



STAFF REPORT ACTION REQUIRED

335 Yonge Street – Intention to Designate under Part IV, Section 29 of the Ontario Heritage Act

Date:	May 17, 2010
To:	Toronto Preservation Board Toronto and East York Community Council
From:	Acting Director, Policy & Research, City Planning Division
Wards:	Toronto Centre-Rosedale – Ward 27
Reference Number:	P:\2010\Cluster B\PLN\HPS\TEYCC\te 06 22 10\teHPS09

SUMMARY

This report recommends that City Council state its intention to designate the property at 335 Yonge Street (Empress Hotel) under Part IV, Section 29 of the Ontario Heritage Act. The property was included on the City of Toronto Inventory of Heritage Properties in March 1974.

The property at 335 Yonge Street is located on the southeast corner of Yonge Street and Gould Street. On April 16, 2010, a portion of the north (Gould Street) wall collapsed.

At its meeting of April 20, 2010, the Toronto and East York Community Council requested the Manager of Heritage Preservation Services to report to the May 28, 2010 meeting of the Toronto Preservation Board on the designation of the property under Part IV, Section 29 of the Ontario Heritage Act.

Following research and evaluation, staff have determined that the property meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under the Ontario Heritage Act. The designation of the property would enable City Council to control alterations to the site, enforce heritage property standards and maintenance and refuse demolition.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council state its intention to designate the property at 335 Yonge Street (Empress Hotel) under Part IV, Section 29 of the Ontario Heritage Act.
2. If there are no objections to the designation in accordance with Section 29(6) of the Ontario Heritage Act, City Council authorize the City Solicitor to introduce the bills in Council designating the property under Part IV, Section 29 of the Ontario Heritage Act.
3. If there are objections in accordance with Section 29(7) of the Ontario Heritage Act, City Council direct the City Clerk to refer the designation to the Conservation Review Board.
4. If the designation is referred to the Conservation Review Board, City Council authorize the City Solicitor and appropriate staff to attend any hearing held by the Conservation Review Board in support of Council's decision on the designation of the property.

Financial Impact

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

DECISION HISTORY

At its meeting of April 27, 2010, the Toronto and East York Community Council adopted TE33.81 entitled "Heritage Assessment – 335 Yonge Street," requesting the Manager of Heritage Preservation Services to report to the May 28, 2010 meeting of the Toronto Preservation Board on designating the property under Part IV, Section 29 of the Ontario Heritage Act. The item originated with a letter from Councillor Kyle Rae, advising that the north façade of the building at 335 Yonge Street had partially collapsed on April 16, 2010, which resulted in the partial demolition of the wall.

ISSUE BACKGROUND

The property at 335 Yonge Street was included on the City of Toronto Inventory of Heritage Properties in March 1974. A location map (Attachment No. 1) and photographs (Attachment No. 2) are attached. The designation of the property under Part IV, Section 29 of the Ontario Heritage Act would enable Council to refuse the demolition of the building and encourage the retention and maintenance of its heritage values and attributes.

COMMENTS

Staff have completed the attached Heritage Property Research and Evaluation Report (Attachment No. 4) for the property at 335 Yonge Street. As a result of this assessment, staff have determined that the property meets Ontario Regulation 9/06, the criteria prescribed for municipal designation, for its design and contextual values. The property at 335 Yonge contains a three-storey commercial building that was constructed in 1888 and occupied for over half a century by the Empress Hotel.

The Reasons for Designation are found in Attachment No. 3. The property at 335 Yonge Street is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the categories of design and contextual value. A local landmark on the southeast corner of Yonge Street and Gould Street, the Empress Hotel (1888) is a well-crafted example of a late 19th century commercial building that blends elements of the Second Empire and Romanesque Revival styles. The Reasons for Designation (Statement of Significance), which is the public Notice of Intention to Designate, will be advertised on the City of Toronto's web site in accordance with the City of Toronto Act provisions and served on the owner of 335 Yonge Street and on the Ontario Heritage Trust according to the provisions of the Ontario Heritage Act.

