

1130-1134 and 1140 Yonge Street - Notice of Intention to Designate a Property Under Part IV, Section 29 of the Ontario Heritage Act

Date: August 24, 2021
To: Planning and Housing Committee
From: Chief Planner and Executive Director, City Planning
Wards: University-Rosedale, Ward 11

SUMMARY

This report recommends that City Council state its intention to designate 1130, 1132, 1134 and the listed heritage property at 1140 Yonge Street, under Part IV, Section 29 of the Ontario Heritage Act under the following categories: design and contextual value (1130-1134 Yonge Street) and design, associative and contextual value (1140 Yonge Street).

Located on the west side of Yonge Street directly south of Marlborough Avenue within The Ramsden Park neighbourhood, and adjacent to the Annex, Summerhill and South Rosedale neighbourhoods, the properties at 1130-1134 contain three, 3-storey main street commercial row buildings constructed together in 1894.

The property at 1140 Yonge Street (now known as the Pierce-Arrow Showroom) has been recognized on the City of Toronto's Heritage Register since September 25, 1978. The property contains a single-storey commercial building originally constructed in 1930 as a Pierce-Arrow car dealership and showroom. Designed by Toronto architects Sparling, Martin & Forbes in 1930, the property is a rare surviving example in the city of the automobile showroom/dealership building typology. The building is also significant for its cast stone sculptural detailing created by the renowned local female artist and OCAD graduate (1919), Merle Foster. During the second half of the 20th century, the property was owned by the Canadian Broadcasting Corporation (CBC) and functioned as that organization's primary filming production studio in Toronto of notable series including Front Page Challenge, Mr. Dressup, Juliette, and the Tommy Hunter Show.

The properties at 1130-1134 and 1140 Yonge Street contribute architecturally, typologically and contextually to the eclectic mix of late-19th and early-20th century main street commercial and residential properties that characterize the historic upper Yonge streetscape.

Heritage Planning staff have undertaken research and evaluation and determined that the properties at 1130-1134 Yonge Street and the heritage property at 1140 Yonge Street meet Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act under the following categories: design and contextual value (1130-1134 Yonge) and design, associative and contextual value (1140 Yonge). As such, the subject properties are significant built heritage resources.

The properties at 1134 and 1140 Yonge Street are subject to a current development application that has been appealed to the Ontario Land Tribunal (OLT). In June 2019, the More Homes, More Choice Act, 2019 (Bill 108) received Royal Assent. Schedule 11 of this Act included amendments to the Ontario Heritage Act (OHA). The Bill 108 Amendments to the OHA came into force on July 1, 2021, which included a shift in Part IV designations related certain Planning Act applications. Section 29(1.2) of the OHA now restricts City Council's ability to give notice of its intention to designate a property under the OHA to within 90 days after the City Clerk gives notice of a complete application. The application currently under appeal is not subject the revised legislation.

Designation enables City Council to review proposed alterations or demolitions to the property and enforce heritage property standards and maintenance.

RECOMMENDATIONS

The Chief Planner and Executive Director, City Planning recommends that:

1. City Council state its intention to designate the properties at 1130, 1132 and 1134 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 1130, 1132 and 1134 Yonge Street (Reasons for Designation) attached as Attachment 3 to the report (August 24, 2021) from the Chief Planner and Executive Director, City Planning.
2. City Council state its intention to designate the property at 1140 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 1140 Yonge Street (Reasons for Designation) attached as Attachment 4 to the report (August 24, 2021) from the Chief Planner and Executive Director, City Planning.
3. If there are no objections to the designation, City Council authorize the City Solicitor to introduce the Bill in Council designating the properties under Part IV, Section 29 of the Ontario Heritage Act.

FINANCIAL IMPACT

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

DECISION HISTORY

The property at 1140 Yonge Street was included in the City's Inventory of Heritage Properties (now, Heritage Register) on September 25, 1978.

At its June 8, 2021 meeting, City Council adopted the following item directing the City Solicitor and appropriate City staff to attend the Ontario Land Tribunal (formerly Local Planning Appeal Tribunal) in opposition to the current Application regarding the Official Plan and Zoning By-law Amendment appeal for the lands at 1134-1140 Yonge Street and to continue discussions with the Applicant in an attempt to resolve outstanding issues. Recommendation 2(e.) further states that the properties at 1134 and 1140 Yonge Street first be designated under Part IV, Section 29 of the Ontario Heritage Act in the event that the LPAT allows the appeals of the applicant in whole or in part.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2021.TE25.7>

BACKGROUND

Heritage Planning Framework

The conservation of cultural heritage resources is an integral component of good planning, contributing to a sense of place, economic prosperity, and healthy and equitable communities. Heritage conservation in Ontario is identified as a provincial interest under the Planning Act. Cultural heritage resources are considered irreplaceable and valuable assets that must be wisely protected and managed as part of planning for future growth under the Provincial Policy Statement (2020) and A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020). Heritage Conservation is enabled through the Ontario Heritage Act. The City of Toronto's Official Plan implements provincial policy regime, the Planning Act, the Ontario Heritage Act and provides policies to guide decision making within the city.

Good planning within the provincial and municipal policy framework has at its foundation an understanding and appreciation for places of historic significance, and ensures the conservation of these resources are to be balanced with other provincial interests. Heritage resources may include buildings, structures, monuments, and geographic areas that have cultural heritage value or interest to a community, including an Indigenous community.

The Planning Act establishes the foundation for land use planning in Ontario, describing how land can be controlled and by whom. Section 2 of the Planning Act identifies heritage conservation as a matter of provincial interest and directs that municipalities shall have regard to the conservation of features of significant architectural, historical, archaeological or scientific interest. Heritage conservation contributes to other matters of provincial interest, including the promotion of built form that is well-designed, and that encourages a sense of place.

The Planning Act requires that all decisions affecting land use planning matters shall conform to the Growth Plan and shall be consistent with the Provincial Policy

Statement, both of which position heritage as a key component in supporting key provincial principles and interests.

<https://www.ontario.ca/laws/statute/90p13>

The Provincial Policy Statement provides policy direction on land use planning in Ontario and is to be used by municipalities in the development of their official plans and to guide and inform decisions on planning matters, which shall be consistent with the Provincial Policy Statement. The Provincial Policy Statement articulates how and why heritage conservation is a component of good planning, explicitly requiring the conservation of cultural heritage and archaeological resources, alongside the pursuit of other provincial interests. The Provincial Policy Statement does so by linking heritage conservation to key policy directives, including building strong healthy communities, the wise use and management of resources, and protecting health and safety.

Section 1.1 Managing and Directing Land Use to Achieve Efficient and Resilient Development states that long-term economic prosperity is supported by, among other considerations, the promotion of well-designed built form and cultural planning, and the conservation of features that help define character. Section 2.6 Cultural Heritage and Archaeology subsequently directs that "significant built heritage resources and significant cultural heritage landscapes shall be conserved". Through the definition of conserved, built heritage resources, cultural heritage landscape and protected heritage property, the Provincial Policy Statement identifies the Ontario Heritage Act as the primary legislation through which heritage conservation will be implemented.

<https://www.ontario.ca/page/provincial-policy-statement-2020>

A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020) builds on the Provincial Policy Statement to establish a land use planning framework that supports complete communities, a thriving economy, a clean and healthy environment and social equity. Section 1.2.1 Guiding Principles states that policies in the plan seek to, among other principles, "conserve and promote cultural heritage resources to support the social, economic, and cultural well-being of all communities, including First Nations and Metis communities." Cultural heritage resources are understood as being irreplaceable, and are significant features that provide people with a sense of place. Section 4.2.7 Cultural Heritage Resources directs that cultural heritage resources will be conserved in order to foster a sense of place and benefit communities, particularly in strategic growth areas.

<https://www.ontario.ca/document/place-grow-growth-plan-greater-golden-horseshoe>

The Ontario Heritage Act is the key provincial legislation for the conservation of cultural heritage resources in Ontario. It regulates, among other things, how municipal councils can identify and protect heritage resources, including archaeology, within municipal boundaries. This is largely achieved through listing on the City's Heritage Register, designation of individual properties under Part IV of the Ontario Heritage Act, or designation of districts under Part V of the Ontario Heritage Act.

