the property and to the satisfaction of the City."

3.1.5.26: "New construction on, or adjacent to, a property on the Heritage Register will be designed to conserve the cultural heritage values, attributes and characters of that property and to mitigate visual and physical impact on it."

3.1.5.28: "The owner of a designated heritage property will be encouraged to enter into a Heritage Easement Agreement where the City considers additional protection beyond designation desirable due to the location, proposed alteration, and/or the nature of that property."

Standards and Guidelines for the Conservation of Historic Places in Canada

At its meeting of March 3, 4 and 5, 2008, City Council adopted the Standards and Guidelines for the Conservation of Historic Places in Canada as the official document guiding planning, stewardship and conservation approach for all properties on the Heritage Register. The General Standards for Preservation, Rehabilitation and Restoration as well as the Additional Standards for Rehabilitation apply to the alterations proposed under this application.

<http://www.historicplaces.ca/media/18072/81468-parks-s+g-eng-web2.pdf>

COMMENTS

Heritage Resource

A location map (Attachment 1) and photographs (Attachment 2) for the property at 4 Avenue Road are attached, along with the Heritage Property Research and Evaluation Report (Attachment 5). Following research and evaluation according to Regulation 9/06, it has been determined that the property at 4 Avenue Road has design, associative and contextual values. The Park Plaza Hotel (1936) is valued for its design as a well-crafted 20th century apartment hotel that is historically associated with Toronto architect, H. G. Holman, who prepared the plans in 1927, as well as the architectural and engineering partnership of Chapman and Oxley, who completed the project in the 1930s. The site is also linked historically to Yolles and Rotenberg, the firm of Toronto contractors and developers co-founded by Louis Yolles, who purchased and finished the building. For more than three-quarters of a century since its formal opening, the Park Plaza Hotel (1936) has attracted both local and international celebrities and remains a long-standing social and cultural gathering place in the city. Contextually, the Park Plaza Hotel (1936) is historically and visually linked to its setting adjoining the important intersection of Avenue Road and Bloor Street West where it remains a local landmark in Toronto.

The Statement of Significance (Attachment 4) for 4 Avenue Road comprises the Reasons for Designation, which is the Public Notice 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 according to the provisions of the Ontario Heritage Act.

Development Proposal

The property at 4 Avenue Road is located in the Yorkville area at the northwest corner of the intersection of Avenue Road and Bloor Street West (see Attachment 1). The subject property is currently occupied by the Park Hyatt Hotel including a north tower and south tower with a two-storey connecting link serving as the hotel's main entry with a car court facing Avenue Road.

The subject property is adjacent to a number of heritage properties at the intersection of Avenue Road and Bloor Street West including 100 Queen's Park at the southwest corner (Royal Ontario Museum), 162 Bloor Street West at the northeast corner (Church of the Redeemer), and 153 Bloor Street West on the southeast corner (Lillian Massey Building). The subject property is also located to the east and south of the East Annex Heritage Conservation District.

For the purposes of this report, Heritage Preservation Service staff reviewed the proposal with regard to the impacts on the heritage resource and attributes of the 17 storey L-shaped south tower (1936), designed in the Beaux-Arts style, that currently includes hotel units, restaurants, offices, meeting rooms and at-grade retail.

The first three storeys of the base will be converted to high-end retail, with the conversion of hotel units to residential units on the shaft and attic floors and renovation of the roof top area with bar and event spaces. The north tower and link connecting the north and south towers do not contribute to the heritage character of the subject property.

In general, the site plan control application proposes to renovate the south tower by converting existing hotel rooms into 65 residential rental units with high end retail at the base of the building and renovations to the roof bar and event spaces. A new link between the towers will be constructed with renovations planned for the 220 hotel rooms of the north tower.

The following section expands on the proposed alterations and additions to the interior, all elevations along with the roof of the south tower (see Attachment 3).

South and East (Primary) Elevations

At grade, retail uses will be maintained and expanded to the second and third floor levels with double height spaces on the second floor. None of the original storefronts remain, with latest alterations completed in the 1990s. The proposal includes setting back the retail walls at the southeast corner of the ground floor to widen the walkway and to improve lighting within the arcade along Avenue Road to enhance the pedestrian experience. Also, a new retail area will be added along Bloor Street West at the west

side of the south elevation, to a height that matches the retail floors. Existing two-storey arched wood windows on the second floor will be replaced with windows to match in material and design.

While the applicant originally proposal to increase the size of the existing window openings on the south and east elevations, HPS staff raised concerns about the overall negative impact this would have on the landmark 1936 building. Following a site visit with city staff and further consideration, the applicant agreed not to modify the existing window openings. Instead, all windows of the new residential floors located in the shaft (4th to 9th floors) and the attic (10th to 13th floors) will be replaced to match existing in size, design and material on both elevations.

West Elevation

The west elevation is minimally viewed from the street as there is a high rise building adjacent to the new 3-storey retail addition discussed earlier. Above the retail addition, hotel units will be converted to residential units from the 4th-13th floors of the south tower and some of the windows on this elevation will be blocked with regard to residential unit plan.

North (secondary) Elevation, light court and central podium

There are three existing windows on the upper floors of this elevation and renovations will introduce window openings below the existing ones along with an additional column of windows adjacent to the first to bring natural light into residential units on each floor. However, it is not clear how these new residential windows will be detailed. Heritage Preservation Services will continue to work with the applicant to ensure that the design of the new windows is legible from the existing heritage openings.

The most significant change to the south tower is the removal of the existing elevator core within the building so that the space can be converted into new floor area. The areas within the south tower will be converted from hotel units and offices into residential units and a new circulation spine added to the exterior of the tower. Overall, the proposed contemporary design of the rectangular shaped addition with dark colour metal cladding and high percentage of glazing along its narrow east and west elevations, contrasts and complements the Beaux Art design of the existing building with its stone and brick cladding. Also, to minimize the visual impact on the north elevation of the tower, the addition will be setback from Avenue Road beyond the two columns of windows.

Proposed alterations are also planned for the light court located at the northwest corner of the building (identified as a heritage attribute), including replacing windows and converting some of the windows to doors. However, the proposed alterations will have minimal impact on the building and will not be visible from Bloor Street West or Avenue Road.

An existing central podium that links the north and south towers (not identified as a heritage attribute) will be demolished and replaced with a new structure that will include a double height lobby with a restaurant and bar on the ground floor, meeting rooms and

ballroom on the second floor along with a new kitchen and retail restaurant on the third floor. The existing car court accessed from Avenue Road will be redesigned and enlarged.

Roof

The roof top patio has been altered over the years with the last renovation in the 1990s by Zeidler Partnership Architects that created separate roof terraces for the bar and event space. The new proposal creates one terrace that can be used by both the bar and event spaces, based on the intent of the original design of the Park Plaza Hotel. However, the overall massing and colour of materials selected for the new roof design appears to be too heavy for this landmark building. Heritage Preservation Services will continue to work with the applicant to modify the design to reduce the visual impact as seen from the street.

CONCLUSION

Staff are supportive of the proposed alterations of the heritage property located at 4 Avenue Road (Park Plaza Hotel, 1936). The proposed adaptive reuse that includes alterations and additions will not have a negative impact on the identified heritage attributes and heritage character of this property.

