

Alterations to Heritage Properties at 8 Elm Street and 348 – 350 Yonge Street, Intention to Designate 348 – 350 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act and Authority to Amend the Existing Heritage Easement Agreement at 8 Elm Street and Enter into a Heritage Easement Agreement at 348-350 Yonge Street

Date: May 3, 2019

To: Toronto and East York Community Council
Toronto Preservation Board

From: Senior Manager, Heritage Preservation Services, Urban Design, City Planning

Wards: Ward 11 – University - Rosedale

SUMMARY

This report recommends that City Council approve the proposed alterations for the heritage properties at 8 Elm Street and 348 - 350 Yonge Street, in connection with the proposed redevelopment of the site and per the settlement offer submitted to the City on April 8, 2019, in conjunction with an appeal to the Local Planning Appeals Tribunal ("LPAT") of the application for Zoning By-law Amendment.

This report also recommends that City Council state its intention to designate 348 - 350 Yonge Street under Part IV, Section 29 of the *Ontario Heritage Act*, include the property on the City's Heritage Register and give authority to enter into a Heritage Easement Agreement for the property and amend the existing Heritage Easement Agreement for the property at 8 Elm Street which is designated under Part IV of the *Ontario Heritage Act*.

The original application proposed an 80 storey mixed use building on a smaller site, being 8 Elm Street. That application was refused by City Council at the November 8, 2016 meeting and subsequently appealed to the LPAT. A revised 84-storey proposal was subsequently submitted to LPAT by the applicant.

Since that time, the applicant has worked with City staff to address various planning issues and has submitted a revised application following LPAT led mediation. The revised proposal is for a 67-storey mixed-use office residential development with at-grade retail uses at 8 Elm Street and 348-356 Yonge Street.

As part of the project scope, the existing properties at both 8 Elm Street and 348-350 Yonge Street will be conserved and incorporated into the redevelopment. Additionally, the unlisted property at 352-354 Yonge Street would be dismantled and reconstructed at the project site. The new development will be stepped back 5 metres from the Elm Street frontage and 7.5 metres from the Yonge Street frontage at roof level.

The conservation strategy will not significantly impact the three dimensional form of the buildings as viewed from the public realm. Should the alterations to the subject property be approved, staff recommend that the property owner be required to amend the existing Heritage Easement Agreement at 8 Elm Street and to enter into a Heritage Easement Agreement for the property at 348-350 Yonge Street in order to ensure the long-term protection of the heritage properties.

RECOMMENDATIONS

The Senior Manager, Heritage Preservation Services, City Planning recommends that:

Should City Council decide to accept the settlement offer for the Zoning By-law Amendments dated April 8, 2019, and should the Zoning By-law Amendment come into full force and effect, it is recommended that City Council take the following actions to secure the following matters:

1. City Council include the property at 348-350 Yonge Street on the City of Toronto's Heritage Register.
2. City Council state its intention to designate the property at 348-350 Yonge Street under Part IV, Section 29 of the *Ontario Heritage Act* in accordance with the Statement of Significance: 348-350 Yonge Street (Reasons for Designation) attached as Attachment 5 to the report May 1, 2019 from the Senior Manager, Heritage Preservation Services.
3. If there are no objections to the designations in accordance with the *Ontario Heritage Act*, City Council authorize the City Solicitor to introduce the bill in Council designating the property under Part IV, Section 29 of the *Ontario Heritage Act*.
4. If there are objections in accordance with the *Ontario Heritage Act*, City Council direct the City Clerk to refer the designation to the Conservation Review Board.
5. 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 on the designation of the property.
6. City Council approve the settlement offer which comprises the alterations to the designated heritage properties at 8 Elm Street and 348-350 Yonge Street, in accordance with Section 33 of the *Ontario Heritage Act*, for the construction of a new 67-storey mixed-use office residential development with at-grade retail uses at 8 Elm Street and 348-356 Yonge Street in conjunction with an appeal to the Local Planning

Appeals Tribunal ("LPAT") and in accordance with the settlement offer from the Applicant comprised of the plans and drawings prepared by IBI Group Architects, submitted with the Heritage Impact Assessment prepared by GBCA Architects, dated April 23, 2019, all 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 conditions:

a. Prior to issuance of an LPAT Order in connection with the Zoning By-law Amendment appeal for the properties at 8 Elm Street and 348-356 Yonge Street, the owner shall:

1. Amend the existing Heritage Easement Agreement, registered on the title for the heritage property at 8 Elm Street, Instrument No. CT720206 dated May 24, 1985, substantially in accordance with plans and drawings prepared by IBI Group Architects, submitted with the Heritage Impact Assessment prepared by GBCA Architects, dated April 23, 2019, subject to and in accordance with the approved Conservation Plan required in Recommendation 6.a.3, all to the satisfaction of the Senior Manager, Heritage Preservation Services.

2. Enter into a Heritage Easement Agreement with the City for the property at 348-350 Yonge Street substantially in accordance with plans and drawings prepared by IBI Group Architects, submitted with the Heritage Impact Assessment prepared by GBCA Architects, dated April 23, 2019, subject to and in accordance with the approved Conservation Plan required in Recommendation 6.a.3, all to the satisfaction of the Senior Manager, Heritage Preservation Services including execution of such agreement to the satisfaction of the City Solicitor.

3. Provide a detailed Conservation Plan prepared by a qualified heritage consultant that is substantially in accordance with the conservation strategy set out in the Heritage Impact Assessment for 8 Elm Street and 348-350 Yonge Street, prepared by GBCA Architects dated April 23, 2019, to the satisfaction of the Senior Manager, Heritage Preservation Services.

4. Enter into and register on the properties at 348-356 Yonge Street one or more agreements with the City pursuant to Section 37 of the *Planning Act*, all to the satisfaction of the City Solicitor and the Senior Manager, Heritage Preservation Services, with such facilities, services and matters to be set forth in the related site specific Zoning By-law Amendment giving rise to the proposed alterations, including amongst other matters, securing the final project specifications, including drawings, for the dismantling and reconstruction of the property at 352-354 Yonge Street, preparation and thereafter the implementation of a Heritage Lighting Plan, a Signage Plan, an Interpretation Plan and requiring a letter of credit to secure all work included in the approved Conservation Plan, approved specifications for 352-354 Yonge Street and approved Interpretation Plan, including provision for upwards indexing, all to the satisfaction of the Senior Manager, Heritage Preservation Services.

b. Prior to Final Site Plan approval in connection with the Zoning By-law Amendment appeal for the properties at 8 Elm Street and 348-356 Yonge Street, the owner shall:

1. Provide final site plan drawings including drawings related to the approved Conservation Plan required in Recommendation 6.a.3 to the satisfaction of the Senior Manager, Heritage Preservation Services.
2. Provide final project specifications, including drawings, for the dismantling and reconstruction of the property at 352 - 354 Yonge Street, satisfactory to the Senior Manager, Heritage Preservation Services, prior to demolition permit being issued for the development site.
3. Provide an Interpretation Plan for the subject properties 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 Heritage Lighting Plan that describes how the heritage properties will be sensitively illuminated to enhance their heritage character 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.
4. Provide a detailed Landscape Plan for the subject properties satisfactory to the Senior Manager, Heritage Preservation Services.
5. Submit a Signage Plan for the proposed development to the satisfaction of the Senior Manager, Heritage Preservation Services.

c. That prior to the issuance of any permit for all or any part of the properties at 8 Elm Street and 348-356 Yonge Street, 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, the owner shall:

1. Obtain final approval for the necessary Zoning By-law amendments required for the alterations to the properties at 8 Elm Street and 348-350 Yonge Street, such amendments to have been enacted by City Council in connection with a LPAT Order and to have come into effect in a form and with content acceptable to City Council as determined by the City Solicitor in consultation with the Senior Manager, Heritage Preservation Services.
2. Provide building permit drawings, including notes and specifications for the conservation and protective measures keyed to the approved Conservation Plan required in Recommendation 6.a.3 above 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.

3. 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, approved project specifications for 352-354 Yonge Street, Heritage Lighting Plan, Landscape Plan, and Interpretation Plan.

4. Provide full documentation of the existing heritage properties at 8 Elm Street and 348-350 and 352-354 Yonge Street, including two (2) printed sets of archival quality 8" x 10" colour photographs with borders in a glossy or semi-gloss finish and one (1) digital set on a CD in tiff format and 600 dpi resolution keyed to a location map, elevations and measured drawings, and copies of all existing interior floor plans and original drawings as may be available, to the satisfaction of the Senior Manager, Heritage Preservation Services.

d. That prior to the release of the Letter of Credit required in Recommendation 5.c.3. the owner shall:

1. Provide a letter of substantial completion prepared and signed by a qualified heritage consultant confirming that the required conservation work, required heritage lighting work, and the required interpretive work has been completed in accordance with the Conservation Plan, final project specifications plan for 352-354 Yonge Street, Lighting Plan, Landscape 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.

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

7. City Council authorize the City Solicitor to amend the existing Heritage Easement Agreement, registered on the title for the heritage property at 8 Elm Street, Instrument No. CT720206 dated May 24, 1985 and on file with the Senior Manager, Heritage Preservation Services.

8. City Council authorize the City Solicitor to introduce any necessary bill in Council to amend the Heritage Easement Agreement.

9. City Council authorize the entering into of a Heritage Easement Agreement(s) under Section 37 of the *Ontario Heritage Act* with the owner of 348-356 Yonge Street for the property at 348-350 Yonge Street in a form and with content satisfactory to the City Solicitor and the Chief Planner and Executive Director, City Planning.

10. City Council authorizes the City Solicitor to introduce the necessary bill in Council authorizing the entering into Heritage Easement Agreement(s) for the property at 348-350 Yonge Street.

FINANCIAL IMPACT

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

DECISION HISTORY

The property at 8 Elm Street is a designated property under Part IV of the *Ontario Heritage Act*. Under City of Toronto By-Law No. 1234-2007, the property at 8 Elm Street (formerly known as 8-12 Elm Street) is designated as being of cultural heritage value or interest. Located on the north side of Elm Street in the first block west of Yonge Street, the group of attached three storey commercial buildings is known as the "James Fleming Buildings".

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2007.TE7.14>

The property at 8 Elm Street is also subject to a Heritage Easement Agreement under Section 37 of the *Ontario Heritage Act* as Instrument Number CT720206 as amended by CA67112. This Easement Agreement was entered into between the former City of Toronto and the property owner to ensure the long-term conservation of the heritage property. The Easement Agreement per Schedule D refers to heritage elements contained at the front façade of the property, including the nineteenth century storefronts as "Reasons for Identification".

A Zoning Amendment application was made July 14, 2016 for an 80-storey tower containing 469 dwelling units at the 8 Elm Street site. A Community Consultation meeting was held on September 20, 2016. City Council refused this application at its November 8/9, 2016 meeting.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.TE19.13>

In 2017 Planning staff commenced a review of the area planning framework and the existing and planned built form context for the area approximately bounded by: Bay, Elm, Yonge and Gerrard, (the "Focus Area"). The Focus Area review will consider land use and built form issues within the block and along the south side of Elm Street with additional studies to include a heritage survey. A status update on the Yonge and Gerrard Focus Area Review was considered by Toronto and East York Community Council on September 6, 2017.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.TE26.59>

On July 23, 24, 25, 26, 27 and 30, 2018, City Council adopted the preliminary findings of a city-initiated Official Plan Amendment which is intended to clarify, through enhanced study, the existing view protection policies in the Official Plan as they affect the silhouette views associated with City Hall, Old City Hall and St. James Cathedral. City Council directed the Chief Planner and Executive Director, City Planning to use the proposed Policies and Diagrams contained in Attachments 1, 2 and 3 to the report

(June 27, 2018) from the Acting Director, Community Planning, Toronto and East York District to inform the evaluation of current and future development applications in the surrounding area.

<https://www.toronto.ca/legdocs/mmis/2018/te/bgrd/backgroundfile-118130.pdf>

ISSUE BACKGROUND

Development Proposal

The original proposal for the Site was for a zoning by-law amendment to develop an 80-storey mixed use building on a site solely comprising the property at 8 Elm Street. As a result of the small size of the site, the development required removal of two of three 19th century commercial shop fronts, listed as heritage attributes, at the subject site. The shop front bays would have been converted to a roll-up door for loading and a double door entry to the building. The development also provided minimal step backs that did not adequately ensure retention of the heritage block face scale, form and character. This project scheme was refused by City Council in November 2016. The owner subsequently appealed the decision to LPAT.

Since the LPAT appeal, the site has been enlarged to also include three properties on Yonge Street, 348-356 Yonge Street. Two properties, 348-350 Yonge Street and 352-354 Yonge Street, low-rise 19th century commercial structures, had been identified as potential heritage properties, but were not included on the City's Heritage Register. Since that time, the applicant has worked with City staff to address various planning issues and have submitted a revised application following LPAT led mediation.

The current application, per LPAT led mediation, seeks to amend the City of Toronto Zoning By-law to permit the development of a new 67-storey mixed use building (215 metres including the mechanical penthouse) on the properties at 8 Elm Street and 348-356 Yonge Street. A total of 667 residential units have been proposed. The ground floor would include the office and residential lobbies, retail space, as well as the loading/vehicular access area. Amenity space would be located on the 3rd, 4th, and 8th floors. Bicycle parking with elevator access would be located below grade on floors P1 to P4. A total of 100 vehicular parking spaces would be provided within a 3-storey underground garage

Through the negotiation process, the façades of the buildings at 8 Elm Street and 348-350 Yonge Street will be conserved and integrated into the building's podium. The property at 352-354 Yonge Street has been evaluated for its structural integrity and found to be deficient structurally. This property will be dismantled and rebuilt in accordance to specifications to be reviewed by HPS staff.

The development would be massed in a tower-base form. Along Elm Street, at the roof of the heritage property at 8 Elm Street, the 4th to 9th floors will step back 5 metres. From the 10th to 67th floors, the step back will be 3 metres from the south property line and existing 3-storey heritage base buildings.

Facing Yonge Street, the proposed tower steps back 7.5 metres from the east property line and 3-storey base building, and from the 60th-67th floor, the tower has been sculpted to step back an additional 2 metres at the south-east corner and 10m at the north-east corner to eliminate any net new shadows on Barbara Ann Scott Park at College Park.

To the west, the 3-storey heritage base building has a 2.8 metre setback at the south-west corner from the property line, and the tower steps back an additional 7.2 metres at the 4th floor. From this step back of 10 metres at the 4th floor (from the property line), the tower step back gradually decreases from the 5th to 15th floors, leading to a 5 metre step back from the property line from the 16th to 67th floor.

Heritage Context

8 Elm Street

The subject site is a designated property under Part IV of the *Ontario Heritage Act*. Under City of Toronto By-Law No. 1234-2007, the property at 8 Elm Street (formerly known as 8-12 Elm Street) is designated as being of cultural heritage value or interest. Located on the north side of Elm Street in the first block west of Yonge Street, the group of attached three storey commercial buildings is known as the "James Fleming Buildings".

Within the Designation By-Law, the Statement of Cultural Value provides that the site is a representative example of commercial buildings from the late 19th century that are distinguished by their modest Renaissance Revival Detailing. Contextually, the site supports the character of Elm Street where a number of heritage buildings are reminders of the development of the thoroughfare in the late 19th century.

The heritage attributes as contained within the designation by-law report include, but are not limited to:

- The three-storey south facades with brick cladding above the first storey
- The first-floor storefronts, with inset doors, transoms and commercial window openings that retain much of the original 19th century wood detailing

In 1985, a Heritage Easement Agreement was executed between the owner and the City. The agreement explicitly provided protections for the property within two metres of the front façade of the property. The Heritage Easement Agreement, at that time, was precipitated by a proposal to demolish the entire structure, except for the façade, and then rebuild the structure in a manner sympathetic to its original form and scale. It is important to note that only the façade of the property is original.

348-350 Yonge Street

Staff have completed the attached Heritage Property Research and Evaluation Report (Attachment 6) and determined that the property at 348-350 Yonge Street is consistent with Ontario Regulation 9/06 and meet the criteria under all three categories of design, associative and contextual values.

Located on the northwest corner of Elm Street and Yonge Street, the property is one of three historic buildings on the proposed development site known as 8 Elm Street. The property at 348-350 Yonge contains a two-storey, brick-clad building constructed in 1913 for John S. Simmons & Son Florists which is representative of a typical early 20th century commercial building and reveals the stylistic influence of Edwardian classicism. To its east is the three-storey, brick-clad commercial block dating to 1889-90 and to the north the Victorian three-storey brick-clad block at 352-356 Yonge Street. Together they form an impressive complex of commercial buildings constructed over approximately 40 years and share a compatibility of use, scale and material.