Section 27 of the Ontario Heritage Act gives municipalities the authority to maintain and add to a publicly accessible heritage register. Council must consult with its municipal heritage committee before a property that has not been designated under Part IV is added or removed from the municipal register.

<https://www.ontario.ca/laws/statute/90o18>

The City of Toronto's Heritage Register includes individual heritage properties that have been designated under Part IV, Section 29, properties in a heritage conservation district designated under Part V, Section 41 of the Act as well as properties that have not been designated but City Council believes to be of "*cultural heritage value or interest.*"

Ontario Regulation 9/06 sets out the criteria for evaluating properties to be designated under Part IV, Section 29 of the Ontario Heritage Act. The criteria are based on an evaluation of design/physical value, historical and associative value and contextual value.

<https://www.ontario.ca/laws/regulation/060009>

The Ontario Heritage Toolkit provides guidance on designating properties of municipal significance, including direction on the purpose of designating heritage properties and information about how the Provincial Policy Statement and the Ontario Heritage Act provide a framework for the conservation of heritage properties within the land use planning system. In June 2019, the More Homes, More Choice Act, 2019 (Bill 108) received Royal Assent. Schedule 11 of this Act included amendments to the Ontario Heritage Act (OHA). The Bill 108 Amendments to the OHA came into force on July 1, 2021, which included, amongst other matters, amendments to the listing and designation processes. Guidance from the Province related to the implementation of Bill 108 Amendments is forthcoming.

[Ontario Heritage Tool Kit \(gov.on.ca\)](https://www.gov.on.ca)

The City of Toronto's Official Plan contains a number of policies related to properties on the City's Heritage Register and properties adjacent to them, as well as the protection of areas of archaeological potential. Indicating the integral role that heritage conservation plays in successful city-building, Section 3.1.5 of the Official Plan states that, "Cultural heritage is an important component of sustainable development and place making. The preservation of our cultural heritage is essential to the character of this urban and liveable City that can contribute to other social, cultural, economic and environmental goals of the City."

Policy 3.1.5.2 states that properties of potential cultural heritage value or interest "will be identified and evaluated to determine their cultural heritage value or interest consistent with provincial regulations, where applicable, and will include the consideration of cultural heritage values including design or physical value, historical or associative value and contextual value. The evaluation of cultural heritage value of a Heritage Conservation District may also consider social or community value and natural or scientific value. The contributions of Toronto's diverse cultures will be considered in determining the cultural heritage value of properties on the Heritage Register."

Policy 3.1.5.3 states that heritage properties "will be protected by being designated under the Ontario Heritage Act, and/or included on the Heritage Register". This includes designation under Parts IV or V of the Ontario Heritage Act, as well as listing under Section 27 of the Act.

Policy 3.1.5.4 states that heritage resources on the City's Heritage Register "will be conserved and maintained consistent with the Standards and Guidelines for the

Conservation of Historic Places in Canada, as revised from time to time and adopted by Council."

Policy 3.1.5.6 encourages the adaptive re-use of heritage properties while Policy 3.1.5.26 states that, when new construction on, or adjacent to, a property on the Heritage Register does occur, it will be designed to conserve the cultural heritage values, attributes and character of that property and will mitigate visual and physical impacts on it. Heritage Impact Assessments (HIA) are required for development applications that affect listed and designated properties. An HIA shall be considered when determining how a heritage property is to be conserved.

<https://www.toronto.ca/city-government/planning-development/official-plan-guidelines/official-plan/>

<https://www.historicplaces.ca/media/18072/81468-parks-s+g-eng-web2.pdf>

COMMENTS

On September 2, 2020, an Official Plan and Zoning By-law Amendment application was submitted to the City to permit a 13-storey mixed-use building containing 66 dwelling units and 1,520.4 square metres of non-residential floor area. The proposal involves retention and alteration of the 1- storey commercial building located at 1140 Yonge Street, which is currently listed on Toronto's Heritage Register, and the 3-storey mixed-use building at 1134 Yonge Street. On January 6, 2021, the applicant appealed the application to the Ontario Land Tribunal (OLT) due to Council not making a decision within the 90-day time frame in the Planning Act.

The properties at 1130, 1132 and 1134 Yonge Street were constructed together in 1894. Together these three properties form a discrete commercial main street row of three, 3-storey mixed-use, commercial and retail buildings. Despite the loss of the pressed metal cornice at the roofline on 1130 and 1132, the row otherwise retains its original massing and form.

The properties at 1130 and 1132 Yonge Street are not included in the Official Plan and Zoning By-law Amendment application.

1130, 1132 AND 1134 YONGE STREET

1140 YONGE STREET (PIERCE-ARROW SHOWROOM)

Research and Evaluation according to Ontario Regulation 9/06



East elevation of the main street commercial row at 1130-1134 Yonge Street with part of the adjacent property at 1140 Yonge visible at right (ERA, 2020)



East and north elevations of 1140 Yonge Street at the corner of Marlborough Avenue (ERA, 2020)

1. DESCRIPTION

1130-1134 Yonge Street	
ADDRESS	1130 Yonge Street 1132 Yonge Street 1134 Yonge Street
WARD	Ward 11 – University-Rosedale
LEGAL DESCRIPTION	1130: PLAN 157E Lot C 1132: PLAN 157E Lot B 1134: PLAN 157E Lot A
NEIGHBOURHOOD/COMMUNITY	Ramsden Park
HISTORICAL NAME	N/A
CONSTRUCTION DATE	1894
ORIGINAL OWNER	1130-1134: Albert W. White
ORIGINAL USE	Commercial with Residential Above
CURRENT USE*	Commercial with Residential Above
ARCHITECT/BUILDER/DESIGNER	N/A
DESIGN/CONSTRUCTION/MATERIALS	See Section 2
ARCHITECTURAL STYLE	See Section 2
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Contextual
HERITAGE STATUS	NOL
RECORDER	Heritage Planning: Liz McFarland
REPORT DATE	August 2021

1140 Yonge Street (Pierce-Arrow Showroom)	
ADDRESS	1140 Yonge Street
WARD	Ward 11 – University-Rosedale
LEGAL DESCRIPTION	PLAN 309 Lots 9 to 12 Lot 18
NEIGHBOURHOOD/COMMUNITY	Ramsden Park
HISTORICAL NAME	Pierce-Arrow Showroom
CONSTRUCTION DATE	1930
ORIGINAL OWNER	H. E. Givan
ORIGINAL USE	Commercial (Automobile Showroom/Dealership)
CURRENT USE*	Commercial (Staples Canada)
ARCHITECT/BUILDER/DESIGNER	Architect: Sparling, Martin & Forbes
DESIGN/CONSTRUCTION/MATERIALS	See Section 2
ARCHITECTURAL STYLE	See Section 2
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Historical/Associative, Contextual
HERITAGE STATUS	Listed (September 25, 1978)
RECORDER	Heritage Planning: Liz McFarland
REPORT DATE	August 2021

2. BACKGROUND

This research and evaluation section of the report describes the history, architecture and context of the four properties at 1130-1134 and 1140 Yonge Street, and applies evaluation criteria as set out in Ontario Regulation 9/06, under the headings of historical/associative, design/physical and contextual value to determine whether the properties merit designation under Part IV, Section 29 of the Ontario Heritage Act. The application of the criteria is found in Section 3 (Evaluation Checklist). The conclusions of the research and evaluation are found in the Conclusion of the report. Maps and Photographs are located in Attachment 1. The archival and contemporary sources for the research are found in Attachment 2. The Statements of Significance are contained in Attachments 3 and 4.

