

1390-1406 Yonge Street and 1420 Yonge Street - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act

Date: March 28, 2022

To: City Council

From: Chief Planner and Executive Director, City Planning

Wards: Toronto-St. Paul's - Ward 12

SUMMARY

This report recommends that City Council state its intention to designate the properties at 1390-1406 Yonge Street and 1420 Yonge Street, under Part IV, Section 29 of the Ontario Heritage Act under the following criteria: design, associative, and contextual value (1390-1406 Yonge Street); and design, associative, and contextual value (1420 Yonge Street).

Located on the west side of Yonge Street just south of St. Clair Avenue within the Deer Park neighbourhood, the properties at 1390-1406 Yonge Street contain six, 3-storey main street commercial row buildings constructed together in 1932 – originally as a collection of eleven which once spanned south to 1378 Yonge Street. The row was built in the Spanish Colonial Revival style and maintains several of its original details, the most prominent being its terracotta roof and yellow- and rug-brick facade.

To the immediate north of 1390-1406 Yonge Street, and separated by a driveway entry into St. Michael's Cemetery, the adjacent 1420 Yonge Street contains a complete block of four, 2-storey main street commercial row buildings constructed together in 1932. Commissioned and continuously owned by the Cira family until the property was sold in 2021, 1420 Yonge Street has been a presence within the Deer Park neighbourhood for nearly a century. The block was designed by architect Benjamin Swartz (1899-1961), an architect of note within the Jewish community who designed several landmarks including the Kiever Synagogue (1923) in Kensington Market. Similar to a pair of 4-storey apartment blocks he built for the Cira family on the south side of St. Clair Avenue West (at Robina Avenue) in 1928, the commercial row at 1420 Yonge Street features a mix of Art Nouveau and Art Deco elements.

The properties at 1390-1406 Yonge Street and 1420 Yonge Street contribute architecturally, historically, and contextually to the eclectic mix of early 20th-century main street commercial properties that characterize the historic midtown Toronto streetscape of Yonge Street.

Heritage Planning Staff have completed the Research and Evaluation Report for the properties at 1390-1406 Yonge Street and 1420 Yonge Street and determined that they meet Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act under the following criteria: design, associative, and contextual value (1390-1406 Yonge Street); and design, associative, and contextual value (1420 Yonge Street). As such, the above properties represent a significant built heritage resource.

On July 16, 2021, an Official Plan and Zoning By-law Amendment - 1406 Yonge Street was submitted to the City to permit a 40-storey mixed-use building with commercial at grade containing 406 dwellings. On October 7, 2021 a Site Plan Control application for a 39-storey mixed-use building having a non-residential gross floor area of 157.9 square metres, and a residential gross floor area of 28,287 square meters containing 406 residential dwellings came under review. The properties at 1406-1428 Yonge Street are included in the application. The proposal involves the removal of the northernmost, end-unit (1406) of the 3-storey mixed-use main street commercial row at 1390-1406 Yonge Street and demolition of the 2-storey mixed-use main street commercial row at 1420 Yonge Street.

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. The Bill 108 Amendments to the Ontario Heritage Act came into force on July 1, 2021, which included a shift in Part IV designations related to certain Planning Act applications. Section 29(1.2) of the Ontario Heritage Act now restricts City Council's ability to give notice of its intention to designate a property under the Act to within 90 days after the City Clerk gives notice of a complete application.

The City Clerk issued a complete application notice on September 24, 2021. On December 16, 2021, the applicant provided a waiver to City Planning extending the 90 day timeline until April 30, 2022. As such, the Notice of Intention to Designate report must be considered by City Council at its meeting on April 6/7, 2022.

A Heritage Impact Assessment (HIA) is required for all development applications that affect listed and designated properties and will be considered when determining how a heritage property is to be conserved. Designation also enables City Council to review proposed alterations or demolitions to the property and enforce heritage property standards and maintenance.

A HIA was provided with the development application. Staff have reviewed the HIA and will provide further comments to the applicant pending the outcome of Council's decision.

RECOMMENDATIONS

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

1. City Council state its intention to designate the properties at 1390, 1394, 1398, 1402, 1404 and 1406 Yonge Street (including entrance addresses at 1392, 1396, 1396A, 1398A, 1402A, 1404A and 1408 Yonge Street) under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Statement of Significance; 1390-1406 Yonge Street (Reasons for Designation) attached as Attachment 3 to the report (March 28, 2022) from the Chief Planner and Executive Director, City Planning.
2. City Council state its intention to designate the property at 1420 Yonge Street (including entrance addresses at 1418, 1422, 1424, 1426 and 1428 Yonge Street) under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Statement of Significance; 1420 Yonge Street (Reasons for Designation) attached as Attachment 4 to the report (March 28, 2022) 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 property 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

There is no decision history to date for inclusion within this report.

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 the 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.

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.

Section 27 of the Ontario Heritage Act gives municipalities the authority to maintain and add to a publicly accessible heritage register. 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."

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

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. A property may be designated under section 29 of the Act if it meets one or more of the provincial criteria for determining whether it is of cultural heritage value or interest.

<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. Guidance from the Province related to the implementation of Bill 108 Amendments is forthcoming.

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

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 3.1.5.4 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.

<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

The properties at 1390-1406 Yonge Street were constructed together in 1930-1932, originally as part of a row of eleven identical mixed-use commercial structures 3-storey mixed-use commercial buildings with retail at grade and residential above. In 2009, the southernmost five units of the row were demolished. As the surviving six properties in a collection of eleven constructed together, the main street commercial row at 1390-1406 Yonge Street retains its original design integrity and forms part of a broader vernacular collection of Spanish Colonial Revival style rows that appeared along Toronto's main streets and thoroughfares in the early 20th century. The properties at 1420 Yonge Street were constructed as a complete block of four, 2-storey main street commercial row buildings constructed together in 1932.

The row's original design, featuring Art Nouveau and Art Deco elements, is evident in the abundance of intact, well-maintained, original architectural details, especially upon the second and third storeys, paired with the retention of the properties' six ground-floor retail bays. The main street commercial rows at 1390-1406 and 1420 Yonge Street are contextually linked by their historical and physical relationship to St. Michael's Cemetery located to the rear of the properties.

Commissioned and continuously owned by the Cira family until 2021, the row has been a presence on Yonge Street within the Deer Park neighbourhood for nearly a century.

On July 16, 2021, an Official Plan and Zoning By-law Amendment was submitted to the City to permit a 39-storey mixed-use building with commercial at grade containing 406 dwellings. On October 7, 2021 a Site Plan Control application for a 39-storey mixed-use building having a non-residential gross floor area of 157.9 square metres, and a residential gross floor area of 28,287 square meters containing 406 residential dwellings came under review. The proposal involves the removal of the northernmost unit, 1406 Yonge Street, and demolition of the 2-storey mixed-use commercial row at 1420 Yonge Street.