CONTACT

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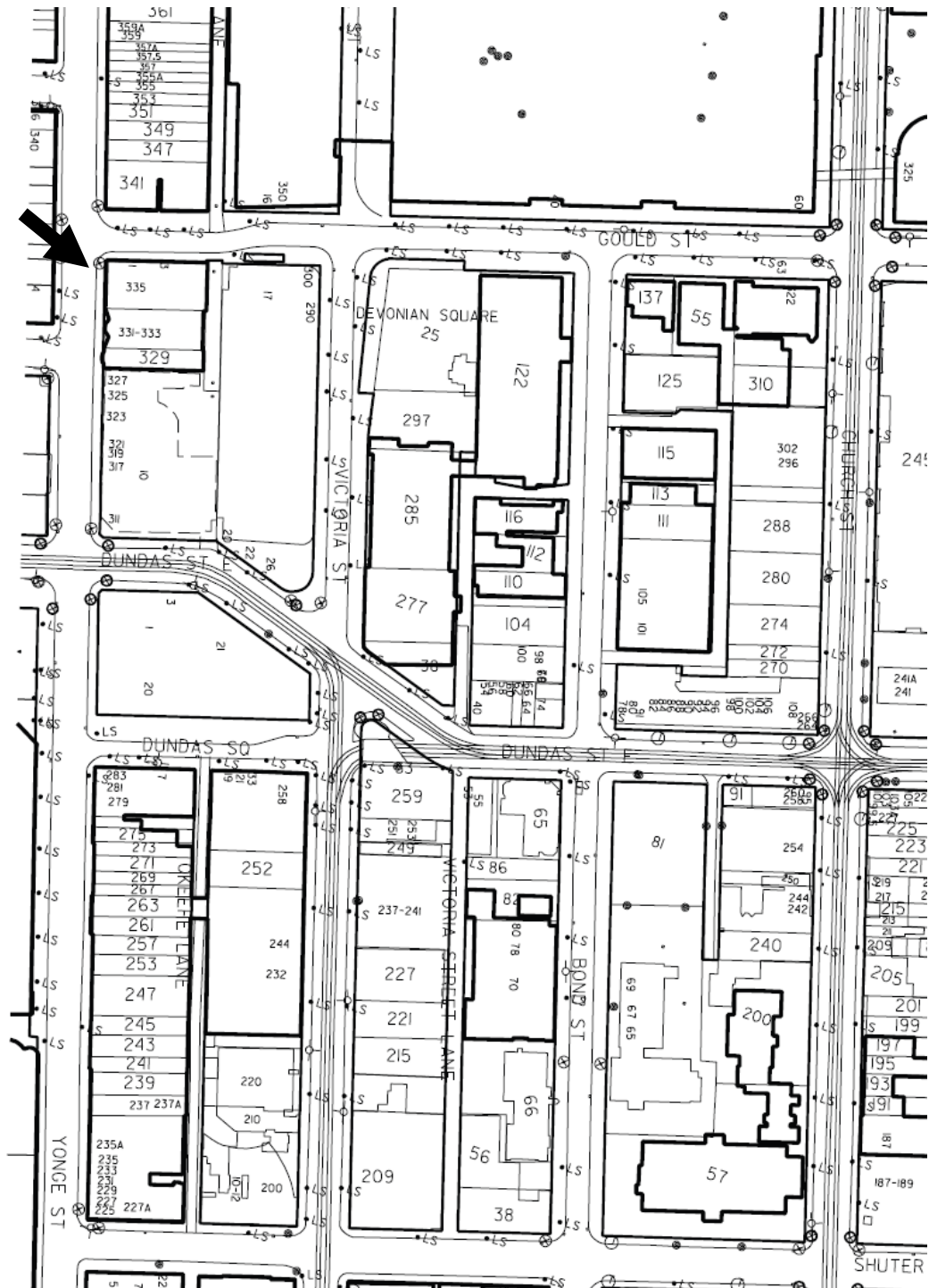
SIGNATURE

Kerri A. Voumvakis, Acting Director
Policy and Research
City Planning Division

ATTACHMENTS

Attachment No. 1 – Location Map
Attachment No. 2 – Photographs
Attachment No. 3 – Reasons for Designation
Attachment No. 4 – Heritage Property Research and Evaluation Report

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The **arrow** marks the location of the site.