i. HISTORICAL TIMELINE

Key Date	Historical Event
1793	Township Lot 21, Second Concession from the Bay is granted to Loyalist, David William Smith.
1851	Browne's Map shows the location of the subject land on the west side of Yonge Street within Town Lot 21. (Image 2)
1853	The Village of Yorkville is incorporated
1873	The Wesleyan Methodist Church and school is constructed at the southwest corner of Yonge and Marlborough to the Gothic Revival style designs of architect Henry Langley
1878	Cotterrell's Map of Yorkville and its Vicinity shows the subdivision of the west side of Yonge Street to the north and south of the newly created Marlborough Street, now Marlborough Avenue (Image 3)
1883	The Goad's Atlas for 1884 (containing information gathered in the previous year) shows the location of the Methodist Church and attached school at the southwest corner of Yonge and Marlborough (Image 4)
1883	Toronto annexes the Village of Yorkville
1894 Oct	Land registry records indicate that Albert W. White purchases the three recently subdivided lots at 1130-1134 Yonge Street and constructs the existing 3-storey mixed-use, commercial and residential main street row
1898	The Goad's Atlas for 1899 shows the three brick-clad, commercial main street buildings at 1130, 1132 and 1134 Yonge Street for the first time (Image 5)
1895 Apr	White sells the commercial main street row at 1130-1134 Yonge Street to Charles Blathways
c.1911	The Wesleyan Methodist Church is demolished
1912	The Goad's Atlas for 1913 shows the vacant lot at the southwest corner of Yonge and Marlborough (Image 6)
1929	H.E. Givan purchases the vacant lot at 1140 Yonge Street for the relocation of his existing Pierce-Arrow automobile showroom at 684 Yonge Street

1930	Pierce-Arrow showroom completed to the designs of the architects Sparling, Martin & Forbes
1938	Pierce-Arrow goes bankrupt during The Great Depression; Givan continues to sell cars at 1140 Yonge Street until 1942, now the more pragmatic Studebaker
1945 Dec	Givan leases the property at 1140 Yonge Street to R.C.A. Victor Company Ltd.
1953	Following several owner/occupants over the previous decade, the Canadian Broadcasting Corporation (CBC) purchases the property at 1140 Yonge Street for use as a production studio
1954	Alterations are carried out on the interior at 1140 Yonge Street to accommodate filming production needs, including bench seating for live audiences; the double-height glazing in the round-arched arcade on the principal (east and north) elevations are covered up
1966	Building permit application submitted by the CBC to add the existing second-storey addition to the south eastern portion of the existing roof at 1140 Yonge Street
1978 Sept 25	The property at 1140 Yonge Street is recognized by council on the City's Inventory of Heritage Properties (now Heritage Register)
1994-1995	CBC moves to current headquarters at 250 Front St; the new owner at 1140 Yonge Street is Business Depot (now Staples Canada)
2002	Alterations undertaken for Staples' retail use; these changes are largely interior but also including the re-glazing of several original arcade openings previously covered by the CBC
2019 Jan	The Business Depot Ltd sells the property at 1140 Yonge Street to the current owner

ii. HISTORICAL BACKGROUND

The following section outlines the history and facts related to the properties which are the basis for determining 'Historical and Associative Value' according to O. Reg. 9/06 Criteria.

The location of the properties at 1130 - 1134 and 1140 Yonge Street are shown on the property data map (Attachment 1, Image 1) where they stand on the west side of Yonge Street directly south of Marlborough Avenue. The four subject properties are located in the neighbourhood historically understood to be part of Yorkville - The Annex and now referred to as Ramsden Park, which is just beyond the western boundary of the South Rosedale Historic Conservation District and directly south of the Summerhill neighbourhood north of the CP railway tracks.

The site was originally part of Township Lot 21 in the 2nd Concession from the Bay, which was granted to Loyalist, David William Smith, by the Crown. Avenue Road was created by the Rector of St. James through the centre of Lot 22 and first contained large park estates, which were subdivided into increasingly smaller lots over time. In 1793, anticipating an American invasion, Lieutenant Governor John Graves Simcoe ordered

the construction of a new military road known as Yonge Street, connecting York with the Upper Great Lakes. Although originally constructed for military use, Yonge Street also facilitated the settlement of the farms lots north of the 1st Concession Line (present-day Bloor Street) during the early-19th century, including Lot 21.

From 1853 until 1883, the location of the subject properties formed part of the Village of Yorkville, which was originally established near Yonge and Bloor Streets in the 1830s. After a period of steady growth, the village was incorporated in 1853 with a population of 800. The approximate boundaries of the village were: Bloor Street to the south, Sherbourne Street to the east, Walker Avenue to the north and Bedford Avenue to the west. At the time of its incorporation, development was concentrated along Yonge Street between Bloor Street and Davenport Road. By 1876, the area containing the subject properties had been subdivided into residential building lots and Marlborough Avenue had also been surveyed. In 1883, the Village of Yorkville was annexed to the City of Toronto.

1130, 1132 and 1134 Yonge Street

Following the annexation of the Village of Yorkville and arrival of new modes of transportation, from electrified streetcar service in 1892 to completion of the North Toronto CPR Station in 1916, the area continued to develop as a residential neighbourhood, with Yonge Street serving as a commercial main street. Throughout the 1880s and 1890s, a number of extant commercial blocks were developed on both sides of Yonge Street in the area including the 3-storey brick buildings at 1130, 1132 and 1134 Yonge Street, which were completed in 1894 and first listed in the 1895 City Directory.¹ The three identical buildings were constructed together by Albert W. White who purchased the vacant lots for \$2000 each and sold the trio the following year.² The buildings share a common architectural expression (described in iii. below), and together form a cohesive main street commercial row. Each of the three buildings has a ground floor commercial unit, with residential uses on the upper two floors.

1140 Yonge Street

The existing building located at the southwest corner of Yonge Street and Marlborough Avenue was completed in 1930 as a Pierce-Arrow automobile showroom, designed by architects Sparling, Martin & Forbes in a Byzantine/Renaissance Revival style, with sculptural details by artist Merle Foster. The showroom was commissioned by H.E. Givan, who previously owned and operated a Pierce-Arrow dealership at 120 King Street East from as early as 1920. Givan later relocated the dealership to 684 Yonge Street before moving to the current location in 1930. (Image 7)

In January 1930, the showroom officially opened to the public, coinciding with the release of a new series of Pierce-Arrow cars recently introduced at the National Auto Show in New York City. The building's architecture was praised by the *Globe and Mail*, which described the showroom as one of the finest in the province: "Today sees the crowning of many years' effort in the opening of one of the finest showrooms in Ontario.

1 Information contained in the early city directories was compiled in the year prior to publication.

2 The three subject properties formed PLAN 157E, a subdivision of Lots 14 and 15 on Plan 741.

The building was designed by Messrs. Sparling & Forbes, architects, who have certainly erected a building which is not only credit to the H.E. Givan Ltd company and the Pierce-Arrow car, but also adds distinction to that part of Toronto.”³ (Images 8 and 9)

During the 1930s, the financial realities of the Great Depression drastically reduced demand for the luxury vehicles, leading to the company’s bankruptcy in 1938. Although Pierce-Arrow cars were no longer manufactured, H.E. Givan maintained a car dealership at 1140 Yonge Street until approximately 1942, selling more affordable Studebaker cars while also leasing a portion of the building to an engineering supply company. After 1942, H.E. Givan relocated from the Development Site, south to 921 Yonge Street.

In 1953, the property was purchased by the Canadian Broadcasting Corporation (CBC), who converted the building into a studio for television production. The studio was initially known as Studio D (later Studio 4), officially opening in April 1954 after a series of renovations, including the blocking out of windows on the east and north elevations of the building for sound and light proofing. In addition, the CBC acquired three adjacent residential dwellings on Marlborough Avenue, which were demolished for the parking lot. It is also likely that the CBC removed some of the building’s decorative cast stone elements, including the projecting gargoyles, grotesque modillions, articulated ledge frieze and Grecian mask-adorned parapet and painted the original cast stone arches. (Image 10)

The CBC’s move to 1140 Yonge Street was prompted by a lack of space at the previous Studio A on Mutual Street, which could only accommodate a studio audience of 160 people, rather than the 300-400 that could be accommodated at Studio D. As a result, Studio D became the primary television production studio for the CBC. The length of the former automobile showroom was beneficial for production, as sets could be laid out one after another and moved to reveal the set behind. Some of the shows that were produced in Studio D included Flashback, Front Page Challenge, Mr. Dressup, Juliette, and The Tommy Hunter Show.

The CBC remained in the building until the early 1990s, at which point its facilities were consolidated in a new headquarters on Front Street. In 1995, the property was listed for sale by the CBC and was soon occupied by Business Depot (later Staples), which reinstated some windows on the east and north (corner) elevations. (Image 11)

Architect: Sparling, Martin & Forbes

The architectural firm of Sparling, Martin & Forbes was formed in 1928 as a partnership between well-known Toronto architect William F. Sparling, architect William Forbes and engineer “Mr. Martin”. The firm was dissolved in 1931, due to a downturn in the demand for architectural work in Toronto during the Great Depression.