The site has historic value as it has been continuously occupied by commercial buildings as early as 1861 and contributes to the continuity of Yonge Street as a vibrant commercial thoroughfare since the early 19th century. Situated at the north-west corner of Yonge and Elm streets, these three buildings contribute to the late 19th-early 20th century scale and character established by other adjacent commercial and institutional, late-Victorian, brick-clad buildings at this intersection and with their form and scale maintain the historic context of this neighbourhood.

The Statement of Significance comprise the Reasons for Designation for the property at 348-350 Yonge Street (Attachment 5). The Notices of Intention to Designate will be advertised on the City of Toronto's web site and served on the property owner and the Ontario Heritage Trust in accordance with the requirements of the *Ontario Heritage Act*.

352-354 Yonge Street

The property is located north and abuts the property located at the northwest corner of Elm Street and Yonge Street. It is part of the enlarged development site and contains an early Victorian style brick commercial building constructed approximately in 1883. The property has been identified as potentially containing cultural heritage value.

As mentioned previously the property has been evaluated for its structural integrity and found to be deficient structurally. This property will be dismantled and rebuilt in accordance to specifications to be reviewed by HPS staff. Because the building will not be retained in situ, the property will not be added to the City's heritage register. Staff did not evaluate the property for heritage potential.

Heritage Context

Elm Street has a unique and special character comprised of existing listed and/or designated properties in addition to those having potential heritage value that lend themselves to the pedestrian scale qualities and special context of Elm Street. The project site is adjacent to the following designated and listed properties.

Designated under Part IV of the Ontario Heritage Act:

14 Elm Street - West and directly abutting the subject property, The Arts and Letters Club Hall is a designated property under Part IV of the *Ontario Heritage Act* by Toronto City Council on November 26, 1975 per City of Toronto By-Law 513-75. It should be additionally noted that this site is a *National Historic Site of Canada*.

18 Elm Street - West and two properties from the site, designated property under Part IV of the *Ontario Heritage Act* by Toronto City Council on April 17, 1979 per City of Toronto By-Law 334-79.

Potential Heritage Register Properties (across Elm Street from Subject Site)

The site is directly across the street from several small early commercial rows on the south side of Elm Street that have been identified as being of cultural heritage value or interest but are not currently on the City's Heritage Register.

Provincial Framework

Provincial Policy Statement and Planning Act

The *Planning Act* and the associated Provincial Policy Statement guide development in the Province. The Act states that municipalities must have regard for matters of provincial interest. Section 2(d) specifically refers to "the conservation of features of significant architectural, cultural, historical, archaeological or scientific interest."

The Provincial Policy Statement (PPS) issued under the authority of Section 3 of the *Planning Act* 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. Key objectives include: building strong communities; wise use and management of resources; and protecting public health and safety. The *Planning Act* requires that City Council's decisions affecting land use planning matters "be consistent with" the Provincial Policy Statement.

Policy 2.6.1 of the PPS directs that "Significant built heritage resources and significant cultural heritage landscapes shall be conserved." Properties included on the City's Heritage Register are considered to be significant in this context. "Conserved" is defined in the PPS as "the identification, protection, use and/or management of built heritage resources in a manner that ensures their cultural heritage value or interest is retained under the *Ontario Heritage Act*."

Policy 2.6.3 of the PPS directs that "planning authorities shall not permit development and site alteration on adjacent lands to protected heritage property except where the proposed development and site alteration has been evaluated and it has been demonstrated that the heritage attributes of the protected heritage property will be conserved."

Growth Plan

The Growth Plan for the Greater Golden Horseshoe (2017) (Growth Plan) provides a strategic framework for managing growth in the Greater Golden Horseshoe region including:

Policy 4.2.7(1) of the Growth Plan states that cultural heritage resources, which includes built heritage resources, will be conserved in order to foster a sense of place and benefit communities. Both the PPS and the Growth Plan outline that built heritage resources

are generally located on a property that has been designated under Parts IV or V of the *Ontario Heritage Act*, or included on local, provincial and/or federal registers.

City of Toronto Official Plan

On May 12, 2015, the Ontario Municipal Board approved Official Plan Amendment 199 to the City of Toronto Official Plan Heritage Policies. This Amendment includes 53 heritage policies. Many of these policies are directly relevant to the proposed development. Relevant policies include:

3.1.5.3 Heritage properties of cultural heritage value or interest, including Heritage Conservation Districts and archaeological sites that are publicly known will be protected by being designated under the *Ontario Heritage Act* and/or included on the Heritage Register.

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. Where a Heritage Impact Assessment is required in Schedule 3 of the Official Plan, it will describe and assess the potential impacts and mitigation strategies for the proposed alteration, development or public work.

3.1.5.6 The adaptive re-use of properties on the Heritage Register is encouraged for new uses permitted in the applicable Official Plan land use designation, consistent with the *Standards and Guidelines for the Conservation of Historic Places in Canada*.

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 character of that property and to mitigate visual and physical impact on it.

3.1.5.27 Where it is supported by the cultural heritage values and attributes of a property on the Heritage Register, the conservation of whole or substantial portions of buildings, structures and landscapes on those properties is desirable and encouraged. The retention of façades alone is discouraged.

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.

Official Plan Policy 3.1.5.44 establishes view protection policies to specified properties on the Heritage Register, City Hall being one of those properties. The existing protected view includes the east and west towers, the council chamber and podium of City Hall

and the silhouette of those features as viewed from the north side of Queen Street West along the edge of the eastern half of Nathan Phillips Square.

Draft Official Plan Amendment to Further Protect Heritage Views of City Hall, Old City Hall and St. James Cathedral

On July 23, 2018, City Council adopted a report with draft Official Plan amendments which, among other things, clarifies the extent of the City Hall view corridor, where the views are to be taken from and the area that is to be protected. Specific revisions would be made to Maps 7a and 7b and Schedule 4 and a site and area specific policy be included insofar as how to apply the policies to the views for City Hall. Council directed that the proposed policies be used to inform the evaluation of current and future development applications in the surrounding area.

Parks Canada Standards and Guidelines for Conservation of Historic Places in Canada

The Parks Canada *Standards and Guidelines for the Conservation of Historic Places in Canada* (Standards and Guidelines) is the official document guiding planning, stewardship and conservation approach for all listed and designated heritage resources within the City of Toronto. The General Standards (1-9) and the Standards for Rehabilitation (10-12) apply to this project.

<http://www.historicplaces.ca/en/pages/standards-normes.aspx>

COMMENTS

Assessment of Heritage Impacts

Heritage staff has reviewed the Heritage Impact Assessment submitted in support of the Settlement proposal prepared by GBCA Architects, for conformity with the *Planning Act*, the Provincial Policy Statement, the Growth Plan and the City's Official Plan heritage policies and the *Standards and Guidelines for Conservation of Historic Places in Canada*.

Proposed Conservation Strategy

8 Elm Street

The facade of 8 Elm Street will be conserved, along with all of the property's heritage attributes at street facing south façade of the building. Note that in the 1980s, the remainder of the structure was removed and rebuilt. The interior nor the side or rear elevations are original.

The current submission has been revised to remove vehicular access through the storefront that was originally proposed per the original submission. Vehicular access will be located on the east side of the heritage building and will not alter the storefront design.

Above the existing heritage building along Elm Street, a 5 metre step back will be provided between the exterior face of the base buildings (which is the location of the property line) and the exterior face of the new tower above. This step back will remain for approximately 6 additional storeys after which the step back will be reduced to 3 metres.

Above the heritage property at the west building wall, abutting the Arts and Letters Club Hall at 14 Elm Street, the tower steps back 7.2 metres from the west side elevation at the heritage property rooftop/4th floor. From this step back at the 4th floor, the tower step back gradually decreases from the 5th to 15th floors, leading to a 5 metre setback from the property line from the 16th to 67th floor.

348-350 Yonge Street

The Yonge Street façade of 348-350 Yonge will be conserved in situ. The upper portion of the façade will be rehabilitated, including wood windows and decorative entablature. The ground floor storefront along Yonge Street has undergone repeated alterations that have removed original storefront materials. The proposal will rehabilitate the storefront with a new design that is based upon earlier photos of the storefront from the 1950s while also respecting design principles of late 19th century storefronts, using new materials. New materials will include wood, metals, glass and granite at the bases. Rehabilitated storefront design will be subject to change if additional information is found during the dismantling of the existing storefront.

The Elm Street portion of the property will be partially conserved. A minimum of 4.8 metres of the south façade of this building, measuring west from the Yonge Street facing of the building streetwall, will be retained in situ. The remainder of this south façade will be dismantled and rebuilt in a manner that recreates the existing design of the south façade wall with the pairing of windows on the second floor. The ground level of the façade will be redesigned with new openings to suit the retail and residential entrances along Elm Street. A vehicular entryway will also be located along Elm Street. An important heritage attribute along the Elm and Yonge Street façades is the pressed metal and wood entablature, which includes decorative festoons on the frieze: this feature will be removed in sections, repaired and re-instated.

The applicant has provided detailed rationale for conserving 4.8 metres along Elm Street, with supporting documentation from a structural engineer and the Applicant's construction management consultant. Along the Elm Street frontage, starting approximately 4.8 metres west of the Yonge Street wall, existing infrastructure services include a below-grade hydro vault that must be permanently accessible and may not be obstructed by temporary structures used to support the façade from the street side, nor penetrated by caissons. Combined with the 16 metre horizontal span required for construction staging to the west of this vault, for access of construction machinery and materials, these two factors limit the feasibility of in situ conservation along the Elm Street wall of 348-350 Yonge to the 4.8 metres described above.

Above the existing heritage base buildings along Yonge Street, a 7.5-metre step back will be provided between the exterior face of the base buildings (which is the location of the property line) and the face of the new tower addition. This step back will remain consistent for the entirety of the tower's Yonge Street plane.

352-354 Yonge Street

The property at 352-354 Yonge Street was initially identified by staff as having potential heritage value and were working with the applicant to consider its retention within the project scheme. However, a detailed visual inspection of the building condition led to concerns about the structural integrity of the façade and subsequent evaluation by a structural engineer was requested. The building condition report concludes that the structural integrity of the wall is poor and dismantling of the wall is recommended. In brief, the façade is both separating away from the building and sagging at a central location where a load bearing structure is partially failing: conservation would at best comprise extensive dismantling and rebuilding.

Based on this evidence, and to maintain and support the existing heritage context, the façade will be dismantled and rebuilt in kind. Façade dismantling will be carried out with detailed documentation of the facade's design and features. Good quality salvaged bricks will be re-used for the rebuilding. The top metal flashing will be replaced as required.

The existing storefront is a result of successive layers of removals, additions and alterations, and based on historical documentation almost all original storefront fabric has been lost. The project will rehabilitate the storefront with a new design that respects design principles of late 19th century storefronts, using new materials. New materials will include wood, metals, glass and granite at the bases. New design will reference any traces of original finishes found following careful removal of existing non-original storefront finishes.

As discussed above, an approximate 7.5 metre step back will be provided between the exterior face of the base buildings (which is the location of the property line) and the face of the new tower addition. This step back will remain consistent for the entirety of the tower's Yonge Street plane.

356 Yonge Street

356 Yonge Street does not meet criteria for cultural heritage value and this structure will be removed and replaced with new and compatible infill that matches the height of the adjoining building to the south and maintains the streetwall plane along Yonge Street. The style and proportions of the proposed fenestration are sympathetic with existing adjacent window proportions and alignment along Yonge Street.

Project Design and Scale, Form, and Massing

The proposed development will have a visual impact on the scale, form, and massing relating to the perception of the heritage buildings from surrounding public rights of way.

The height of the proposed development will introduce a new character on the portion of Elm Street, typified by low- to mid-rise heritage buildings on both the north and south side of the street. This segment of Elm Street has retained its historic character, distinguished by contemporary dates of building construction, materials, heights and commercial, institutional uses along its north and south sides. The new development's total height at 67 storeys will have an impact on the heritage character defined by the all buildings on this portion of Elm Street. The design of the tower above the heritage buildings, which includes its choice of materials and the various front and side step backs from the existing buildings, mitigates its impacts and allows for the designated heritage buildings west of the site to be viewed in the three-dimensional context of the James Fleming Buildings.

The design of the proposed tower is consistent with the City's Heritage Policies 3.1.5.5 and 3.1.5.26 as the location, massing, and design of the development mitigate the visual impact of the proposal on the heritage properties from the public realm, and achieves compatibility or "fit" of the new development along the existing Elm and Yonge Street frontages.

Restoration Details

Determining the extent of the restoration work to be undertaken within the conservation strategy will require further research to uncover potential sources of archival information on which to base restoration details. Should archival photographs and/or drawings become available, the restoration strategy would rely on these sources of information. In the event that no additional archival information is available, the building façades will be conserved in accordance with best practices in heritage masonry, including the removal of all non-original components, masonry cleaning, repair and replacement in-kind as necessary. Stone components will be cleaned and repaired as required. Existing original windows will be restored, and modern windows replaced with new units matching the design and profile of original windows as supported by documentation.

Staff will also work with the applicant to ensure development and placement of any new entries and storefront bays are complementary and sensitive relative to the existing façade wall. Staff will also ensure that views of any railing at the rooftop of the heritage properties is recessed and minimized from the public realm.

Overall, staff supports the proposed retention strategy, as it meets the intent of Policy 3.1.5.27 by conserving the scale, form, and massing of the heritage structures.

New Adjacent Base Building on Yonge Street

The property at 356 Yonge Street will be replaced with a contemporary podium or base building. This new building form at the street frontage will be designed to continue the rhythm and character of the existing Yonge Street streetwall. The base building height, scale and massing references the existing heritage properties at 348-350 and 352-354 Yonge Street. Moreover, the approximately 7.5 metre step back from the top of the base building streetwall façade to the development supports the scale, form and massing of the project relative to the heritage character at the Yonge Street frontage.

The design of the base will be clearly contemporary and will distinguish the new building from the original while remaining compatible with the heritage properties and area context. Staff will continue to work with the applicant on refining the design of this base building to ensure its sympathetic response to abutting heritage properties. The project will restore, rehabilitate or reconstruct façades along the Yonge Street and Elm Street frontages. In conjunction with the proposed 7.5 metre step back, the heritage fabric and streetscape will be enhanced.

Adjacent Heritage Resources

Additional individual heritage resources adjacent to the subject development site are located along all the project's Elm Street frontage. The Heritage Impact Assessment demonstrates that the proposed development will not have a negative impact on these adjacent heritage properties. Restoration and rehabilitation of the visible façades of the heritage structures within the project, based on archival documents, will maintain and enhance the heritage fabric along this portion of Elm Street.

Heritage View Corridor Impacts

City Hall is designated under Part IV of the *Ontario Heritage Act*. Views to City Hall are protected through the Official Plan as part of Official Plan Amendment No. 199 (OPA 199). As previously mentioned, these protected views are subject to a draft Official Plan amendment which would provide further clarity of the protected view.

At the time of the original application submittal in 2016, the proposed development conformed to the view corridor protection policies of OPA 199 which specifically protected the view to City Hall. The current proposal also conforms to the in-force view protection policies of OPA 199.

The current proposal would result in a penetration into the view corridor behind City Hall (as distinct from the view to City Hall). The penetration would appear for a short span along the south side of Queen Street West. The penetration of the project massing into the sky can be seen behind intervening structures and will be significantly lower in height than flanking projects approved at the Chelsea site (33 Gerrard) and 363-387 Yonge Street. Cumulatively, there would be sky breaks between the proposed towers (33 Gerrard, 8 Elm and 363-387 Yonge), thereby not forming a continuous building wall backdrop behind and to the east of the east tower at City Hall as viewed from the selected points on Queen Street West. As such, the proposed development, in conformity with the in-force view protection policies, is acceptable.

Conservation Plan

Prior to the LPAT order issuing for the proposed development at 8 Elm Street and 348-356 Yonge Street, staff is recommending that the applicant be required to provide a detailed Conservation Plan to the satisfaction of the Senior Manager, Heritage Preservation Services, that fully describes how the cultural heritage values of the properties at 8 Elm Street and 348-350 Yonge Street will be conserved.