CONTACT

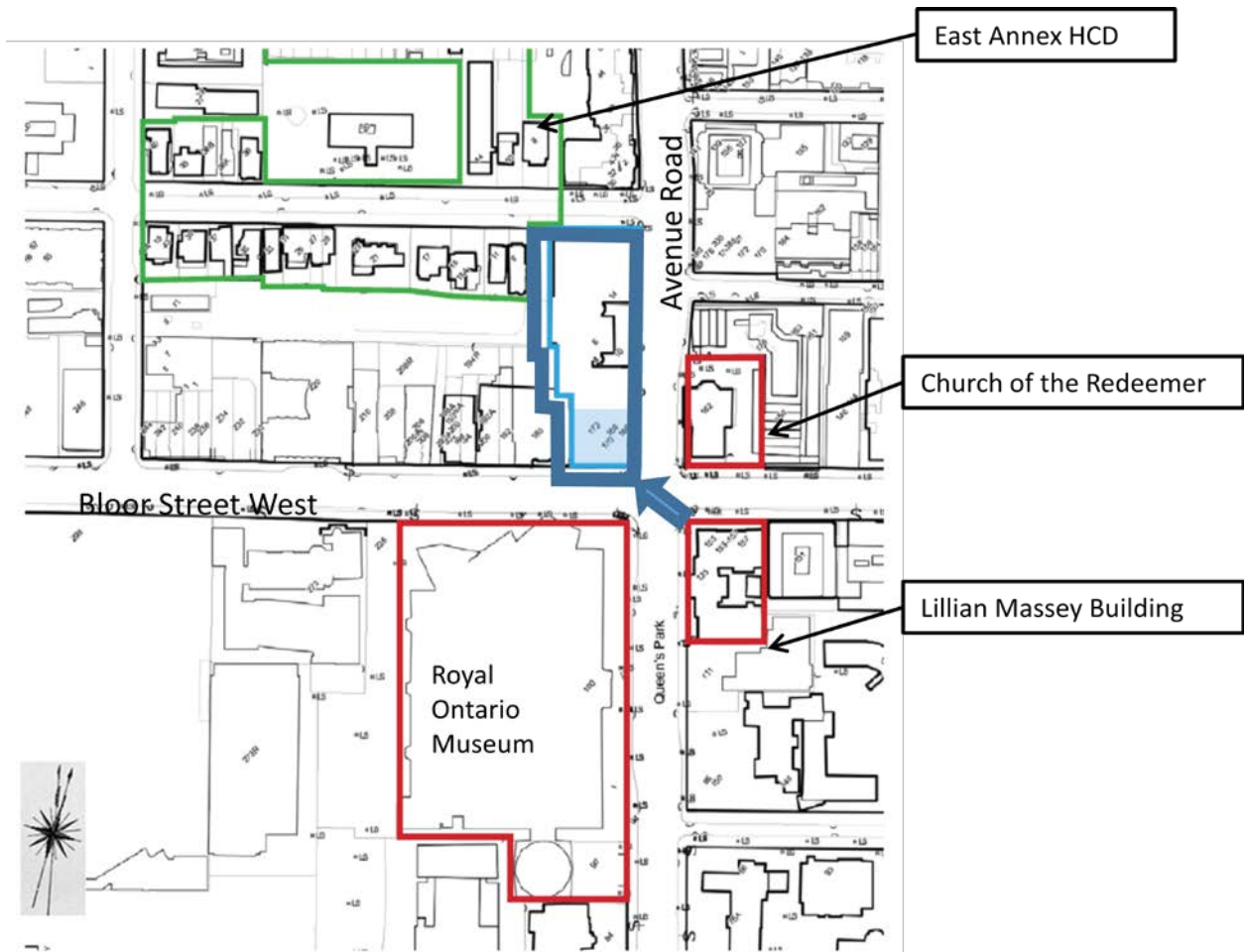
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SIGNATURE

Jennifer Keesmaat, MES, MCIP, RPP
Chief Planner and Executive Director
City Planning Division

ATTACHMENTS

Attachment 1 - Location Map
Attachment 2 - Photos
Attachment 3 - Architectural Drawings
Attachment 4 - Statement of Significance (Reasons for Designation)
Attachment 5 - Heritage Property Research and Evaluation Report



The filled arrow marks the location of the subject property at 4 Avenue Road. This location map is for information purposes only; the exact boundaries of the property are not shown



View of the south and north towers of the Park Hyatt hotel looking north on Queens Park (the ROM is seen on the left and the Lillian Massey Building is seen on the right of this image)



View of south tower looking west along Bloor Street West (the Church of the Redeemer is seen on the right and the ROM is seen on the left side of this image)



View looking east along Bloor Street West showing stone base of south tower wrapping to the west elevation (ROM crystal is to the right of the image)



View of the north and south towers of the Park Hyatt looking south on Avenue Road (right side of image)

Architectural drawings provided by KPMB Architects.



View of the south tower showing the new three-storey retail addition to the west and new podium link to the north tower (right side of image)



Rendering of the proposal looking south from Yorkville Avenue showing the two columns of windows and a portion of the new elevator core on the north elevation.



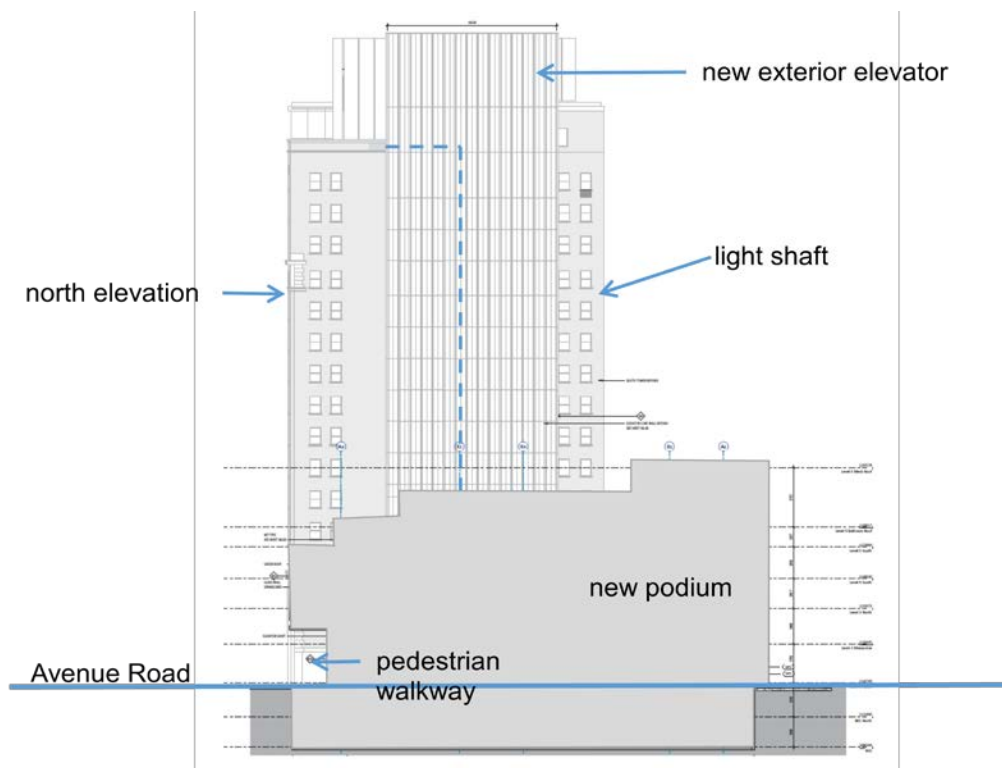
View of the new retail addition connecting with the west side of the south tower as seen from Bloor Street West. The new addition is of contemporary design, set back to reveal the stone quoins and cornice of the existing building.