1390-1406 Yonge Street

1420 Yonge Street

Research and Evaluation according to Ontario Regulation 9/06

1390-1406 Yonge Street



East (principal) elevation of the main street commercial row at 1390-1406 Yonge Street (Heritage Planning, March 2022)

1420 Yonge Street



East (principal) elevation of the main street commercial row at 1420 Yonge Street (Heritage Planning, March 2022)

1. DESCRIPTION

1390-1406 Yonge Street	
ADDRESS	1390 Yonge Street 1392 (entrance address) 1394 Yonge Street 1396 A (entrance address) 1396 (entrance address) 1398 Yonge Street 1398 A (entrance address) 1402 Yonge Street 1402 A (entrance address) 1404 Yonge Street 1404 A (entrance address) 1406 Yonge Street 1408 (entrance address)
WARD	12 – Toronto-St. Paul's
LEGAL DESCRIPTION	1390: CON 2 FB PT LOT 21 1394: CON 2FB PT LOT 21 1398: CON 2F B PT LOT 21 1402: CON 2 PT LOT 21 ROW 1404: CONS 2 F B PT LOT 21 1406: CONS 2 FROM BAY PT LOT 21
NEIGHBOURHOOD/COMMUNITY	Yonge-St. Clair
HISTORICAL NAME	N/A
CONSTRUCTION DATE	1932
ORIGINAL OWNER(S)	N/A
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, Associative/Historical, Contextual
HERITAGE STATUS	NOL
RECORDER	Heritage Planning: Adrian Gamble
REPORT DATE	March 14, 2022

1420 Yonge Street	
ADDRESS	1420 Yonge Street 1418 (entrance address) 1422 (entrance address) 1424 (entrance address) 1426 (entrance address) 1428 (entrance address)
WARD	12
LEGAL DESCRIPTION	1420: CON 2FB PT LOT 21
NEIGHBOURHOOD/COMMUNITY	Yonge-St. Clair
HISTORICAL NAME	N/A
CONSTRUCTION DATE	1932
ORIGINAL OWNER	Joseph Cira
ORIGINAL USE	Commercial with Residential Above
CURRENT USE*	Commercial with Residential Above
ARCHITECT/BUILDER/DESIGNER	Benjamin Swartz, Architect
DESIGN/CONSTRUCTION/MATERIALS	See Section 2
ARCHITECTURAL STYLE	See Section 2
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Historical/Associative, Contextual
HERITAGE STATUS	NOL
RECORDER	Heritage Planning: Adrian Gamble
REPORT DATE	March 14, 2022

2. BACKGROUND

This research and evaluation section of the report describes the history, architecture, and context of the properties at 1390-1406 and 1420 Yonge Street, and applies evaluation criteria as set out in Ontario Regulation 9/06, under the headings of design/physical, historical/associative, and contextual value to determine whether they merit designation under Part IV, Section 29 of the Ontario Heritage Act. A property may be designated under Section 29 of the Act if it meets one or more of the provincial criteria for determining whether it is of cultural heritage value or interest. 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
	The area now known as the City of Toronto is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples. Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit (1805), and the Williams Treaties (1923) signed with multiple Mississaugas and Chippewa bands.
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 lands on the west side of Yonge St. within Town Lot 21. (Image 2)
1854	St. Michael's Cemetery lands (10-acre parcel southwest of Yonge St. and St. Clair Ave.) purchased by the Bishop of Toronto
1855	St. Michael's Cemetery opens as Toronto's first non-parish burial site
1858	St. Charles School established on the eastern edge of the cemetery (west side of Yonge St. upon the future site of 1420 Yonge St.)
1862	O'Halloran's Hotel established at the southwest corner of Yonge St. and St. Clair Ave.
1866	O'Halloran's Hotel re-established as the Sellars Hotel after its purchase by Donald Sellers
1873	Sisters of St. Joseph take charge of St. Charles School
1880	St. Charles School rebuilt and expanded as a brick structure upon the future site of 1420 Yonge St.
1889	Sellars Hotel appears in the 1889 Goad's Fire Insurance Plan of Toronto as the Deer Park Hotel (Image 3)
1900	Last burial plot filled at St. Michael's Cemetery
1904	Toronto & York Radial Railway (T&YRR) Carhouse and Shops opens on Yonge St. south of St. Clair (north of the Schoolhouse) (Image 4)
1908	Deer Park annexed by the City of Toronto
1922	T&YRR Carhouse and Shops closes following the company's 1921 takeover by the Toronto Transit Commission (TTC)
1925	Former T&YRR Carhouse and Shops purchased and repurposed by the Badminton and Racquet Club of Toronto
1929	City Directory shows "Cira Jos fruit" (later "Cira Bros. Grocers") at 1493 Yonge Street
1930	City Directory lists Joseph Cira at 1491 Yonge Street and "Cira Jos fruit" at 1493 Yonge Street
1930	Glen Yonge Limited (in association with Sterling Realty) oversees the construction of 1378-1406 Yonge Street
1930	Joseph Cira commissions architect Benjamin Swartz for 1420 Yonge Street and construction begins
1932	City Directory shows full occupancy at 1378-1406 Yonge Street; Partial occupancy at 1420 Yonge Street
1933	City Directory shows occupancy increasing to full capacity at 1420 Yonge Street
1937	City Directory lists Salvador Cira at Unit 1, 1428 Yonge Street

1939	1939 aerial photograph shows the completed main street commercial rows at 1378-1406 and 1420 Yonge Street (Image 5)
1944	City Directory lists "Cira Bros fruit & gro" at 1491-1493 Yonge Street
1948	City Directory lists Joseph & Vincent Cira at Units 1 & 2, 1428 Yonge Street
1971	Toronto Telegram reports on the closing of Cira Bros. Grocers
2010	1378-1388 Yonge Street demolished and redeveloped; 1390-1406 Yonge Street remains
2021	1406 and 1420 Yonge Street sold to YSC Development Corp.

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 locations of the properties at 1390-1406 and 1420 Yonge Street are shown on the property data map (Image 1) where they stand on the west side of Yonge Street a block south of St. Clair Avenue. The subject properties are located in the neighbourhood historically known as Deer Park, now commonly referred to as the southern border of midtown Toronto.

The site was originally part of Township Lot 21 in the 2nd Concession from the Bay, which was granted by the Crown to Loyalist David William Smith in 1793. The construction of Yonge Street at this time was primarily for use as a military route, its development into one of Toronto's main commercial thoroughfares and transit corridors to come gradually over the course of the next two centuries.

The purchase of 40 acres upon the northeast corner of Yonge Street and St. Clair Avenue by the Heath family in the mid-1800s helped spur further urban development in the area – which the family named "Deer Park."¹ In 1855, the Roman Catholic Diocese opened the 10-acre St. Michael's Cemetery along the west side of Yonge Street, south of St. Clair Avenue – today one of the oldest cemeteries in the city.² By 1858, St. Charles School had been completed upon the future site of 1420 Yonge Street, later rebuilt in brick and expanded in 1880 to reflect the neighbourhood's growth.³

Just to the north of the school, O'Halloran's Hotel was built in 1862 upon the southeast corner of Yonge Street and St. Clair Avenue to serve travellers moving in and out of the city along Yonge Street. In 1866, O'Halloran's Hotel was renamed the Sellars Hotel

1 Deer Park Residents Group, "Our History." Accessed on March 7, 2022 online at: <https://deerparkresidents.ca/about-deer-park/our-history/>

2 Toronto Catholic School Board, "Our Lady of Perpetual Help Catholic School: School History and Tradition." 2022. Accessed on March 7, 2022 online at: <https://www.tcdsb.org/schools/ourladyofperpetualhelp/AboutUs/SchoolHistoryAndTradition/Pages/default.aspx>

3 Ibid.

following its sale to Donald Sellars.⁴ The hotel was renamed the Deer Park Hotel (Image 6) during the 1880s, a designation it retained until its removal during the 1920s (Image 7) following a series of road widenings and improvements along both Yonge Street and St. Clair Avenue.⁵ Deer Park was annexed by the City of Toronto in 1908, thus facilitating its transformation into one of the city's earliest streetcar suburbs.

By the early 20th century, Deer Park was fast becoming a major transit hub, the arrival of the Toronto & York Radial Railway (T&YRR) in 1904 (Image 8) – with its tracks along Yonge Street – signalling the neighbourhood's increasing significance.⁶ The construction of the T&YRR's Carhouse and Shops along the west side of Yonge Street just south of St. Clair Avenue further added to Deer Park's urban character, predating the 1954 construction of the Yonge Street Subway. In 1922, after its takeover by the Toronto Transit Commission (TTC), the T&YRR Carhouse & Shops were closed – the facility purchased and repurposed by the Badminton and Racquet Club of Toronto in 1925.⁷ Furthering Deer Park's significance as a transit hub, the early 20th-century widening and paving of St. Clair Avenue – which received its own streetcar line in 1913 – cemented the neighbourhood's transformation into a bustling streetcar suburb.