Heritage Interpretation Plan

Heritage interpretation enhances personal experiences, increases respect and understanding, and communicates the importance of our cultural heritage properties.

Prior to final Site Plan approval for the proposed development at 8 Elm Street and 348-356 Yonge Street, staff is recommending that the applicant be required to provide a detailed Interpretation Plan to the satisfaction of the Senior Manager, Heritage Preservation Services that fully describes how the cultural heritage values of the properties at 8 Elm Street and 348-350 Yonge Street will be interpreted.

Heritage Lighting Plan

Prior to final Site Plan approval for the proposed development, staff is recommending that the applicant be required to submit a Lighting Plan to the satisfaction of the Senior Manager, Heritage Preservation Services. This plan will provide details of how the heritage property will be lit to enhance heritage character as viewed from the public realm at night.

Landscape Plan

Should Council approve the proposed conservation strategy, staff is recommending that the applicant be required to provide a final Landscape Plan that enhances the heritage character of the properties to the satisfaction of the Senior Manager, Heritage Preservation Services as a condition of final site plan approval.

Signage Plan

Given the grade-related commercial uses proposed for the development site, staff is recommending that the applicant also be required to submit a Signage Plan with sign guidelines for the commercial uses that will occur at the heritage properties. This Signage Plan will guide future tenants and residents on the appropriate locations, sizes, and types of signs for the properties.

CONCLUSION

Heritage Preservation Services staff has reviewed the proposed development for the heritage properties at 8 Elm and 348-350 Yonge Street and is satisfied the proposal meets the intent of the *Planning Act*, the Provincial Policy Statement, the Growth Plan and the City of Toronto's Official Plan heritage policies in conjunction with the *Standards and Guidelines for the Conservation of Historic Places in Canada*. Overall, staff supports the proposed conservation strategy and conclude that it meets the intent of

Policy 3.1.5.27 as the scale, form, and massing of the heritage structures will be conserved.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 – Location Plan
Attachment 2 – Photographs
Attachment 3 – Proposal Drawings
Attachment 4 – Reasons for Designation (Statement of Significance and Heritage Attributes) per City of Toronto By-law 1234-2007
Attachment 5 - Statement of Significance (Reasons for Designation) – 348 -350 Yonge Street
Attachment 6 - Heritage Property Research and Evaluation Report – 348 – 350 Yonge Street

LOCATION MAP
8 Elm Street and 348 - 350 Yonge Street

ATTACHMENT 1





8 Elm Street. Except for the façade, protected pursuant to Heritage Easement Agreement, the remainder of the property was demolished and then reconstructed in the mid-1980s.



348 – 350 Yonge Street – East façade along Yonge Street and south façade along Elm Street



352 – 354 Yonge Street – east/front façade at Yonge Street



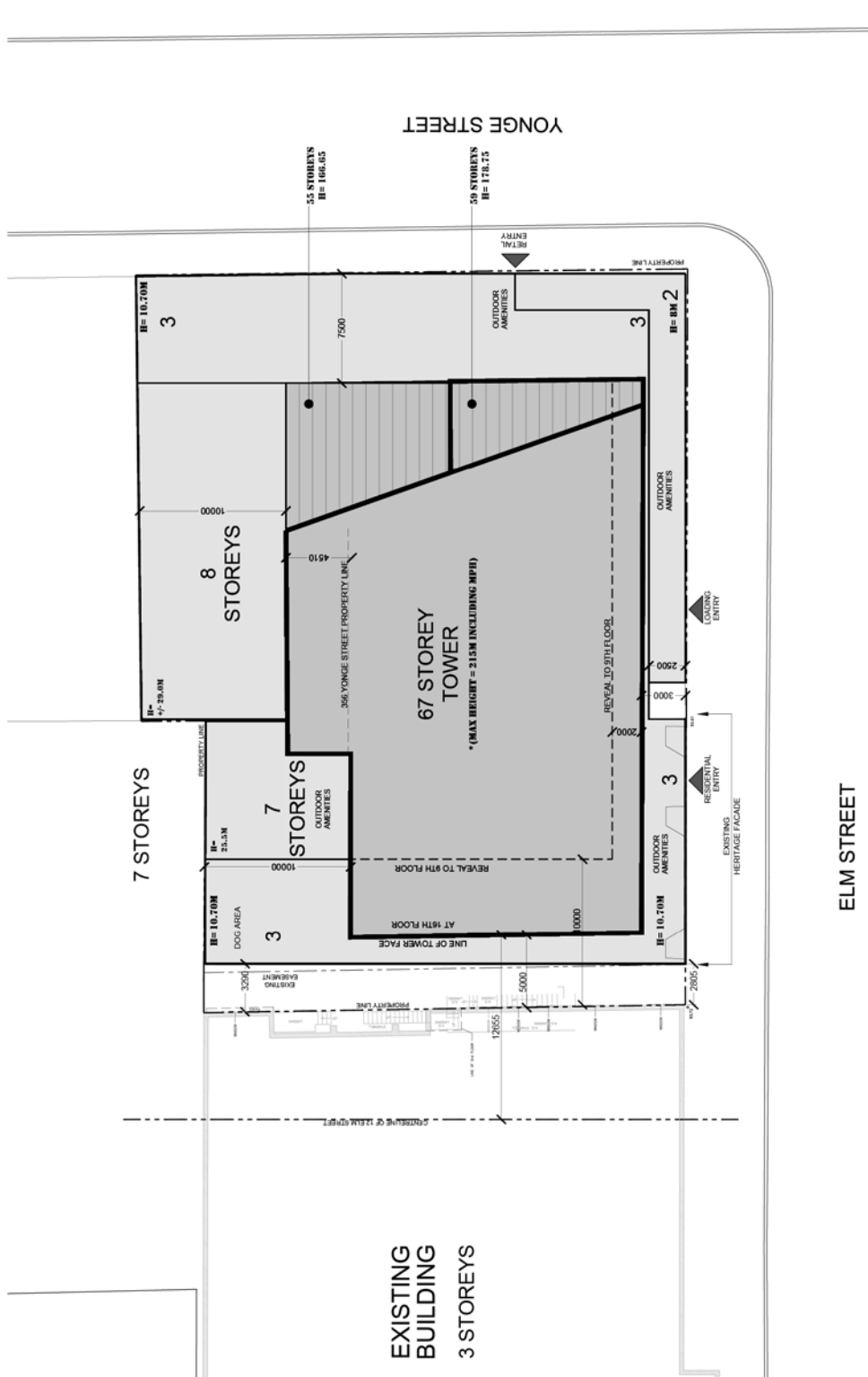
Elm Street context – from left to right, 16 Elm Street, 14 Elm Street and 8 Elm Street



348 – 350 Yonge Street, 1950
(City of Toronto Archives [CTA], Fonds 16, Series 574, File 14)



352 – 354 Yonge Street, 1950 (CTA, Fonds 16, Series 574, File 14)