This location map is for information purposes only;
the exact boundaries of the property are not shown.



335 Yonge Street, showing the west (right) and north (left) facades



Photograph taken on April 16, 2010, showing the partial collapse of the north façade (left) on Gould Street

Empress Hotel

Description

The property at 335 Yonge Street is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the categories of design and contextual value. Located on the southeast corner of Yonge Street and Gould Street, the Empress Hotel (1888) is a three-storey commercial building. The property was included on the City of Toronto Inventory of Heritage Properties in 1974.

Statement of Cultural Heritage Value

The Empress Hotel has design value as a well-crafted example of a late 19th century commercial building that blends elements of the popular Second Empire and Romanesque Revival styles of the era. The distinctive corner tower with a classically-detailed mansard roof from Second Empire styling is combined with the monumental round-arched openings that typify the Romanesque Revival style in a carefully crafted composition designed to enhance the presence of the building on Toronto's most prominent commercial street.

Contextually, the Empress Hotel is a local landmark on the southeast corner of Yonge Street and Gould Street, where it is the only surviving 19th century commercial building along the east side of Yonge Street in the block between Dundas Street East and Gould Street. With its position on a corner lot and visible tower, the Empress Hotel stands as a reminder of the grandeur of Yonge Street as it developed in the late 19th and early 20th centuries as Toronto's "main street."

Heritage Attributes

The heritage attributes of the property at 335 Yonge Street are:

- The scale, form and massing of the structure with the three-storey rectangular plan
- The red brick cladding with brick and stone trim
- The distinctive corner (northwest) tower with a mansard roof and classically-detailed dormers on the north and west faces
- On the Yonge Street (west) and Gould Street (north) façades, the cornices (with brackets on the west elevation) and corbelled brickwork along the rooflines
- The organization of the fenestration in the upper floors, where brick piers separate the round-arched openings on the west façade and the combination of round-arched, segmental-arched and flat-headed openings on the east elevation, many of which contain original wood sash windows

- In the round-arched openings on the tower and west façade, the original wood windows with brick and stone detailing, mullions and decorative glass
- On the north elevation, the decorative brick and stone detailing on the window openings, with brick string courses linking the window heads
- The position of the building on a corner lot at Yonge Street and Gould Street

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



EMPRESS HOTEL
335 YONGE STREET, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

May 2010

1. DESCRIPTION



Gould Street elevation, 2004

335 Yonge Street: Empress Hotel	
ADDRESS	335 Yonge Street (southeast corner of Gould Street)
WARD	27 (Toronto Centre-Rosedale)
LEGAL DESCRIPTION	Plan 22A, Part Lot 25
NEIGHBOURHOOD/COMMUNITY	Yonge Street
HISTORICAL NAME	Empress Hotel
CONSTRUCTION DATE	1888
ORIGINAL OWNER	William Reynolds
ORIGINAL USE	Commercial (hotel and stores)
CURRENT USE*	Commercial (stores, restaurants and offices) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	None found
DESIGN/CONSTRUCTION/MATERIALS	Brick and wood construction; brick cladding; brick and stone trim
ARCHITECTURAL STYLE	Second Empire and Romanesque Revival styles
ADDITIONS/ALTERATIONS	1950, alterations, Edison Hotel, Douglas Kertland, architect
CRITERIA	Design/Physical and Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	May 2010

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 335 Yonge Street, and applies evaluation criteria to determine whether the property merits designation under Part IV, Section 29 of the Ontario Heritage Act according to Ontario Regulation 9/06. The conclusions of the research and evaluation are found in Section 4 (Summary).