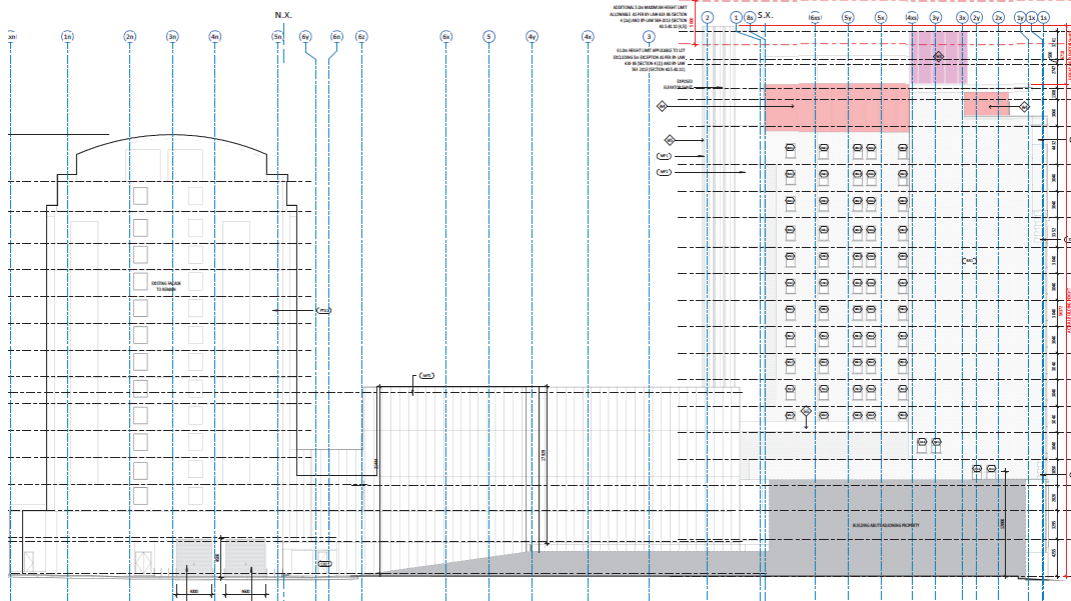
Rendering of the upper section of south tower showing the renovated southeast corner of the new glazed bar and event space with roof top mechanical above.



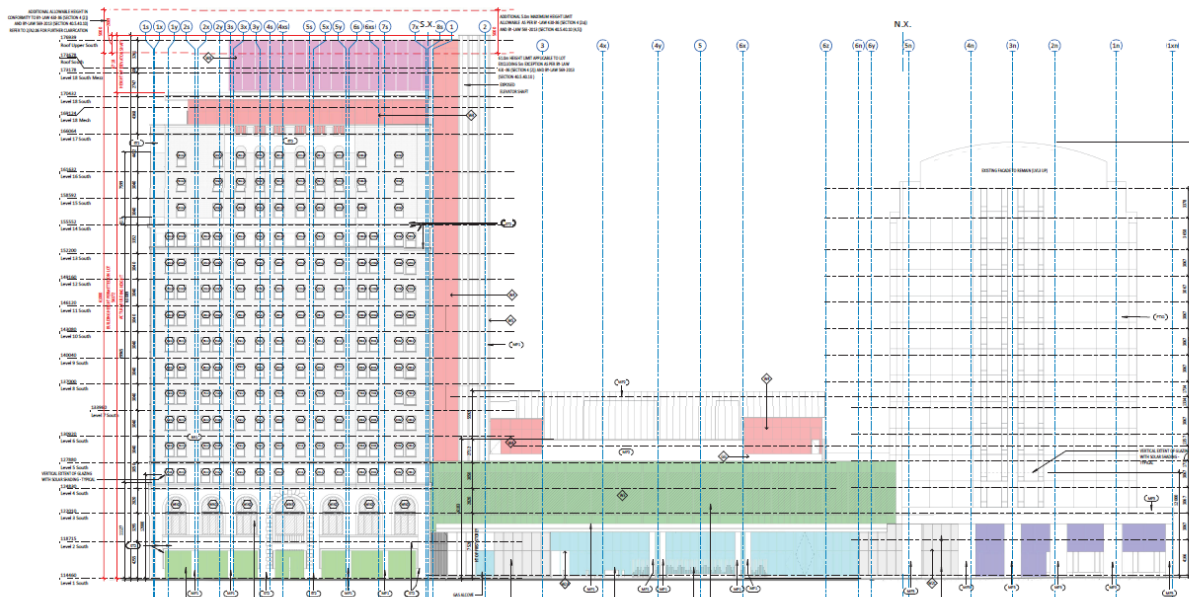
View of the south tower looking as seen from Avenue Road with new elevator spine and new podium of contemporary design.



North Elevation- showing location of exterior elevator spine at west corner of the north elevation (dashed line) extending along the north side of the light court.



West Elevation- showing rear view of new elevator spine adjacent to west elevation



East Elevation (Avenue Road)- showing areas of south tower to be altered including at grade retail, with renovated roof and elevator addition.

The property at 4 Avenue Road (with entrance addresses on Avenue Road and Bloor Street West) 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 northwest corner of Bloor Street West, the property at 4 Avenue Road contains the building that is historically known as the Park Plaza Hotel (1936). Designed in 1927 as the Queen's Park Plaza Hotel by Toronto architect H. G. Holman, the apartment hotel was completed in 1936 by Yolles and Rotenberg, the new owners who engaged the architectural and engineering firm of Chapman and Oxley to finish the interiors.

The property at 4 Avenue Road with the Park Plaza Hotel (1936) was included on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) in 1985. The listing comprised the original south building (1936) only.

Statement of Significance:

Statement of Significance:

The property at 4 Avenue Road has cultural heritage value for its design as a well-crafted example of an apartment hotel dating to the interwar era that applies traditional Beau-Arts detailing to a high-rise building. The Park Plaza Hotel (1936) is distinguished by its decorative detailing where the elevations facing Avenue Road and Bloor Street West display the classical organization of the base, shaft and attic, and are surmounted by the rooftop features that distinguished this building from its contemporaries in Toronto.

The associative value of the Park Plaza Hotel (1936) is through its links to the Toronto architects that designed and supervised its construction. H. G. (Hugh Gordon) Holman, who opened a solo practice in the city after World War I, prepared the original plans for the hotel, which remained the best-known commission of his career. In the midst of the Great Depression of the 1930s, the partnership of architect A. H. Chapman and engineer J. M. Oxley (which was also formed during the World War I era) completed the hotel after gaining experience working on other high-rise buildings in Toronto, among them the Northern Ontario Building (1925), the National Building (1926), and the 1928 addition to Simpson's Department Store along the Bay Street corridor.

The cultural heritage value of the Park Plaza Hotel (1936) is also through its association with Yolles and Rotenberg, the contractors and developers who acquired and completed the building in the 1930s. The company was co-founded by Louis S. Yolles (also known as Leon Yolles), who is distinguished as one of the first practicing Jewish architects in Toronto. Among the firm's many projects of note was the Sterling Tower

on Bay Street (1928) where Yolles and Rotenberg also worked with Chapman and Oxley.