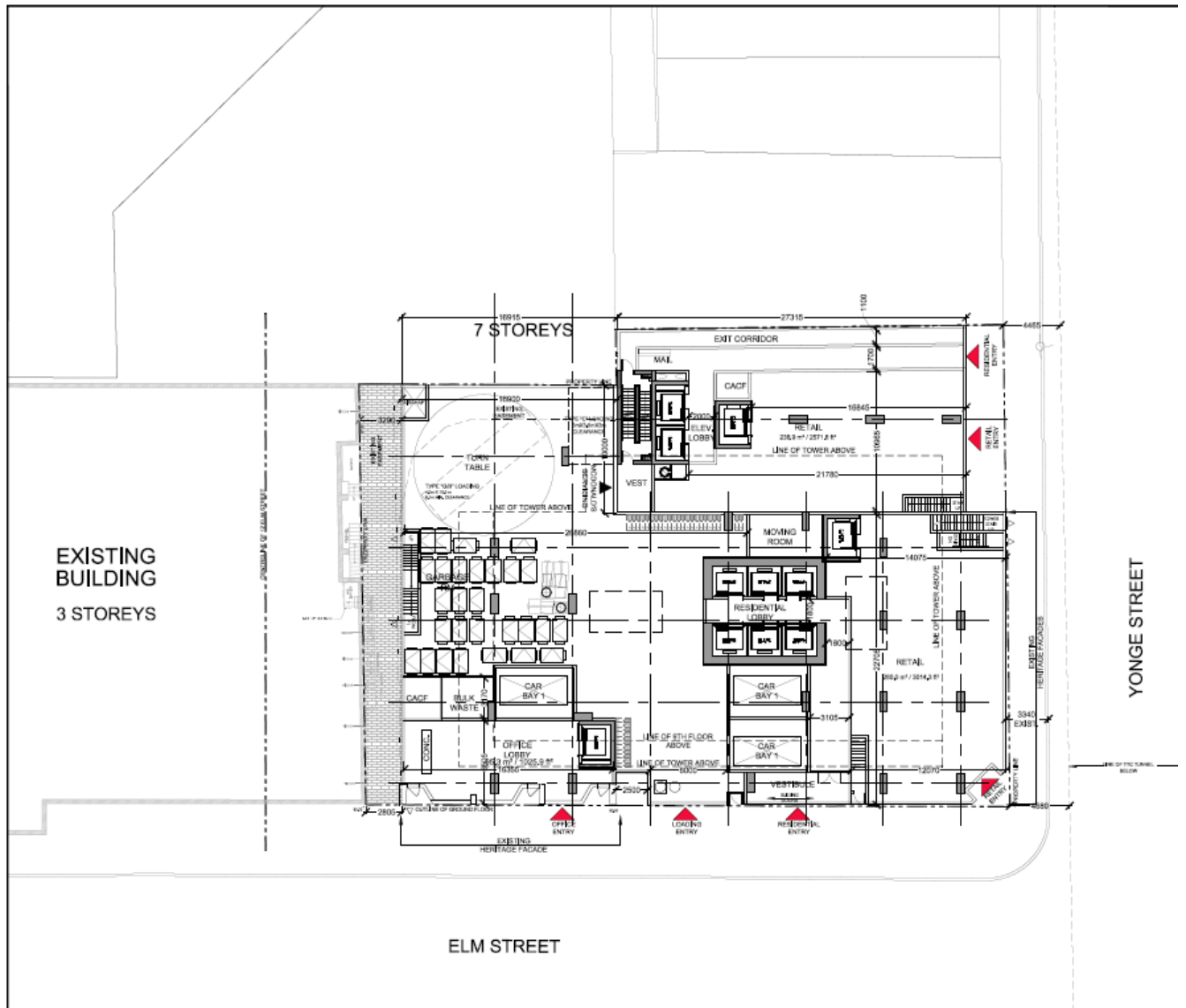


8 Elm Street & 348-356 Yonge Street

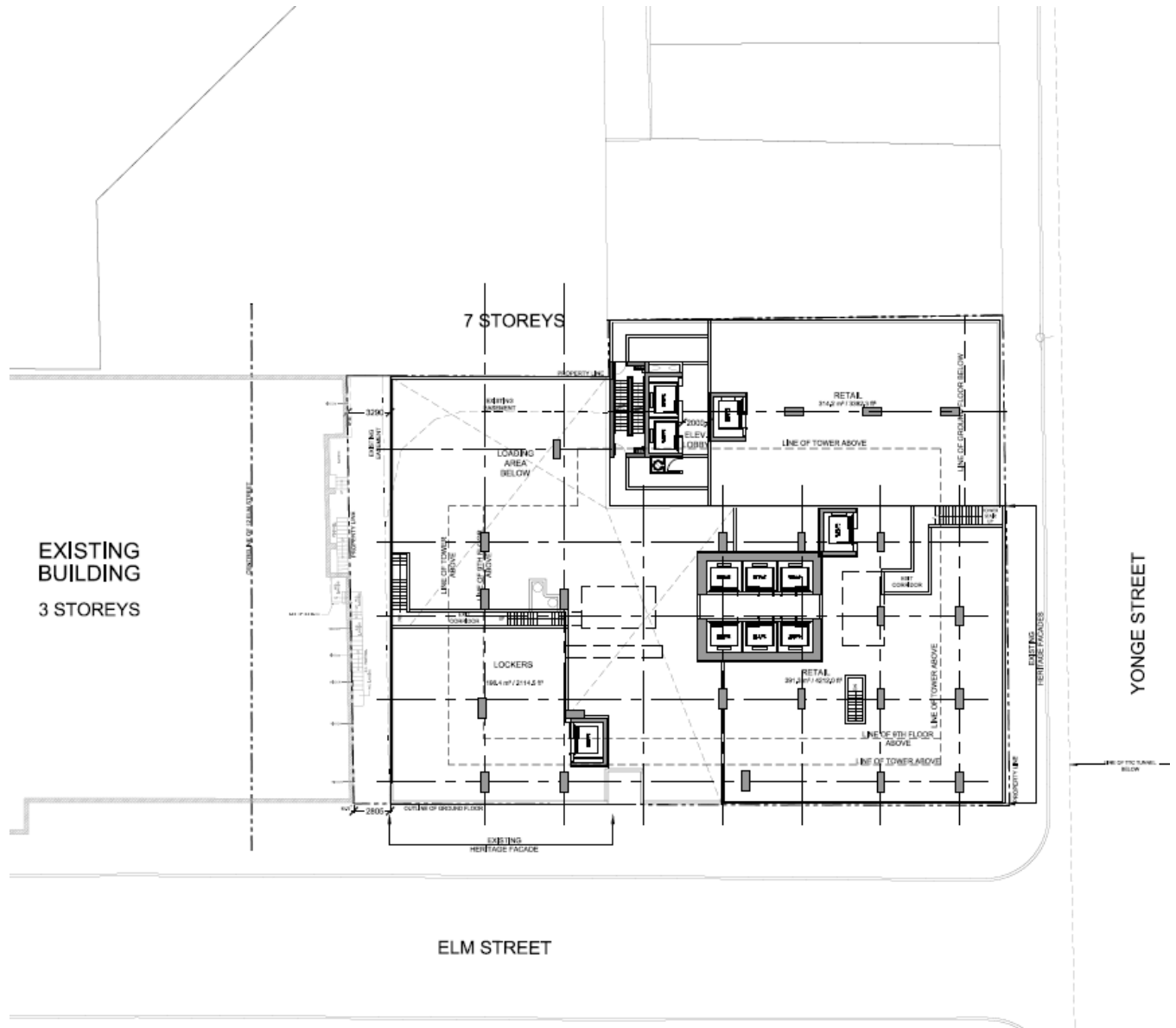
File # 16 189782 STE 27 0Z

Site Plan
Applicant's Submitted Drawing
Not to Scale
03/26/2019

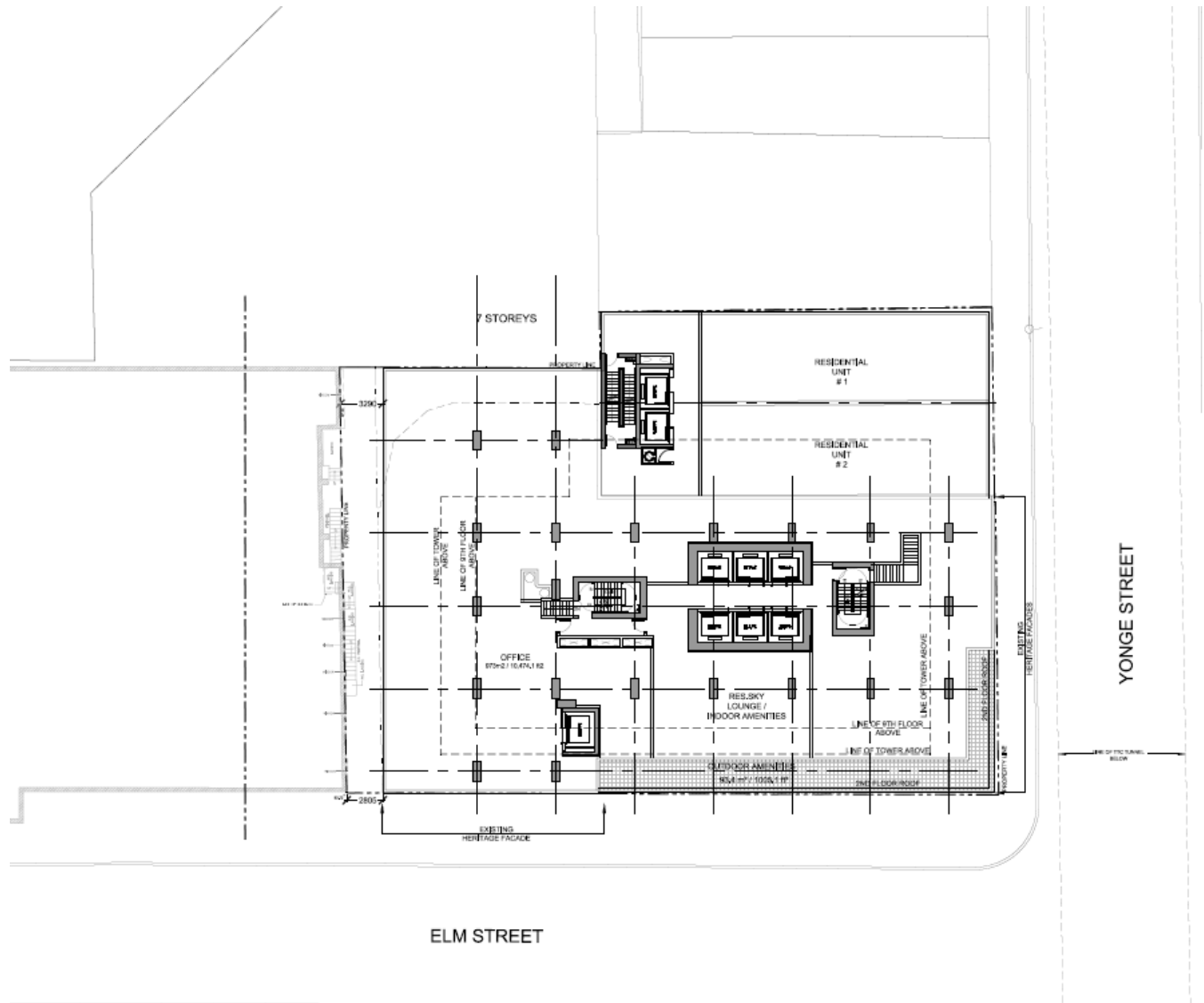
Site Plan



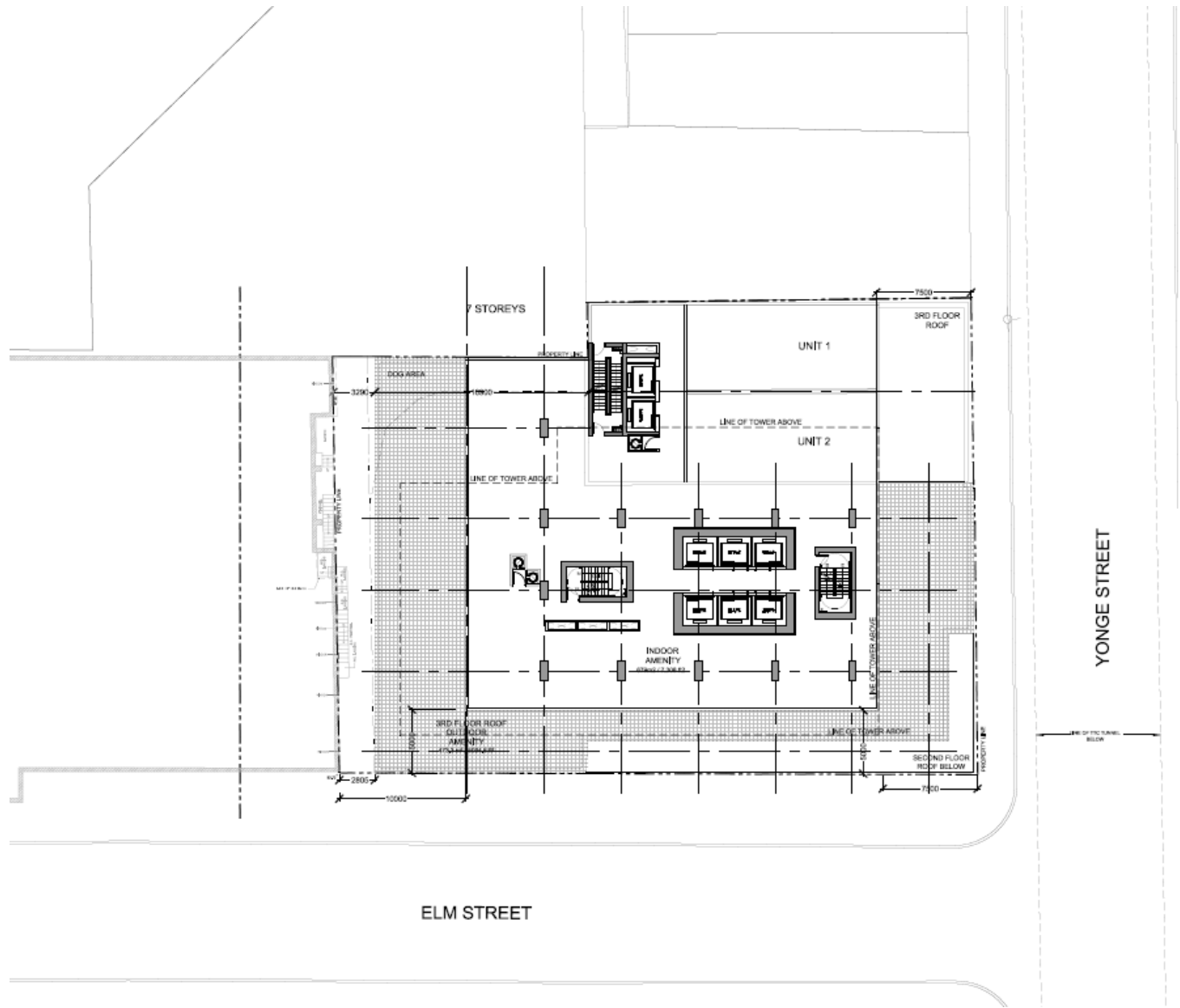
First Floor Level



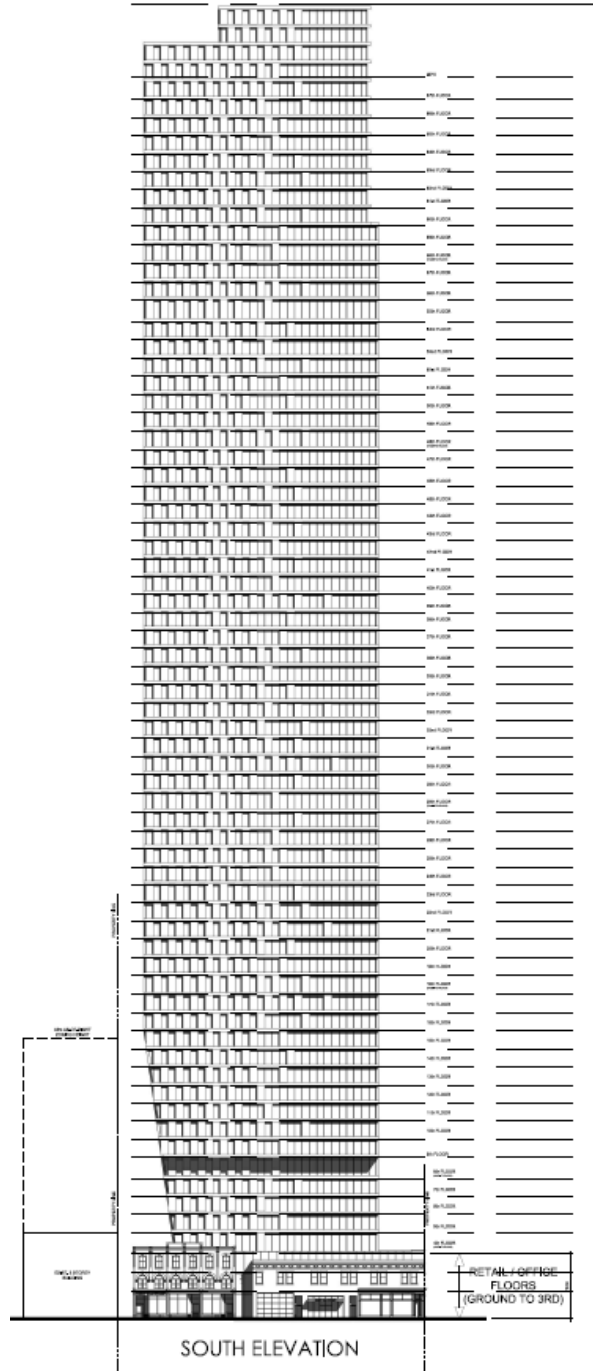
Second Floor Level



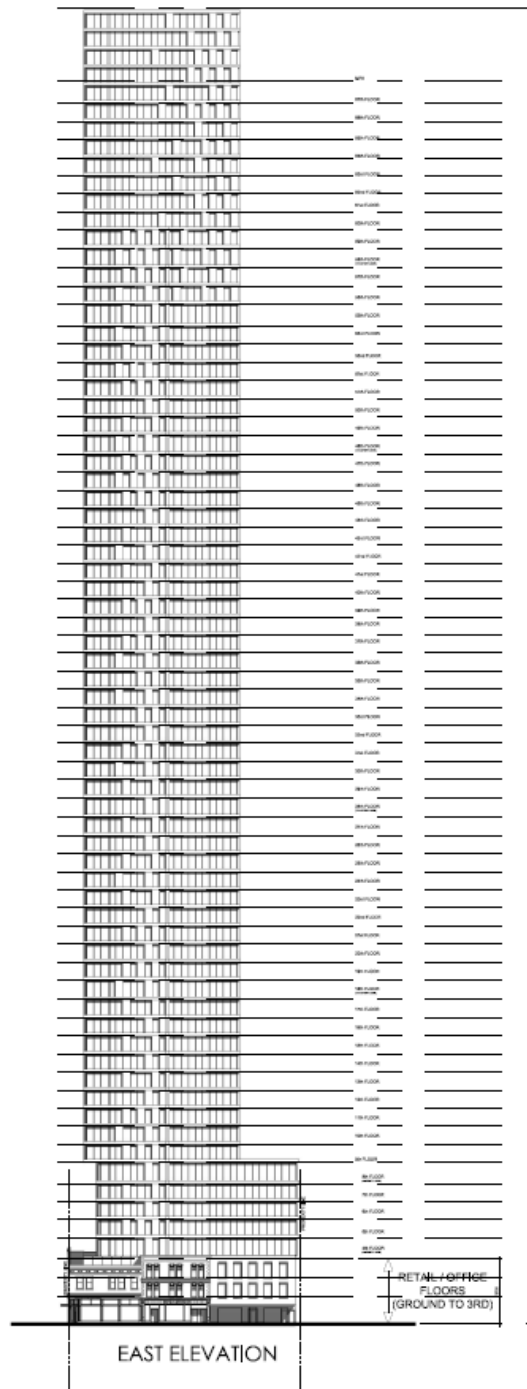
Third Floor Level



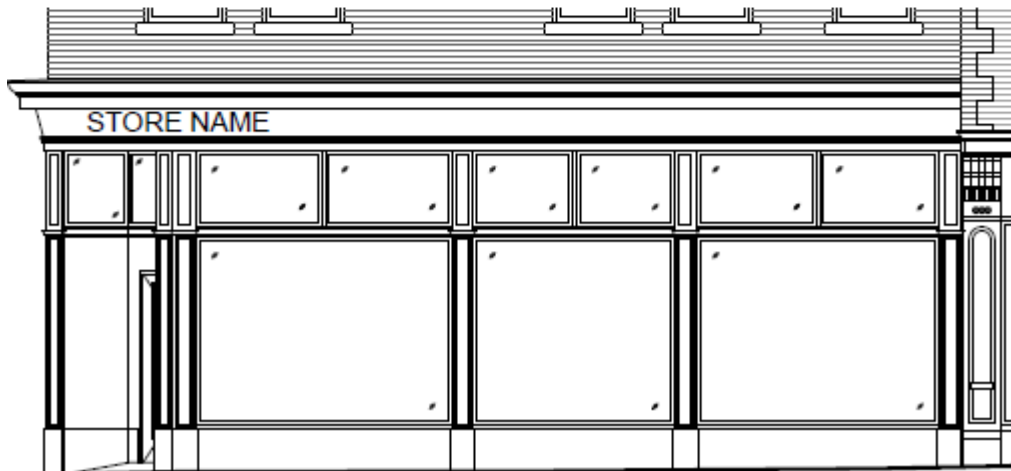
Fourth Floor Level



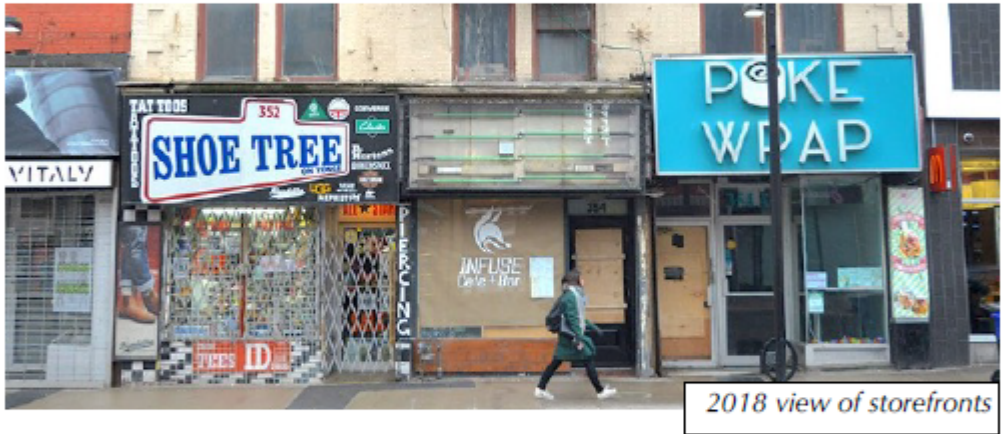
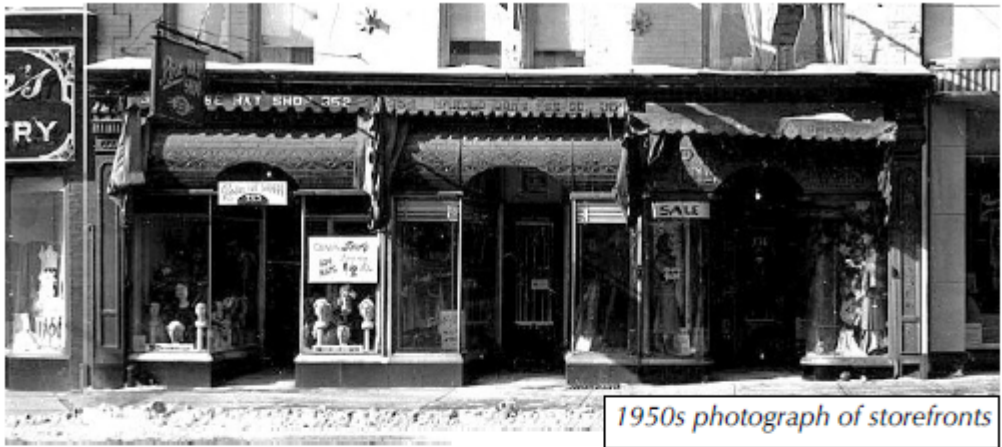
Elm Street Elevation



Yonge Street Elevation



348 - 350 Yonge Street: From top to bottom: 1950's storefront; Current Storefront; Schematic Storefront Based on Archival Information



352 - 354 Yonge Street: From top to bottom: 1950's storefront; Current Storefront; Schematic Storefront Based on Archival Information

Description

The property at 8 Elm Street (formerly known as 8-12 Elm Street) is worthy of designation under Part IV of the *Ontario Heritage Act* for its cultural heritage value or interest, and meets the criteria for municipal designation prescribed by the Province of Ontario under the categories of design and contextual value. Located on the north side of Elm Street in the first block west of Yonge Street, the group of attached three-storey commercial buildings were commissioned by the estate of James Fleming and, according to historical records, completed in 1890. The property was listed on the inaugural City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) in June 1973, and a Heritage Easement Agreement was registered in 1985.

Statement of Cultural Heritage Value

The James Fleming Buildings are representative examples of commercial buildings from the late 19th century that are distinguished by their modest Renaissance Revival detailing. The key elements from this style were applied to add visual interest to the principal (south) facades of the buildings, introducing different window types in the upper stories and applying Classical motifs.

