



**STAFF REPORT
ACTION REQUIRED**

Designation under Part IV, Section 29 of the Ontario Heritage Act and Repeal of Designating By-law No. 415-89 – 1978 Lake Shore Boulevard West (Joy Oil Gas Station)

Date:	September 4, 2011
To:	Toronto Preservation Board Etobicoke York Community Council
From:	Acting Director, Policy and Research, City Planning Division
Wards:	Parkdale-High Park – Ward 13
Reference Number:	P:\2011\Cluster B\PLN\HPS\EYCC\October 4 2011\eyHPS23

SUMMARY

This report recommends that City Council state its intention to designate under Part IV, Section 29 of the Ontario Heritage Act, the Joy Oil Gas Station in its new location in Sir Casimir Gzowski Park, and to repeal By-law No. 415-89 designating the property at 1978 Lake Shore Boulevard West where the former gas station was formerly sited.

In 2007, the Joy Oil Gas Station was relocated from its original location at the northwest corner of Lake Shore Boulevard West and Windermere Avenue to the Sir Casimir Gzowski Park on the south side of the street. It is necessary to repeal By-law No. 415-89 to remove the designation from the property at 1978 Lake Shore Boulevard West where the gas station was originally located and which has now been redeveloped, and pass a new designating by-law to protect the cultural heritage values and attributes of the gas station on its new site.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council state its intention to designate under Part IV, Section 29 of the Ontario Heritage Act, the Joy Oil Gas Station in its new location in Sir Casimir Gzowski Park as shown on Attachment No. 1 of this report.

2. If there are no objections to the proposed designation in accordance with Section 29 (6) of the Ontario Heritage Act, City Council authorize the City Solicitor to introduce the necessary bill in Council designating the property under Part IV, Section 29 of the Ontario Heritage Act.
3. If there are objections to the proposed designation in accordance with Section 29 (7) of the Ontario Heritage Act, City Council direct the City Clerk to refer the proposed 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.
5. City Council state its intention to repeal By-law No. 415-89 under Part IV, Section 31 of the Ontario Heritage Act, being the designation of the property at 1978 Lake Shore Boulevard West pursuant to the Ontario Heritage Act, which was the original site of the Joy Oil Gas Station prior to the relocation of the building to Sir Casimir Gzowski Park in 2007.
6. If there are no objections to the proposed repeal of By-law No. 415-89, City Council authorize the City Solicitor to introduce the necessary bill in Council repealing By-law No. 415-89 pursuant to Part IV, Section 31 of the Ontario Heritage Act.
7. If there are objections to the proposed repeal of By-law No. 415-89, City Council direct the City Clerk to refer the proposed repealing of the by-law to the Conservation Review Board.
8. If the repeal of By-law No. 415-89 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 repeal of By-law No. 415-89.
9. City Council authorize the City Solicitor to delete By-law 415-89 from the title of the former site.

Financial Impact

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

DECISION HISTORY

The property at 1978 Lake Shore Boulevard West was listed on the City of Toronto Inventory of Heritage Properties on March 9, 1989 and designated under Part IV, Section 29 of the Ontario Heritage Act on June 15, 1989 by By-law 415-89.

In 1995, the former City of Toronto received title to 1978 Lake Shore Boulevard West as part of a transfer of lands from the Toronto Harbour Commissioners. In 2007, the Joy Oil Gas Station was relocated to Sir Casimir Gzowski Park on the south side of Lake Shore Boulevard West, west of Ellis Avenue.

ISSUE BACKGROUND

To reflect the relocation of the Joy Oil Gas Station to its new site in Sir Casimir Gzowski Park, it is necessary to repeal By-law 415-89 to remove the designation from the property at 1978 Lake Shore Boulevard West where the former gas station was previously sited. At the same time, a new by-law is required to designate the Joy Oil Gas Station in its current location in Sir Casimir Gzowski Park.

COMMENTS

The amending by-law will include a legal survey together with a reference plan that identifies the lands being designated, including those immediately surrounding the Joy Oil Gas Station with access from Lake Shore Boulevard West. Until the plan is prepared, the attached Location Map (Attachment No. 1) and Photograph (Attachment No. 2) show the new site of the building in Sir Casimir Gzowski Park. Photographs of the Joy Oil Gas Station in its original and current locations are also attached (Attachment No. 3).