Since its opening in 1936, the Park Plaza Hotel has been historically associated with innumerable local and international celebrities who both resided at the apartment hotel and visited its facilities, including the King Cole Room and the famed rooftop terrace. It has remained an important social and cultural institution in Toronto for over 80 years.

Contextually, the property at 4 Avenue Road, comprising the Park Plaza Hotel (1936), is historically, visually and physically linked to its setting on the northwest corner of Bloor Street West. As one of the four recognized heritage buildings anchoring this important intersection, with the Church of the Redeemer (northeast), the Lillian Massey Building (southeast), and the Royal Ontario Museum (southwest), the Park Plaza Hotel (1936) is a local landmark in Toronto.

Heritage Attributes:

The heritage attributes of the Park Plaza Hotel (1936) on the property at 4 Avenue Road are:

- The setback, placement and orientation of the building on the northwest corner of Avenue Road and Bloor Street West
- The scale, form and massing of the 17-storey building with the L-shaped plan
- The materials, with the buff brick and limestone applied for the cladding and detailing
- The flat roof, with the two penthouses and the rooftop terrace
- The organization of the elevations on Bloor Street West (south) and Avenue Road (east) into three horizontal sections with the base, shaft and attic
- The base, which rises four stories, features limestone cladding, and is organized into seven bays on the south and east elevations with the central entrances
- The entrances on the base, which are placed in three-storey round-arched openings with quoins and keystones and contain transoms and mullions (the original doors have been removed)
- Flanking the entrances, the first (ground) floor storefronts, which have been altered and, along the east elevation, set back to create a pedestrian arcade
- Above the storefronts, the arcade of double-height round-arched window openings in the second and third stories with the stone detailing and the transoms and mullions
- On the base, in the fourth storey above the cornice, the flat-headed window openings that are placed in singles and pairs
- The nine-storey shaft (south and east), where the outer bays display pairs of flat-headed openings, the centre bays have shallow frontispieces with cornices that contain trios of flat-headed window openings, and the top floor has limestone cladding and detailing
- The attic (south and east), which rises four stories in the centre of the south elevation, where the frontispieces in the centre bays contain arcades of round-arched and flat-headed window openings, the outer bays have flat-headed window openings, and the roofline is marked by a brick and stone balustrade
- On the west elevation that is viewed from Bloor Street West, the continuation of the stone detailing in the first (south) bay

- The rear (north) elevation that is viewed from Avenue Road, with the continuation of the stone detailing and the symmetrically-placed window openings in the first (east) bay
- At the northwest corner of the building, the light court

The single-storey west addition and the north tower on Avenue Road with the connection to the Park Plaza Hotel (1936) are not identified as heritage attributes.

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



**PARK PLAZA HOTEL
4 AVENUE ROAD, TORONTO**

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

March 2017

1. DESCRIPTION



Above: current photograph, south elevation (Heritage Preservation Services, 2017)

Cover: aerial photograph (www.bing.com/maps)

4 Avenue Road: Park Plaza Hotel (1936)	
ADDRESS	4 Avenue Road (northwest corner of Bloor Street West)
WARD	Ward 20 (Trinity-Spadina)
LEGAL DESCRIPTION	Plan 301, Lots 5-7 and part Lots 1-4
NEIGHBOURHOOD/COMMUNITY	Yorkville
HISTORICAL NAME	Park Plaza Hotel (1936)
CONSTRUCTION DATE	1936 (completed)
ORIGINAL OWNER	Queen's Park Plaza Company Limited
ORIGINAL USE	Commercial and residential (apartment hotel)
CURRENT USE*	Commercial * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	H. G. Holman, architect
DESIGN/CONSTRUCTION/MATERIALS	Brick and stone cladding with brick, stone and metal detailing
ARCHITECTURAL STYLE	See Section 2
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Historical/Associative and Contextual
HERITAGE STATUS	Listed on the City of Toronto's Heritage Register
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	March 2017

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 4 Avenue Road and applies evaluation criteria to determine whether it merits 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 TIMELINE

Key Date	Historical Event
1793	Following the founding of York (Toronto), the land between present-day Bloor Street and St. Clair Avenue West is divided into 200-acre farm lots, including Lot 22
1797	John Elmsley, Chief Justice of Upper Canada, receives the patent for Lot 22, which is subdivided and sold by his heirs in the 19th century (Image 2a)
1851	Two years before the Village of Yorkville is incorporated, Browne's Map of the City of Toronto shows Avenue Road extending north of Bloor Street through Lot 22, which is partly subdivided on the west side ¹
1870	James Metcalfe registers Plan 301, "being a subdivision of part of Lot 22" northeast of Bloor Street and Avenue Road, with the allotments illustrated on a Plan of Yorkville seven years later (Images 2b and 2c)
1883	Yorkville is annexed by the City of Toronto, including the west section of the community adjoining Avenue Road where the large-scale house form buildings on the subject property are illustrated on the 1884 Goad's Atlas (Image 2d)
1912	The update to Goad's Atlas, Volume 1, shows the north side of Bloor Street, west of Avenue Road, where part of the subject property remains vacant (Image 2e) ²
1924	Representatives of the Queen's Park Plaza Company Limited begin assembling land adjoining the northwest corner of Avenue Road and Bloor Street West, followed by additional transactions and mortgages in 1926 and 1927
1927 May	The <i>Contract Record</i> announces that "detailed plans are now being prepared by [architect] H. G. Holman of Ramsay Stewart and Company, Toronto, who are handling the development for the owners" ³
1927 June	Building permit #99786 is issued for the hotel
1927 Nov	To fund the project, the owners advertise "bonds for ownership participation" in "Canada's Finest Residential Hotel...overlooking beautiful Queen's Park," which is depicted in a sketch (Image 3a)
1927 Dec	<i>The Globe</i> newspaper reports "splendid progress is being made on the construction" of the hotel, showing the foundations in place

¹ Not appended to this report, Browne's map can be viewed at <http://oldtorontomaps.blogspot.ca/p/index-of-maps.html>

² Archival photographs showing the site in the 1920s are found in the collection at City of Toronto Archives, including images identified as Fonds 1231, Items 2069 and 2143