1390-1406 Yonge Street

In the late 1920s, as commercial development began to grow along Yonge Street, St. Michael's Cemetery sold off a strip of land along its eastern edge which fronted onto Yonge Street. Spanning between Pleasant Boulevard and Rosehill Avenue, the future site of the commercial rows at 1378-1406 and 1420 Yonge Street included the former St. Charles School, which had by this time come under the jurisdiction of Our Lady of Perpetual Help. By 1930, construction had begun upon a 3-storey commercial main street row at 1378-1406 Yonge Street, the site purchased for \$38,705 by Ernest J. Griffiths, president of Glen Yonge Ltd. in association with Sterling Realty. Granting access to the cemetery, a driveway entry, municipally listed as 1414 Yonge Street, was maintained by the Archdiocese of Toronto between 1406 and 1418 Yonge Street.

Completed in 1932, the 3-storey main street commercial row at 1378-1406 Yonge Street was originally constructed as eleven identical units with retail at grade and two storeys of residential above. Designed in the Spanish Colonial Revival style, and featuring a high-quality brick façade, the retail row was home to an eclectic mix of local shops and services. First listed in the City Directory in 1932, the original retail tenants included, Great Atlantic & Pacific Tea Co Ltd. grocers & butchers (1378), Kleenex Manufacturing Co. (1380), Rosehill Beauty Parlour (1382), Balmoral Fruit Store (1382), Y&B Tobacconist (1386), Deer Park Delicatessen (1388), Rosehill Candy Store (1390), John Weinberg, barber (1394), Frederick Carter, shoe repair (1398), Fred A. Frey, watchmaker (1400), Natural Health Food Shop (1402), Spick and Span Ltd. cleaners (1404), and Edward R. Pound, radio and electronic supplies (1406).

4 Lost Toronto, "Yonge and St. Clair/Then and Now." 2013. Accessed on March 7, 2022 online at: <https://losttoronto2.wordpress.com/tag/the-deer-park-hotel/>

5 Ibid.

6 TrainWeb, "Old Time Trains: Toronto and York Radial Railway." 2021. Accessed on March 7, 2022 online at: <http://www.trainweb.org/oldtimetrains/radial/Metro/history.htm>

7 Ibid.

In 2009, the southernmost five units of the row were demolished to make way for a 5-storey, mixed-use condo development with retail at grade at 1386 Yonge Street. Many of the restaurants and businesses within the affected units were transferred to the new development. As the surviving six properties in a collection of eleven constructed together in 1930-1932, the main street commercial row at 1390-1406 Yonge Street retains its original design integrity and forms part of a broader vernacular collection of Spanish Colonial Revival style rows that appeared along Toronto's main streets and thoroughfares in the early 20th century.

1420 Yonge Street

The same year (1930) construction began upon the neighbouring 1378-1406 Yonge Street, Italian-Canadian entrepreneur Joseph Cira commissioned Benjamin Swartz to design a 2-storey main street commercial row at 1420 Yonge Street. Separated from its neighbour to the south by the driveway entry into St. Michael's Cemetery, 1420 Yonge Street was completed in 1932 and fully occupied by 1933. The 1933 City Directory lists the original retail tenants as, Deer Park Golf School (1420), Associated Burtol Cleaners Limited (1422), Sylvia Cake Shop (1424), and Sun Shine Café (1426). By 1940, a succession of hardware stores began to occupy one of the block's four retail bays, including Bill Mitchell's Hardware (1940-1952), Dill's Hardware (1953-1960), and Deer Park Hardware into at least the 1960s. Most recently, the southernmost two retail bays have been occupied by Home Hardware – establishing an 80-year relationship between the property and the hardware business.

From 1937 to the mid-1950s, at least one member of the Cira family occupied one or more of the upper-level residential units above 1428 Yonge Street. The City Directory lists Salvador Cira at Unit 1, 1428 in 1937, followed in 1948 by the coupling of brothers Joseph and Vincent Cira at Units 1 and 2, 1428 – an arrangement that lasted until the early 1950s. Aside from being the owners of 1420 Yonge Street, the Cira family had also commissioned Swartz to design a pair of 4-storey apartment blocks along the south side of St. Clair Avenue West at Robina Avenue which were completed in 1928.

Furthering their real estate and business interests in midtown Toronto, Joseph Cira established a grocery store at 1493 Yonge Street just north of St. Clair Avenue, which was first listed in the City Directory in 1929. Later to expand into 1493 Yonge Street, what became Cira Bros. Grocers as of 1944 was a well-known neighbourhood landmark for nearly half a century – its 1971 closing reported in the Toronto Telegram (Image 9) accompanied by a photo of the Cira family. 1420 Yonge Street remained in the Cira family until 2021, following the passing of the last surviving sibling of the original owners of the subject property – bringing an end to 90 years of continuous family ownership.

Architect: Benjamin Swartz

Benjamin Swartz (1899-1961) was an architect based in Toronto largely active within the Jewish community between the early 1920s and mid-1940s.⁸ Swartz designed a mix of religious, commercial, and residential buildings for his patrons, many of which were of Jewish heritage. Among his most notable contributions to Toronto, the Kiever Synagogue (1923) in Kensington Market, alterations to Mount Sinai Hospital (1928) in Yorkville, and the Jewish Old Folk's Home (1936) in Baldwin Village, stand out alongside a mix of commercial and residential works completed across the city.⁹

Swartz was commissioned at least twice by the Cira family – in 1928 for a pair of two 4-storey apartment blocks on the south side of St. Clair Avenue at Robina Avenue, and again in 1932 for the 2-storey mixed-use commercial property at 1420 Yonge Street. Swartz' works for the Cira family and others show a preference for brick masonry walls accented by decorative stone detailing and the use of delicate bas-reliefs set into stone spandrel panels. Owing to the transitional period in which Swartz completed his commissions, elements of Art Nouveau, Art Deco, and Gothic Revival flourishes are evident in his surviving works in Toronto.

iii. ARCHITECTURAL DESCRIPTIONS

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

1390-1406 Yonge Street

The properties at 1390-1406 Yonge Street comprise six attached, 3-storey brick buildings with storefronts at grade and residential above upon the principal (east) elevation (Image 10). The ground-level storefronts feature modern glass display windows with a mix of integrated shop doorways and recessed side entrances for upper-floor access. The two upper floors are largely unaltered, and feature many original architectural details. Understood as a collection, the row is a fine representative example of Toronto's late-Edwardian commercial architecture, designed in the Spanish Colonial Revival style as defined by its terracotta roof (Image 11).

Visually, the row is divided vertically on the principal (east) elevation into six adjoining properties by raised brick pilasters spanning all three storeys. The upper storeys are arranged horizontally into two bays. The two bays are defined by brick banding above (vertical stretchers) and below (vertical headers) the window sills, each featuring a pair of symmetrically placed window openings. The upper-storey windows are framed by the same reddish-brown rug-brick detailing as featured in the raised masonry pilasters and banding. The window frame detail is composed of a series of raised, alternating,

⁸ Biographical Dictionary of Architects in Canada, "Swartz, Benjamin." Accessed on March 7, 2022 online at: <http://dictionaryofarchitectsincanada.org/node/1344>

⁹ The Kiever, "Architecture," Ontario Jewish Archives. Accessed on March 7, 2022 online at:

<https://ontariojewisharchives.org/exhibits/synagogues/synagogues/Kiever/architecture.html>

3-course brick quoins which interlock with the surrounding yellow-brick masonry wall. A Spanish Colonial Revival terracotta roof surmounts the entire row, supported by a series of nineteen wooden brackets. The terracotta roof is punctuated by a series of seven small, decorative, chimneys – forming the top of each pilaster. Each chimney is capped in stone, and features a single, 6-course column of inset, horizontally-arranged, yellow-brick headers (Image 12).

1420 Yonge Street

The properties at 1420 Yonge Street comprise a single, 2-storey brick building with four storefronts at grade with residential above upon the principal (east) elevation (Image 13). Built as a unified main street commercial block, the structure's four ground-level retail bays are faced in modern glass, three of which feature recessed entryways. The retail bays are collectively flanked by a pair of side entrances with arched, fan-light transom windows, providing access to the second floor (Image 14). Similar to the single bay of upper-storey windows above, the ground-floor retail bays and side entrances are framed by Art Deco stone surrounds defined by their rectilinear form and decorative use of straight parallel lines. A single course of vertically-aligned brick stretchers ties the top of the retail bays' stone surrounds to the yellow-brick masonry wall above (Image 15).

