



REPORT FOR ACTION

324 Old Yonge Street – Proposed Designation By-law Under Part IV, Section 29 of the Ontario Heritage Act - Consideration of Objection

Date: December 1, 2025

To: City Council

From: Chief Planner and Executive Director, City Planning

Wards: Ward 15 - Don Valley West

SUMMARY

This report recommends that Council affirm its decision of July 23-24, 2025 (PH23.13) stating its intention to designate the property at 324 Old Yonge Street under Part IV, Section 29 of the Ontario Heritage Act. The City has received an objection on behalf of the property owner to the Notice of Intention to Designate within the statutory timeline. The Notice of Objection dated August 26, 2025, is included as Attachment 1 to this report. City Council has until January 18, 2026 to make a decision on the objection.

The property at 324 Old Yonge Street - Jephcott -Sanderson Residence - is located in the St. Andrews - Windfields neighbourhood in the North York-York Mills area of Toronto. It is situated on the west side of Old Yonge Street, north of York Mills Road, east of Yonge Street, and south of Highway 401.

The property contains a two-and-one-half-storey brick house and a detached two-storey brick garage and was constructed in 1935 in the Georgian Revival style. It was designed by the prominent architectural firm of Allward & Guinlock for Alfred Jephcott (1866-1940), president of the Dominion Paper Box Company. Jephcott commissioned the house for his daughter, Amulette Sanderson, and son-in-law Arthur C. Sanderson, a salesman with the Toronto Brick Company Ltd who later became Secretary Treasurer of the company. The Sandersons purchased the land in 1935 from St Andrew's Estates and Golf Course and owned the property until 1947. Directories suggest that Jephcott and the Sandersons occupied the property together from the time that the house was completed until Jephcott's death in 1940.

Staff have reviewed the objections raised by the owner and are of the opinion that despite these objections, the property meets Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, under four of nine possible criteria for its design/physical, historical/associative, and contextual values.

City Council has until January 18, 2026, 90 days from the date of the end of the objection period, or 120 days from the issuance of the Notice of Intention to Designate, to make a decision on this objection as per the timeline under the Ontario Heritage Act.

As the property has cultural heritage value or interest and meets the prescribed criteria pursuant to Part IV, Section 29 of the Ontario Heritage Act, this property should be designated. Designation enables Council to review proposed alterations for the property, enforce heritage property standards and maintenance and refuse demolition.

RECOMMENDATIONS

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

1. City Council affirm its decision to state its intention to designate the property at 324 Old Yonge Street under Part IV, Section 29 of the Ontario Heritage Act as set out in Council Decision PH23.13 on July 23-24, 2025.
2. 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

City Planning confirms there are no financial implications resulting from the recommendations included in this report in the current budget year or in future years.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the information as presented in the Financial Impact Section.

DECISION HISTORY

At its meeting of July 23-24, 2025, City Council stated its intention to designate the property at 324 Old Yonge Street under Part IV, Section 29 of the Ontario Heritage Act. <https://secure.toronto.ca/council/agenda-item.do?item=2025.PH23.13>

At its meeting Feb 3, 2021, City Council listed the property at 324 Old Yonge Street on the City of Toronto's Heritage Register. <https://secure.toronto.ca/council/agenda-item.do?item=2021.MM28.26>

BACKGROUND

Council has stated its intention to designate the property at 324 Old Yonge Street under Part IV, Section 29 of the Ontario Heritage Act (OHA). Notice of Council's intention to Designate was served on the property owners and the Ontario Heritage Trust and was

published in accordance with the OHA. The objection period ended on October 20, 2025. [Public Notice – City of Toronto](#)

A Notice of Objection was received by the City Clerk from the owner of the property within the required timeframe set out in the OHA. The OHA requires that Council consider and make a decision on an objection within 90 days from the end of the objection period, subject to any permitted exceptions under the OHA. Council may decide to withdraw, amend, or affirm its intention to designate.

This is an urgent matter to be considered by City Council at its December 16-18, 2025 meeting as Council has until January 18, 2026 to make a decision on the objection.

COMMENTS

Staff have reviewed the Notice of Objection dated August 26, 2025, prepared by Biao Liu (owner of the subject property). The Notice of Objection is included as Attachment 1 to this report, where the owner outlines reasons for the objection. The following is a summary with staff responses.

1. The objector contends that there was a failure to serve notice of the designation. The objector also expresses concerns about due process and procedural irregularities, including owner consultation and the genesis of the City of Toronto's decision to designate the property.

The Ontario Heritage Act requires that notice be given to an owner upon issuance to the owner of the Notice of Intention to Designate, which has occurred. While not a statutory requirement, as a courtesy, the owner is typically notified in advance of the Toronto Preservation Board meeting where notice of intent to designate is considered. However, the non-statutory notice of the Toronto Preservation Board meeting was sent to an incorrect address. All statutory notice requirements have been met.