The public notices of intention to designate and repeal of By-law 415-89 will be advertised on the City's web site in accordance with the City of Toronto Act provisions. The Revised Reasons for Designation have been updated to describe the cultural heritage value and attributes of the Joy Oil Gas Station in its new location according to the amendments to the Ontario Heritage Act in 2005 (Attachment No. 4). The Joy Oil

Gas Station meets Ontario Regulation 9/06, the criteria for municipal designation, and the assessment of the property is included in the Heritage Property Research and Evaluation Report, which is attached as Attachment No. 5.

CONTACT

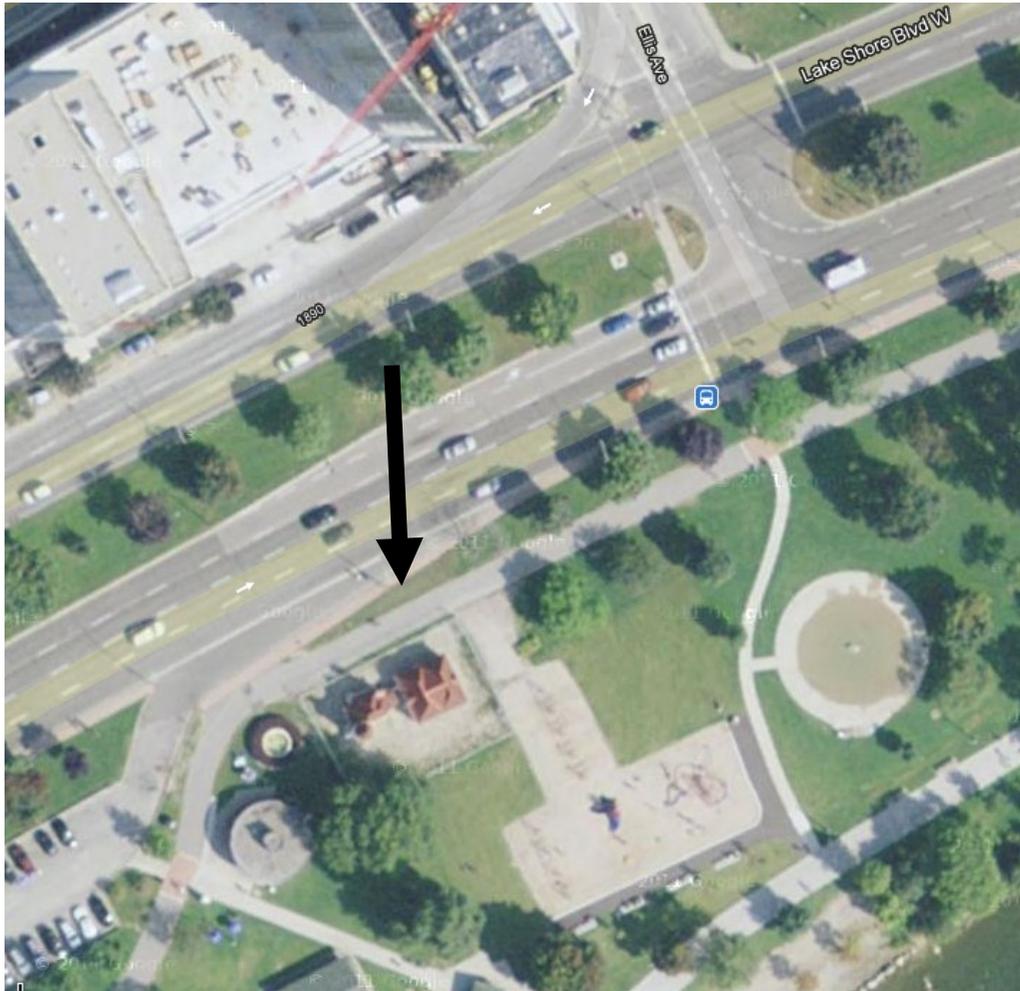
Mary L. MacDonald, Acting Manager
Heritage Preservation Services
Tel: 416-338-1079
Fax: 416-392-1973
E-mail: mmacdon7@toronto.ca