³ *Contract Record*, May 25, 1927, 514

1928 Jan	The first in a series of mechanics' liens is registered by engineers, contractors and material suppliers against the hotel's owners, some of which result in law suits in the 1930s
1928 Oct	The Queen's Park Plaza enters into an agreement with the City of Toronto regarding the encroachment of the canopies and balconies
1929 Feb	A newspaper advertisement describes the "apartment hotel building" as "now nearing completion"
1929 Oct	Work on the hotel ceases following the stock market crash that launches the Great Depression of the 1930s ⁴
1932	Photographs indicate that the exterior of the hotel has been completed ⁵
1934 Oct	Following the seizure of the property for unpaid taxes, a trust company is authorized to sell "at the highest possible figure the uncompleted Queen's Park Plaza property"
1934 Dec	The Park Plaza Corporation Limited, headed by developers and contractors, Yolles and Rotenberg, acquires the subject property under a power of sale
1935 June & July	Yolles and Rotenberg advise the City that "within the next 15 days we are about to commence the completion of the Queen's Park Plaza" and that "Chapman and Oxley are appointed architects for the completion of this building" ⁶
1935 Aug	Construction work resumes on the hotel according to media reports
1935 Oct	The owners purchase the adjacent property on Avenue Road, acquiring additional land the next year and in the 1940s
1936 July	The Park Plaza Hotel is officially opened, with apartments offered for occupancy in September
1941	Chapman and Oxley prepare specifications for a rooftop addition
1946 July	Toronto architects Page and Steele submit specifications for an addition to the hotel
1955 Mar	The Park Plaza Corporation transfers part of the property to Park Plaza Annex Limited, which acquires additional land adjoining Prince Arthur Avenue where the north wing is built according to the designs of Peter Dickinson of architects Page and Steele
1959	The building is underpinned for the construction of the Bloor-Danforth Subway line
1960s	In conjunction with the widening of Avenue Road, the canopy on the east entrance is removed
1985	The property at 4 Avenue Road with the Park Plaza Hotel (1936) is included on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register)
1990	The hotel is renamed the Park Hyatt following the sale of the site
1992	The Zeidler, Roberts Partnership, Toronto architects, design the alterations to the storefronts, with the setback of those on the east elevation to create a pedestrian arcade on Avenue Road

4 The City Directories of 1929-1936 record the subject property as "under construction"

5 Not appended to this report, archival photographs at the City of Toronto Archives include a 1929 image showing the exterior of the hotel in place (Fonds 16, Image 6776)

6 Building Records, City of Toronto, File 45475

1996	An application is submitted to the City for renovations and an addition, replacing the 1956 Dickinson wing
2017	The property owners propose to convert the Park Plaza Hotel (1936) from commercial to residential uses

ii. HISTORICAL BACKGROUND

Yorkville:

The property at 4 Avenue Road (with entrance addresses on Avenue Road and Bloor Street West) is located in the Yorkville neighbourhood. The origins of the development of the area date to the 1790s when York (Toronto) was founded as the provincial capital and the land between present-day Bloor Street and St. Clair Avenue was divided into 200-acre farm lots that were distributed to government associates. Lot 22 was granted to Chief Justice John Elmsley and, in the 19th century, subdivided and sold by his heirs. Maps from this era show the extension of present-day Avenue Road north of the city limits at Bloor Street West where it was illustrated as part of a plan of Yorkville in the 1870s. The latter community developed around the intersection of present-day Yonge and Bloor streets as an industrial hamlet where brick yards and breweries were adjoined by housing, shops and services. When Yorkville was incorporated as a village in 1853, its municipal limits were set at Sherbourne Street (east) and a line near Bedford Road (west).

Following its annexation by the City of Toronto in 1883, Yorkville evolved from a stable residential community with its mixture of grand houses along Bloor Street and workers' cottages within the village, to a primary cultural and commercial destination in the city. On either side of Yonge Street, Bloor Street was widened in the 1920s, resulting in the removal of the residential and commercial buildings along the thoroughfare and their replacement by large-scale developments with offices for insurance companies and medical practitioners. In decline after World War II, the area became an affordable enclave for artists. While the construction of the Bloor-Davenport Subway in the 1960s led to further redevelopment, at the same time Yorkville became the heart of Toronto's music scene and "hippie culture." Low-scale mixed-use developments such as York Square and Hazelton Lanes followed in the 1970s as Yorkville evolved into a shopping enclave linked to high-end fashion, art and dining. In 1994, part of the residential community within the historic boundaries of Yorkville was designated under Part V of the Ontario Heritage Act as the East Annex Heritage Conservation District (HCD). This was followed in 2002 by the Yorkville-Hazelton HCD.⁷

The development and evolution of Yorkville can be traced on historical maps and other images, including those attached in Section 6. Among the individual landmarks within its boundaries is the property at 4 Avenue Road with the building known historically as the Park Plaza Hotel (1936).

⁷ More information about both HCDs is available at:

<http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=998752cc66061410VgnVCM10000071d60f89R CRD>

4 Avenue Road:

The historical development of the subject property with the Park Plaza Hotel (1936) is traced on the timeline above and illustrated in Section 6. Beginning in 1924, the lands adjoining the northwest intersection of Avenue Road and Bloor Street West were assembled by the Canadian Property Company Limited and conveyed to the Queen's Park Plaza Company Limited as the location of a "handsome, ultra modern, fire-proof apartment hotel building."⁸ Originally named the "Queen's Park Plaza Hotel" for its proximity to the parkland to the south, the project was plagued from the beginning by both construction challenges and financing, the latter made worse by the onset of the Great Depression of the 1930s. Photographs from that era confirm that the exterior of the building was in place, with the interiors remaining unfinished. Following the transfer of the property in 1935 to the firm of Yolles and Rotenberg, contractors and developers, the hotel was completed and opened the next year. It originally contained 160 apartments (which were designed to be divided and rented as separate hotel rooms) above the three floors reserved for professional suites. The Park Plaza Hotel (1936) was described as being "close to an exclusive shopping section [but] far enough uptown to be away from the noise and smoke of downtown" where "from its roof an unrivalled view of the city, the harbour and the islands is obtained."⁹

For the remainder of the 20th century and into the present one, the Park Plaza Hotel (1936) remained an important social and cultural destination in Toronto where meetings and conventions were held and social occasions celebrated. Its rooftop terrace, which was originally reserved for apartment occupants, was opened to the public in 1937. With views of the city skyline, as well as its Yorkville location proximate to the University of Toronto (to the southwest) and the Ontario Legislature (south), the venue attracted both local and international celebrities, including Canadian icons from politics (Prime Minister Pierre Trudeau), the media (journalist Peter Gzowski) and literature (author Margaret Atwood). "The public room, known as the King Cole Room, was a popular meeting place of university students for many years" where the inaugural gatherings of the Writers' Union of Canada were held.¹⁰ Writing in the *Globe and Mail* in 1986, Adele Freedman noted that "the Park Plaza occupies an important place on the city's psychological map: it is a landmark, with all that implies. For decades, it has been Toronto's equivalent to New York City's Algonquin..."¹¹

The property at 4 Avenue Road with the original Park Plaza Hotel (1936) was listed on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) in 1985.

Architects for 4 Avenue Road:

The designs for the Park Plaza Hotel (1936) were prepared by Toronto architect H. G. (Hugh Gordon) Holman (1879-1955) in 1927. After training with architects in his home town of Stratford, Ontario, and in Winnipeg, Holman opened a solo practice in Toronto after World War I where his projects included the Grays' Inn Court Apartments (1926) at

⁸ *The Globe*, February 14, 1929

⁹ *The Globe*, July 10, 1936

¹⁰ City of Toronto, Reasons for Listing, 1985

¹¹ *Globe and Mail*, June 4, 1986

Queen Street West and Beaconsfield Avenue (which is listed on the City's Heritage Register). However, "the largest and most important commission of his career was that for the Park Plaza Hotel...", which Holman initially devised as a "flamboyant high-rise chateau with a mansard roof" evoking New York City's 1907 landmark hostelry overlooking Central Park.¹² Before the project was halted, most of the exterior of the building was completed and reflected Holman's final designs.