The upper storey features a single bay of eight window openings, arranged symmetrically from left-to-right (south-to-north) as a pair vertical rectangles, one square, a pair of horizontal rectangles, one square, and another pair of vertical rectangles. Framed above by a roofline composed of a series of three distinct volumes of segmented parapet detailing, the window groupings create the illusion of a three-volume mass placed atop the four ground-level retail bays. The segmented parapet is supported by a single band of projected stonework and capped with a thinner band of stone along the roofline (Image 16). The three false volumes are further defined along the roofline by a series of four delicately-carved stone corbels. The three-volume effect is complemented by a bay of seven stone spandrel panels of varying size, each embellished by a hand-carved, highly-stylized, floral motif with Art Nouveau influences.

Each of the segmented parapet's three peaks features one of the three larger stone spandrel panels, which in turn are flanked by the smaller panels. From left-to-right (south-to-north) the three larger panels consist of a central, horizontally-aligned, arched-top panel (Image 17), flanked by two vertically-aligned, rectangular panels with segmented arched tops. These three panels are joined by a series of four, smaller, flanking, octagonal panels of similar size. Together, the Art Deco and Art Nouveau influences, such as the stone surrounds and decorative stone spandrel panels, elevate the materiality and composition of 1420 Yonge Street's principal (east) elevation.

Original drawings by Benjamin Swartz for Joseph Cira for 1420 Yonge Street depict the material details and configuration of the principal (east) elevation as conforming very closely to the finished product (Image 18). Notable differences include the configuration of the upper-storey windows, and a very slight difference in the geometry of two of the seven decorative stone spandrel panels.

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 1390-1406 and 1420 Yonge Street.

The two adjacent commercial main street rows at 1390-1406 and 1420 Yonge Street are located on the west side of Yonge Street south of St. Clair Avenue between Pleasant Boulevard and Rosehill Avenue. The two commercial rows are separated by a driveway entry into St. Michael's Cemetery located to the rear of the subject properties. The cemetery's driveway, located at 1414 Yonge Street, provides a view of St. Michael's Cemetery Mortuary Vault (built 1856), designed by architect Joseph Sheard, which was designated in 1975 under Part IV, Section 29 of the Ontario Heritage Act. Further south, at 20 Balmoral Avenue, Fire Station No. 24 (built 1911), designed by City architect R. McCallum and included on the City's Heritage Inventory in 1979, also backs onto the St. Michael's Cemetery grounds.

To the immediate north and south of the two commercial rows, the subject properties are bookended by a pair of mid-rise, mixed-use buildings with retail at grade and several storeys of residential above – each built within the last two decades. Across the street and generally within the immediate vicinity, a variety of styles of early 20th-century commercial main street rows and significantly more recent mid-rise, mixed-use condominiums and office blocks define the local streetscape. Less than a block north, the bustling intersection of Yonge Street and St. Clair Avenue brings a considerable amount of pedestrian and vehicular traffic to the area.

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

The following evaluation applies 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's Heritage Register. There are three categories for a total of nine criteria under O. Reg 9/06. A property may be designated under Section 29 of the Act if it meets one or more of the provincial criteria for determining whether it is of cultural heritage value or interest.

The evaluation table is marked "N/A" if the criterion is "not applicable" to the property or "✓" if it is applicable to the property, with explanatory text below.

1390-1406 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 properties at 1390-1406 Yonge Street are a fine, representative example of Toronto's early 20th-century main street commercial row vernacular. The abundance of intact, well-maintained, original architectural details, especially upon the second and third storeys, paired with the retention of the properties' surviving six ground-floor retail bays, contribute to the design value of the principal (east) elevation. Existing original details include the Spanish Revival terracotta tile roof (complete with wooden brackets and decorative chimneys) and the intricate, dichromatic masonry wall with its raised pilasters, banding, and window frame detailing.

The main street commercial row at 1390-1406 Yonge Street, originally built as a collection of eleven storefronts, is one of at least three known identical sister properties – including 1094-1116 Yonge Street in Summerhill, 132-138 Avenue Road north of Yorkville, and 366-378 Bloor Street West in the Annex. This collection of identical sister structures forms part of a broader vernacular collection of Spanish Colonial Revival style rows that appeared along Toronto's main streets and thoroughfares in the early 20th century.

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	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

The properties at 1390-1406 Yonge Street have a direct association with the history of the adjacent St. Michael's Cemetery, the former lands upon which the subject row of main street commercial properties were constructed in 1932. This block, along with the adjacent subject property at 1420 Yonge Street, is historically linked to St. Michael's Cemetery and to the broader commercial development of the area.

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 six identical commercial main street properties at 1390-1406 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 20th-century main street character and built form along this portion of Yonge Street. The development of this commercial row speaks to the broader context of Deer Park's transformation into a bustling commercial corridor and transit hub.

The main street commercial rows at 1390-1406 and 1420 Yonge Street are contextually linked by their physical and visual relationship to St. Michael's Cemetery. The historic relationship between the cemetery and the two commercial rows is enhanced by the historic sightline/view of St. Michael's Cemetery provided by the driveway entry between 1406 and 1418 Yonge Street. This historic sightline from Yonge Street, which has existed for over 165 years, allows for an unobstructed view of St. Michael's Cemetery Mortuary Vault (built 1856), designed by architect Joseph Sheard, which was designated in 1975 under Part IV, Section 29 of the Ontario Heritage Act (Image 19).

1420 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 properties at 1420 Yonge Street are a fine, unique, example of Toronto's early 20th-century main street commercial row typology. Designed by an architect of note within Toronto's Jewish community and beyond, the materiality, composition, and detail work upon this largely intact commercial row is of an elevated level relative to other similar structures in the area. The high degree of integrity retained upon the principal (east) elevation includes several original details, such as the Art Deco stone surrounds framing the ground-floor retail bays, side entrances, and second-storey windows, the stone banding upon upper storey, and the segmented parapet roofline with its series of seven stone spandrel panels (each with its own Art Nouveau influenced floral motif).

The fine Art Deco and Art Nouveau decorative detailing with its stone surrounds, banding, and spandrel panel details remains intact and maintains its design integrity. Complemented by the excellent state of repair of the surrounding masonry wall, the principal (east) elevation retains much of its original design value.

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	N/A
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 1420 Yonge Street is valued for its historical association with the entrepreneurial Cira family, who originally commissioned and privately owned the subject property until 2021. The Cira family were long associated with Cira Bros. Grocers at 1491-1493 Yonge Street (just north of St. Clair Avenue), and owned another Benjamin Swartz-designed property (a pair of 4-storey apartments) along St. Clair Avenue West at Robina Avenue.

Owned by the Cira family for 90 years, the leasing of the retail spaces at 1420 Yonge Street have long contributed to and shaped the commercial makeup of the area. To these ends, the near-continuous occupancy of one or another form of hardware store within one or more of the four retail bays, has instilled a significant degree of commercial consistency within the local streetscape.

The property at 1420 Yonge Street has a direct association with the history of the adjacent St. Michael's Cemetery, the former lands upon which the subject row of main street commercial properties were constructed in 1932. This block, along with the adjacent subject property at 1420 Yonge Street, is historically linked to St. Michael's Cemetery and to the broader commercial development of the area.

The block was designed by architect Benjamin Swartz (1899-1961), an architect of note within the Jewish community who designed several landmarks including the Kiever Synagogue (1923) in Kensington Market.

Benjamin Swartz' signature blending of Art Nouveau and Art Deco influences and materiality are well expressed at 1420 Yonge Street, as they are in others of his work, including the pair of 4-storey apartment blocks he designed for the Cira family at 923 and 925 St. Clair Avenue West. Details including the stone surrounds framing the entryways and window openings, the stone banding, and the stone-capped parapet roofline embellished with decorative stone spandrel tiles, signal the connection to Swartz' broader body of work across the city. A fine example of the architect's work, 1420 Yonge Street demonstrates Swartz' unique form of artistic expression.