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



The Joy Oil Gas Station is located in Sir Casimir Gzowski Park, on the south side of Lake Shore Boulevard West, west of Ellis Avenue (Image: Google Maps, 2009)



Photograph: Joy Oil Gas Station in its original location at 1978 Lake Shore Boulevard West (Toronto Historical Board, 1970s)



Photograph: Joy Oil Gas Station following its relocation to Sir Casimir Gzowski Park in 2007

JOY OIL GAS STATION

Description

The Joy Oil Gas Station 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 values. The Joy Oil Gas Station (1937) consists of a service station (with separate 1½-storey structures for the office and garage) that was designated in its original location at 1978 Lake Shore Boulevard West under Part IV, Section 29 of the Ontario Heritage Act by By-law No. 315-89 . With the relocation in 2007 of the building to Sir Casimir Gzowski Park, the Joy Oil Gas Station is being designated on its new site on the south side of Lake Shore Boulevard West, west of Ellis Avenue.

Statement of Cultural Heritage Value

The Joy Oil Gas Station is a unique example of a gas station in Toronto designed in the Chateau style that is distinguished by the distinctive rooflines and the conical tower on the office building. It is a rare example of its style and type as the sole survivor among the 14 Joy Oil Gas Stations that were opened in the city in the late 1930s.

With its distinctive appearance and placement in Sir Casimir Gzowski Park where it is viewed from Lake Shore Boulevard West, the surrounding parkland and Lake Ontario, the Joy Oil Gas Station is a local landmark on the waterfront in the Swansea neighbourhood of Toronto.

Heritage Attributes

The heritage attributes of the Joy Oil Gas Station are:

- The two 1½-storey structures designed for the offices and garage of the service station
- The scale, form and massing
- The materials, with brick cladding and brick and wood detailing
- The steeply-pitched hipped roofs with extended and flared eaves, pinnacles and, on the garage, brackets
- On the office building, the quoins, the round tower with a conical roof, brackets and a weathervane, and the tall brick chimney
- The flat-headed door and window openings, with multi-paned windows in some of the openings

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



**JOY OIL GAS STATION
SIR CASIMIR GZOWSKI PARK, TORONTO**

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

August 2011

1. DESCRIPTION



Above: Joy Oil Gas Station, 1978 Lake Shore Boulevard West (Toronto Historical Board, 1980s)

Cover: Joy Oil Gas Station, Sir Casimir Gzowski Park, 2007

(<http://lost-toronto.blogspot.com/2011/01/joy-gas-stationsthen-and-now.html>)

Joy Oil Gas Station	
ADDRESS	Sir Casimir Gzowski Park, southwest of Lake Shore Boulevard West and Ellis Avenue
WARD	13 (Parkdale-High Park)
LEGAL DESCRIPTION	To be determined for designating by-law
NEIGHBOURHOOD/COMMUNITY	Swansea
HISTORICAL NAME	Joy Oil Gas Station
CONSTRUCTION DATE	1937 (completed)
ORIGINAL OWNER	Herbert Austin, businessman
ORIGINAL USE	Commercial (gas station)
CURRENT USE*	Vacant * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	Not identified ¹
DESIGN/CONSTRUCTION	Brick cladding and brick and wood detailing
ARCHITECTURAL STYLE	Chateau
ADDITIONS/ALTERATIONS	2007: relocated from 1978 Lake Shore Boulevard West at Windermere Avenue to current site
CRITERIA	Design/Physical & Contextual
HERITAGE STATUS	Designated under Part IV, Section 29 of the Ontario Heritage Act in its original location on Lake Shore Boulevard West
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	August 2011

¹ The name of the architect or designer is not legible on the blueprints (Image 3)