i. HISTORICAL TIMELINE

Key Date	Historical Event
1847	William Reynolds purchases the subject property at the southeast corner of Yonge Street and Gould Street
1855	Reynolds is first listed in the City Directories as the occupant of the site
1859	Tax assessment rolls record Reynolds as the owner of a three-part commercial building at Yonge and Gould where his bakery occupies the corner unit
1888 March	Reynolds receives a building permit for a three-storey six-unit commercial building at the southeast corner of Yonge and Gould
1888 September	According to the tax assessment rolls, the new building is under construction
1888	The city directory for 1889 (compiling information from 1888) indicates that the building is partially occupied, with the Empress Hotel in the corner unit
1889 September	In the tax assessment rolls, the recorded occupants of the completed building include undertakers and the Empress Hotel
1944	Reynold's heirs sell the property, which is occupied by the "New Empress Hotel" (land records and city directories)
1947	Edison Hotel Limited purchases the site, retaining it until 1991 (land records and city directories)

ii. HISTORICAL BACKGROUND

Yonge Street

The property at 335 Yonge Street occupies a small portion of Park Lot 7, one of the series of 100-acre allotments that were surveyed between present-day Queen Street and Bloor Street and granted to associates of the provincial government as the location of country estates north of the Town of York. Captain John McGill, who served with Lieutenant Governor John Graves Simcoe and was the Province's Receiver General after the War of 1812, received Park Lot 7 where he built a country house. In 1836, McGill's heir registered Plan 22A with 425 building lots that represented "one of the earliest subdivisions around York."¹ The plan laid out new streets that were named for associates of Captain McGill, including Gould Street, which recognized British American Land Company officer Nathaniel Gould.²

¹ Lundell, 51

² Arthur, 281

335 Yonge Street

In 1847, William Reynolds purchased Lot 25 on the southeast corner of Yonge Street and Gould Street. Reynolds was first recorded in the City Directory of 1843-44 as a baker who occupied premises on King Street East, opposite the market. By 1855, Reynolds had relocated to his Yonge Street property where he operated a bakery and grocery store in a three-part two-storey commercial building. Reynolds reserved the corner unit for his business and offered the others to a series of tenants that included a children's carriage manufacturer. By 1865, Reynolds had retired to a house on the opposite side of Yonge Street, but he continued to own and rent out the property at Yonge and Gould.

In March 1888, William Reynolds received a building permit for a new three-storey six-unit commercial building on the southeast corner of Yonge Street and Gould Street. No architect or contractor is listed on the document (which is reproduced in Section 6 of this report). By September, the assessment rolls recorded "four unfinished stores" on the property. The site was fully occupied by the next year, when the Humphreys Brothers, undertakers, were tenants in a unit identified as 337 Yonge.³

The Empress Hotel was the first occupant in the building's corner unit with the distinctive tower. Beginning in 1888, William Reynolds and his heirs leased the premises to Richard Dissette, whose family operated the hotel for three decades. In 1893, the Empress Hotel was described in the book, Toronto Illustrated:

One of the most popular and ably conducted hotels in this city is the Empress Hotel, which commands a large permanent and transient patronage under the management of one of the most successful hotel proprietors in the Dominion, Mr. R. Dissette. The hotel was built only a comparatively short time ago, and has been under the able management of Mr. Dissette for the past five years. Everything is newly furnished throughout and is one of the cleanest and most inviting hotels in the city.⁴

The book outlined the features of the Empress Hotel, including the "upwards of 40 newly and handsomely furnished sleeping rooms," the modern improvements and conveniences that included gas and electric lighting and steam heating, as well as the attached bar-room where "the best liquors are also put up for family use."⁵ The entry concluded that "...no expense or pains have been spared to make this a first-class hotel in every respect, while every means or appliance tending to the comfort and convenience of guests has been adopted. Electric cars pass the door every three minutes direct to and from the Union passenger station and connecting with all parts of the city."⁶

³ Continuing in operation today as the Humphrey Funeral Home A. W. Miles Chapel and Reception Centre, the firm is one of the oldest surviving businesses in Toronto.

⁴ Toronto Illustrated 1893, Reprint, Ontario Genealogical Society, 1992, 193.

⁵ *Ibid*, 193.

⁶ *Ibid*, 193.