When the subject property was acquired by contractors and developers Yolles and Rotenberg, the Toronto architectural and engineering practice of Chapman and Oxley was engaged to complete the hotel, including the reconfiguration of the interiors. The origins of the firm dated to 1919 when engineer J. M. (James Morrow) Oxley (1883-1957) entered into a partnership with architects A. H. (Alfred Hirschfelder) Chapman and Roy Bishop (with the latter leaving three years later). Chapman (1879-1949) had first practiced with the Toronto office of Wickson and Gregg in 1908 when that firm received the commission for the Central Reference Library at College and St. George streets, which was acclaimed as one of the first public libraries in the city funded by New York's Carnegie Foundation.¹³ Affiliated with R. B. (Robert Balfour) McGiffen during the World War I era, Chapman completed a wide range of projects, including the Toronto Harbour Commissioners Building (1918) and the University of Toronto's Knox College (1913), where he first worked with J. M. Oxley. The engineer had previously gained experience with leading Canadian firms such as the Dominion Bridge Company and as the co-founder of the firm, Harkness and Oxley. In addition to their role in completing the Park Plaza Hotel, Chapman and Oxley's innumerable projects of note included the Sunnyside Bathing Pavilion (1922), Runnymede Theatre (1927), Royal Ontario Museum (1933), Holy Blossom Synagogue (1938) and at Exhibition Place, the Princes' Gates (1927) and Ontario Government Building (1926), with the latter among the buildings on the grounds designated as a National Historic Sites by the federal government.

iii. ARCHITECTURAL DESCRIPTION

Current photographs of the property at 4 Avenue Road are found on the cover and in Sections 2 and 6 of this report. In its design, the Park Plaza Hotel evokes two of the major architectural trends of the early 20th century: the Beaux-Arts tradition and the "tall building" or skyscraper. Named for the famed Paris teaching institution attended by many North American architects, Beaux-Arts architecture combined Classical detailing, dramatic compositions and monumentality. With the availability of new building materials (including concrete and steel) and technologies (including the passenger elevator), "the Beaux-Arts style offered a workable solution to the problems of designing highrises" through the application of a tripartite classically-inspired design with a base, shaft and attic.¹⁴ While Beaux-Arts styling was more or less out of fashion by the World War I era, it continued to influence large-scale edifices in Toronto, including Union Station (completed 1921). The application of the style on the city's first "skyscraper" – the 15-storey Traders Bank Building (1906) on Yonge Street – was repeated on other structures in Toronto's Financial District, as well as large-scale warehouses in the King-

12 <http://www.dictionaryofarchitectsincanada.org/node/1521>, unpagged

13 Designated under the Ontario Heritage Act, the property at 214 College Street is now the Koffler Student Centre at the University of Toronto's St. George campus

14 Maitland, et. al., 118

Spadina manufacturing district and commercial edifices that included the Royal York Hotel. The latter building was under construction at the same time as the Park Plaza Hotel (1936), which featured many of the same stylistic influences.

The illustrations and photographs found in Section 6, Image 3, show the Park Plaza Hotel (1936) before and after its construction. Its design is highlighted by the 17-storey L-shaped plan with the rooftop terrace and penthouses, and the buff brick cladding and detailing, with limestone applied for the base (south and east) and the upper floor of the shaft (south), as well as the window detailing and the classical embellishments.¹⁵

Designed as one of the first highrises on Bloor Street West (following the 1924 Manufacturers' Life Building, a listed heritage property at 200 Bloor Street East), the Park Plaza Hotel (1936) remained a dominant feature on the city's skyline in the 20th century, where "at dusk, the [old] Four Seasons and the Park Plaza towers appear like black fingers against a backlit sky."¹⁶

- The heritage attributes of the Park Plaza Hotel (1936) on the property at 4 Avenue Road are:
- The setback, placement and orientation of the building on the northwest corner of Avenue Road and Bloor Street West
- The scale, form and massing of the 17-storey building with the L-shaped plan
- The materials, with the buff brick and limestone applied for the cladding and detailing
- The flat roof, with the two penthouses and the rooftop terrace
- The organization of the elevations on Bloor Street West (south) and Avenue Road (east) into three horizontal sections with the base, shaft and attic
- The base, which rises four stories, features limestone cladding, and is organized into seven bays on the south and east elevations with the central entrances
- The entrances on the base, which are placed in three-storey round-arched openings with quoins and keystones and contain transoms and mullions (the original doors have been removed)
- Flanking the entrances, the first (ground) floor storefronts, which have been altered and, along the east elevation, set back to create a pedestrian arcade
- Above the storefronts, the arcade of double-height round-arched window openings in the second and third stories with the stone detailing and the transoms and mullions
- On the base, in the fourth storey above the cornice, the flat-headed window openings that are placed in singles and pairs
- The nine-storey shaft (south and east), where the outer bays display pairs of flat-headed openings, the centre bays have shallow frontispieces with cornices that contain trios of flat-headed window openings, and the top floor has limestone cladding and detailing
- The attic (south and east), which rises four stories in the centre of the south elevation, where the frontispieces in the centre bays contain arcades of round-arched and flat-headed window openings, the outer bays have flat-headed window openings, and the roofline is marked by a brick and stone balustrade

¹⁵ The 1927 illustration (Image 3a) shows a more elaborate cornice marking the top of the shaft section on the south and east elevations

¹⁶ Whiteside, 36

- On the west elevation that is viewed from Bloor Street West, the continuation of the stone detailing in the first (south) bay
- The rear (north) elevation that is viewed from Avenue Road, with the continuation of the stone detailing and the symmetrically-placed window openings in the first (east) bay
- At the northwest corner of the building, the light court

The single-storey west addition dating to the 1940s is not identified as a heritage attribute. In 1955, celebrated architect Peter Dickinson, practicing with the Toronto partnership of Page and Steele, designed a 12-storey north wing with a low-rise link to the Park Plaza Hotel (1936). Completed in 1956, Dickinson’s additions were altered and replaced by the current north section of the Hyatt Plaza Hotel, which is not identified as a heritage attribute in the Reasons for Designation. The current canopy protecting the south entrance on Avenue Road is not original.¹⁷

iv. CONTEXT

The property at 4 Avenue Road is shown on the location map attached as Image 1. With its position adjoining Avenue Road and Bloor Street West, the Park Plaza Hotel (1936) anchors one of the four corners of this prominent intersection. On the neighbouring sites, the Church of the Redeemer (1879) at 162 Bloor on the northeast corner, the Lillian Massey Building (completed in 1912) at 153 Bloor on the southeast corner, and the Royal Ontario Museum (completed 1914) at 100 Queen’s Park on the southwest corner are other local landmarks that are designated under Part IV, Section 29 of the Ontario Heritage Act.

Directly northwest of the Park Plaza Hotel, part of the residential neighbourhood between Avenue Road, Prince Arthur Boulevard, Bedford Road and Davenport Road is designated under Part V of the Ontario Heritage Act as the East Annex Heritage Conservation District (HCD). The Yorkville-Hazelton HCD with its mixture of residential and commercial buildings is found northeast of Bloor Street West and Avenue Road. To the southeast and southwest, the Park Plaza Hotel overlooks the University of Toronto’s St. George Campus with its collection of listed and designated heritage properties.