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 complete block of four commercial main street properties at 1420 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 20th-century main street character and built form along this portion of Yonge Street. The development of this commercial row speaks to the broader context of Deer Park's transformation into a bustling commercial corridor and transit hub.

The main street commercial rows at 1420 and 1390-1406 Yonge Street are contextually linked by their physical and visual relationship to St. Michael's Cemetery. The historic relationship between the cemetery and the two commercial rows is enhanced by the historic sightline/view of St. Michael's Cemetery provided by the driveway entry between 1418 and 1406 Yonge Street. This historic sightline from Yonge Street, which has existed for over 165 years, allows for an unobstructed view of St. Michael's Cemetery Mortuary Vault (built 1856), designed by architect Joseph Sheard, which was designated in 1975 under Part IV, Section 29 of the Ontario Heritage Act (Image 19).

CONCLUSION

Staff have completed the Research and Evaluation Report for the properties at 1390-1406 and 1420 Yonge Street and determined that the 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 criteria: design, associative, and contextual value (1390-1406 Yonge Street); and design, associative, and contextual value (1420 Yonge Street).

The properties at 1390-1406 Yonge Street are valued as a fine, representative collection of six, 3-storey main street commercial buildings constructed (originally as a row of eleven) in 1932 that support and maintain the early built form evolution of this portion of Yonge Street as a major commercial thoroughfare. The Spanish Colonial Revival style row contributes to the local, early 20th-century character of the area and represents a distinctive vernacular combination of style and typology found at other discreet locations across the city, including Summerhill, Yorkville, and the Annex.

The adjacent 2-storey commercial building at 1420 Yonge Street built in 1932 is valued as a unique surviving example of architect Benjamin Swartz' signature blending of Art Nouveau and Art Deco detailing, here applied to a mixed-use, main street commercial block. Furthermore, the property has cultural heritage value for its association with the Cira family, whose small real estate and commercial empire had a significant, sustained presence within the area for nearly a century.

The properties at 1390-1406 Yonge Street and 1420 Yonge Street have a direct association with the history of the adjacent St. Michael's Cemetery (1855), the former lands upon which the subject row of main street commercial properties were constructed in 1932. The driveway entry between the subject properties also provides a sightline/view from Yonge Street of the St. Michael's Cemetery Mortuary Vault (built 1856), designed by architect Joseph Sheard, which was designated in 1975 under Part IV, Section 29 of the Ontario Heritage Act.

St. Michael's Cemetery, via its driveway entry between 1406 and 1418 Yonge Street, has been physically and visually connected to Yonge Street for over 165 years, and thereby contributes to the streetscape and the contextual value of the main street commercial rows at 1390-1406 and 1420 Yonge Street (Image 19).

All of the subject properties within 1390-1406 and 1420 Yonge Street are important contributors to the early 20th-century streetscape of this portion of Yonge Street, where they stand adjacent and in close proximity to several other remaining main street commercial buildings from this era. As such, the properties represent a significant built heritage resources and staff recommend that City Council state its intention to designate the properties at 1390-1406 and 1420 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act.

The Statements of Significance for 1390-1406 Yonge Street (Attachment 3) and 1420 Yonge Street (Attachment 4) comprise the respective Reasons for Designation, which is the Public Notice of Intention to Designate.

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SIGNATURE

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City Planning

ATTACHMENTS

Attachment 1 – Maps and Photographs

Attachment 2 – List of Research Sources

Attachment 3 – Statement of Significance (Reasons for Designation): 1390-1406 Yonge Street

Attachment 4 – Statement of Significance (Reasons for Designation): 1420 Yonge Street

MAPS AND PHOTOGRAPHS:
1390-1406 AND 1420 YONGE STREET

ATTACHMENT 1



Image 1. This location map is for information purposes only; the exact boundaries of the properties are not shown. The red boxes mark the location of the site.
(City of Toronto iView Mapping).



Image 2. Browne's 1851 Map of Toronto showing the future location of the subject properties at 1390-1406 and 1420 Yonge Street (indicated in red).



Image 3. 1889 Goad's Atlas Map of Toronto depicting the Deer Park Hotel and Separate School (indicated in red).

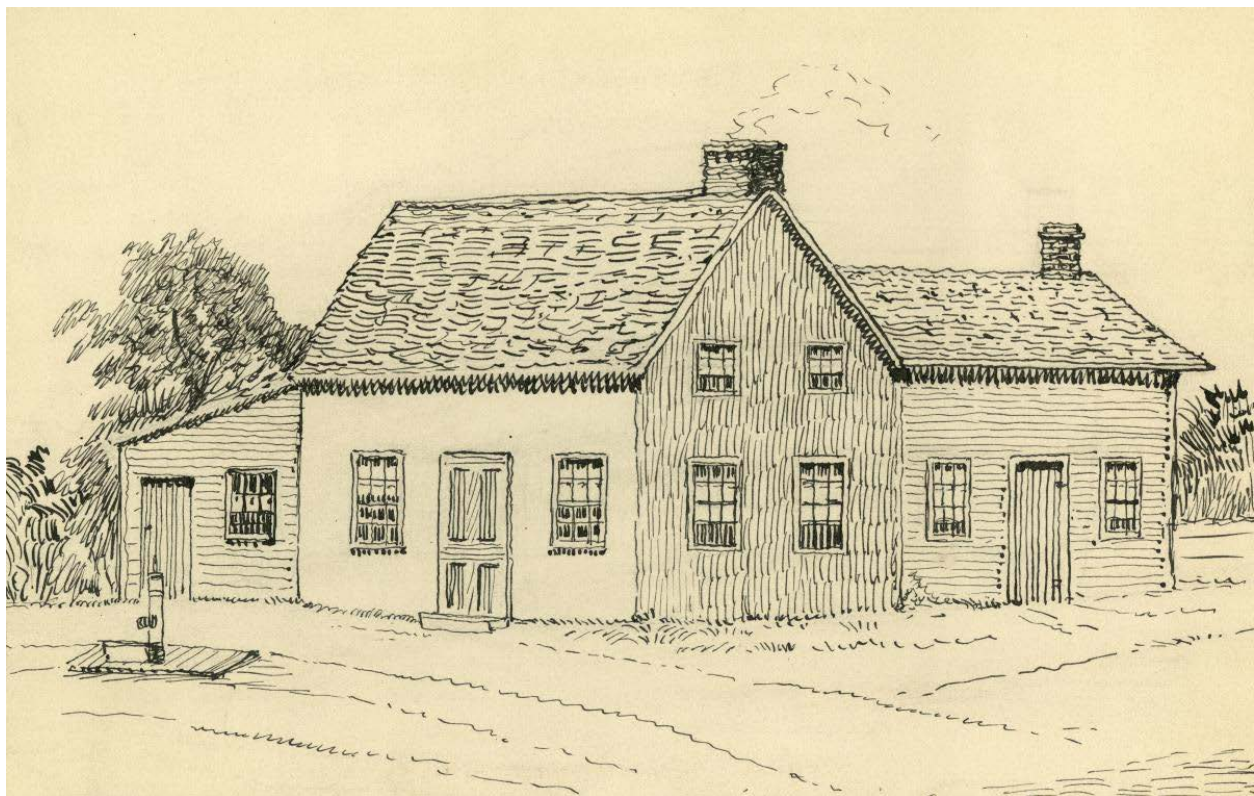
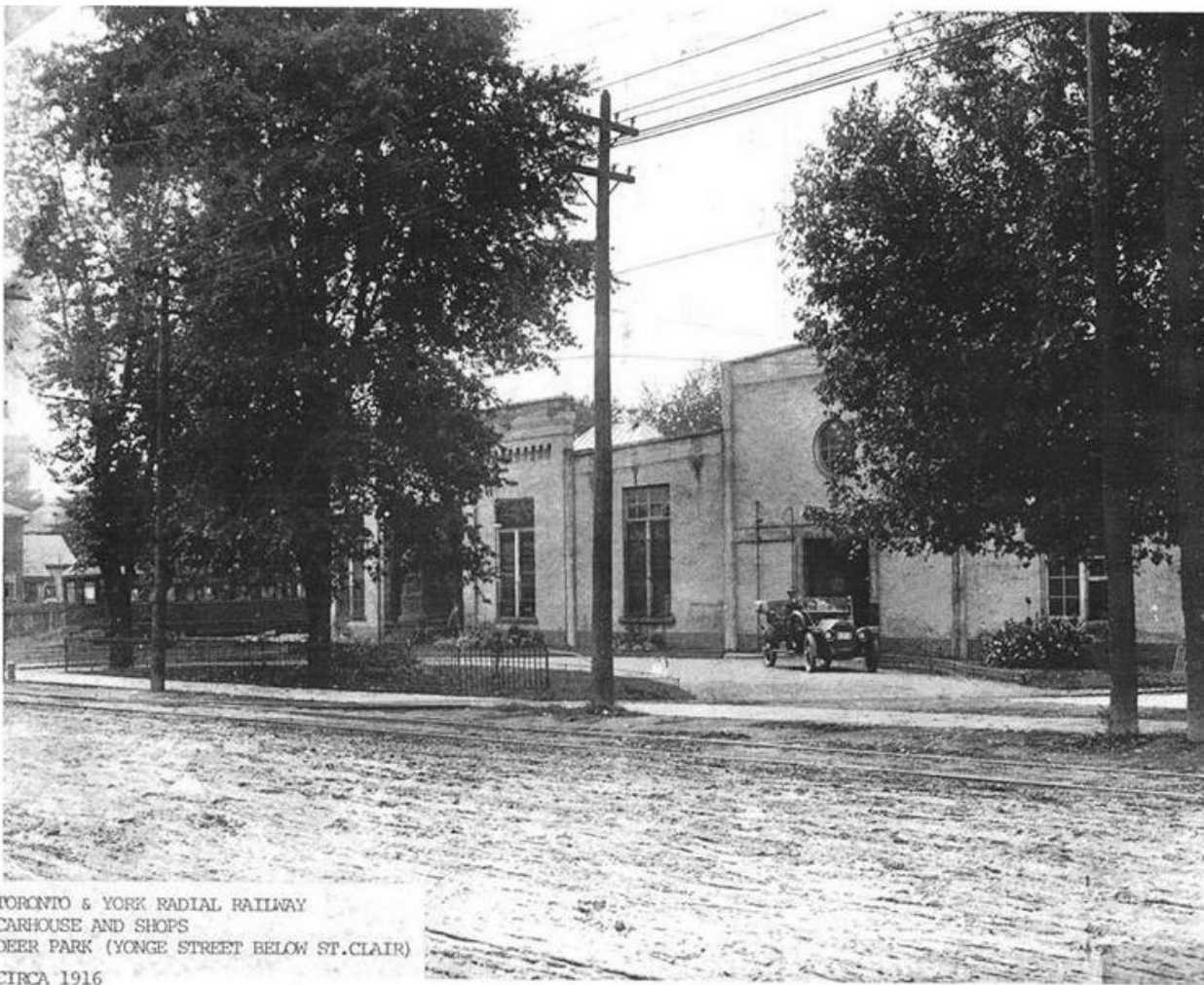