Alterations to the building occurred prior to the First World War when the Empress Hotel acquired additional space.⁷ By the 1930s, the hotel was reconfigured, with the main entrance moved from Yonge Street to the Gould Street elevation. The business was renamed the New Empress Hotel during the World War II era. In 1947, Edison Hotel Limited acquired the site, retaining it until 1991. The property was listed on the City of Toronto Inventory of Heritage Properties in March 1974.

iii. ARCHITECTURAL DESCRIPTION

The Empress Hotel is designed with features of the popular architectural styles of the late Victorian era, combining the characteristic mansard-roofed tower of the Second Empire style and the distinguishing round arches from the Romanesque Revival style. By the end of the 19th century, the growth of the architectural profession in Canada and the availability of periodicals featuring contemporary design trends resulted in a variety of architectural styles that were available for new buildings. Commercial edifices, in particular, employed a combination of styles that were devised to attract attention, tenants and customers.

The mansard-roofed tower that sets apart the Empress Hotel was the hallmark of the Second Empire style that originated in France in the mid 19th century where it first appeared on public buildings. With the mansard roof, the style was distinguished by the application of classical detailing derived from Renaissance sources. Introduced to North America by American architects, the Second Empire style arrived in Toronto in the 1870s with the unveiling of Government House, the Lieutenant-Governor of Ontario's official residence at King Street West and Simcoe Street (later demolished). Its distinctive roofline was adopted for residential and commercial buildings, including hotelries such as the Empress Hotel. Equally noticeable is the application of monumental round arches for the window openings in the upper stories of the tower and Yonge Street elevation of the Empress Hotel. This round-arched motif is an integral feature of the Romanesque Revival style, often dubbed Richardsonian Romanesque for its association with the American architect, H. H. Richardson, who drew elements including rough textured masonry and arches from 10th to 12th-century architecture and made them the signature features of his designs. The most recognized application of the style in Toronto is Old City Hall (begun 1889), which was planned and under construction at the same time as the Empress Hotel.

⁷ According to archival sources (maps, directories and assessment rolls), the Empress Hotel originally occupied the three-storey corner unit at Yonge and Gould, as well as the upper stories of the adjoining units. In 1911, the hotel acquired additional space on the first floor. An advertisement that first appeared in the August 22, 1922 edition of *The Globe* described the premises as refurnished and remodelled. The eastward expansion of the building is confirmed on the Goad's Atlas for 1910 revised to 1912 (reproduced in Section 6 of this report) and by the increase in the assessed value of the structure from 1910 to 1911. While building permits for these changes were not found, land records show that Reynold's heirs mortgaged the site for \$3500 in 1918.

The Empress Hotel rises three stories, with a prominent tower at the northwest corner that is extended by a mansard roof with classically-detailed dormers on the west and north faces. The structure is clad with red brick and trimmed with brick and stone. On the west and north, the roofline is marked by corbelled brickwork and continuous cornices, with brackets on the west cornice. Above the first-floor storefronts on Yonge Street (which have been altered over time), the upper stories are divided into bays by brick piers. Between the piers, round-arched openings – including two monumental window openings in the second storey of the two southern units – have brick voussoirs with corbelled brickwork and keystones. The north façade on Gould Street extends 10 bays between brick piers. In the second and third floors, the westernmost bays have pairs of segmental-arched openings, while those in the eastern bays (that were added as the building was expanded) feature single and paired windows with a mixture of flat-headed and segmental- and round-arched openings that are unified by their brick and stone detailing, including the brick string courses linking the window heads. Many of the openings contain original wood sash windows. The oversized round-arched windows on the tower and west façade feature wood sash windows with classically-detailed mullions and decorative glass.

iv. CONTEXT

Located on the southeast corner of Yonge Street and Gould Street, the Empress Hotel is the only surviving 19th century building on the east side of Yonge Street between Dundas Street East and Gould Street. North of Gould, the Richard S. Williams Block (1890) at 363-365 Yonge Street is identified on the City’s heritage inventory, along with the Thornton-Smith Building (1921) at 340 Yonge, opposite. Most of the remaining building stock that represented the late 19th and early 20th century development of Yonge Street as the City’s “main street” has been replaced or concealed by more recent projects.