3. EVALUATION

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's Heritage Register. 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, expression,	X

¹⁷ According to City Building Records, an application was made to install the south canopy in 1989

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

Well-crafted Example of a Style and Type - The property at 4 Avenue Road has cultural heritage value for its design as a well-crafted example of an apartment hotel dating to the interwar era that applies traditional Beaux-Arts detailing to a high-rise building. The Park Plaza Hotel (1936) is distinguished by its decorative detailing where the elevations facing Avenue Road and Bloor Street West display the classical organization of the base, shaft and attic, and are surmounted by the rooftop features that distinguished this building from its contemporaries in Toronto.

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

Architects - The associative value of the Park Plaza Hotel (1936) is through its links to the Toronto architects that designed and supervised its construction. H. G. (Hugh Gordon) Holman, who opened a solo practice in the city after World War I, prepared the original plans for the hotel, which remained the best-known commission of his career. In the midst of the Great Depression of the 1930s, the partnership of architect A. H. Chapman and engineer J. M. Oxley (which was also formed during the World War I era) completed the hotel after gaining experience working on other high-rise buildings in Toronto, among them the Northern Ontario Building (1925), the National Building (1926), and the 1928 addition to Simpson's Department Store along the Bay Street corridor.

Builders - The cultural heritage value of the Park Plaza Hotel (1936) is also through its association with Yolles and Rotenberg, the contractors and developers who acquired and completed the building in the 1930s. The company was co-founded by Louis S. Yolles (also known as Leon Yolles), who is distinguished as one of the first practicing Jewish architects in Toronto. Among the firm's many projects of note was the Sterling Tower on Bay Street (1928) where Yolles and Rotenberg also worked with Chapman and Oxley.

Institution - Since its opening in 1936, the Park Plaza Hotel has been historically associated with innumerable local and international celebrities who both resided at the apartment hotel and visited its facilities, including the King Cole Room and the famed rooftop terrace. It has remained an important social and cultural institution in Toronto for over 80 years.

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

Setting and Landmark - Contextually, the property at 4 Avenue Road, comprising the Park Plaza Hotel (1936), is historically, visually and physically linked to its setting on the northwest corner of Bloor Street West. As one of the four recognized heritage buildings anchoring this important intersection, with the Church of the Redeemer (northeast), the Lillian Massey Building (of Victoria University, southeast), and the Royal Ontario Museum (southwest), the Park Plaza Hotel (1936) is a local landmark in Toronto.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 4 Avenue Road has design, associative and contextual values. The Park Plaza Hotel (1936) is valued for its design as a well-crafted 20th century apartment hotel that is historically associated with architect Toronto architect, H. G. Holman, who prepared the plans in 1927, as well as the architectural and engineering partnership of Chapman and Oxley, which completed the project in the 1930s. The site is also linked historically to Yolles and Rotenberg, the firm of Toronto contractors and developers co-founded by Louis Yolles, which purchased and finished the building. For more than three-quarters of a century since its formal opening, the Park Plaza Hotel (1936) has attracted both local and international celebrities and remained a long-standing social and cultural gathering place in the city. Contextually, the Park Plaza Hotel (1936) is historically and visually linked to its setting adjoining the important intersection of Avenue Road and Bloor Street West where it remains a local landmark in Toronto.

5. SOURCES

Archival Sources:

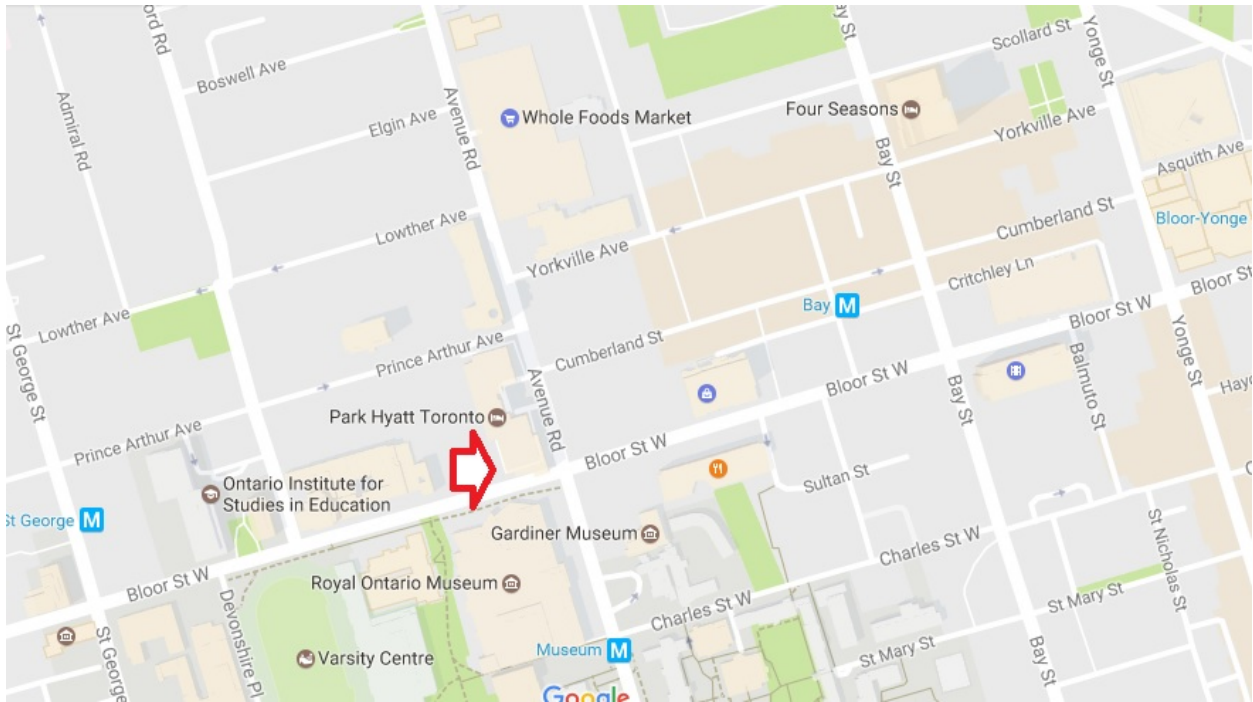
- Abstract Index of Deeds, Plan 301, Lots 1-5
- Archival Photographs, Archives of Ontario, City of Toronto Archives, and Toronto Public Library (individual citations in Section 6)
- Assessment Rolls, City of Toronto, Ward 4, Division 3, 1915 ff.
- Building Permit #99786, June 1927, City of Toronto Archives (indices)
- Building Records, City of Toronto, Toronto and East York, 1935 ff.
- City of Toronto Directories, 1885 ff.
- Goad's Atlases, 1884-1923
- Underwriters' Survey Bureau Atlas, 1958

Secondary Sources:

- Advertisements, Queen's Park Plaza Hotel, *The Globe*, November 5, 1927 and February 29, 1929
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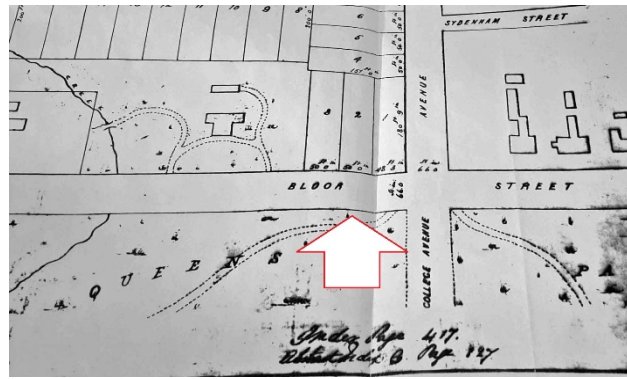
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- "Toronto's distinguished new apartment hotel, the Park Plaza," *The Globe*, July 10, 1936
- "Trusts company permitted to sell Queen's Park Plaza," *The Globe*, October 20, 1934
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6. IMAGES – maps and atlases are followed by other archival images and current photographs. The arrows mark the location of the subject property. All images are oriented with north on the top unless indicated in the captions.



