

Leaside Property Owners Association Incorporated

1601 Bayview Avenue, P.O. Box 43582
Toronto ON M4G 3B0

November 8, 2015

Francine Adamo
North York Civic Centre
Main floor, 5100 Yonge St.
Toronto, ON M2N 5V7
Email: nycc@toronto.ca

Re: NY10.61 Intention to Designate under Part IV, Section 29 of the Ontario Heritage Act - 150 Laird Drive

Dear Chair Augimeri and Members of Community Council,

The Leaside Property Owners' Association provides this correspondence to express its strong support for the staff report's recommendation that City Council state its intent to designate the property at 150 Laird Drive under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Reasons for Designation (Statement of Significance).

Statement of Cultural Heritage Value

The report determines that the property at 150 Laird Drive meets the criteria stated in Ontario Regulation 9.06 under all three categories of design, associative and contextual values. The Statement of Cultural Heritage Value concludes as follows:

- “Its (the property's) setback, and landscaped setting, fine architectural form, details and scale make it an important landmark and a significant contributor to the character of the neighbourhood”.

The archival image, “Aerial View of Laird and McRae Drives, c.1930.” (Image 16, page 22 of the staff report, and attached) clearly shows the landmark nature of the building due to its massing, height, and the unity of the architectural design.

Heritage Attributes

The Association supports the improved level of detail, and clarity of presentation of the Heritage Attributes in the Reasons for Designation compared with that included in the 2007 Heritage Listing report.

However, we question whether the attributes of the **west side** of the building are given sufficient attention in the revised Heritage Attributes. The west side has fine architectural form, similar to the east side, but without the cruciform markings. The metal clad one storey building is a separate accessory building (NOT an addition to the building), which extends behind the building for its entire length and partially hides the west side. The "Aerial View of Laird and McRae Drives, c.1930. indicates that "the 11-bay west façade of 150 Laird Drive, the Durant Motors office headquarters is shown on this side of Laird Drive".

A key concern of the Association noted in our letter regarding the Zoning By-law Amendment (dated September 4, 2015) was the unacceptably low level of heritage conservation of 150 Laird Drive. It is hoped that the Heritage Attributes of the property, revised to recognize **the architectural unity of all four elevations, and consequently the building as a whole**, will materially affect and enhance the conservation of this important heritage property.

Sincerely,

Geoff Kettel

Geoff Kettel
Co-President

Attachments:

1. Aerial Photograph – Aerial View of Laird and McRae Drives, c.1930.
2. Photograph of west side of 150 Laird Drive (Nov 7 2015)

c.c. Carol Burtin Fripp, Co-President
Councillor Jon Burnside
Mary MacDonald, Manager, HPS
Guy Matthew, Planner, North York District