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. While the criteria are prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, the City of Toronto uses it when assessing properties for inclusion on the City of Toronto Inventory of Heritage Properties. 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	X
iii. demonstrates high degree of scientific or technical achievement	N/A

Representative and Early Example of a Style with a High Degree of Craftsmanship

– The Empress Hotel is a well-designed example of a late 19th century commercial building that displays features of the most prevalent architectural styles of the period in Toronto. With its position on a corner lot where the tower is the focal point of the composition, the Empress Hotel demonstrates the skilful blending of the mansard roof and classical features of the Second Empire style with the characteristic round-arched motifs identifying Romanesque Revival design. The stylistic elements were carefully designed to highlight the presence of the Empress Hotel on the City’s most recognized commercial street.

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

No historical or associative values have been identified for the property at 335 Yonge Street. The building permit for the 1888 construction did not identify an architect or builder. The mid-20th century alterations by the notable Toronto architect Douglas Kertland are either removed or not identified as heritage attributes.

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

Landmark - With its corner location, distinctive tower and other late 19th century architectural detailing, the Empress Hotel is a local landmark on Yonge Street, north of Dundas Street. It stands as the only intact surviving building of this era on Yonge Street between Dundas Street East and Gould Street, and is one of the few recognized heritage properties on Yonge in the blocks directly north of Dundas. The Empress Hotel is a distinctive and important visual reminder of Yonge Street’s development as Toronto’s commercial “main street.”

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 335 Yonge Street (Empress Hotel) has cultural heritage value for its design and contextual significance. Commissioned by William Reynolds in 1888 and long-occupied by the Empress Hotel, the building is an important and well-crafted example of a late 19th century commercial edifice distinguished by its combination of Second Empire and Romanesque Revival detailing and conspicuous corner tower. With its architectural appearance and position on a corner lot on Toronto’s main commercial artery, the Empress Hotel is a local landmark on Yonge Street north of Dundas Street.

5. SOURCES

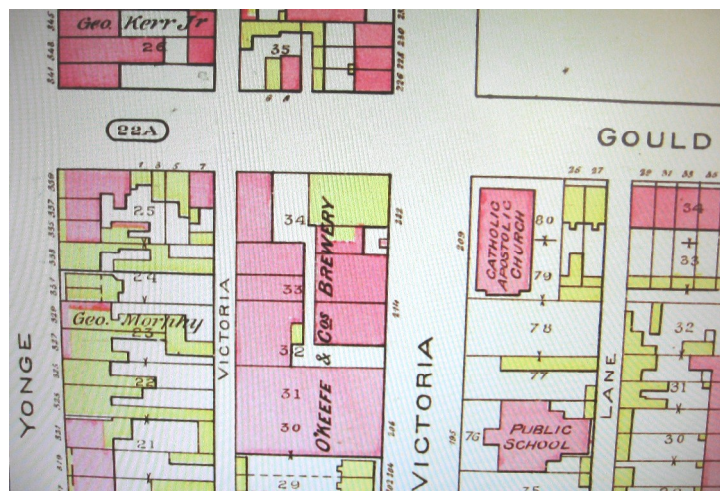
Archival Sources

Abstract Indices of Deeds, Plan 22A, Lot 25
Assessment Rolls, City of Toronto, St. James' Ward and Wards 3, 1847 ff.
Building Application #045117, October 1973 (including photograph)
Building Permit #54, March 22, 1888, City of Toronto Archives
Building Records, Toronto and East York, applications for alterations and additions to 335-339 Yonge Street, 1941 ff.
City of Toronto Directories, 1837 ff.
"Empress Hotel," The Globe (22 Aug 1911) 2
Goad's Atlases, 1880, 1884, 1890, 1894, 1899, 1903, 1910 revised to 1912, and 1910 revised to 1923

Secondary Sources

Arthur, Eric, Toronto: no mean city, 3rd ed., revised by Stephen A. Otto, 1986
Cameron, Christina, and Janet Wright, Second Empire Style in Canadian Architecture, 1980
Lundell, Liz, The Estates of Old Toronto, 1998
Maitland, Leslie, Jacqueline Hucker and Shannon Ricketts, A Guide to Canadian Architectural Styles, 1992
McHugh, Patricia, Toronto Architecture: a city guide, 2nd ed., 1989
Scadding, Henry, Toronto of Old (1873), Reprint, 1966
Terra Cotta: artful deceivers, Toronto Region Architectural Conservancy, 1990
Toronto Illustrated 1893, reprint, Ontario Genealogical Society, 1992

