

Authority: Planning and Housing Committee Item PH26.8, as adopted by City of Toronto Council on October 1 and 4, 2021.

CITY OF TORONTO

BY-LAW 1082-2021

To designate the property at 1140 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 1140 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 1140 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 within the prescribed time under the Ontario Heritage Act; 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 1140 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 1140 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 December 17, 2021.

Frances Nunziata,
Speaker

John D. Elvidge,
City Clerk

(Seal of the City)

SCHEDULE A

STATEMENT OF SIGNIFICANCE REASONS FOR DESIGNATION

1140 YONGE STREET PIERCE-ARROW SHOWROOM

Reasons for Designation

The property at 1140 Yonge Street is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual value.

Description

Located at the southwest corner of Yonge Street and Marlborough Avenue, the property at 1140 Yonge Street contains a one-storey commercial main street building originally constructed in 1930 as an early-20th century automobile showroom and adaptively reused as the Canadian Broadcasting Corporation's (CBC) Studio D/4 and recognized on the City's Heritage Register since September 25, 1978. The window openings of the showroom were filled in by the CBC in the mid-1950s to serve their filming studio needs. A series of modifications over the course of the 20th century have also removed some of the original decorative architectural details; however, documentary evidence would enable their restoration in future.

Statement of Cultural Heritage Value

Physical and Design Value

The property located at 1140 Yonge Street has cultural heritage value as a fine, unique example of the early-20th century automobile showroom/dealership typology, which is evident in the design of the one-storey building with its double-height cast stone arches and columns containing round-arched windows (many currently filled in) along the east (Yonge Street) and partial north (Marlborough Avenue) elevations. The building displays a high degree of craftsmanship and artistic merit through its use of cast stone sculptures by artist Merle Foster. These design elements feature a high degree of exuberant detailing, intended to convey a sense of opulence, and incorporate a range of decorative architectural details from various stylistic influences including the Byzantine and Renaissance Revival architectural style.

Historical and Associative Value

The property at 1140 Yonge Street is valued for its association with the Pierce-Arrow company, which manufactured luxury automobiles during the early-20th century, before declaring bankruptcy in 1938 due to the economic impacts of the Great Depression.

The building demonstrates the work of the architectural firm Sparling, Martin & Forbes. While architect William F. Sparling's partnership with Martin and Forbes only lasted from 1928 to 1931, Sparling was known for a number of buildings under his own name, including the Metropolitan Building at Adelaide Street East and Victoria Street and the Masonic Temple at

Yonge Street and Davenport Road. Sparling's work often incorporated exuberant Byzantine and Renaissance Revival stylistic elements that are echoed in the design at 1140 Yonge Street, including patterned veneer brick, decorative arches and sculptural pieces.

The property is also valued for its association with the Canadian Broadcasting Corporation (CBC), who purchased the building in 1953 and converted the interior space into the company's primary filming production studio in the city until relocating to the CBC's current headquarters (also known as the Canadian Broadcasting Centre) at 250 Front Street in the early 1990s. Known as Studio D/4, the studio represents the national broadcaster's foray into television, with shows such as Flashback, Front Page Challenge, Mr. Dressup, Juliette, and the Tommy Hunter Show filmed on the property.

The property also has a direct association with artist Merle Foster, a renowned and respected Toronto sculptor, who designed the cast-stone sculptural detailing on the principal (east and north) elevations. In keeping with her oeuvre, the cast-stone detailing at 1140 Yonge Street features medieval-inspired sculptures such as gargoyles, as well as more Classically-informed figures such as the man holding the car and tire. The sculptural work of Merle Foster provides a greater understanding of women in the art and sculpture community in early-20th century Toronto.

Contextual Value

Contextually, the property has cultural heritage value as it maintains and supports the historic character of this portion of Yonge Street. Situated at the southwest corner of Yonge Street and Marlborough Avenue, it is an important contributor as it maintains the late-19th to early-20th century main street commercial built form evolution and historic character of the area, along with the adjacent heritage buildings at 1148 Yonge Street and 1095-1099 Yonge Street.

Constructed in 1930, the commercial main street property at 1140 Yonge Street is visually, physically and historically linked to its surroundings as a fine, rare example of an automobile showroom building with form, massing and stylistic details characteristic of the early-20th century and typically located along the city's main commercial thoroughfares such as Yonge Street, Bay Street and Danforth Avenue.

Heritage Attributes

Design or Physical Value

Attributes that contribute to the value of the property at 1140 Yonge Street being a rare surviving example of an early automobile showroom/retail building constructed of red brick and cast stone and incorporating cast stone sculptural detailing by renowned female Canadian artist, Merle Foster:

- The one-storey scale, rectangular-form and massing of the building with its original double-height openings
- The materials, with the veneered red brick (currently painted) and all cast stone detailing including columns, capitals, arches and decorative sculptures

- The flat roofline with original cast stone frieze and parapet with sculptural detailing on the east and north elevations (currently missing)
- On the east and part of the north elevations, the arrangement of the double-height window openings with their round-arched shape and cast stone frames

Historical or Associative Value

- The current main entrance to the building at the chamfered end of the building on the southwest corner of Yonge Street and Marlborough Avenue, as adaptively relocated by the CBC

Contextual Value

Attributes that contribute to the value of the property at 1140 Yonge Street as defining, supporting and maintain the historic character of the area and being historically, visually, functionally and physically linked to its setting:

- The placement, setback and orientation of the building anchoring the southwest corner of Yonge Street and Marlborough Avenue
- The relationship of the building's scale and massing to the adjacent heritage buildings at 1148 Yonge Street and 1095-1099 Yonge Street that, respectively, anchor the northwest and north east corners of the same intersection

SCHEDULE B
LEGAL DESCRIPTION

PIN 21193-0473 (LT)
LOTS 9 TO 12 (INCLUSIVE), 18 AND 23,
PART OF LOT 26, REGISTERED PLAN 309 YORKVILLE,
DESIGNATED AS PART 1, PLAN 63R-3621

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