Contextually, the James Fleming Buildings support the character of Elm Street between Yonge Street (east) and Bay Street (west) where a number of heritage buildings are reminders of the development of the thoroughfare in the late 19th century. West of the subject properties, St. George's Hall and the YMCA, both completed in 1891 and located at #14 and #18 Elm, respectively, are designated under the *Ontario Heritage Act*. On the opposite side of Elm Street, the single and semi-detached house form buildings and row housing, dating from the late 1800s, are recognized on the City's Heritage Register.

Heritage Attributes

The heritage attributes of the James Fleming Buildings related to their cultural heritage value as representative examples of late 19th century commercial buildings with Renaissance Revival stylistic features are found on the principal (south) facades and roofline, consisting of:

- The three-storey south facades with brick cladding above the first storey
- Along the flat roofline, the cornice with accents above the pilasters and a central parapet
- The first-floor storefronts, with inset doors, transoms and commercial window openings that retain much of the original 19th century wood detailing
- Above the first floor, the organization of the fenestration in tiers with different window types in each storey that are organized by pilasters with capitals
- In the second storey, the semi-circular arched window openings with stone stills, where the brick voussoirs with corbels and keystones are connected by a band course with paired consoles

The property at 348-350 Yonge Street, containing a three-storey mixed use commercial building, 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 value.

Description

Located at the north-west corner of Yonge and Elm streets, the property at 348-350 Yonge Street contains a two-storey, brick-clad building constructed in 1913 for John S. Simmons & Son Florists.

Statement of Cultural Heritage Value

The John S. Simmons & Son Florist building has design and physical value as a representative example of an early twentieth century commercial block retaining the integrity of its original form and composition including the paired windows at the upper level and pressed metal cornice of garland swags all of which convey an early twentieth-century style rooted in Edwardian classicism with a taste for greater simplicity of surface, form and detail.

The property is valued for its historical associations with the history of Yonge Street, for as early as 1861 it has been occupied by a row of commercial buildings. In 1916, John S. Simmons & Son, moved their Yonge Street florist business to this location and continued to operate at this site until the 1970s. The property is also valued as it contributes to an understanding of the history of commerce on Yonge Street with small-scale, independent businesses that occupied the ground floors and the variety of residential, recreational, educational and business facilities that occupied the upper floors.

Located at the north-west corner of Yonge and Elm streets, the property has contextual value as it contains a two-storey, brick-clad, early twentieth-century commercial building which contributes to and maintains the late 19th and early 20th century character of this portion of Yonge Street as well the historic character and scale of Elm Street. As a commercial building dating to 1913, adjacent to other late 19th century commercial buildings, it is functionally and historically linked to its surroundings.

Heritage Attributes

The heritage attributes of the John S. Simmons & Son Florist building at 348-350 Yonge Street are:

- The setback, placement and orientation of the building on its property at the north-west corner of Yonge and Elm street
- The setting of the building at the edge of the public sidewalk
- The scale, form and massing of the two storey block, its rectangular plan with a recessed diagonal entrance at its south-east corner and two other recessed entrances of the shops facing Yonge Street
- The materials which include brick cladding, stone lintels and stone sills as well as the pressed metal frieze and cornice
- At the ground floor the pattern of windows which includes two large shop display windows on either side of the corner entrance facing Yonge and Elm Streets
- At the upper levels, the pairs of rectangular sash windows and the single window at the north end of the east elevation
- The double hung sash windows at the upper level with their one-over-one sash
- The decorative pressed metal frieze with garland swag motifs and cornice on the east and south elevations

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



348-350 YONGE STREET
JOHN S. SIMMONDS & SON FLORISTS

Prepared by:

Heritage Preservation Services
Urban Design, City Planning
City of Toronto

May 2019

1. DESCRIPTION



Above: North-west corner of Yonge and Elm streets, 1978-1980
(City of Toronto Archives [CTA], Series 1465, File 307, Item 1)

Cover: 348-350 Yonge Street including the entrance addresses at 2-4 Elm Street, north west corner of Elm and Yonge streets (HPS, 2019)

348-350 YONGE STREET	
ADDRESS	348-350 Yonge Street, Toronto, M5B 1S5
WARD	11
LEGAL DESCRIPTION	CON 1 FB PARK PT LOT 9 SUBJ TO ROW
NEIGHBOURHOOD/COMMUNITY	Downtown Yonge Street
HISTORICAL NAME	John S. Simmons & Son Florist
CONSTRUCTION DATE	1913
ORIGINAL OWNER	Margaret and Thomas Davies
ORIGINAL USE	Commercial
CURRENT USE*	Commercial
ARCHITECT/BUILDER/DESIGNER	n/a
DESIGN/CONSTRUCTION/MATERIALS	Brick clad
ARCHITECTURAL STYLE	Edwardian
ADDITIONS/ALTERATIONS	1932, 1933
CRITERIA	Design, associative, contextual
HERITAGE STATUS	n/a
RECORDER	Heritage Preservation Services: Marybeth McTeague
REPORT DATE	May 2019

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 348-350 Yonge Street, 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	Park Lot 9 is granted to Dr. James Macaulay
1822	Following Dr. Macaulay's death the land is subdivided by his sons, John Simcoe and James Buchanan who retain portions of the estate for themselves
1837	Following his emigration from Scotland, James Fleming, acquires a portion of land on the block today bound by Yonge, Elm, Bay and Walton Streets where he build his home and greenhouses to establish his business as a seedsman and florist
1854	The Wesleyan Methodist Church and School are built on the north side of Elm Street and are flanked by houses owned by Lawrence D. Heyden and Wilmot D. Mathews, to the west of the subject site
1856	The City Directories indicate a broom manufacturing business owned by J. B. Caulkins is located at the north-west corner of Yonge and Elm Street, the subject site. To the north is Albion cottage occupied by Dr. Sleigh Robinson
1858	Boulton's Atlas indicates two buildings at the north-west corner of Yonge and Elm Street both constructed of wood frame.
1861	City Directories indicate a sequence of commercial properties have been built at the north-west corner of Yonge and Elm Streets including the property now know as 348-350 Yonge Street
1888	Assessment Rolls indicate that by this year the property at 348 Yonge Street is occupied by a 2-1/2 storey frame building and 350 Yonge has a two-storey frame building. The property at 2 Elm contains a two-storey brick building while 4-6 Elm have been built as a pair of semi-detached, two-storey brick buildings. All have commercial uses at grade with residential above and are owned by Margaret and John McKenzie.
1913	The properties at 348 and 350 Yonge and 2-6 Elm Street have been consolidated by their owners Margaret and Thomas Davies and the lessee John S. Simmons and are occupied by a single unfinished building
1916	John S. Simmons & Son Florist open their new premises at 348-350 Yonge Street. The upper floor is occupied by Leonard Abate Billiards
1932	Building Records indicate that the building at the subject property is altered to accommodate a small shop, known as 350 Yonge Street, at the north-east corner where the former second floor

	entrance stair was located. Entry to the upper level will be from Elm Street
1933	Building Records indicate that following a fire, the premises at 348-350 Yonge is being modified again to accommodate a small shop between the existing two fronting on Yonge Street.

ii. HISTORICAL BACKGROUND

Yonge Street Neighbourhood:

The property at 348-350 Yonge Street is located at the north-west corner of Yonge and Elm Streets between Dundas and Gerrard Streets in the downtown Yonge Street neighbourhood. *(Image 1)* Following the establishment of the Town of York as the Capital of Upper Canada in 1793, John Graves Simcoe, Lieutenant Governor of Upper Canada, commissioned the surveying of three roads to connect the capital with the rest of the province - Highway 2 to Kingston in the east, Highway 5 to London in the west and with Yonge Street, to Lake Simcoe and the upper Great Lakes in the north. While these roads were initially necessary for military and communication purposes, as peacetime lengthened following the cessation of the War of 1812, Yonge Street was increasingly lined with commercial businesses aimed at a local population, replacing the earlier traveller's taverns and inns and evolving to be one of the City's longest 'main street.' Named by Simcoe for Sir George Yonge, Secretary of State for War (1784-1792),¹ Yonge Street's name retains these early military connections and the historic origins of the city and its construction has been designated an event of National Historic Significance.²

To attract and encourage settlement around the town, Simcoe granted 100-acre park lots and 200-acre farm lots to loyalists, members of the military, clergy and the aristocracy. The long narrow park lots stretched from Queen Street (then named Lot Street) north to Bloor Street-Danforth Avenue (the second concession road). Park Lot 9, located on the west side of Yonge Street, was granted to Dr. James Macaulay (1759-1822) who had served as a military surgeon with the British in the American Revolutionary War of 1775-1783. *(Image 2)*

Following Macaulay's death in 1822, his two sons subdivided the property, retaining portions for themselves and selling off other parcels. Streets were laid out and were given family names such as James, Elizabeth, Edward, Hayter, Louisa and Teraulay (now Bay Street). Elm Street was named "after a legendary ancient landmark, a solitary elm that once stood near the corner of Yonge and Elm streets."³

In 1837, James Fleming (d. 1887), a Scottish immigrant, purchased a two-and-a-half acre property on Yonge Street, north and west of the current subject property, eventually known as 356 Yonge Street. Fleming was a "seedsman and florist,"⁴ and at

¹ Arthur, p. 268.

² https://www.pc.gc.ca/apps/dfhd/page_nhs_eng.aspx?id=1634

³ Arthur, p 258.

⁴ City Directory, 1843 provides this description of "Jas Fleming, seedsman and florist, Yonge Street"

the Yonge Street property, he established a horticultural business with several green houses and gardens which provided "flower and field seeds... a large assortment of rare greenhouse plants, hardly roses, herbaceous plants etc. and (they) also import seeds bulbs and palms."⁵ Fleming served as a Justice of the Peace and as an Alderman from 1877-79. (*Image 3*)

"By 1872, the gardens were not only a prosperous enterprise, but also an oasis along the thoroughfare of Yonge Street."⁶ It was in this environment that Fleming's son,⁷ James Henry Fleming (1872-1940), the "dean of Canadian ornithology," who was widely published in ornithological journals, served as President of the American Ornithologists' Union, was founder of the Great Lakes Ornithological Club, first acquired his passion for bird watching and was allowed to join the University of Toronto fieldtrips which frequented the Yonge Street property.⁸ On his death, his collection of manuscripts and specimens were donated to the Royal Ontario Museum.

Elm Street:

While Yonge Street grew primarily as a commercial street from the 1850s onwards, Elm Street combined small scale residential buildings, grander estates and institutions. By 1860, these included the Wesleyan Methodist church and School, and were followed in 1870 by the New Jerusalem Temple, 1890 by the YMCA at 18 Elm Street, St. George's Hall, 1890-91 (now known as the Arts and Letters Club) at 14 Elm Street and in 1889-90 by the commercial block at 8-12 Elm Street.⁹

348-350 Yonge Street (including 2-6 Elm Street):

The subject property at 348-350 Yonge Street, at the north-west corner of Yonge and Elm streets was first occupied with a row of commercial properties in 1860.¹⁰ City directories indicate that the properties were occupied by grocers (342) and watchmaker-jewellers (344). The directories also indicate that the upper floors were used as residential accommodation by the business owner or by an alternate tenant. (*Image 4*)

By 1891, the assessment rolls indicate that 348 Yonge Street contained a two-and-a-half storey frame building with a footprint of 20'6" x 41'. 350 Yonge was a two-storey frame building measuring 18 x 40' in plan. Around the corner on Elm Street, No. 2 was a narrow, two-storey brick building, 12 x 27' in plan with 4-6 Elm Street recorded as a two-storey, semi-detached building of 20 x 24'. Directories and assessment rolls indicate that their occupants were tenants with businesses at grade and residential accommodation above. The completion of 2-6 Elm Street coincided with the construction of the grand block of stores at 8-12 Elm Street and St. George's Hall. The

5 Toronto Illustrated, 1893, p. 190.

6 Quinn.

7 James Henry's mother was Mary Elizabeth Wade, second wife of James Fleming

8 Ibid. On his death James Henry's collection of manuscripts, letters and birds were donated to the Royal Ontario Museum

9 All three properties are designated under Part IV of the *Ontario Heritage Act* and are subject to Heritage Easement Agreements.

10 Until 1873 348 and 350 Yonge Street were known as 342 and 344 Yonge Street according to City Directories.

three Elm Street properties were photographed by an un-named architect just prior to their demolition in 1913. (*Images 5-7*)

From 1886 until 1912, Berkinshaw & Gain, Merchant Tailors, occupied the property at 348 Yonge Street while 350 Yonge was occupied by a series of watchmakers and jewellers. There is no change to the buildings until 1913¹¹ when, under the ownership of Margaret and Thomas Davies with John S. Simmons, 'lessee', the properties at 348-350 Yonge Street and those at 2-6 Elm are consolidated and reconstructed as single two-storey block on a rectangular plan.¹² (*Images 8-9*)

In 1913, John S. Simmons established his florist business in 1894. In 1913, it was located at 255 Yonge Street and Simmons and his son Ernest lived on Roxborough Drive in Rosedale. Although part of the initial venture in redeveloping the property at 348-350 Yonge Street, Simmons did not relocate his business, J. S. Simmons & Son, to the new premises until 1916. While Simmons occupied the ground floor, access to the upper level and Leonard Abate Billiards, was provided via an entrance from Yonge to the north of the florist shop. Simmons & Son would continue to flourish at the corner of Yonge and Elm into the 1970s, being replaced by a Mr. Submarine in 1981 while a variety of uses including a business school and a photographer's studio found a home on the upper level. As had been typical in the 1860s, at the close of the 1960s 350 Yonge Street was occupied by the Swiss Watch and Clock Company.

In 1932, Simmons hired the architect Jay Isadore English (1903-1947) to introduce a narrow shop in place of the entry access stair, which would become known as 350 Yonge Street. Access to the upper level was arranged through an entry stair from Elm Street.¹³ (*Image 10*) A year later, following a fire, designs for a second store was added between the first two were undertaken by Jay I. English. His drawings indicate a high standard of design using the then fashionable materials such as vitrolite and 'Zouri' (an aluminium like metal) associated with the Art Deco and Style Moderne Styles.¹⁴ The drawings for the interior elevation reveal the Simmons' establishment to be a prosperous and elegant setting for the purchase and display of flowers. (*Images 11-18*) While little remains of the 1930s exterior surface decoration, the configuration of the entry at 350 Yonge and the decorative interior staircase with its dog-leg stair, elaborate archway and wrought iron handrail, as shown in the 1933 drawing, still survive.¹⁵

iii. ARCHITECTURAL DESCRIPTION

Located at the corner of Elm and Yonge Streets, the new two-storey commercial block at 348-350 Yonge Street was designed to address both streets with a corner entrance and a sequence of paired windows at the upper levels of the east and south elevations.

11 Assessment rolls up to 1891 indicate that the building was a 2 1/2 storey frame building with a value of \$3,000. Although materials are not recorded after 1891, the drop in the property's value to \$2,700 in 1912 would indicate that the property had not been rebuilt and may have become dilapidated.

12 The Assessment rolls for 1914 dated September 13, 1913 indicate an unfinished building at the property at 348-350 Yonge Street which now includes 2-6 Elm Street.

13 Building Permit 31326, 1932, City of Toronto Building Records.

14 Building Permit 36102, 1933.

15 Photographs of the interior were not permitted.

(Images 19-22) The ground floor elevation accommodates the three shop entries on Yonge Street and the large shop windows for display on the east and south elevations. Originally these windows would have had a transom panel with smaller panes in the upper level as was customary for early-twentieth century store fronts.¹⁶ At the western end of the south elevation the large opening to the former shipping room has been adopted to accommodate a take-out shop, "Patties Express." Small windows over the shipping bay indicates the original rear mezzanine level. The single window on the east elevation at the north end, breaking the regular placement of openings was aligned to light the original entry stair to the second floor.

In contrast, the rich surface articulation of the brick walls of its late Victorian neighbours to the west on 8-18 Elm Street and those at 352-356 Yonge Street, the style of the Simmons buildings represents the evolving taste of the early twentieth century and the influence of Edwardian Classicism and the Classicism of the École des Beaux Arts. This is primarily indicated in the pressed metal frieze and cornice wrapping both the east and south elevations and featuring swags of laurels and ribbons, a typical Neo-Classical motif. The new sensibility is also present in the original brick elevation with its plain surface, relying on the contrast provided by the stone lintels over the windows and stone sills as well as by the simple repeated shape of the rectangular window openings.