Image 6. Deer Park Hotel (1880s), by Bernard Joseph Gloster, Baldwin Collection, TPL.



City of Toronto Archives, Fonds 1244, Item 1094

Image 7. Deer Park Hotel (c. 1923), prior to its removal following a series of road widenings and improvements, and the laying of streetcar track by the TTC along both Yonge Street and St. Clair Avenue. Portion of the former T&YRR Carhouse and Shops visible in the background. City of Toronto Archives, Fonds 1244, Item 1094.



TORONTO & YORK RADIAL RAILWAY
CARHOUSE AND SHOPS
DEER PARK (YONGE STREET BELOW ST. CLAIR)
CIRCA 1916

Image 8. T&YRR Carhouse and Shops (c. 1916). City of Toronto Archives.



Image 9. "Cira Bros. Food Store Closes." Toronto Telegram. June 18, 1971.



Image 10. Street view of 1390-1406 Yonge Street. (Heritage Planning, March 2022).

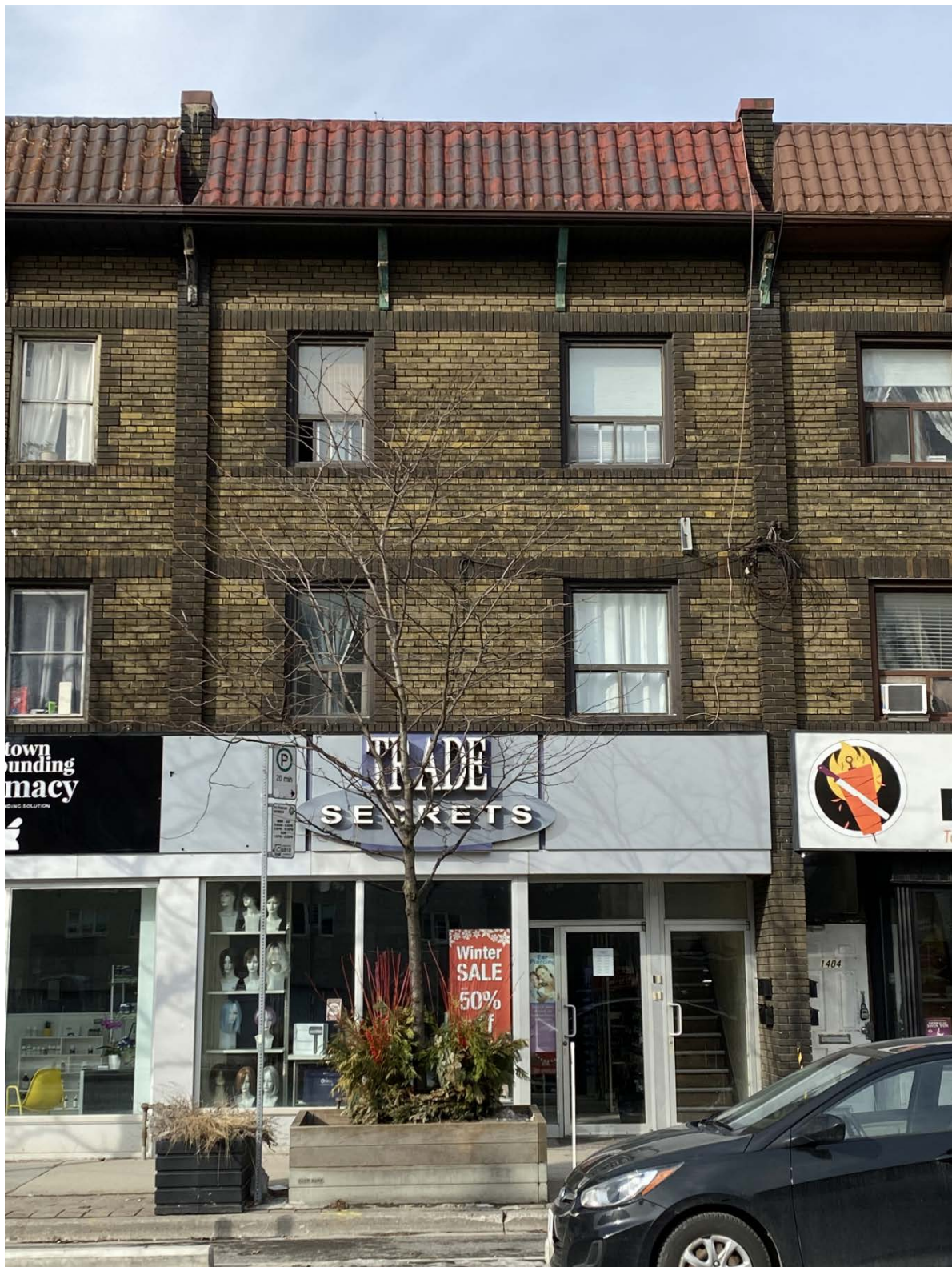


Image 11. Storefront view of 1402 Yonge Street. (Heritage Planning, March 2022).