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the Joy Oil Gas Station, which was designated under Part IV, Section 29 of the Ontario Heritage Act in 1989 in its original location at 1978 Lake Shore Boulevard West. Following the relocation of the gas station to Sir Casimir Gzowski Park, the site is being assessed to determine if it meets Ontario Regulation 9/06, the criteria prescribed for municipal designation following the 2005 amendments to the Ontario Heritage Act. The conclusions of the research and evaluation are found in Section 4 (Summary).

i. HISTORICAL TIMELINE

Key Date	Historical Event
1937	The Joy Oil Station is in place on the northwest corner of Lake Shore Road (present-day Lake Shore Boulevard West) & Windermere Avenue, according to archival documents
1989 Mar	The property at 1978 Lake Shore Boulevard West is listed on the City of Toronto Inventory of Heritage Properties
1989 June	The site is designated under Part IV, Section 29 of the Ontario Heritage Act
1995	The Toronto Harbour Commissioners transfer title to the property at 1978 Lake Shore Boulevard West to the former City of Toronto
2007	The buildings are relocated to Sir Casimir Gzowski Park, on the south side of Lake Shore Boulevard West, west of Ellis Avenue

ii. HISTORICAL BACKGROUND

Swansea

The Joy Oil Gas Station was constructed in Swansea, the Toronto community located on the north shore of Lake Ontario between High Park (east) and the Humber River (west). The land along the Humber was historically associated with Jean Baptiste Rousseau, the first European inhabitant in the area who occupied the former French Fort. Following the founding of the Town of York in 1793 and the formal subdivision of the lands along Lake Ontario by the British, this area on the east bank of the Humber River was reserved for the King's Sawmill and remained undeveloped until the late 1800s. Further east, the acreage adjoining High Park was acquired in the 1830s by John Ellis, Sr., who commissioned a country house known as "Herne Hill" overlooking Grenadier Pond. Following the construction of the Toronto and Hamilton Railway's line along the lake shore in 1853, a station was opened to serve the fledging community. The area was known as "Windermere" in recognition of the English lake by the 1880s. During this period, much of the acreage was subdivided for residential development, from the more exclusive housing near Bloor Street West on Ellis's former estate, to the workers' accommodation for the Ontario Bolt Company's factory near the railway line. Renamed Swansea by 1890, the community was incorporated as a village in 1926 and annexed by

the former City of Toronto in 1967.² The development of the area is shown on an update to Goad's Atlas in 1922 (Image 2) and an aerial view photographed in 1947 (Image 5).

At the south end of Swansea, Lake Shore Road was paved in 1917 when it was known as the "Hamilton Highway." As the major artery for west-bound traffic prior to the opening of the Queen Elizabeth Way in 1939, Lake Shore Road was the obvious location for gas stations, including the one constructed by the Joy Oil Company on the northwest corner of Windermere Avenue.³ Vehicular traffic was drawn from the west where permanent and seasonal communities occupied the lake front at Mimico and Long Branch. To the east, the opening of the Sunnyside amusement park in 1922 drew thousands to its restaurants, dance halls, rides, bathing pavilion and boardwalk. An archival photograph shows Lake Shore Road with the Joy Oil Gas Station in 1955 (Image 6).

Joy Oil Gas Station

The Joy Oil Gas Station was commissioned by the Sunny Service Oil Company of Detroit, which was noted in the United States for selling gasoline at deeply discounted prices. Following the death of its owner, Herbert Austin, his widow renamed the business the "Joy Oil Company" and opened a chain of service stations in Toronto.⁴ The gas station on Lake Shore Boulevard West was one of 14 unveiled in the city in 1937.⁵ A newspaper advertisement from 1938 includes an illustration of a typical Joy Oil gas station, which has the same configuration as the subject structures with the office building to the right and the garage on the left (Image 4).