6. IMAGES



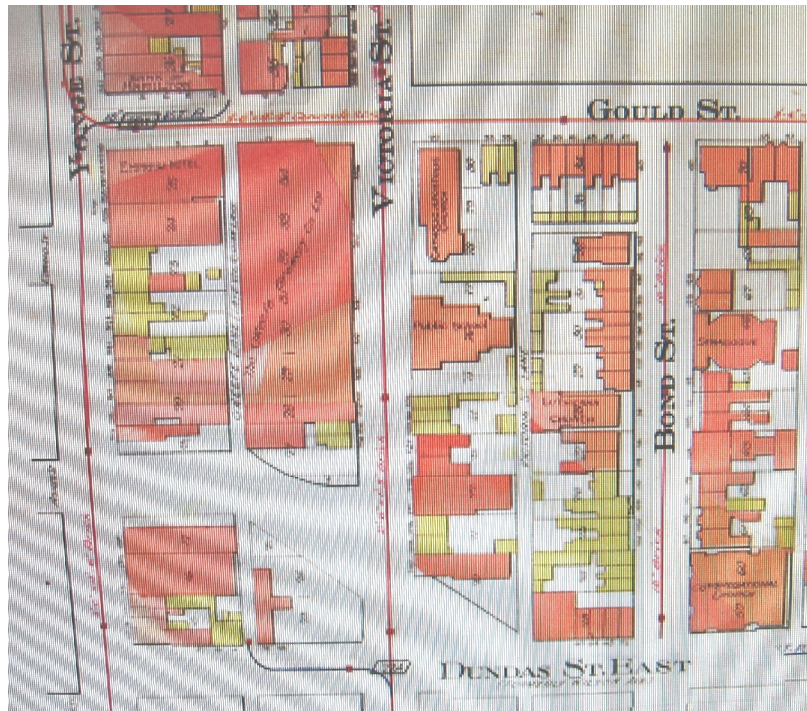
Extract, Goad's Atlas, 1884, showing the former commercial building on the subject property



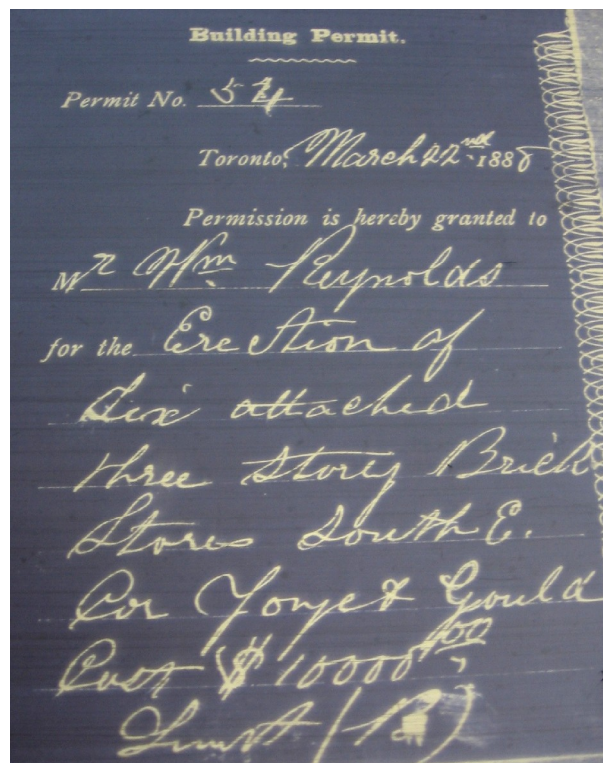
Extract, Goad's Atlas, 1890, showing the new building constructed in 1888



Extract, Goad's Atlas, 1910 revised to 1912, showing the expansion of the building



Extract, Goad's Atlas, 1910 revised to 1923, showing the subject property, as well as the neighbouring Olympia Recreation Club Building at 331-333 Yonge Street (1922)



Building Permit #54, March 22, 1888 (City of Toronto Archives)



335 Yonge Street, c. 1973 (Building Records, Toronto & East York, City of Toronto)



335 Yonge Street, same view, 2005