Image 12. Terracotta roof, decorative chimney, wooden brackets, raised brick pilaster and banding, and window with raised brick quoining. (Heritage Planning, March 2022).



Image 13. Street view of 1420 Yonge Street. (Heritage Planning, March 2022).



Image 14. Detail view of arched, fan-light transom window above the southernmost side entrance at 1420 Yonge Street. (Heritage Planning, March 2022).



Image 15. Storefront view of 1418 Yonge Street. (Heritage Planning, March 2022).



Image 16. Detail view of southernmost section of segmented parapet roofline with stone capping above and stone banding below. Stone corbel and two stone spandrel panels with floral motif visible. (Heritage Planning, March 2022).



Image 17. Detail view of central stone spandrel panel with floral motif. (Heritage Planning, March 2022).

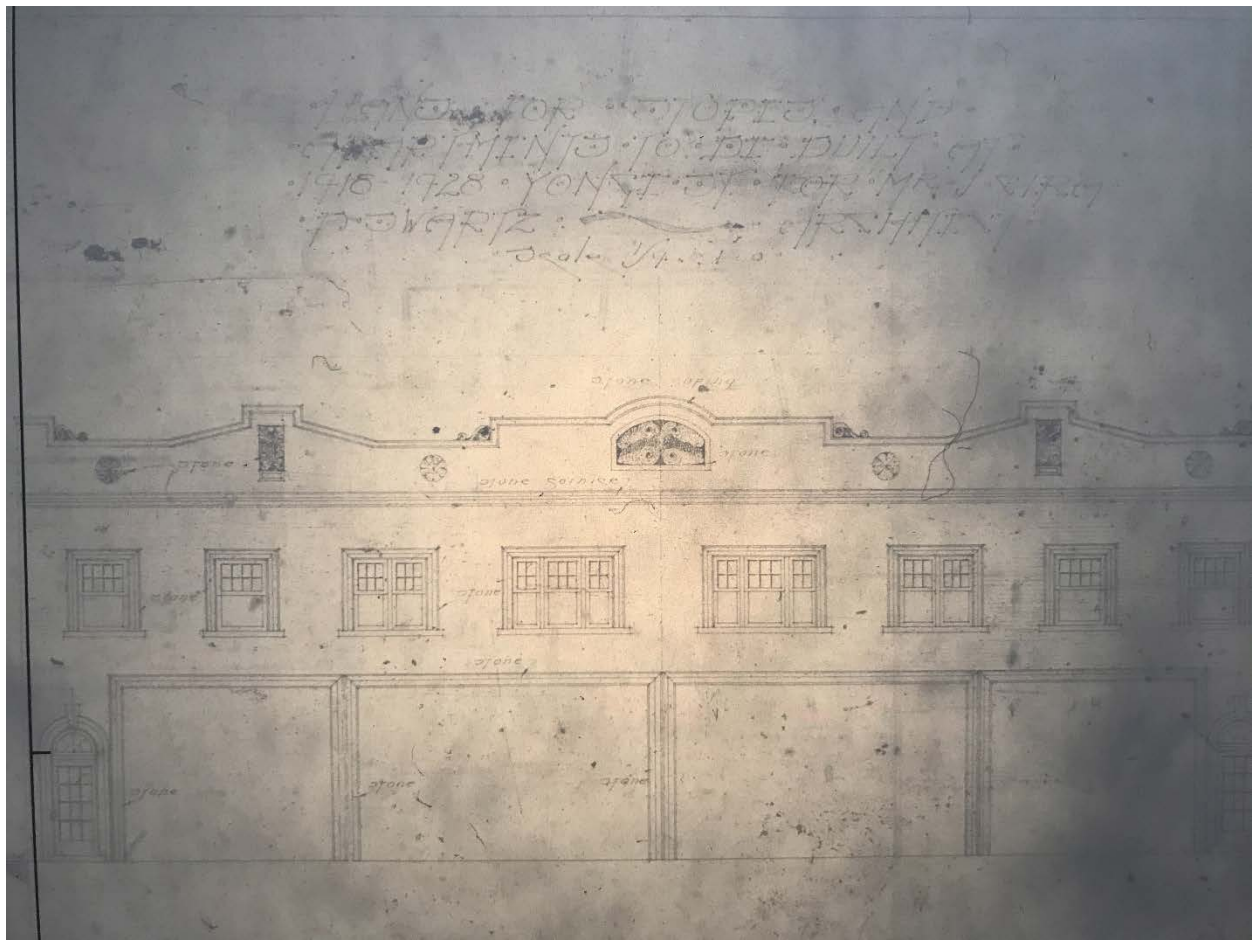


Image 18. Original architectural drawings for 1420 Yonge Street by Benjamin Swartz for Joseph Cira depicting the principal (east) elevation.



Image 19. View of St. Michael's Cemetery Mortuary Vault (centred within the gates) via the driveway entry between 1406 and 1418 Yonge Street. (Heritage Planning, March 2022).

LIST OF RESEARCH SOURCES:
1390-1406 AND 1420 YONGE STREET

ATTACHMENT 2

Archival Sources:

- City of Toronto Archives, Photographic Collection
- City of Toronto Building Records – Toronto and East York District
- City of Toronto Directories
- Clara Thomas Archives & Special Collections
- Goad's Historical Atlas Maps
- Ontario Land Registry Records, CON 2 FB PT LOT 21
- Toronto Public Library, Photographic Collection

Secondary Sources:

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- The Kiever, "Architecture," Ontario Jewish Archives. Accessed on March 7, 2022 online at: <https://ontariojewisharchives.org/exhibits/synagogues/synagogues/Kiever/architecture.html>
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STATEMENT OF SIGNIFICANCE

ATTACHMENT 3

1390-1406 YONGE STREET

(REASONS FOR DESIGNATION)

The properties at 1390-1406 Yonge Street are worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for their cultural heritage value, and meet Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under the criteria of design/physical, associative/historical, and contextual values.

Description

The properties at 1390-1406 Yonge Street (built 1932) comprise a row of six, 3-storey main street commercial buildings with storefronts to support retail uses at grade and residential above which stand along the west side of Yonge Street south of St. Clair Avenue between Pleasant Boulevard and Rosehill Avenue. This block and the adjacent subject property are separated by a driveway entry owned by St. Michael's Cemetery, located to the immediate west (rear), which provides a historic sightline into the cemetery from Yonge Street. The position and framing of the two subject properties at 1406 and 1418 Yonge Street on either side of the driveway provide a historic sightline to the site of St. Michael's Cemetery Mortuary Vault (built 1856), designed by architect Joseph Sheard, which was designated in 1975 under Part IV, Section 29 of the Ontario Heritage Act.

Statement of Cultural Heritage Value

Design and Physical Value

The properties at 1390-1406 Yonge Street comprise a fine, representative example of early 20th-century main street commercial row typology. Designed in the Spanish Colonial Revival style, the numerous extant original details include the original and highly intact terracotta roof (with decorative chimneys and wooden brackets supports) and dichromatic, yellow- and rug-brick masonry wall with its raised brick pilasters, banding, and quoining details. The fine-grain composition of the row with commercial at grade and residential above has not been altered since its construction in 1932.

The Spanish Colonial Revival main street commercial row at 1390-1406 Yonge Street is representative of a broader collection of a particular main street commercial row architecture that appeared along Toronto's main streets and thoroughfares in the early 20th century, including extant examples in the nearby neighbourhoods of Summerhill, Yorkville, and the Annex.

Associative and Historical Value

The properties at 1390-1406 Yonge Street have a direct association with the history of the adjacent St. Michael's Cemetery, the former lands upon which the subject row of main street commercial properties were constructed in 1932. This block, along with the adjacent subject property at 1420 Yonge Street, is historically linked to St. Michael's Cemetery and to the broader commercial development of the area.