The Joy Oil Gas Station was rented prior to 1995 when the lands were transferred to the City of Toronto from the Toronto Harbour Commissioners, the agency tasked with the management of the city's waterfront.⁶ In 2007, the Joy Oil Gas Station was relocated to Sir Casimir Gzowski Park on the south side of Lake Shore Boulevard West, west of Ellis Avenue. The parkland overlooking Lake Ontario was named in honour of the Polish-Canadian engineer who was instrumental in building railway lines and bridges, including

² The former Swansea Town Hall at 95 Lavinia Avenue is recognized on the City's heritage inventory along with residential buildings including "Journey's End," author L. M. Montgomery's residence on Riverside Drive

³ A second Joy Oil Gas Station was located on Lake Shore Boulevard West, further east at Bathurst Street. It was later demolished

⁴ Herbert Austin (named in some sources as Charles Austin) does not appear to be related to the Austin family of Toronto's "Spadina", now a historic house museum operated by the City of Toronto. Herbert Austin is not cited in Austin Seton Thompson's Spadina: a story of old Toronto (1975).

⁵ Other Joy Oil Gas Stations in Toronto included those on Bloor Street West (near Ellis Avenue), Danforth Avenue (at Donlands), Queen Street East (at Pape), Parliament Street, Roncesvalles Avenue (at High Park), and St. Clair Avenue West. Only the Joy Oil Gas Station that is the subject of this report survives

⁶ Organized in 1911 with representatives from the City of Toronto and the Government of Canada, the Toronto Harbour Commissioners oversaw the development of the lands along the Lake Ontario shoreline from the Humber River to Victoria Park Avenue. The THC opened and operated the Sunnyside amusement park, expanded the Toronto Islands, built the Toronto Island Airport, created the land for Ontario Place, and oversaw the creation of parkland along the lake shore. The organization continues today as the Toronto Port Authority

the Grand Trunk Railway's connection between Toronto and Sarnia, and the Peace Bridge linking Fort Erie, Ontario and Buffalo, New York.

iii. ARCHITECTURAL DESCRIPTION

The Joy Oil Gas Station is an unusual example of a commercial complex designed in the Chateau style. The style was best known in Canada for its application on the monumental hotels constructed by the Canadian Pacific and Grand Trunk (later Canadian National) Railways, including the Chateau Laurier in Ottawa, which influenced the design of government buildings in the nation's capital. Inspired by 16th century French country houses from the Loire Valley, the style was revived in France in the late 19th century before being introduced to North America. Between the First and Second World Wars, "the Chateau style had come to be seen as a distinctly Canadian style."⁷

It is not known whether the Chateau style was chosen for the series of Joy Oil Gas Stations because of the Canadian connection, or whether the presence in Toronto of Casa Loma (1911) influenced the decision. Companies designing gas stations in North America often introduced a theme for the structures, "each catching motorists' attention in a distinctive manner."⁸ The earliest gas stations were simple sheds or designed as miniature houses to blend unobtrusively into residential neighbourhoods. However, by the 1920s and 1930s, "programmatically stations" were the mode, often exhibiting "the fanciful shape of animals, apples, tea kettles, tepees, windmills, castles, icebergs and airplanes."⁹ This phase ended by the Second World War, after which gas stations assumed the box-shaped forms that were easy to replicate and maintain.

The Joy Oil Gas Stations constructed in Toronto shared features of the Chateau style and brick construction (usually painted white), but the placement of the office building and garage depended on the site. Archival photographs show examples on Parliament Street, with its unpainted brickwork (Image 7), and on Danforth Avenue where the buildings share the same orientation as the subject site (Image 8). In Toronto, "these buildings established a recognizable corporate image for a new firm at a time when automobile travel was expanding rapidly."¹⁰

The Joy Oil Gas Station is a diminutive version of the Chateau style, but displays its distinctive features of elaborate rooflines and multi-paned windows. Placed side-by-side, with the office building to the right (west) of the garage, the 1½-storey structures complement one another with their scale, brick cladding, and steeply-pitched hipped roofs with extended and flared eaves. The office building is distinguished by the round tower with a conical roof on the southwest corner, as well as an oversized brick chimney at the northeast end. On both structures, the entries and fenestration are flat-headed, with some of the openings incorporating multi-paned windows.

