

Clause embodied in Report No. 4 of the Toronto East York Community Council, as adopted by the Council of the City of Toronto at its meeting held on April 14, 15 and 16, 2003.

12

**Inclusion on the City of Toronto
Inventory of Heritage Properties -
95A Bloor Street West (Georg Jensen Store)
(Toronto Centre-Rosedale, Ward 27)**

(City Council on April 14, 15 and 16, 2003, adopted this Clause, without amendment.)

The Toronto East York Community Council recommends the adoption of the report (January 28, 2003) from the Commissioner of Economic Development, Culture and Tourism:

Purpose:

This report recommends that the property at 95A Bloor Street West (Georg Jensen Store) be included on the City of Toronto Inventory of Heritage Properties.

Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

- (1) City Council include the property at 95A Bloor Street West (Georg Jensen Store) on the City of Toronto Inventory of Heritage Properties; and
- (2) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Background:

In a letter dated December 17, 2002, the Directors of Docomomo Canada-Ontario, an international network dedicated to the documentation and conservation of buildings, sites and neighbourhoods of the Modern Movement, requested that the Georg Jensen Store at 95A Bloor Street West be considered for inclusion on the City of Toronto Inventory of Heritage Properties. The property is nominated as the only known commission in Toronto by the nationally significant architectural firm of Rother, Bland, Trudeau. The building is currently vacant.

Culture Division staff have evaluated the site and determined that it merits inclusion on the City of Toronto Inventory of Heritage Properties as a property of cultural heritage value or interest.

The Reasons for Listing are outlined below. A location map (Attachment No. 1), and photograph (Attachment No. 2) are attached.

Reasons for Listing:

The property at 95A Bloor Street West is recommended for inclusion on the City of Toronto Inventory of Heritage Properties for its cultural heritage value or interest. The Georg Jensen Store is architecturally significant as the only known commission in Toronto by the Montreal architectural firm of Rother, Bland, Trudeau. The partnership of Vincent Rother, John Bland and Charles Elliott Trudeau (brother of former Prime Minister Pierre Elliott Trudeau) contributed to the development of the Modern Movement of architecture in Canada with projects that included the award-winning former Ottawa City Hall (1955). In 1956, the firm remodelled an existing commercial building on the southeast corner of Bloor Street West and St. Thomas Street for Georg Jensen's Silversmiths Limited. The store showcased the products of the internationally recognized design firm founded by the Danish goldsmith and sculptor in Copenhagen in 1904. The building was cited in contemporary periodicals as contributing to the revitalization of the Yorkville commercial neighbourhood.

The Georg Jensen Store displays Modern design features. The heritage attributes of the building are found on the two street facades (north and west). The smooth cladding and minimalist door and window openings (now partly altered), particularly the oversized windows on the north wall and the two-storey showcase windows on the west elevation, are significant design features.

Conclusions:

It is recommended that City Council include the property at 95A Bloor Street West (Georg Jensen Store) on the City of Toronto Inventory of Heritage Properties.

Contact:

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(Attachments referred to in the foregoing report were forwarded to all Members of the Toronto East York Community Council with the agenda for its meeting on April 1, 2003, and copies are on file in the office of the City Clerk.)

The Toronto East York Community Council also submits the following communication (February 20, 2003) from the City Clerk, Toronto Preservation Board:

Recommendation:

The Toronto Preservation Board on February 19, 2003, recommended to Toronto East York Community Council, and Council, the adoption of the recommendations contained in the report dated January 28, 2003, from the Commissioner, Economic Development, Culture and Tourism:

It is recommended that:

- (1) City Council include the property at 95A Bloor Street West (Georg Jensen Store) on the City of Toronto Inventory of Heritage Properties; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Background:

The Toronto Preservation Board had before it a report dated January 28, 2003, from the Commissioner of Economic Development, Culture and Tourism recommending that the property at 95A Bloor Street West (Georg Jensen Store) be included on the City of Toronto Inventory of Heritage Properties.

The following persons appeared before the Toronto Preservation Board in connection with the foregoing matter:

- Dan Gugula, Colliers; and
- Michael McClelland, E.R.A. Architects.