

THE ONE DEVELOPMENT

HERITAGE INTERPRETIVE PLAN FOR 774-776 YONGE

Presentation to the
Toronto Preservation Board
Thursday, August 27, 2020

INTERPRETIVE GOALS

- To recognize the Indigenous presence and heritage at the site;
- To highlight the cultural and historical significance of the site;
- To contextualize the site's history within the historical development of the area specifically, and Toronto more generally.



Image by Foster + Partners for Mizrahi Developments

AUDIENCE

- Regular, repeat visitors (e.g. building residents, building workers, daily commuters, Torontonians)
- Infrequent visitors (e.g. building guests, building shoppers, Torontonians, TTC PATH users)
- One-off visitors (tourists, visiting professionals)



Image by Foster + Partners for Mizrahi Developments

OPPORTUNITIES & CONSIDERATIONS

OPPORTUNITIES

- Iconic Yonge and Bloor Intersection
- Location: exposure to footfall
- The chamfered corner: opportunity to engage with passersby
- The site's built heritage – 774-776 Yonge Street

CONSIDERATIONS

- All interpretation will need to be publicly accessible
- Durability of exterior interpretive exhibits
- Interpretive experiences must be self-directed & built meaningful engagement
- Protect the heritage value of 774-776 Yonge Street

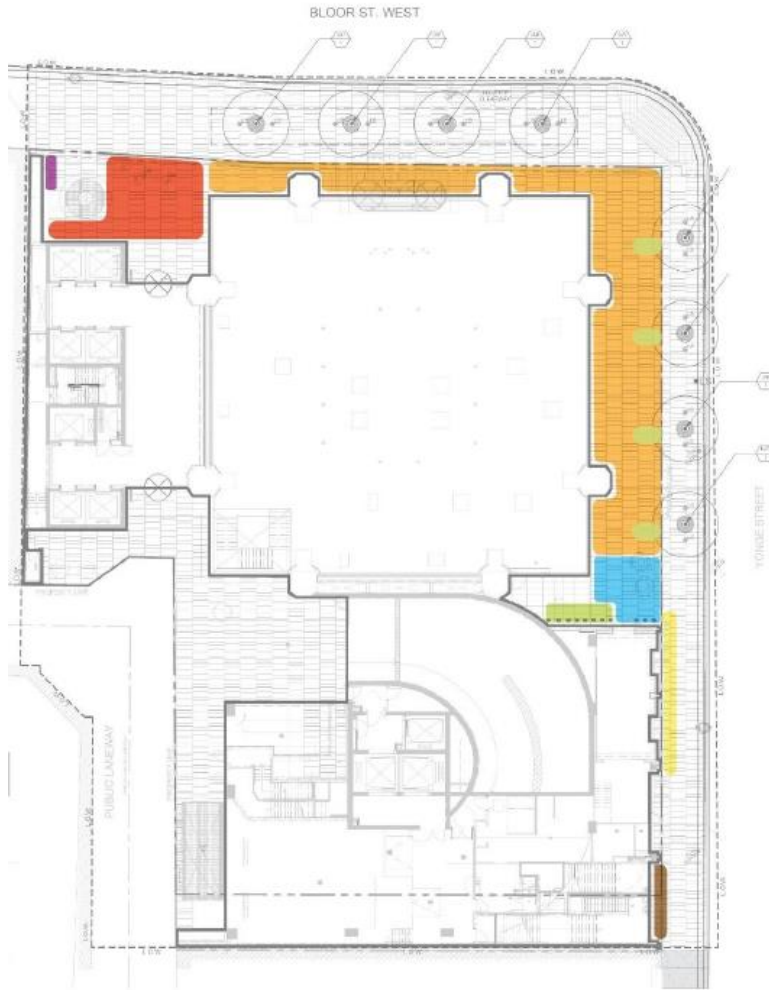
THEMATIC CONCEPT

The Thematic Concept provides the intellectual organization and approach for the interpretive elements proposed for The One.

To tell the heritage story of the site for The One, the storyline is organized into four main themes and a linking theme: **destination**.



INTERPRETIVE ELEMENTS



- A. Finding Our Way at Yonge and Bloor
- B. His Majesty's Theatre, Boris Volkoff, and Dora Mavor Moore + William Luke Buildings
- C. Stollery's Memorial
- D. Commemorating Toronto's Future Heritage
- E. Highlighting 774-776 Yonge
- F. Echoes of the Native Landscape
- G. Reflections of Historic Yonge Street

Work by Core Architects Inc. and Lord Cultural Resources for Mizrahi Developments