⁷ Maitland, 93

⁸ Vieyra, 86

⁹ Randle, 3

¹⁰ Reasons for Designation, 1978 Lake Shore Boulevard West, 1989

A blueprint illustrating the structures is appended (Image 3), as well as photographs showing the gas station prior, during and after its relocation (Images 9-11).

iv. CONTEXT

In its new location in Sir Casimir Gzowski Park, the Joy Oil Gas Station is placed on the south side of Lake Shore Boulevard West, west of Ellis Avenue, where it faces north toward the thoroughfare. In the adjoining park, the Gzowski Memorial was unveiled in 1968 according to the designs of Polish-Canadian architect Richard D’Wonnik. The Lion Monument, executed by architect W. L. Somerville and noted sculptors Loring and Wylie to mark the opening of the Queen Elizabeth Way in 1939, was relocated to the park in 1975. The aerial view dating to 2009 illustrates the context (Image 1).

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	N/A
iii. demonstrates high degree of scientific or technical achievement	N/A

Rare and Unique Example – The Joy Oil Gas Station is a unique example in Toronto of a gas station that is “distinctive in an imaginative miniature version of the Chateau style and well constructed in brick (to) represent a romantic approach to architectural expression.”¹¹ Its rarity relates to its survival as the last remaining structure among the 14 service stations opened by the chain in Toronto.

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 Joy Oil Gas Station.

¹¹ Reasons for Designation, 1978 Lake Shore Boulevard West, 1989

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 unique appearance and its location on the south side of Lake Shore Boulevard West where it is viewed from the thoroughfare, the surrounding parkland and Lake Ontario, the Joy Oil Gas Station is a local landmark in the Swansea neighbourhood of Toronto.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the Joy Oil Gas Station, which was relocated from the northwest corner of Lake Shore Boulevard West and Windermere Avenue to Sir Casimir Gzowski Park, has cultural heritage value. As the only surviving Joy Oil Gas Station in Toronto and a unique example of the Chateau style, the complex (with a separate garage and office building) is a local landmark in Swansea. Restored in its new parkland setting, the Joy Oil Gas Station retains its architectural and contextual integrity.