Between 1917 and 1927, architect William F. Sparling designed a number of notable Toronto buildings under his firm William F. Sparling & Co, prior to the formation of Sparling, Martin & Forbes. Sparling’s projects ranged from residential dwellings to

³ *Globe and Mail* (Jan 13, 1930): 15.

office, hotel, industrial and ecclesiastical buildings. During his ten years of independent practice, Sparling made use of a variety of architectural styles, including Renaissance Revival, Classical Revival, Georgian Revival and Art Deco. The Masonic Temple at Yonge and Davenport Streets is another notable project by Sparling (Image 12). The building was designed in the Renaissance Revival style with patterned veneer brick similar to that of the Pierce Arrow showroom.⁴

Artist: Merle Foster

Merle Foster was a well-known sculptor in Toronto during the early-to-mid 20th century, first opening a studio in The Ward neighbourhood during the early 1920s. Foster worked with a variety of materials including paper, plaster, cement, stone, clay and wood. Although she initially disliked the idea of commercializing her art, Foster was commissioned for a variety of works, namely for architectural decorations such as gargoyles, as well as for works at a variety of sales including busts, public fountains, and garden statuary. One of Foster's most noteworthy creations was a statue known as Motherhood Group, which stood in the Ontario Legislature. The success of the piece also prompted requests from the Alberta and Manitoba governments for similar statues. At the Canadian National Exhibition (CNE), Foster created a drinking fountain and decorations for the CNE dining room, as well as leading clay modelling demonstrations. She also collaborated on a monument known as The Spirit of Canada, which stood at entrance to the CNE. Other works by Foster included a drinking trough designed for the City of Toronto, as well as wood carvings on a gas station that stood at Lowther Avenue and Avenue Road. There are apparently many additional undocumented works by the artist.

By the late 1920s, Foster's studio was located at 504 Church Street, followed by Walton Street and later York Mills in the early 1930s. The Great Depression resulted in a dramatic decline in paid work for Foster, although she still undertook projects such as creating headstones for Canada's first pet cemetery. During the Second World War, Foster acted as the director of personnel for Victory Aircraft. Most of the buildings that displayed Foster's work have since been demolished, leaving little visual evidence of her work in the city.⁵

iii. ARCHITECTURAL DESCRIPTION

The following section provides an architectural description and analysis related to the property which will establish the basis for determining 'Design and Physical Value' according to O. Reg. 9/06 Criteria.

1130, 1132 and 1134 Yonge Street

The properties at 1130-1134 Yonge Street comprise three attached, 3-storey brick buildings with storefronts at the first storey on the principal (east) elevation and residential above. At ground level, the storefronts with recessed entries contain

4 At the time of its completion in 1918, the Masonic Temple featured the largest concrete trusses in North America.

5 The information contained in this entry on Foster is compiled from Bell (1923) and Murray (2009).

woodwork around the openings and rectangular transom lights above the doors. The two upper storeys of each property are framed by pilasters at the end walls and organized horizontally into two bays with symmetrically placed, segmental-arched window openings at the second level and round-arched openings at the third storey. Decorative detailing is evident in the raised brick hood mouldings and stringcourses on the upper storeys, as well as stone keystones, lintels and sills. While the deep-set, pressed metal cornice has been lost at 1130 and 1132, and the brick corbelling directly below has experienced different degrees of deterioration at all three properties, the original denticulated cornice composition surviving at 1134 Yonge Street could be restored at the other two addresses. (Images 13-16)

1140 Yonge Street

Sparling, Martin & Forbes' plans for the Pierce-Arrow showroom building include a single-storey patterned veneer brick and cast stone building fronting onto both Yonge Street and Marlborough Avenue, with the showroom running parallel to Yonge Street. A garage and service centre was located on the western portion of the property fronting Marlborough Avenue. (Images 17-19) The entire east elevation and part of the north elevation featured arcade glazing, providing views of the automobiles on display from the public realm on Yonge Street. The upper portions of the windows in the rounded-arches were gridded, with the lower portions below the capitals comprised of vertical panes. The primary entrance was originally located at the central arcade at the east elevation.

Both the east and north elevations also displayed decorative cast stone detailing by artist Merle Foster, including ornate capitals, projecting gargoyles, grotesque modillions, an articulated ledge frieze, and a Grecian mask-adorned parapet. Each of the capitals feature gargoyles supporting a man holding a tire and an automobile, with an imp-like creature affixed to the spandrel above. The stylistic influences of these creations were varied, with references to both classical and medieval architecture. The showroom interior featured terrazzo flooring, as well as a mezzanine level containing offices. The garage was accessed by sliding doors fronting onto Marlborough Avenue. The building was designed for the possibility of two additional floors to be constructed over the garage. This addition, however, was never completed. One indication of this anticipated expansion was a ramp located on the southwest corner of the roof. (Images 20-23)

iv. CONTEXT

The following section provides contextual information and analysis related to the property which is the basis for determining 'Contextual Value' according to O. Reg. 9/06 Criteria.

The City of Toronto Property Data Map attached as Image 1 (Attachment 1) shows the location of the adjacent properties at 1130-1134 and 1140 Yonge Street.

The commercial main street row at 1130-1134 Yonge Street and the former Pierce-Arrow automobile showroom building are located on the west side of Yonge Street directly south of Marlborough Avenue where they stand adjacent to numerous late-19th and early-20th century heritage properties including the North Toronto CPR Station,

now Summerhill LCBO, the main street commercial block at 1095-1099 Yonge Street and all of the main street commercial properties on the west side of Yonge Street between Marlborough Avenue and the CN rail underpass to the north. The subject properties at 1130-1134 and 1140 Yonge Street are also located just outside the western boundary of the South Rosedale Historic Conservation District (HCD). (Image 24)

3. EVALUATION AND APPLICATION OF O.REG 9/06 CRITERIA

The following evaluations apply Ontario Regulation 9/06 made under the Ontario Heritage Act: Criteria for Determining Cultural Heritage Value or Interest. The criteria are prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, and the City of Toronto also uses these criteria when assessing properties for inclusion on the City of Toronto Inventory of Heritage Properties. There are three categories for a total of nine criteria under O. Reg 9/06. A property is only required to meet one criteria to warrant designation.

The evaluation tables are marked “N/A” if the criterion is “not applicable” to the property or ✓ if it is applicable to the property, with explanatory text below.

1130, 1132 and 1134 Yonge Street

DESIGN OR PHYSICAL VALUE

Design or Physical Value	
i. rare, unique, representative or early example of a style, type, expression, material or construction method	✓
ii. displays high degree of craftsmanship or artistic merit	N/A
iii. demonstrates high degree of scientific or technical achievement	N/A

The three properties at 1130, 1132 and 1134 Yonge Street are a fine representative example of the late-19th century main street commercial row typology. The buildings' original recessed entrances and fenestration maintain their integrity despite more recent storefront glazing at the ground-floor level. Existing original architectural detailing includes segmental-arched and round-arched brick banding and string-coursing at the second and third storeys, a deep and denticulated pressed metal cornice (currently missing at 1130 and 1132), and window openings framed by stone sills and keystones.

HISTORICAL OR ASSOCIATIVE VALUE

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

CONTEXTUAL VALUE

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

Contextually, the group of three identical commercial main street properties at 1130, 1132 and 1134 Yonge Street are visually, physically and historically linked to their surroundings as a fine-grained, mixed-use commercial and residential row representative of the early main street character and built form along this portion of Yonge Street dating to the late-19th century.

1140 Yonge Street

DESIGN OR PHYSICAL VALUE

Design or Physical Value	
i. rare, unique, representative or early example of a style, type, expression, material or construction method	✓
ii. displays high degree of craftsmanship or artistic merit	✓
iii. demonstrates high degree of scientific or technical achievement	N/A

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 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 exuberant detailing and incorporate a range of decorative architectural details from various stylistic influences including the Byzantine and Renaissance Revival architectural styles. A series of modifications over the course of the 20th century have removed some of the original details (including the original windows and a number of decorative cast stone elements such as the projecting gargoyles, grotesque modillions, articulated ledge frieze and Grecian mask-adorned parapet). It is desirable that these missing elements be replicated and replaced.