Contextual Value

Contextually, 1390-1406 Yonge Street has cultural heritage value as it maintains and supports the historic character of this portion of Yonge Street. Situated along the west side of Yonge Street south of St. Clair Avenue between Pleasant Boulevard and Rosehill Avenue, the property is an important contributor to the maintenance of the early 20th-century main street commercial built form evolution and historic character of the area, along with the adjacent main street commercial row at 1420 Yonge Street.

The main street commercial rows at 1390-1406 and 1420 Yonge Street are contextually linked by their physical and visual relationship to St. Michael's Cemetery. The historic relationship between the cemetery and the two commercial rows is enhanced by the historic sightline/view of St. Michael's Cemetery provided by the driveway entry between 1406 and 1418 Yonge Street. This historic sightline from Yonge Street, which has existed for over 165 years, allows for an unobstructed view of St. Michael's Cemetery Mortuary Vault (built 1856), designed by architect Joseph Sheard, which was designated in 1975 under Part IV, Section 29 of the Ontario Heritage Act.

Heritage Attributes

Design and Physical Value

Attributes that contribute to the value of the properties at 1390-1406 Yonge Street as representative of Toronto's early 20th-century main street commercial row typology include:

- The scale, form, and 3-storey massing of the row
- The Spanish Colonial Revival style terracotta tile roof spanning the entire row with its decorative brick chimneys and supportive wooden brackets
- The dichromatic, yellow- and rug-brick masonry on the principal (east elevation) with its raised, rug-brick detailing including the pilasters, banding, and window quoining
- On the principal (east elevation), the scale and massing of the glazed storefronts, entryways, and side entrances

Contextual Value

Attributes that contribute to the contextual value of the properties at 1390-1406 Yonge Street as defining, supporting, and maintaining the historic character of the area:

- The repetition of the six, identical, 3-storey main street commercial storefronts

STATEMENT OF SIGNIFICANCE

ATTACHMENT 4

1420 YONGE STREET

(REASONS FOR DESIGNATION)

The properties at 1420 Yonge Street are worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for their cultural heritage value, and meet Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under the criteria of design/physical, historical/associative, and contextual values.

Description

The property at 1420 Yonge Street (built 1932) comprises a row of four, 2-storey main street commercial buildings with storefronts to support retail uses at grade and residential above which are located along the west side of Yonge Street south of St. Clair Avenue between Pleasant Boulevard and Rosehill Avenue. This block and the adjacent subject property are separated by a driveway entry owned by St. Michael's Cemetery, located to the immediate west (rear), which provides a historic sightline into the cemetery from Yonge Street. The position and framing of the subject properties at 1418 and 1406 Yonge Street on either side of the driveway provide a historic sightline to the site of St. Michael's Cemetery Mortuary Vault (built 1856), designed by architect Joseph Sheard, which was designated in 1975 under Part IV, Section 29 of the Ontario Heritage Act.

Statement of Cultural Heritage Value

Design and Physical Value

The row of four properties at 1420 Yonge Street is valued as a fine example of early 20th-century main street commercial row typology. Designed by Benjamin Swartz with a blend of Art Deco and Art Nouveau influences, the principal (east) elevation includes stone surrounds framing the ground-level retail bays, side entrances, and upper-storey windows, stone banding below and capping the segmented parapet roofline, and seven stone spandrel panels with stylized, hand-carved, floral motifs. Original drawings by Swartz reveal the principal (east) elevation to retain its architectural integrity.

Historical and Associative Value

The property at 1420 Yonge Street has direct associations with the Cira family, whose 1930 commissioning of the property and subsequent 90-year ownership, signal a significant history and cultural legacy within the Deer Park community. Part of the neighbourhood's transformation from a rural outpost to a bustling streetcar suburb and commercial and transit hub, the Cira family's construction of the main street commercial row at 1420 Yonge Street was part of the family's larger real estate and commercial empire within the area. Predated by the Cira's Swartz-designed pair of 4-storey apartment blocks at 923 and 925 St. Clair Avenue West built in 1928, and the 1929 establishment of what became the Cira Bros. Grocers property at 1491-1493 Yonge Street, the subject property at 1420 Yonge Street survives as a significant piece not

only of Deer Park's built heritage, but of an immigrant family's success story and nearly century-long legacy in the midtown Toronto area.

The property at 1420 Yonge Street has a direct association with the history of the adjacent St. Michael's Cemetery, the former lands upon which the subject row of main street commercial properties were constructed in 1932. This block, along with the adjacent subject property at 1390-1406 Yonge Street, is historically linked to St. Michael's Cemetery and to the broader commercial development of the area.

Lastly, 1420 Yonge Street reflects the work of Toronto-based architect Benjamin Swartz (1899-1961), an architect of note within the Jewish community who also designed the Kiever Synagogue (1923) in Kensington Market. Expressed elsewhere within his body of work, Swartz' signature blending of Art Nouveau and Art Deco influences and materiality are clearly expressed upon the principal (east) elevation of 1420 Yonge Street. The property's distinctive details, including the stone surrounds framing the entryways and window openings, stone banding, and stone-capped, parapet roofline embellished with decorative stone spandrel panels, tie this work to others by Swartz, including the 1928-built apartment blocks at 923 and 925 St. Clair Avenue West he also designed for the Cira family just two years prior.

Contextual Value

Contextually, 1420 Yonge Street has cultural heritage value as it maintains and supports the historic character of this portion of Yonge Street. Situated along the west side of Yonge Street south of St. Clair Avenue between Pleasant Boulevard and Rosehill Avenue, the property is an important contributor to the maintenance of the early 20th-century main street commercial built form evolution and historic character of the area, along with the adjacent main street commercial row at 1390-1406 Yonge Street.

The main street commercial rows at 1420 and 1390-1406 Yonge Street are contextually linked by their physical and visual relationship to St. Michael's Cemetery. The historic relationship between the cemetery and the two commercial rows is enhanced by the historic sightline/view of St. Michael's Cemetery provided by the driveway entry between 1418 and 1406 Yonge Street. This historic sightline from Yonge Street, which has existed for over 165 years, allows for an unobstructed view of St. Michael's Cemetery Mortuary Vault (built 1856), designed by architect Joseph Sheard, which was designated in 1975 under Part IV, Section 29 of the Ontario Heritage Act.

Heritage Attributes

Design and Physical Value

Attributes that contribute to the value of the property at 1420 Yonge Street as a fine example of Toronto's early 20th-century main street commercial row typology include:

- The scale, form, and 2-storey massing of the row
- On the principal (east) elevation, the segmented parapet roofline, which gives the visual impression of three distinct upper-level volumes set atop four discrete, ground-level retail bays collectively flanked by side entrances to the second storey placed at either end of the building

- The materials, including the yellow-brick and stone detailing
- The seven Art Nouveau-influenced, stone spandrel panels with their hand-carved floral motifs spanning the full length of the segmented parapet roofline
- The single, upper-storey bay of eight window openings, which follow a symmetrical pattern of smaller-to-larger-to smaller panes across the principal (east) elevation
- The single course of stone banding directly below the parapet and the stone capping surmounting the segmented parapet roofline
- The Art Deco-influenced stone surrounds framing the upper-storey windows, ground-level retail bays, and side entrances
- The arched fan-light transom windows above each ground-level side entrance, which are framed by the same stone surround detailing as described above
- The scale and massing of the glazed storefronts, recessed entryways, and side entrances

Historical and Associative Value

Attributes that contribute to the associative value of 1420 Yonge Street as demonstrative and reflective of the work of an architect significant to a community, and as a direct connection to a local institution of significance:

- The stone surrounds framing the storefronts, entryways, and window openings
- The fluted stone surrounds and plain stone sills framing the windows
- The use of stone banding across the principal elevation
- The segmented parapet roofline
- The embellishment of the masonry wall façade with decorative, stone spandrel panels with highly stylized floral motifs

Contextual Value

Attributes that contribute to the contextual value of the property at 1420 Yonge Street as defining, supporting, and maintaining the historic character of the area:

- The three false volumes of the upper level paired with the repetition of the four, identical, main street commercial storefronts at grade