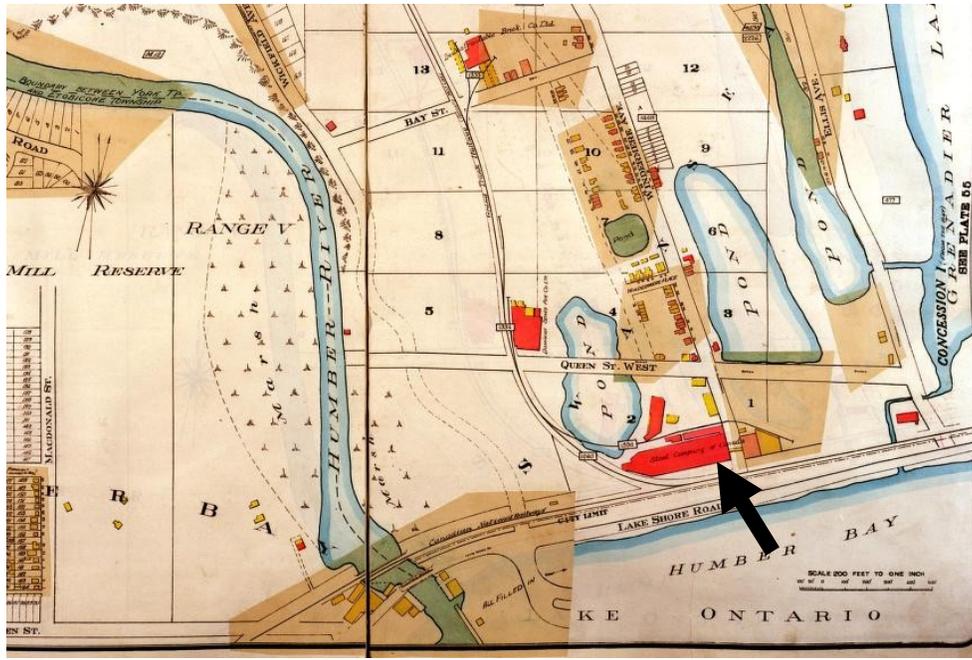
5. SOURCES

- Aerial Map, City of Toronto, 1947
Ardiel, Jane, Sculpture/Toronto, 1994
Blueprints and photographs, Joy Oil Gas Station,
<http://lost-toronto.blogspot.com/2011/01/joy-gas-stationsthen-and-now.html>
Blumenson, John, Ontario Architecture, 1990
Brown, Ron, Toronto's Lost Villages, 1997
City of Toronto Directories, 1935 ff.
Filey, Mike, Guide to Toronto's Waterfront, 1988
-----, Toronto Sketches 3, 1994
-----, Toronto Sketches 7, 2003
Goad's Atlas, 1910 updated to 1922
Lundell, Liz, The Estates of Old Toronto, 1997
Kalman, Harold, A History of Canadian Architecture, Vol. 2, 1994
Maitland, Leslie, Jacqueline Hucker, and Shannon Ricketts, A Guide to Canadian Architectural Styles, 1992
McLeod, Norman, Walking Tour of Swansea, 1996
Photograph, Lake Shore Road, 1955, Toronto Reference Library, T33897
Randle, Chad, "The Preservation and Reuse of Historic Gas Stations," Preservation Brief 46, National Parks Service, September 2008
Toronto Harbour Commissioners, Toronto Harbour: the passing years, 1985
Toronto Historical Board, Reasons for Designation, 1978 Lake Shore Boulevard West, 1989
Vieyra, Daniel I., "Gas Stations," entry in Built in the U.S.A., 1985
"The Village of Swansea," <http://www.web.net/~swansea/History/History.htm>

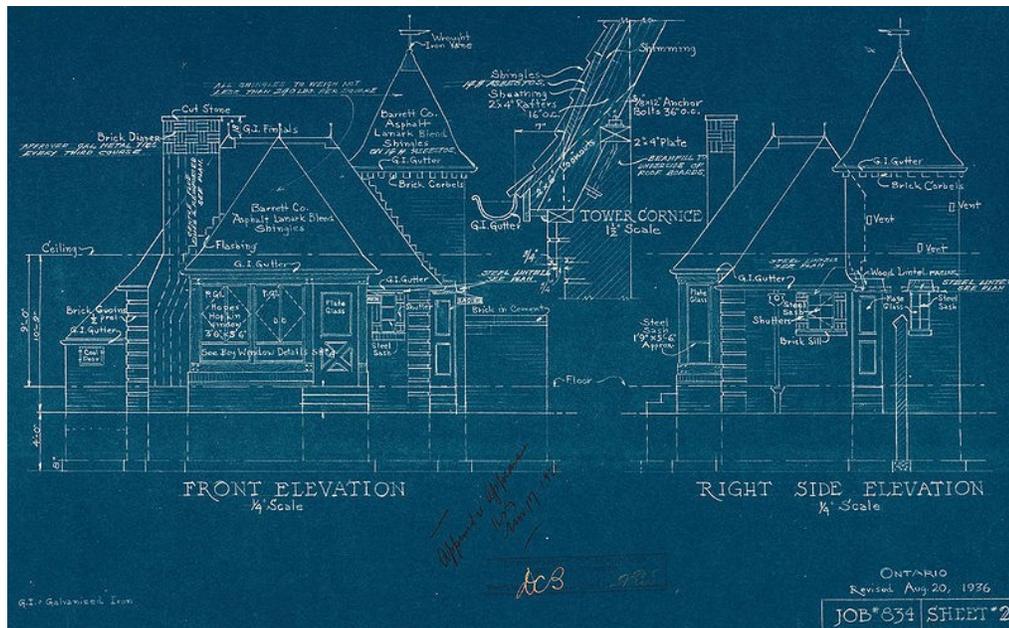
6. IMAGES



1. Aerial Photograph, 2009: showing the Joy Oil Gas Station in its new location in Sir Casimir Gzowski Park on the south side of Lake Shore Boulevard West with Lake Ontario to the south (Google Maps)