HISTORICAL OR ASSOCIATIVE VALUE

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

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 Byzantine and Renaissance Revival stylistic elements that are echoed in the design at 1140 Yonge Street, including patterned veneer brick, decorative arches and sculptural detailing.

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

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

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 Bloor Street West.

CONCLUSION

Staff have completed the Research and Evaluation Report for the properties at 1130-1134 Yonge Street and the Pierce-Arrow Showroom at 1140 Yonge Street and determined that all four properties meet Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act under the following categories: design and contextual value (1130 and 1134 Yonge Street); and design, associative and contextual value (1140 Yonge Street).

The properties at 1130 -1134 Yonge Street are valued as a fine representative and discrete collection of three, 3-storey main street commercial buildings constructed together in 1894 that support and maintain the early built form evolution of Yonge Street as a major commercial thoroughfare in the city.

The adjacent 1-storey commercial building anchoring the southwest corner of Yonge Street and Marlborough Avenue at 1140 Yonge Street (known historically as the Pierce-Arrow Showroom) is valued as a unique surviving example of the early-20th century automobile showroom and dealership typology. The property at 1140 Yonge Street is also valued as having been the primary location of the Canadian Broadcasting Corporation in Toronto for over forty years.

All four buildings are important contributors to the late-19th and early-20th century streetscape of this portion of Yonge Street, where they stand adjacent to many other significant heritage properties from the North Toronto CPR Station (Darling & Pearson, 1916) to the South Rosedale Historic Conservation District Plan area (City of Toronto, 2003).

As such, the properties are significant built heritage resources and staff recommend that City Council state its intention to designate the four properties at 1130, 1132, 1134 and 1140 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act.

The Statements of Significance for 1130, 1132 and 1134 Yonge Street (Attachment 3) and 1140 Yonge Street (Attachment 4) comprise the respective Reasons for Designation, which is the Public Notice of Intention to Designate.

CONTACT

Mary L. MacDonald, MA, CAHP
Senior Manager, Heritage Planning
Urban Design, City Planning
Tel: 416-338-1079 Fax: 416-392-1973
E-mail: Mary.MacDonald@toronto.ca

SIGNATURE

Gregg Lintern, MCIP, RPP
Chief Planner and Executive Director
City Planning

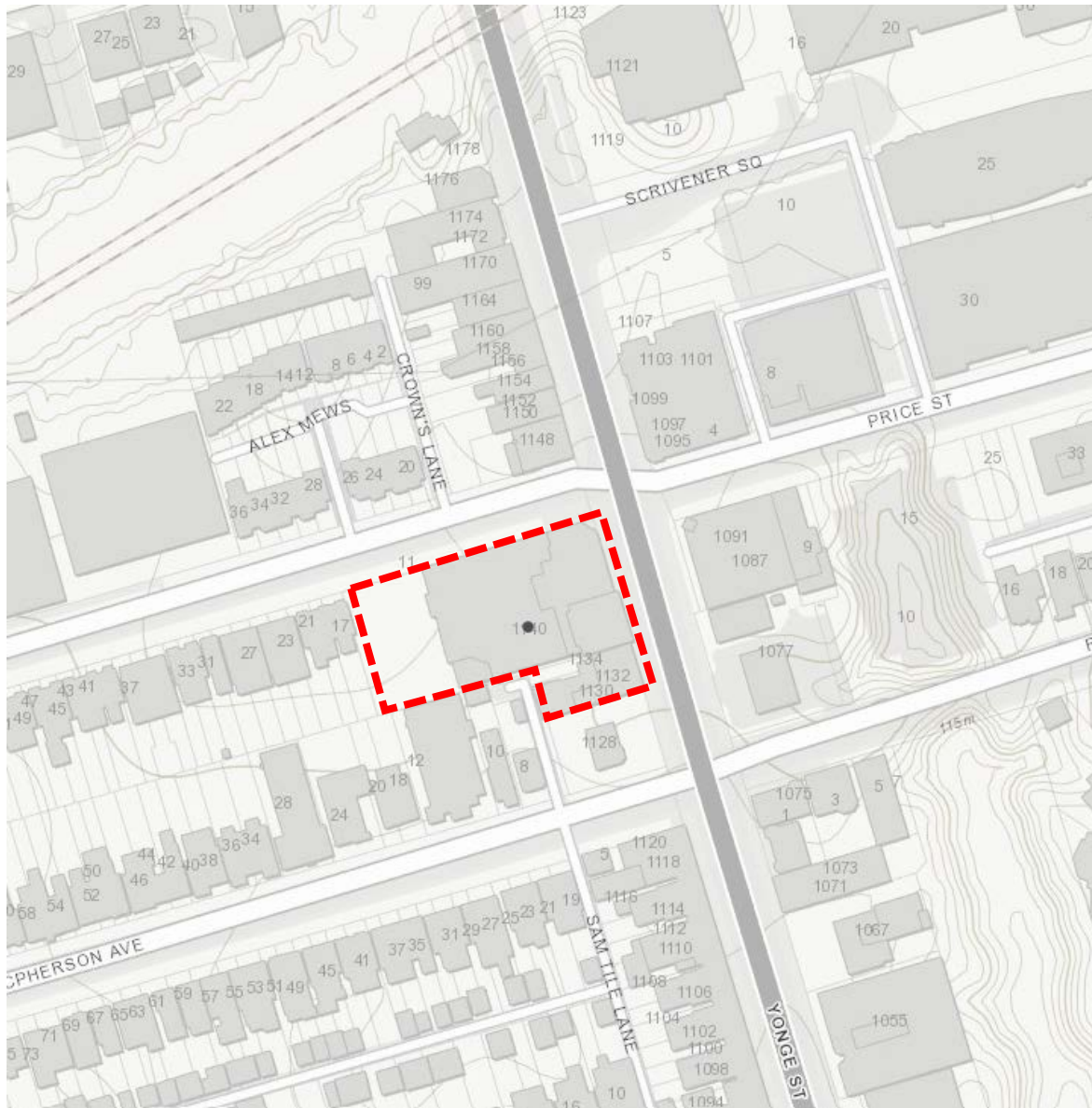
ATTACHMENTS

Attachment 1 – Maps and Photographs
Attachment 2 – List of Research Sources
Attachment 3 – Statement of Significance (Reasons for Designation): 1130, 1132 and 1134 Yonge Street
Attachment 4 – Statement of Significance (Reasons for Designation): 1140 Yonge Street (Pierce-Arrow Showroom)

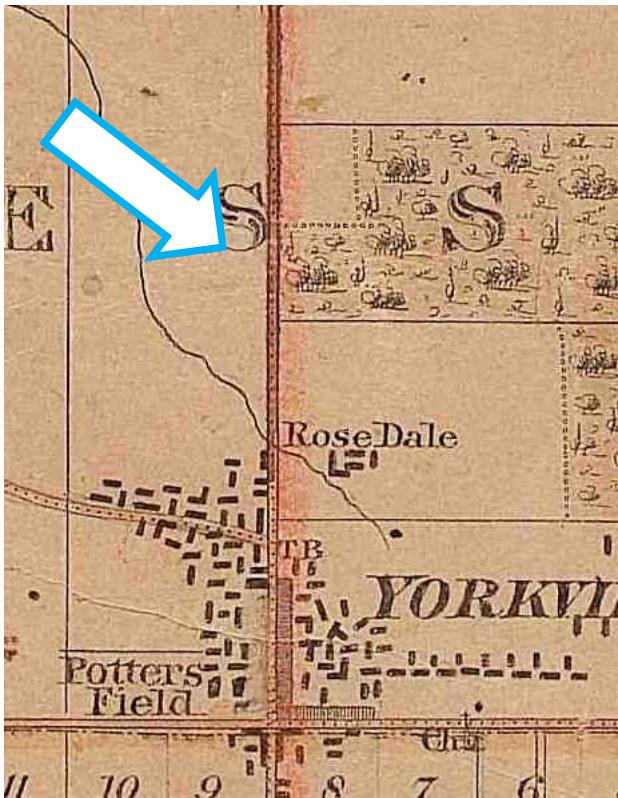
MAPS AND PHOTOGRAPHS:

ATTACHMENT 1

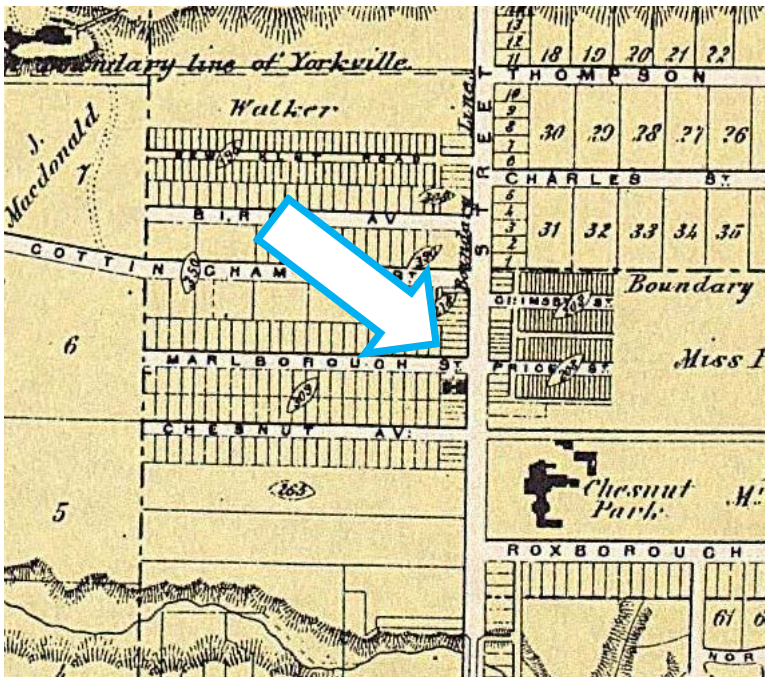
1130 - 1134 Yonge Street and 1140 Yonge Street



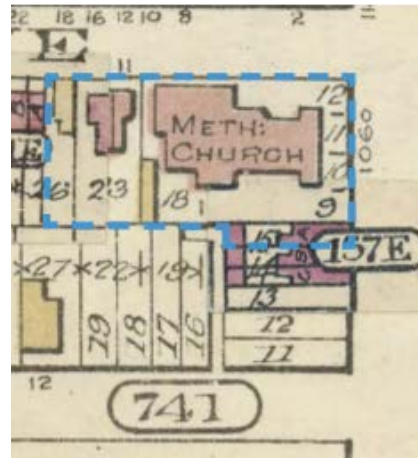
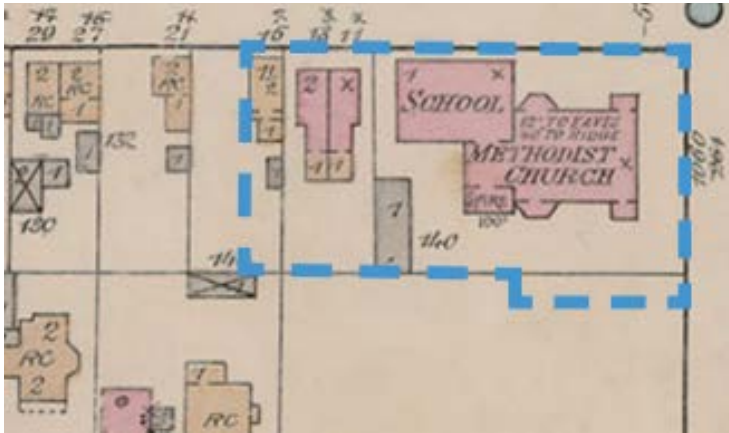
1. This location map is for information purposes only; the exact boundaries of the properties are not shown. The dashed box marks the location of the site. (City of Toronto iView Mapping)



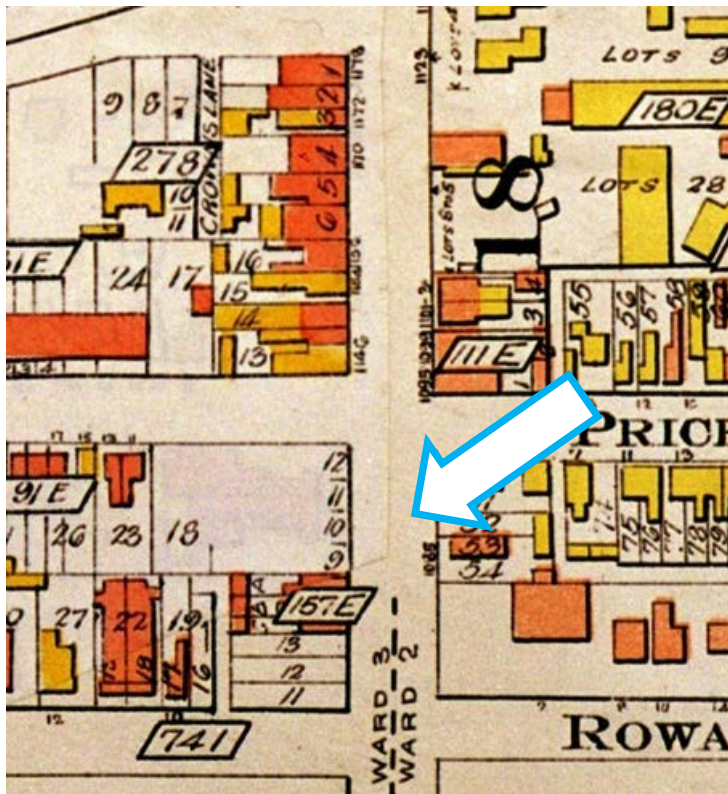
2. 1851 Browne's Map showing Town Lot 21 at left and the approximate future location of the subject properties (Ng)



3. 1878 Cotterrell Map of Yorkville and its Vicinity with the newly subdivided lots and streets on the west side of Yonge Street, including Marlborough Street, now Marlborough Avenue. (Ng)



4. and 5. 1884 and 1894 Goad's Atlas Maps. The 1884 map at left shows the location of architect Henry Langley's Wesleyan Methodist Church and school at the southwest corner of Yonge and Marlborough; at right, the 1894 map shows the properties at 1130-1134 Yonge for the first time. (Ng)



6. 1913 Goad's Atlas Map showing the southwest corner of Yonge and Marlborough following demolition of the Wesleyan Methodist Church. Directly south of the vacant lot are the three properties at 1130-1134 Yonge, indicated by Plan 157E Lots A, B, and C. (Ng)

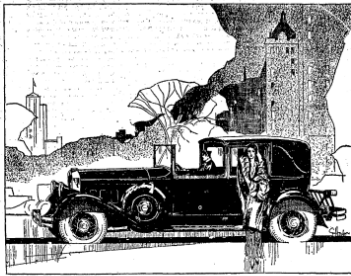


Fig
Pic
Fel

Another Name for
the Finest in Motor Cars:
PIERCE - ARROW

WHEN the first Pierce-Arrow was built, only in the century; it was the finest car of its day. Scores of other fine cars have since come and gone—and the finest car of its day is still *Pierce-Arrow*.

The Pierce-Arrow name, however, was not earned cheaply. It was born of stern, uncompromising ideals. It has endured through reverence of fine tradition—and a determination to preserve always the perfection quality.

Does this sound idealistic? Then look at the rare hand-tailored fabrics—the specially retained colorings—the exquisite appointments that are the most expressive of Pierce-Arrow.

Compare the low-wing, slender grace of the new Pierce-Arrow models—and their luxurious loveliness of interior—with the richest foreign car ensemble you know.

Try the new Pierce-Arrow transmission, with its silent gear-shift, at any speed—and an *intermediat* with a capacity of 60 miles an hour, without the usual rattle or vibration.

And understand finally why, beyond all its features, the greatest element in Pierce-Arrow is *Pierce-Arrow*—and why the name has long been synonymous with *America's finest motor car*.

In the purchase of a car from income, the average allowance is a good, used car usually more than covers the initial Pierce-Arrow payment.