A. FINDING YOUR WAY AT YONGE AND BLOOR

Themes: Journey, Culture, Craftmanship

DRAFT SAMPLE TILES — FINDING OUR WAY AT YONGE AND BLOOR



DRAFT SAMPLE TILES — HIS MAJESTY'S THEATRE, BORIS VOLKOFF, AND DORA MAVOR MOORE



B. HIS MAJESTY'S THEATRE, BORIS VOLKOFF, AND DORA MAVOR MOORE & WILLIAM LUKE BUILDINGS

Themes: Journey, Culture, Craftmanship



C. STOLLERY'S MEMORIAL

Themes: Journey, Craftmanship



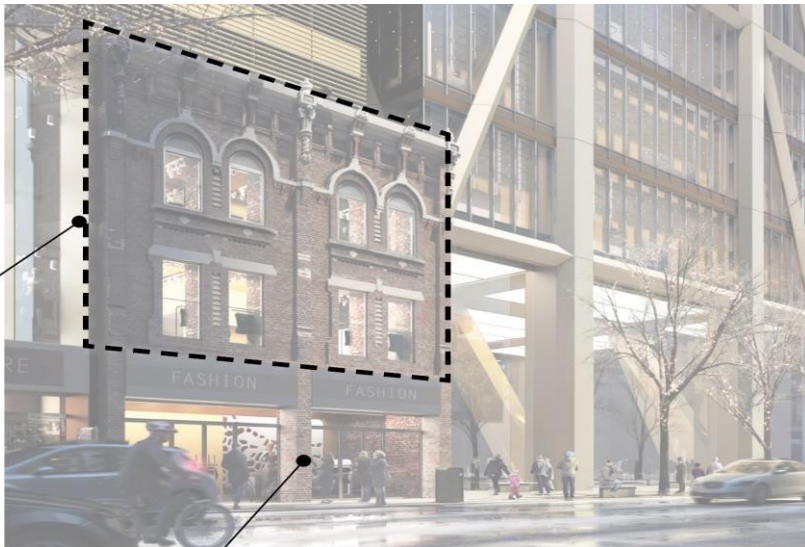
D. COMMEMORATING TORONTO'S FUTURE HERITAGE

Themes: Journey, Craftmanship



■ E. HIGHLIGHTING 774-776 YONGE

Themes: Craftmanship



ARCHITECTURAL
LIGHTING TO HIGHLIGHT
ITALIANATE BUILDING
FEATURES
(TO BE COORDINATED
WITH LIGHTING DESIGN)

NEW HERITAGE TORONTO PLAQUE
(10" X 6.5" SIZE)



■ F. ECHOES OF THE NATIVE LANDSCAPE

Themes: Journey, Culture, Landscape



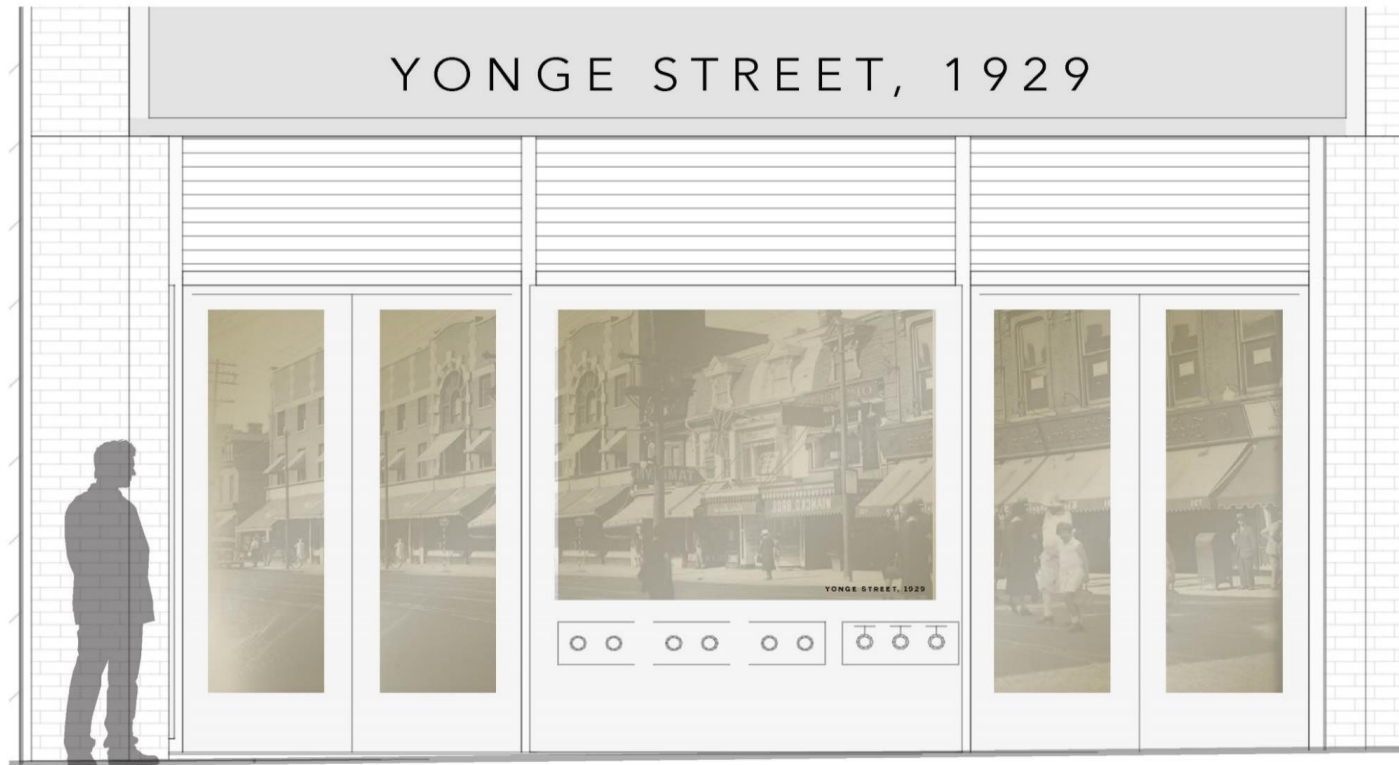
DRAFT SAMPLE TILES — ECHOES OF THE NATIVE LANDSCAPE

VALLEY FORGE ELM
ULMUS AMERICANA



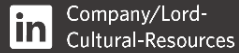
G. REFLECTION OF HISTORIC YONGE STREET

Themes: Journey, Craftmanship



THANK YOU

www.lord.ca



Cultural News

Our monthly round-up of what's happening in culture. **Sign up at www.lord.ca**