The brick was originally a deeper red colour, moving away from the orange-red tone popular in the 1880s and 1890s seen at 8-12 Elm and at the former YWCA at 18 Elm Street. By the 1930s, the brick had been painted¹⁷ and continued to be rendered in white and later dark brown, until recently when the brick was given a terracotta colour and the frieze painted a dark grey. While the ground floor has been subjected to changes related to different uses and occupation, the form of the building and its upper storey with its paired windows and pressed metal frieze and cornice remains unchanged since 1913.

Setting:

348-350 Yonge Street retains the characteristic commercial block setting of being set right at the property boundary in line with other commercial and institutional properties on both Yonge and Elms Street creating a low-rise wall enclosing and defining the public space of the sidewalk and street.

iv. CONTEXT

348-350 Yonge is situated on the Yonge Street core in Toronto's downtown neighbourhood at the intersection with Elm Street. Yonge Street retains much of its 19th century commercial heritage, typically three-storey brick clad buildings with characteristic ornament and surface detail that speaks of a way of building that ceased more than a century ago. The 20th and 21st centuries most notably with the Ryerson Student Centre that sits opposite the east end of Elm Street are woven through the corridor, evident in smoother surfaces, neon lighting and often a mid-rise to high-rise

¹⁶ This detail was recorded in Jay I. English's drawings of 1933, building permit 36102.

¹⁷ In the 1933 specifications following the fire, there is a note to repair the painted brick (BP 36102)

scale. Yonge Street, has been given national recognitions for its historic importance. Other properties on Yonge Street to the north of the subject property have been recognized for their cultural heritage value including 364 Yonge Street, 372-374 and 378-380 Yonge Street as have the properties on the east side of Yonge Street from 363-367, 381 and 385-391 Yonge Street.¹⁸ (*Images 23-28*)

Elm Street retains the mid-19th century housing and commercial blocks such as 346 Yonge Street located on the south side of Elm Street and Yonge and the architectural landmarks of the commercial block at 8-12 Elm, the Arts and Letters Club at 14 Elm Street and the former YWCA at 18 Elms Street which have been designated heritage under the *Ontario Heritage Act*. Late-20th century hotel and condominium towers cut through the 2-4 storey streetwall with their vehicular access and underground parking interrupt the finely crafted 19th-century scale of Elm Street. 348-350 Yonge Street, the former Simmons & Son florist's shop is important for knitting these two streets together and for maintaining the continuity of their historic origins.

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. The criteria are prescribed for municipal designation under Part IV, Section 29 of the *Ontario Heritage Act*, the City of Toronto. 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, material or construction method	X
ii. displays high degree of craftsmanship or artistic merit	N/A
iii. demonstrates high degree of scientific or technical achievement	N/A

The John S. Simmons & Son Florist building has design and physical value as a representative example of an early twentieth century commercial block retaining the integrity of its original form and composition including the paired windows at the upper level and pressed metal cornice of garland swags all of which convey an early twentieth century style rooted in Edwardian classicism with a taste for greater simplicity of surface, form and detail.

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	X
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	N/A

¹⁸ These properties have all been included on the City's Heritage Register and 378-380, 363-367, 381 and 385-391 have been designated or adopted with an intention to designate under Part IV Section 29 of the *Ontario Heritage Act*.

The property is valued for its historical association with John S. Simmons & Son, who moved their Yonge Street florist business to this location in 1916 and continued at this site until the 1970s. The property is valued as it conveys an understanding of this section of Yonge Street which has since 1861 been occupied by a row of commercial buildings. It is also valued as it contributes to an understanding of the commercial life of Yonge Street, the small scale independent businesses that occupied the ground floors and the variety of residential, recreational, educational and business facilities that occupied the upper floors.

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

Located at the north-west corner of Yonge and Elm streets, the property has contextual value as it contains a two-storey, brick-clad, early twentieth-century commercial building which contributes to and maintains the late 19th and early 20th century character of this portion of Yonge Street as well the historic character and scale of Elm Street. As a commercial building dating to 1913, adjacent to other late 19th century commercial buildings, it is functionally and historically linked to its surroundings.

4. SUMMARY

The property at 348-350 Yonge Street contains a two-storey, brick-clad building constructed in 1913 for John S. Simmons & Son Florists. The building is representative of a typical early-20th century, commercial building designed to create a continuous urban streetwall and reveals the stylistic influence Edwardian classicism. The property has historic value as it has been continuously occupied by this commercial building type since 1861 and contributes to the continuity of Yonge Street as a vibrant commercial thoroughfare since the early 19th century. Situated at the north-west corner of Yonge and Elm streets, the building contributes to the late 19th-early 20th century scale and character established by adjacent commercial and institutional, late-Victorian, brick-clad buildings at this intersection and with its form and scale maintains the historic context of this neighbourhood.

5. SOURCES

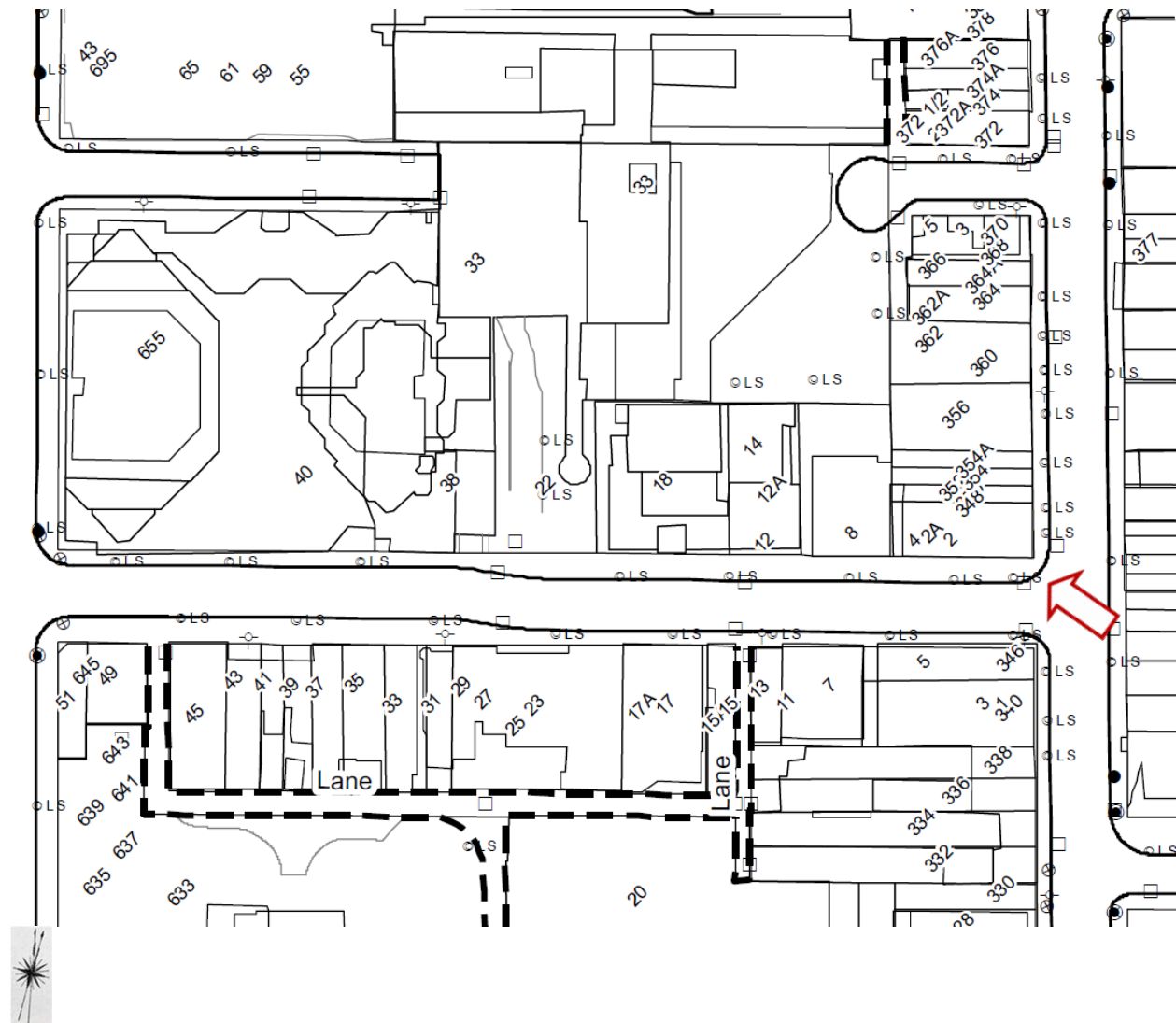
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Secondary Sources

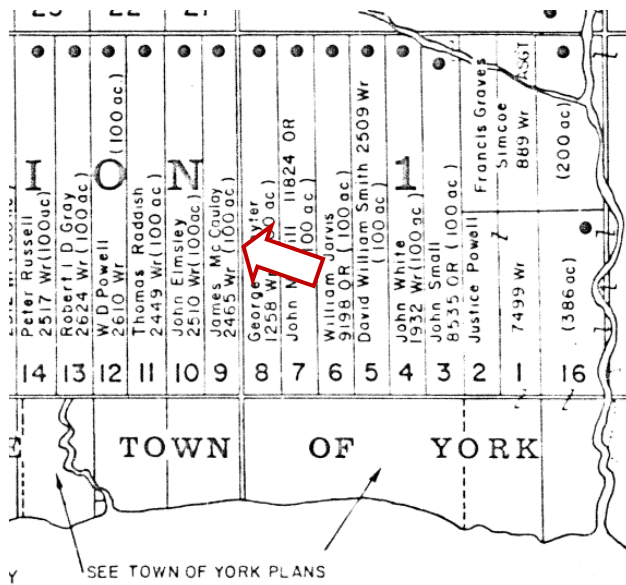
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6. IMAGES:

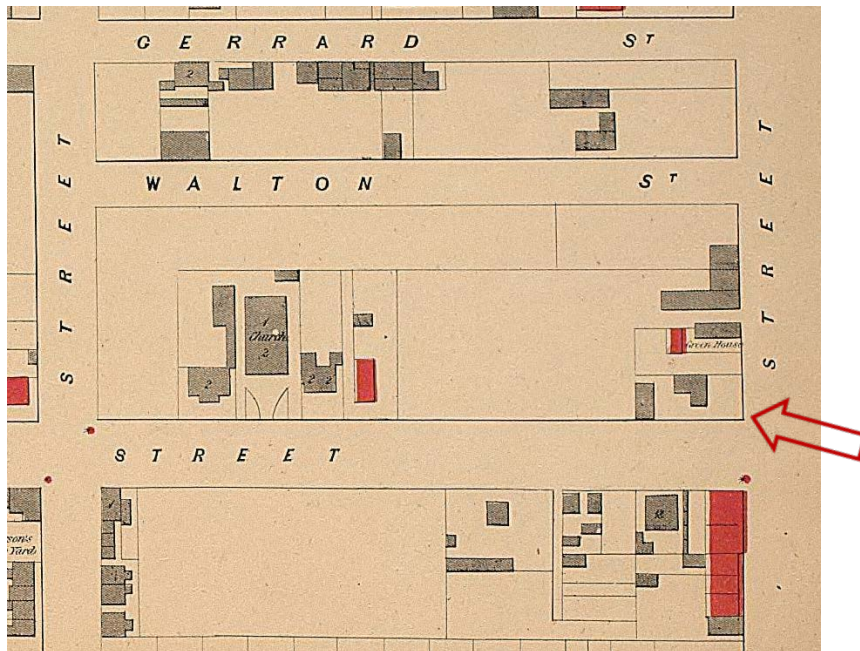


1. These location maps are for information purposes only; the exact boundaries of the properties are not shown. The arrows mark the site of the property at 348-350 Yonge Street including the entry addresses at 2, 2A and 4 Elm Street at the north-west corner of Yonge and Elm streets (City of Toronto, Property Data Map 50H-13)

Please note: all maps are oriented with north at the top, unless otherwise indicated



2. Map showing the location of Park Lot 9I located at the north-west corner of Queen (Lot Street) and Yonge Street and granted to James McCaulay in 1793. The arrow marks the approximate location of the subject property at 348-50 Yonge Street. Disposition of Crown Lands, Township of York, 1793, Ministry of Natural Resources, 1976 (Ng)



3. W.S. & H.C. Boulton, *Atlas of the City of Toronto and Vicinity* (detail), 1858, showing the north-west corner of Elm and Yonge Streets with James Fleming's property and greenhouse (as noted) just to the north: (Ng)

EAST INDIA HOUSE, TORONTO.



R. T. McGEAGH,
Watch and Clock Maker,

IMPORTER AND DEALER IN

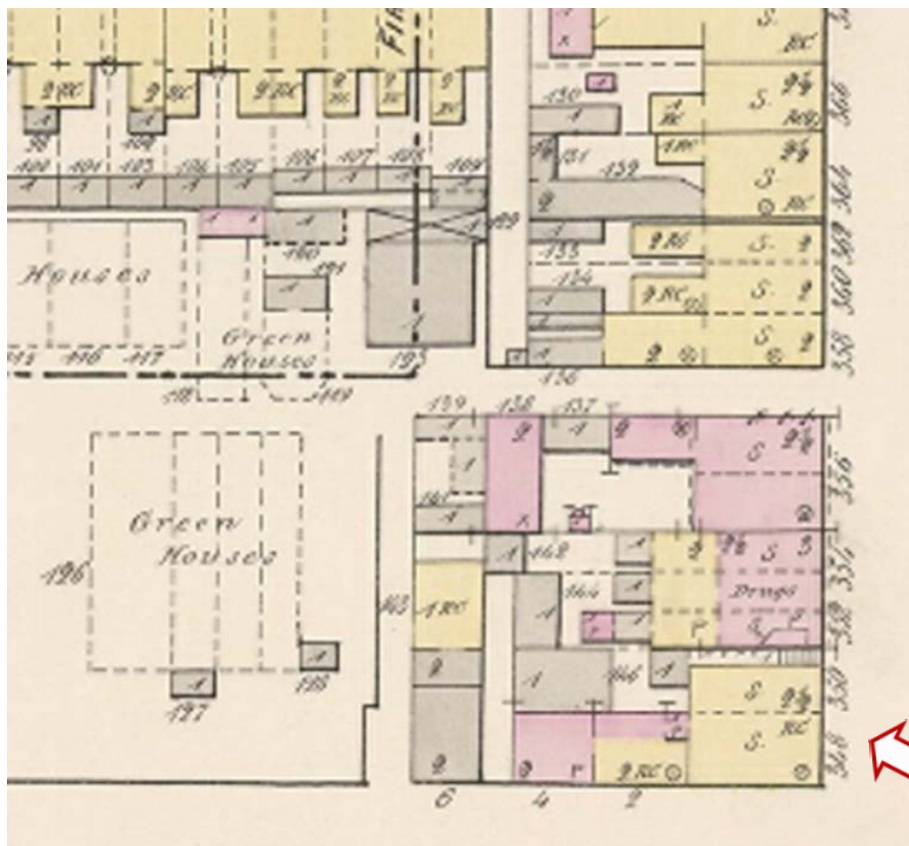
WATCHES, CLOCKS, AND JEWELLERY,

PLATED-WARE, SPECTACLES,

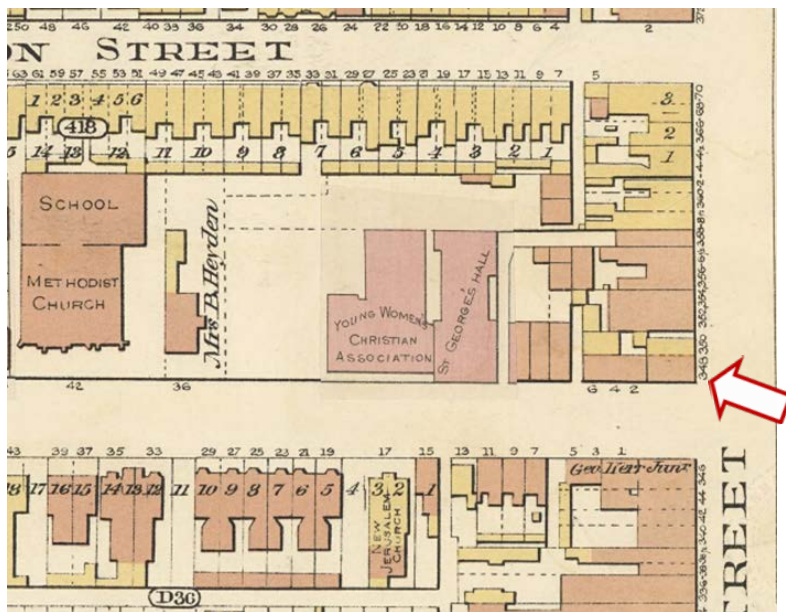
FANCY GOODS, &c., &c.,

344 YONGE STREET, TORONTO.

4. 1866 City Directory Advertisement for R. T. McGeagh, located at what is now 350 Yonge Street, north of Elm on Yonge Street (City Directory, 1866, City of Toronto Archives [CTA])