Three New Groups of Straight Eights

Group A: 132 Horsepower	144-inch Wheelbase	\$6000 to \$9400
Group B: 123 Horsepower	138-inch Wheelbase	\$4725 to \$6000
Group C: 115 Horsepower	132-inch Wheelbase	\$4075 to \$4350

(All Prices Cash, Taxes)

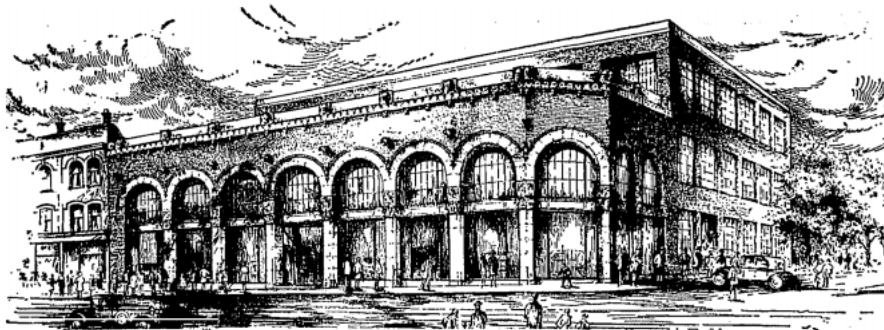
All models have Silent Gearshifts, Non-adjustable Claws, Hydraulic Shock Absorbers, Super-weather Brakes, Pierce-Arrow or Buick Headlamps optional on these cars. *Pierce-Arrow* Equipment and Customizing List

H. E. GIVAN, LTD.

1140 YONGE STREET

MIDWAY 3587-3588

7. 1930 advertisement for H. E. Givan's Pierce-Arrow business and showroom, newly re-located from 684 to 1140 Yonge Street (The Globe)



8. 1930 sketch of the newly completed Pierce-Arrow showroom at 1140 Yonge Street. Note the additional storey above the garage space at the west end of the building, which remained unrealized. (The Globe)



9. 1930 archival photograph of the recently completed Pierce-Arrow showroom. Note the projecting gargoyles in the arcade spandrels, now lost. (CoT Archives)



10. 1971 archival photograph showing the closed in arcade during the building's time as a film production studio for the CBC. The cast stone cornice and other decorative details are missing by this point. At left is the adjacent commercial row at 1130-1134 Yonge Street. (CoT Archives)



11. 1990s archival photograph showing the building under ownership by The Business Depot, later Staples Canada. At this time, several of the arcade openings on the east and north elevations were re-glazed. (CoT Archives)



12. 1919 archival photograph of the Masonic Temple at the northwest corner of Yonge and Davenport, also designed by William Sparling and with Renaissance Revival styling. (CoT Archives)

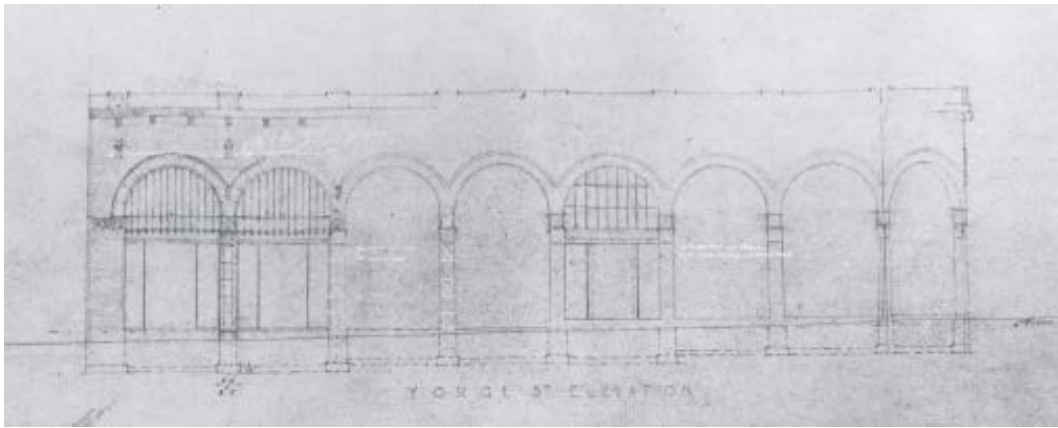


13. 1973 archival photograph showing the main street commercial row at 1130-1134 Yonge, at left, including the original pressed metal cornice and parapet at all three property rooflines (CoT Archives)

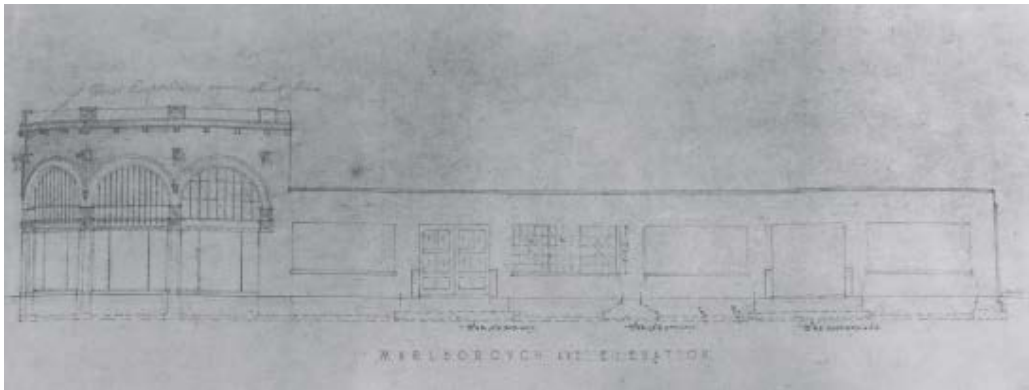
14. Current photograph of the principal (east) elevations of 1130-1134 Yonge showing the openings, the brick and stone detailing and the loss of the roof cornice and parapet at 1130 and 1132. (Heritage Planning, 2021)

15. Contextual view of the commercial row, looking southwest (Heritage Planning, 2021)

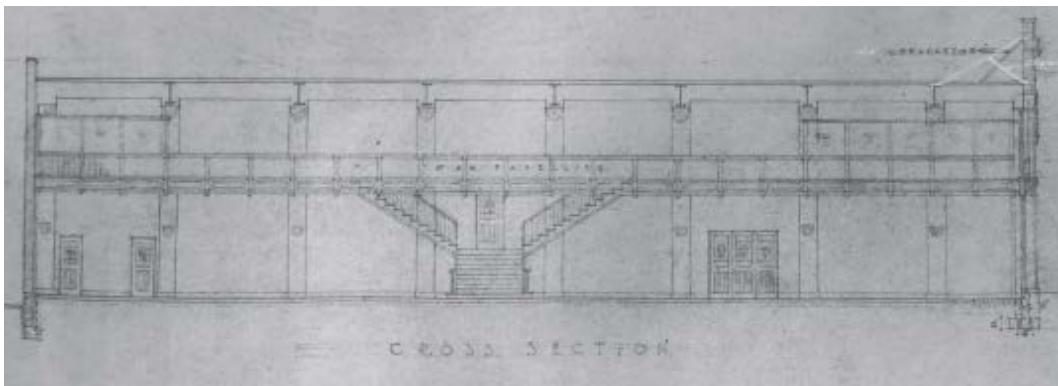
16. Contextual view of the commercial row and 1140 Yonge, looking northwest (Heritage Planning, 2021)



17. 1929 architectural drawing by Sparling, Martin & Forbes, east elevation. Note that the original showroom entrance was located near the centre of the Yonge Street (east) elevation. (CoT Building Records)



18. 1929 architectural drawing by Sparling, Martin & Forbes, north elevation with garage and service bays at right. (CoT Building Records)



