

Authority: Toronto and East York Community Council
Item TE6.9, as adopted by City of Toronto Council on
June 18 and 19, 2019

CITY OF TORONTO

BY-LAW 1636-2019

To designate the property at 348-350 Yonge Street as being of cultural heritage value or interest.

Whereas the Ontario Heritage Act authorizes the Council of a municipality to enact by-laws to designate real property, including all buildings and structures thereon, to be of cultural heritage value or interest; and

Whereas authority was granted by Council to designate the property at 348-350 Yonge Street as being of cultural heritage value or interest; and

Whereas the Council of the City of Toronto has caused to be served upon the owners of the lands and premises known as 348-350 Yonge Street and upon the Ontario Heritage Trust, Notice of Intention to designate the property, and has caused the Notice of Intention to be posted on the City's website for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4.1. Notice requirements under the Ontario Heritage Act; and

Whereas no notice of objection was served upon the Clerk of the municipality; and

Whereas the reasons for designation are set out in Schedule A to this by-law;

The Council of the City of Toronto enacts:

1. The property at 348-350 Yonge Street, more particularly described in Schedule B attached to this by-law, is designated as being of cultural heritage value or interest.
2. The City Solicitor is authorized to cause a copy of this by-law to be registered against the property described in Schedule B to this by-law in the proper Land Registry Office.
3. The City Clerk is authorized to cause a copy of this by-law to be served upon the owners of the property 348-350 Yonge Street at and upon the Ontario Heritage Trust and to cause notice of this by-law to be posted on the City's website for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4.1. Notice requirements under the Ontario Heritage Act.

Enacted and passed on November 27, 2019.

Frances Nunziata,
Speaker

Ulli S. Watkiss,
City Clerk

(Seal of the City)

SCHEDULE A

STATEMENT OF SIGNIFICANCE REASONS FOR DESIGNATION 348-350 YONGE STREET

Reasons for Designation

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

SCHEDULE B
LEGAL DESCRIPTION

PART OF PIN 21103-0075 (LT)
PART OF PARK LOT 9, CONCESSION 1, FTB, GEOGRAPHIC TOWNSHIP OF YORK,
DESIGNATED AS PART 5, PLAN 64R-15785

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