5. Goad's Map of 1880 and 1884 showing the properties at the north-w corner of Yonge and Elm Streets including 348 and 350 Yonge Street which are noted as 2 1/2 storey "rough-cast" and 2 Elm, 2 storeys rough-cast and 4 Elm which is two-storey brick. 6 Elm was a stable. (CTA)

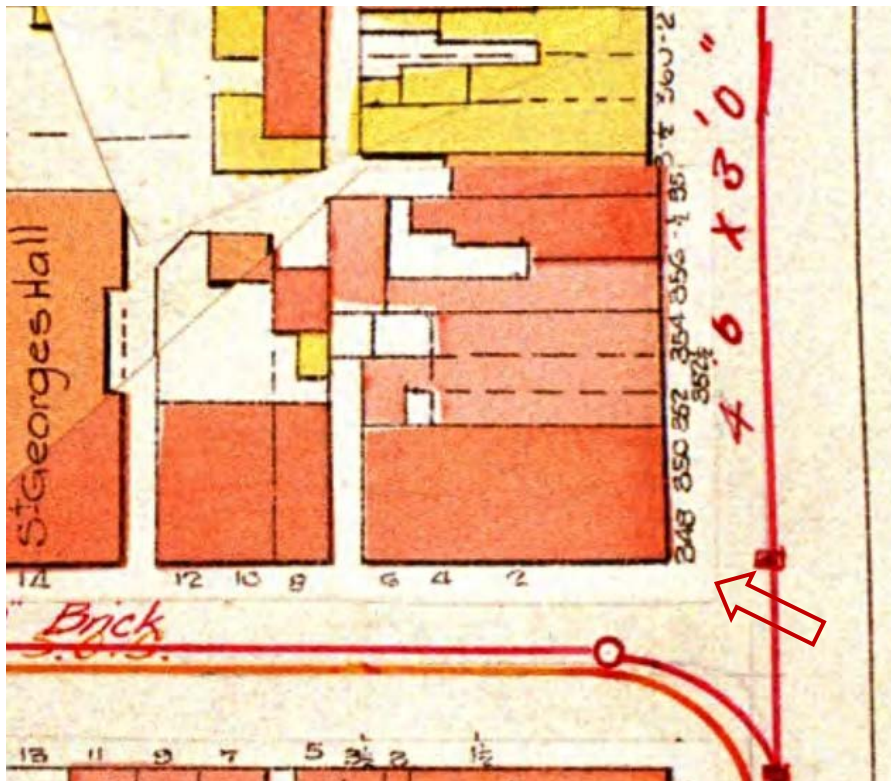


6. Goad's Atlas, 1890 shows the reconstruction of 348 Yonge and 2-6 Yonge as brick structures. However the assessment rolls for 348 Yonge as late as 1891 describe the building as 2 1/2 storey frame, while confirming the reconstruction of 2-6 Elm Street as brick but with the dimensions indicated on the footprint of the 1880-84 map. (CTA)



City of Toronto Archives, Series 372, s0372_ss0001_it0030

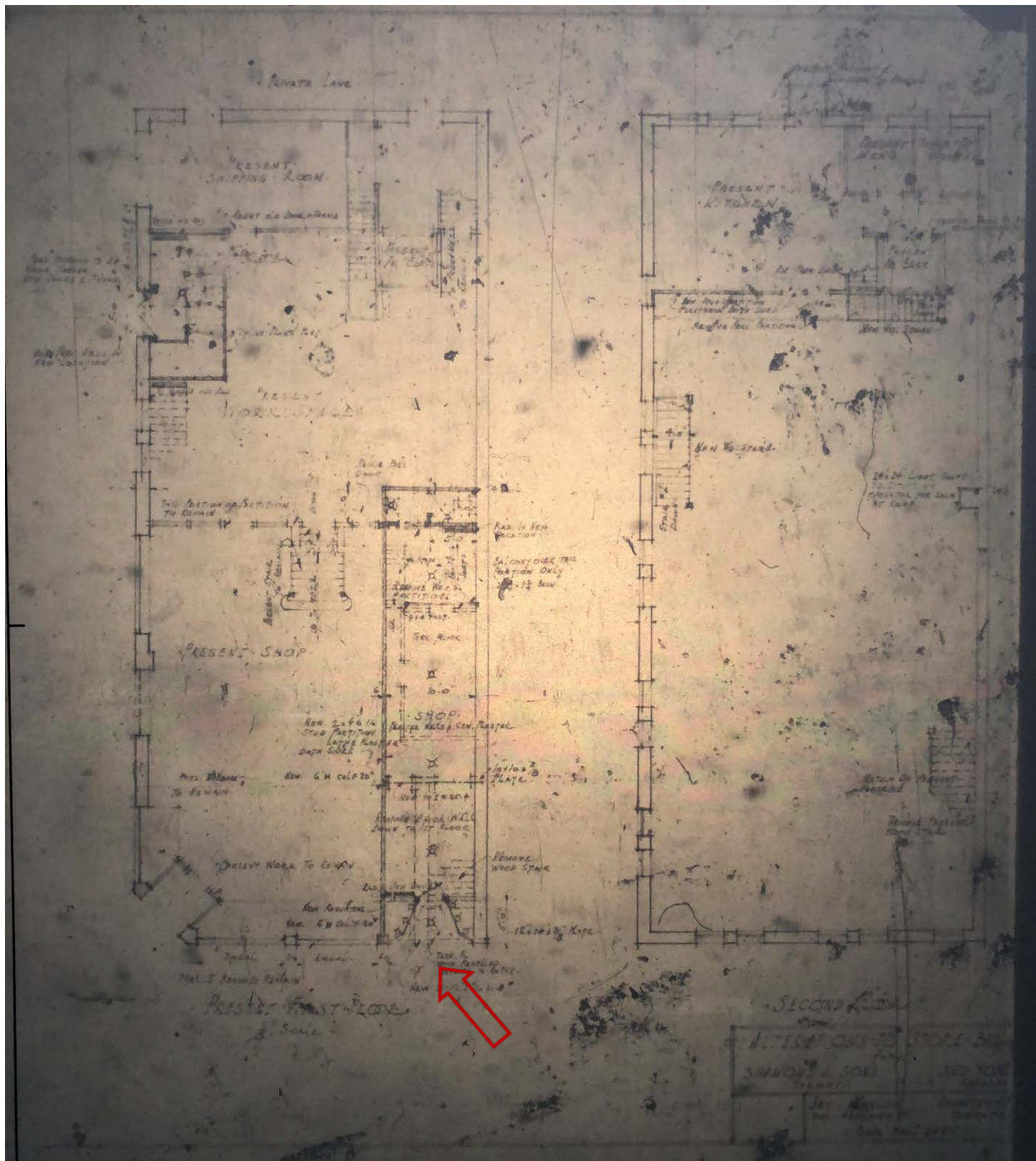
7. 1913 "Architect's Photograph" of the "rear of the north-west corner of Elm and Yonge streets showing the semi-detached building at 4-6 Elm occupied according to 1913 city directory by Antonio Falcon, shoemaker (4) David Klein, electrician (6) and 4 Elm Street and the building at 2 Elm Street occupied by Mrs. Bessie Gourley. The properties were subsequently demolished to make way for the new premises at 348-350 Yonge which included these properties. (CTA Series 372, ss0001, item 30)



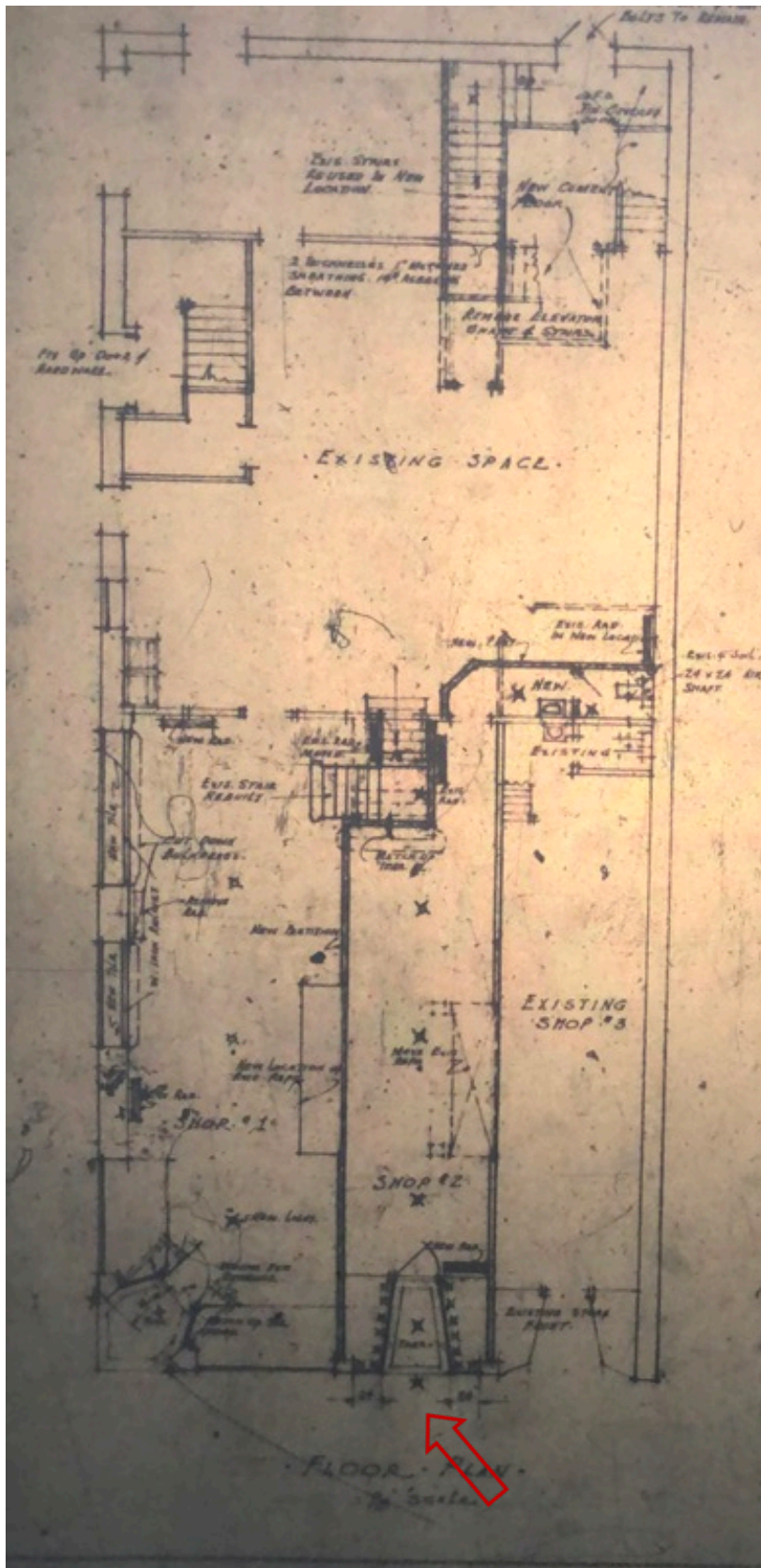
8. Goad's Atlas, 1924 showing the 1913 reconstruction of 348-350 Yonge and 2-6 Elm as a single brick structure. (CTA)



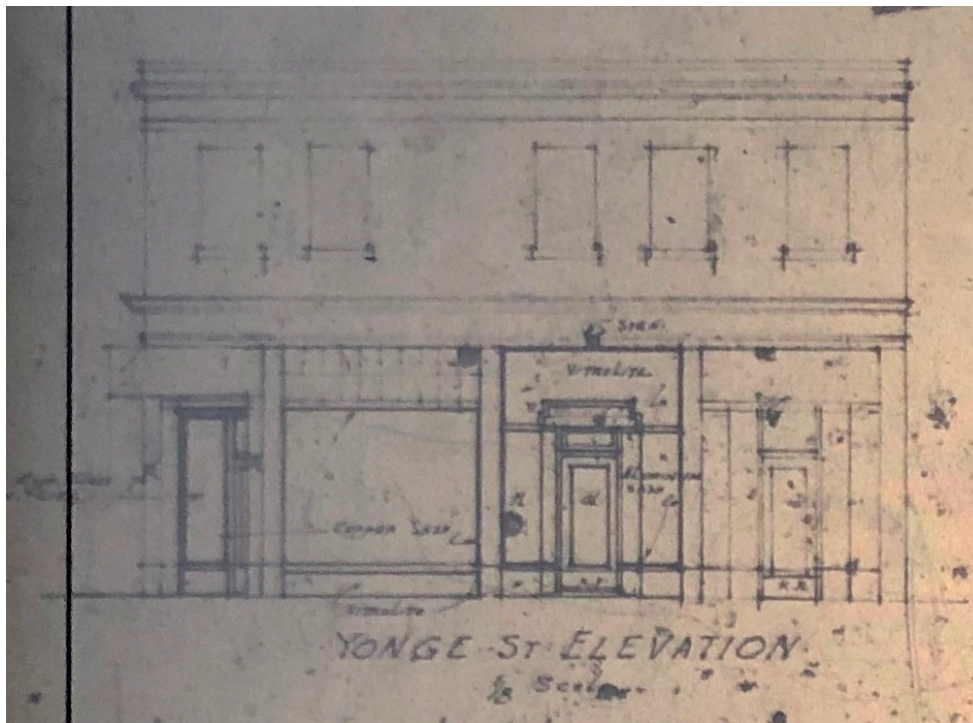
9. 1917 City Directory Advertisement for Simmons Florists "Canada's Greatest Floral Shop' at 348-350 Yonge Street, north-west corner of Yonge and Elm streets (City Directory, 1917, CTA)



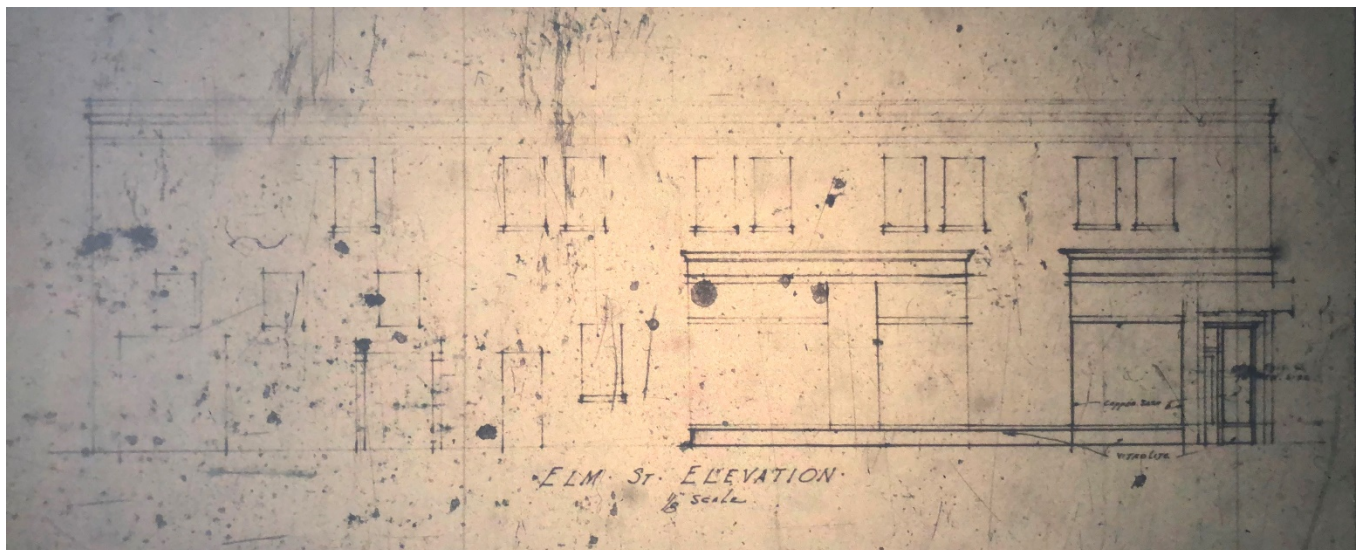
10. 1932 plans for 348-350 Yonge Street, by the architect Jay Isadore English to replace the existing stair at the north end of the east elevation on Yonge Street with a new shop with a recessed entry and to relocate the stair which provided access to the second floor to an entrance facing Elm Street.
 (Building Permit 31326, 1932, City of Toronto Building Records)