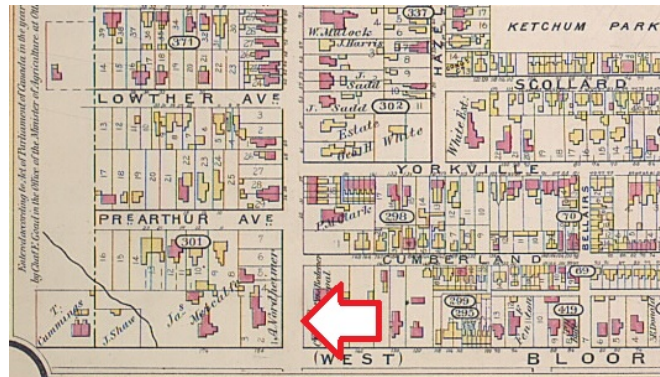
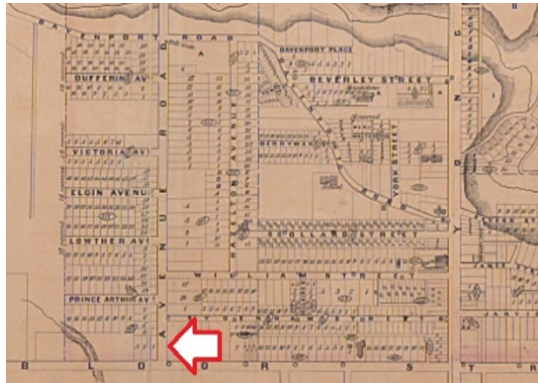
1. Location Maps, 4 Avenue Road: www.google.ca/maps and City of Toronto Property Data Map.

17	D. W. Smith	20	CRICOR
16	John He		
15	John Playter	17	Chief Ju
14	John Avon	18	S.V.G. S
13	A. Skinner	19	Eli Play
12	W. Smith	20	James P.
11	John McGill		
10	Wm. Jarvis		
9	D. Wm. Smith		
8	John White		
7	John Small		
6	Government Lease		
5	D. Wm. Smith		
4	John Scadding		
3	John Cox		
2			
1			
20	Capn Shank		
19	Capn Spenser		
18	Link Col David Shank		
17	F. B. Littlehales		
16	Wm. Willcocks		
15	Wm. Willcocks		
14	Hon Peter Russell		
13	Robert L.D. Gray		
12	W.D. Powell		
11	Thomas Raddish		
10	John H. H. H. H.		
9	George H. H. H.		
8	John McGill		
7	Wm. Jarvis		
6	D. Wm. Smith		
5	John White		
4	John Small		
3	Government Lease		
2	D. Wm. Smith		
1	John Scadding		
	John Cox		



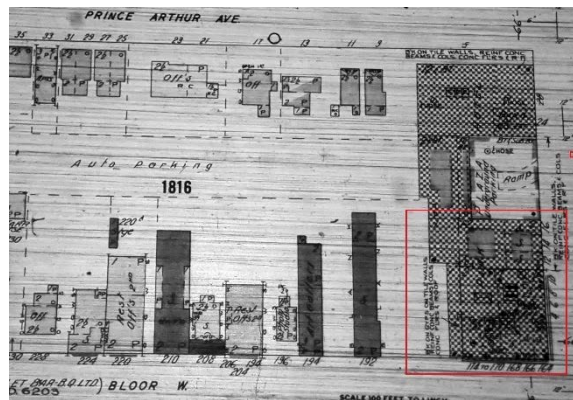
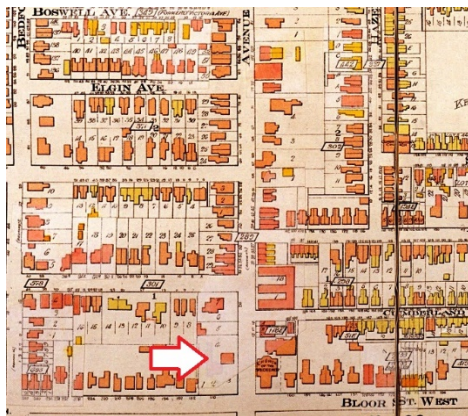
2a. Farm Lots

2b. Plan 301, 1870



2c. Plan of Yorkville, 1877

2d. Goad's Atlas, 1884



2e. Goad's Atlas, Volume 1, 1912

2f. Underwriters' Survey Bureau Atlas, 1958

2. Historical Plans, Maps and Atlases, 4 Avenue Road: Farm Lots, Lundell, 10; Plan 301, Land Registry Office, Toronto; Plan of Yorkville, Toronto Public Library, Item r-150; and, Goad's and USB Atlases, City of Toronto Archives.



3a. Illustration, 1927

ADMITTEDLY THE FINEST ON THIS CONTINENT!

AVENUE ROAD AT BLOOR STREET WEST

Rentals Are VERY Reasonable!

Park Plaza rentals include complete non-optional hotel service—and are as low as \$45 monthly, for a furnished apartment unfurnished proportionately lower. One to four rooms—or larger, if desired. You may reserve your apartment now for occupancy in September!

THE PARK PLAZA
APARTMENT HOTEL

is *Open* now!

Dignified, Luxuriously Comfortable, Modern as the Minute
—Offering the First Truly Sound-Proof Apartments
in Toronto. Also Automatic Ventilation.

EVERY apartment is a thrill. Decorated under supervision of the world-famous W. & J. Sloane Company. Exquisite furnishings. Lovely furniture. All-electric, compact kitchenettes make housekeeping easy. Every apartment has outside windows, Venetian blinds and plenty of cupboard space.

The beautiful Star-Lit Roof Restaurant and the Roof Garden are exclusive to Park Plaza residents and their guests. The cool, comfortable Plaza Grill, Luncheonette and Main Restaurant (which will be open in a few days) are for the enjoyment of Torontonians generally.

MOST ATTRACTIVE HOTEL ROOMS IN CANADA (ALL WITH BATHS) \$3.00 A DAY, UP!

3b. Illustration, 1936



3c. Archival photograph, 1936



3d. Archival photograph, 1956



3e, 3f & 3g. Archival photographs, 1975 (left), 1987 (centre) and undated (right)

3. Archival Images, 4 Avenue Road: illustrations, *The Globe*, November 5, 1927 and July 10, 1936; archival photographs, 1936, 1987 and undated, City of Toronto Archives; archival photograph, 1956, Archives of Ontario, Fonds C-30, Item 3044; and, archival photograph, 1975, Toronto Public Library, Item tspa_0035749f.



4a. east elevation (left)



4b. north elevation (centre)



4c. west elevation (left)



4d. south elevation with entrance & storefronts



4e. south roofline detailing



4f. south entrance



4g. east arcade



4h. context from west

4. Current Photographs, 4 Avenue Road: Heritage Preservation Services, 2017.