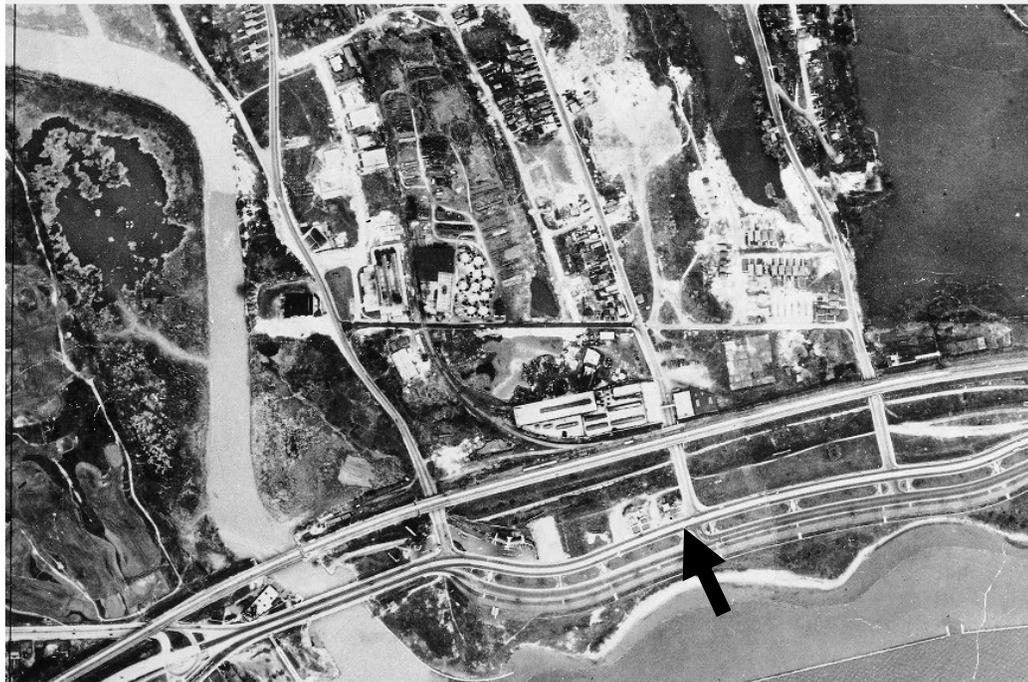
2. Goad's Atlas 1910 revised to 1922: showing the future location of the Joy Oil Gas Station on the northwest corner of Lake Shore Road (now Lake Shore Boulevard West) and Windermere Avenue



3. Blueprints: Joy Oil Gas Station, dated August 1936 (<http://lost-toronto.blogspot.com/2011/01/joy-gas-stationthen-and-now.html>)



4. Newspaper Advertisement, 1938: showing a typical Joy Oil Gas Station in Toronto (Filey, Toronto Sketches 7, 104)



5. Aerial Photograph, 1947: showing the Joy Oil Gas Station in its original location on the northwest corner of Lake Shore Road (now Lake Shore Boulevard West) and Windermere Avenue, with the Humber River (left), Grenadier Pond (right) and Lake Ontario (bottom)



6. Archival Photograph, Lake Shore Road: looking west and showing the Joy Oil Gas Station in the background in 1955 (Toronto Public Library, #T33857)



7. Archival Photograph, 1947: showing the former Joy Oil Gas Station at 317 Parliament Street with the unpainted brick cladding (City of Toronto Archives, Series 372, Item 816)



8. Archival Photograph, undated: showing the former Joy Oil Gas Station at Danforth and Donlands Avenues, which had the same placement for the office building and garage as the subject building on Lake Shore Boulevard West
(<http://lost-toronto.blogspot.com/2011/01/joy-gas-stationthen-and-now.html>)



9. Photograph, 1980s: showing the Joy Oil Gas Station in its original location on the northwest corner of Lake Shore Boulevard West and Windermere Avenue when it was still being used as a service centre (Toronto Historical Board, 1980s)



10. Photograph, 2007: showing the moving of the Joy Oil Gas Station from its original location on the northwest corner of Lake Shore Boulevard West and Windermere Avenue to its new site in Sir Casimir Gzowski Park



11. Photograph, 2009: showing the Joy Oil Gas Station in its new location on the south side of Lake Shore Boulevard West with Lake Ontario in the background (Google Maps)