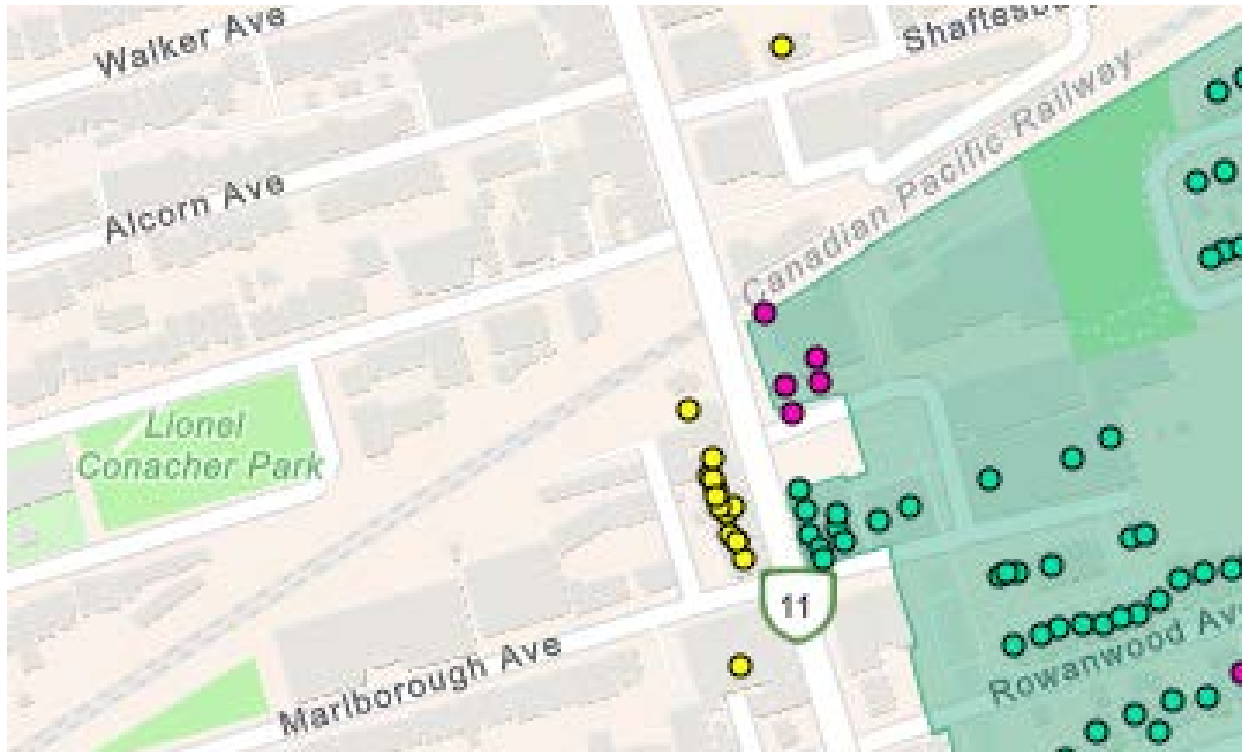
19. 1929 architectural drawing by Sparling, Martin & Forbes, interior section showing mezzanine level containing office space. (CofT Building Records)

20. View looking southwest at 1140 Yonge Street with the commercial row at 1130-1134 Yonge Street adjacent at left. (Heritage Planning, 2021)

21. Detail of a cast stone arcade column with decorative sculptural detailing by artist, Merle Foster. (Heritage Planning, 2021)



22. and 23. Details showing cast stonework by Merle Foster, whose work was both Classically-inspired (man with car and tire, at left) and Medieval (imp-like creature at the springing joint above, at right).



24. Detail of the City of Toronto's online Heritage Register map tool, showing the large collection of heritage properties in the immediate area including listed (pink), designated (yellow) and South Rosedale HCD contributing properties (green). (CoT)

**LIST OF RESEARCH SOURCES:
1130, 1134 YONGE STREET and 1140 YONGE STREET**

ATTACHMENT 2

Archival Sources

- City of Toronto Archives, Photographic Collection
- City of Toronto Building Records - Toronto and East York District, BP# 25197, 25386
- City of Toronto Directories, 1885 ff.
- Globe and Mail, September 13, 1930: 15
- Goad's Historical Atlas Maps <http://skritch.blogspot.com/2012/04/goads-atlas-of-toronto-online.html>
- Ontario Land Registry Records, PLAN 157E Lots A to C; PLAN 309 Lots 9 to 12 Lot 18
- Ng, Nathan. *Historical Maps of Toronto*. <http://oldtorontomaps.blogspot.com/>
- Toronto Public Library, Photographic Collection
- Tremaine, George R, *Tremaine's Map of the County of York Canada West*, 1860. <http://oldtorontomaps.blogspot.com/2013/02/1860-tremaines-map-of-county-of-york.html>

Secondary Sources

- Bell, Dorothy G. 'Merle Foster Creates Art out of Mud, and her Sister Makes it Pay: Business Ability of One Makes Complete the Gift of the Other and Both Girls Live and Work in Happy Unison in Toronto's "Greenwich Village"' *Macleans* (October 15, 1923) <https://archive.macleans.ca/article/1923/10/15/merle-foster-creates-art-out-of-mud-and-her-sister-makes-it-pay>
- Berchem, F. R. (1977). *The Yonge Street story*. Toronto: McGraw-Hill Ryerson.
- Biographical Dictionary of Architects in Canada (2020). Sparling, William F. <http://dictionaryofarchitectsincanada.org/node/1927>
- Blumenson, John, *Ontario Architecture*, 1990
- Careless, J. M. S., *Toronto to 1918*, 1984
- ERA Architects Inc., Heritage Impact Assessment: 1140 & 1134 Yonge Street, (August 2020)
- Filey, M., & Russell, V. L. (2008). *From horse power to horsepower: Toronto: 1890-1930*. Toronto: Dundurn Press
- Hutcheson, Stephanie. *Yorkville in Pictures, 1853 to 1883*, nd
- Maitland et al, *Canadian Architectural Styles*, 1992.
- Middleton, J. E., *The Municipality of Toronto: A History*, 1923
- Murray, Terry. "Toronto's Lady Santa Claus": Merle Foster's studio wasn't a toy shop, but it was still magical to the children of the Ward, *Taddle Creek Magazine*, 23: Christmas 2009 <https://www.taddlecreekmag.com/torontos-lady-santa-claus>

**1130, 1132 & 1134 YONGE STREET
(REASONS FOR DESIGNATION)**

The properties at 1130, 1132 and 1134 Yonge Street are worthy of inclusion on the City of Toronto's Heritage Register and designation under Part IV, Section 29 of the Ontario Heritage Act for their cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under the categories of design and contextual value.

Description

Located on the west side of Yonge Street directly south of- and abutting- the property at 1140 Yonge Street and just south of Marlborough Avenue, the properties at 1130, 1132 and 1134 Yonge Street contain three 3-storey commercial main street row buildings with residential above and constructed together c.1894. The property at 1134 Yonge Street forms part of the current development site and application that also includes the abutting property at 1140 Yonge Street.

Statement of Cultural Heritage Value**Physical and Design Value**

The three properties at 1130, 1132 and 1134 Yonge Street are a fine representative example of the late-19th century main street commercial row typology. The buildings' original recessed entrances and fenestration remain legible despite more recent storefront glazing at the ground-floor level. Existing original architectural detailing includes segmental-arched and round-arched brick banding and string-coursing at the second and third storeys, a deep and denticulated pressed metal cornice (currently missing at 1130 and 1132), and window openings containing stone sills and keystones.

Contextual Value

Contextually, the group of three commercial main street properties at 1130, 1132 and 1134 Yonge Street are visually, physically and historically linked to their surroundings as a fine-grained, mixed-use commercial and residential row representative of the early main street character and built form along this portion of Yonge Street dating to the late-19th century.

Heritage Attributes**Design or Physical Value**

Attributes that contribute to the value of the properties at 1130, 1132 and 1134 Yonge Street being a fine representative example main street commercial row:

- The setback, placement and orientation of the buildings on their lots on the west side of Yonge Street south of Marlborough Avenue

- The scale, form and massing of the 3-storey plans
- The materials, with the red brick cladding (currently painted at 1134) and the brick and stone detailing
- The deep pressed metal cornice with its denticulation and parapet above on the principal (east) elevation (currently missing at 1130 and 1132)
- The principal (east) elevations of the three buildings, which are organized into two symmetrical bays at the second and third levels, and commercial storefronts with recessed entrances at ground level
- The segmental and round-arched window openings on the second and third storeys, respectively on the principal (east) elevations

Contextual Value

Attributes that contribute to the value of the properties at 1130, 1132 and 1134 Yonge Street as defining, supporting and maintain the historic character of the area and being historically, visually, functionally and physically linked to their setting:

- The placement, setback and orientation of the buildings, as a grouping of three identical main street commercial row buildings constructed together c.1894

**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 re-used 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 Values

- 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