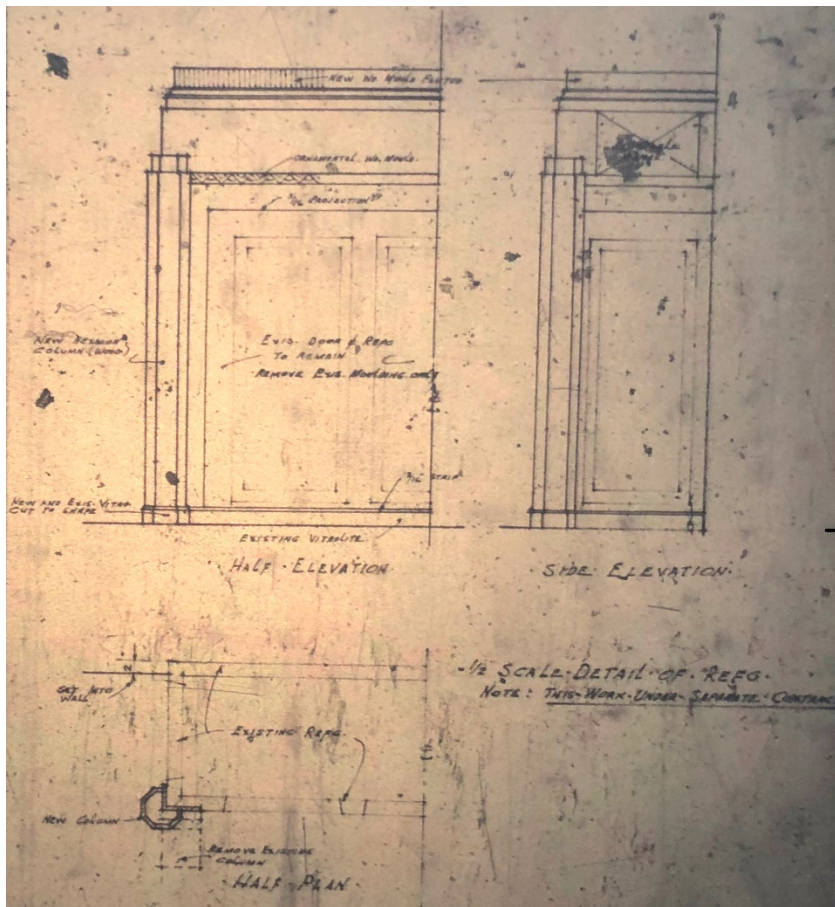
11. 1933 Plan by Jay I. English to add a third shop facing Yonge Street. (Building Permit 36102, 1933, City of Toronto Building Records)



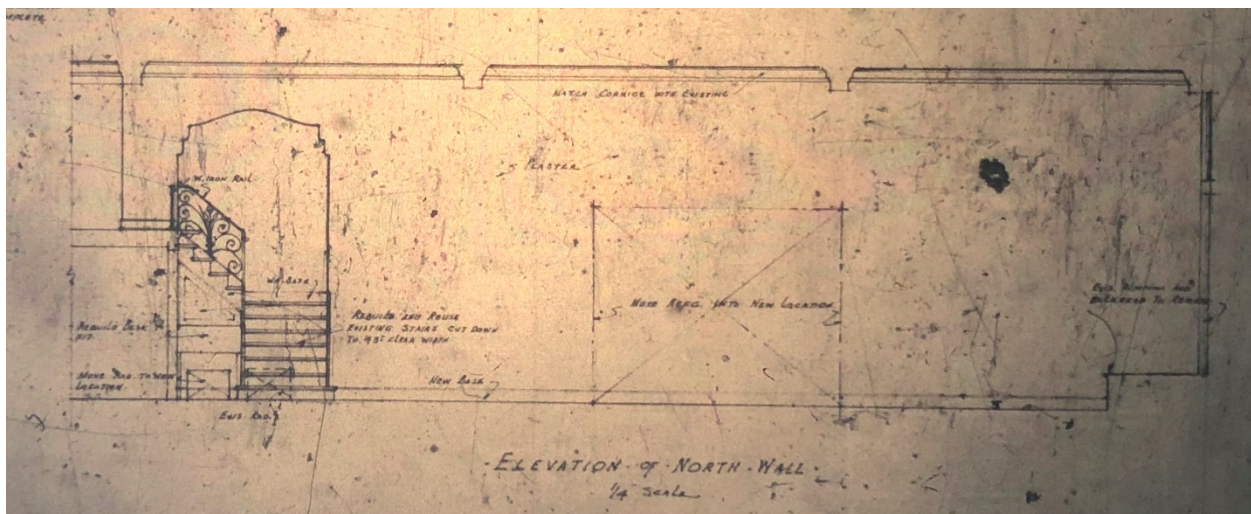
12. 1933, Elevation by Jay I. English for 348-350 Yonge Street with proposed new (central) shop front. Vitrolite is shown in the panel over the door and Zouri is described in the specifications (Building Permit 36102, 1933, City of Toronto Building Records)



13. 1933, Elevation by Jay I. English, for the Elm Street Elevation showing the layout of window and door openings including the corner entrance at Yonge and Elm streets for 348-350 Yonge Street (Building Permit 36102, 1933, City of Toronto Building Records)



14. 1933, Jay I English, entrance details for 348-350 Yonge Street with new and existing vitrolite and new columns (Building Permit 36102, 1933, City of Toronto Building Records)



15. 1933 Jay I English, Flower Shop Interior at 348 Yonge Street showing the Elevation of North Wall. The stair, archway with its decorative opening and the wrought iron hand-rail remain intact in the current shop premises (Building Permit 36102, 1933, City of Toronto Building Records)



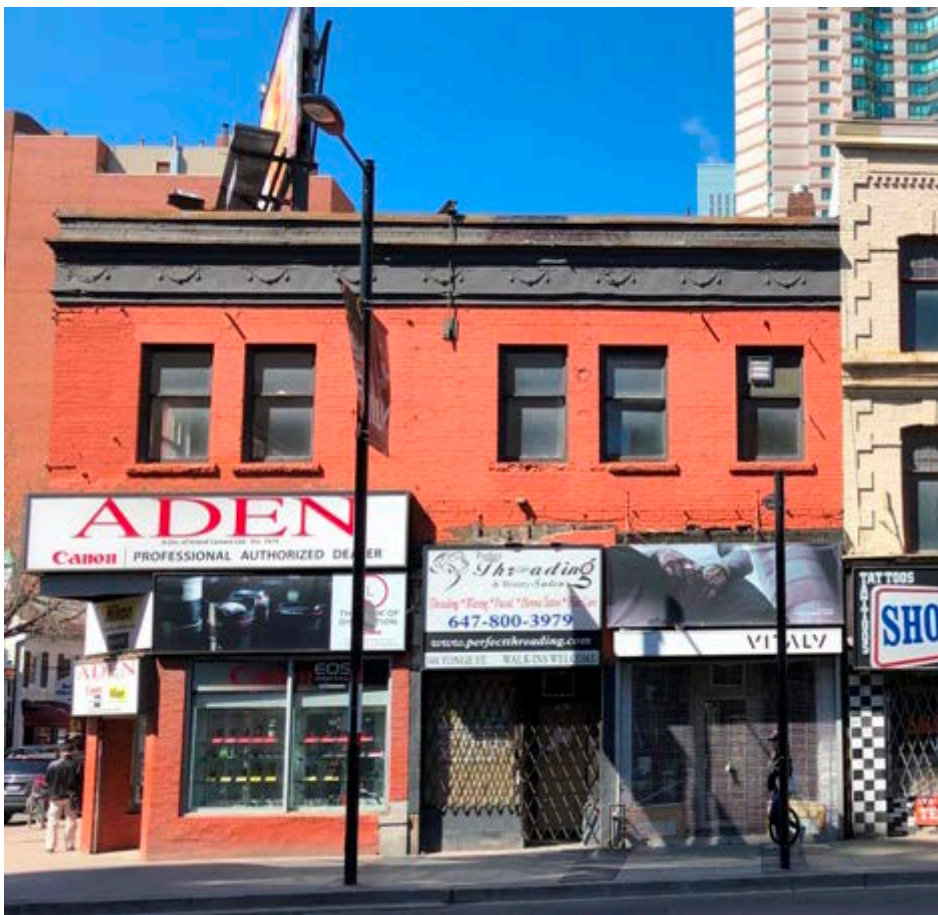
16. 348 – 350 Yonge Street, 1950
 (City of Toronto Archives [CTA], Fonds 16, Series 574, File 14, item 49336)



17. 348 Yonge Street – detail of corner doorway
 (CTA, Fonds 200, series 372, subseries 58 Item 2574)



18. 348-350 Yonge – detail of base of shop front, April 9 1954
 (CTA Fonds 200, series 372 subseries 58 Item 2575)



19. 348-350 Yonge Street east elevation (HPS, 2019)



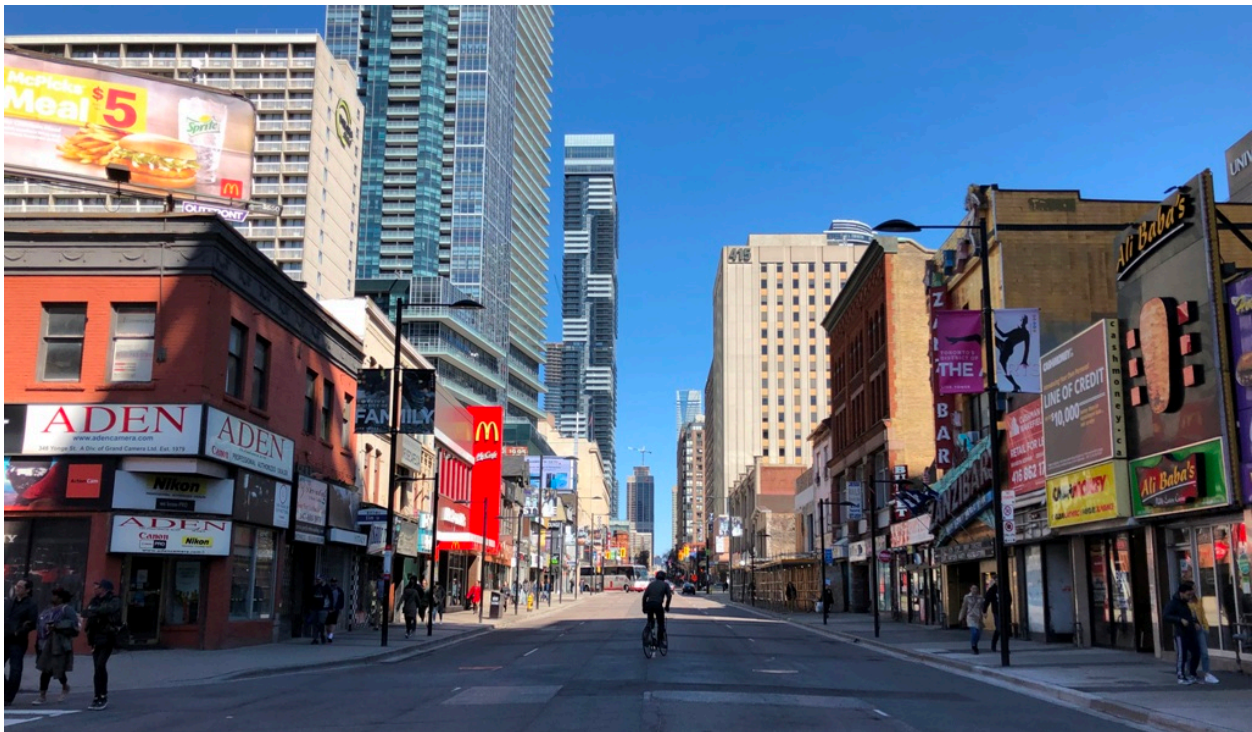
20. 348-350 Yonge Street south and east elevations facing Elm and Yonge Streets (HPS, 2019)



21a. (left) 348 Yonge Street - south elevation, detail showing pressed metal frieze and cornice, bricks, lintel and sills (HPS, 2019)



22. (right) 350 Yonge Street – showing the original configuration of the new shop entrance added in 1932. (HPS, 2019)



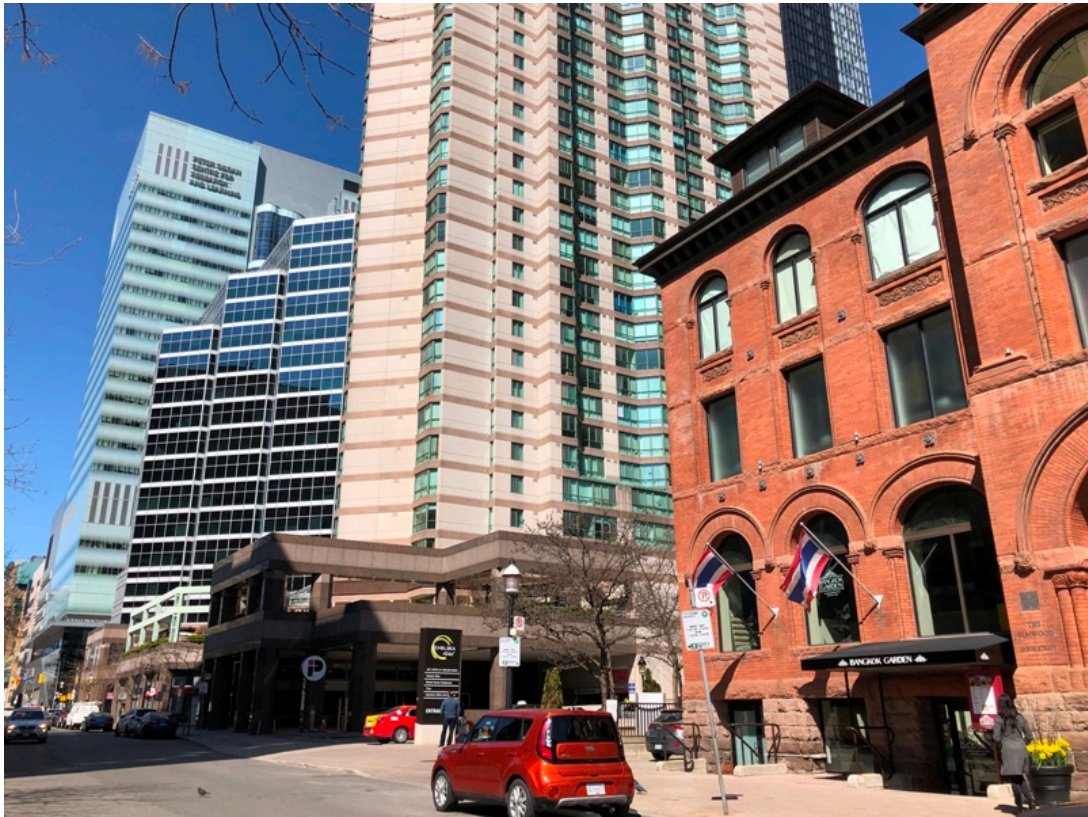
23. Looking north from Elm Street on Yonge Street (HPS, 2019)



24. Elm Street from left to right, 18 Elm (YWCA now the Elmwood Spa), 14 Elm (St. George's Hall, now the Arts & Letter Club), 8-12 Elm, commercial block and 348 Yonge Street (HPS, 2019)



25. Nineteenth century residential buildings, south side of Elm at 31-41 Elm Street (HPS, 2019)



26. Elm Street, north side looking west from 18 Elm Street (HPS, 2019)



27. Elm Street looking east towards Yonge Street from opposite 13 Elm Street, October 16, 1952; showing Simmons Florist at 348 Yonge Street on the left and 346 Yonge Street on the right with historic 19th century buildings on the east side of Yonge Street (CTA, Series 372, ss0058, item 2379)



28. Elm Street looking east towards Yonge Street showing the properties at 346 and 348 Yonge as well as 8-12 Elm Street with the new Ryerson Student Centre (HPS, 2019)