The objector states that: "Importantly, the process of designation is not supposed to originate at the request of the heritage committee itself. Instead, designation should be initiated by Council, with advice from its committee, and always with notice to the property owner." This is incorrect. The initiation of the designation reporting process is not set out in the statute, except for the requirement for Council to consult the Toronto Preservation Board before Council decides to state the Notice of Intention to Designate.

The commencement of the process for Council's consideration of a Notice of Intention to Designate can stem from a variety of situations and is not required to come from direction from City Council. When recommendations are placed before City Council on whether to designate a property, Council must ultimately decide whether to follow staff and/or advice of the Toronto Preservation Board recommendations and issue any Notice of Intention to Designate.

2. The objector asserts that the architectural integrity of the property has been too altered and compromised to merit designation. The objector also states that the garage is not contemporaneous with the house as described in the Notice of Intention to

Designate. The objector provides an alternate construction date of 1956, based on a review of City records.

With respect to the integrity of the property, staff maintain the opinion that the property, including the buildings and structures thereon, retain sufficient integrity, having "design and physical value for being a representative example of a fine suburban estate home constructed in the early-20th century and for its Georgian Revival style architecture with Neoclassical style influences", as set out in the Notice of Intention to Designate. Very few properties in Ontario, or anywhere, will have perfect and complete architectural integrity. Therefore, it must be determined if a property has sufficient integrity to convey the identified cultural heritage value. The Notice of Intention to Designate identifies numerous characteristics and attributes that support the design and physical value of the house and its stylistic merit.

In addition, staff have reviewed the city records that the objector cites for the construction date of the garage being 1956, instead of a date contemporary with the primary building on the property. On review, staff determined that the referenced 1956 documents relate to alterations and not new construction. Staff remain certain that the garage is contemporary with the construction of house, as clearly shown in original architectural drawings and historic photographs (R.A.I.C. Journal, October 1937)

3. The objector asserts that the property is subject to environmental contamination and remediation is impractical.

The objector has not demonstrated or provided any documentation confirming environmental contamination or the extent of environmental contamination of the property, or shared engineering reports or studies confirming the claims made. Where such considerations may be relevant for planning changes to the property, the owner can at any time in the future make a heritage permit application to the City as may be authorized under the OHA.

4. The objector claims that the property is structurally unsound, and that retention is not feasible.

The objector has not demonstrated or provided any documentation, such as engineering or other studies specific to the house, confirming any structural deficiency as claimed.

5. The objector claims that designation of the subject property is arbitrary, and that the property has been unfairly singled out for designation.

The City identified that the property had heritage value with its Listing on the Heritage Register by City Council on February 2-5, 2021. Previously, the property was nominated for designation by the Yonge Ridge Homeowners Association on May 26, 2020 with the nomination supported by the North York Community Preservation Panel on June 22, 2020. On January 29, 2021, the Toronto Preservation Board recommended that the property be included on the City's Heritage Register.

Staff propose designation for properties based on a variety of factors. In the case of the subject property, staff were made aware of threats of demolition to the property from previous communication with the owner. Additionally, amendments to the Ontario Heritage Act through the More Homes Built Faster Act, 2022 with further amendments through Bill 200, the Homeowner Protection Act, 2024, directs that properties Listed prior to January 1, 2023 cease being listed as of January 1, 2027.

6. The objector claims that the property has limited historical association (value).

The objector asserts that the reason that the property is identified as having historical or associative value is due to its association with the original owners and occupants, Alfred Jephcott and the Sandersons. This is incorrect and not consistent with the Notice of Intention to Designate. The reasons for designation are not based on the association with Alfred Jephcott and the Sandersons but instead are based on the association with its architects Henry J. Allward and George W. Gouinlock. The reasons for designation outline why the association with these architects is significant.

7. The objector claims that the architectural value of the property has been overstated and that attribution to the architects (Henry J. Allward and George W. Gouinlock) is inaccurate.

Staff maintain that the attribution of the property to architects Henry J. Allward and George W. Gouinlock is correct. The October 1937 edition of the R.A.I.C. Journal clearly identifies the design of the house (and garage) to Henry J. Allward and George W. Gouinlock, and which is cited in the Notice of Intention to Designate report.

In the reasons for designation in the Notice of Intention to Designate, staff maintain the opinion that "The house is significant because it reflects the work of the Toronto architects Henry J. Allward and George W. Gouinlock. Their firm became known for its residential designs prior to World War II winning local and national awards. The partnership rose to prominence in the later half of the 1930s and early 1940s with their high-end residential designs – an extension of each partner's individual work in the late 1920s and early 1930s before their partnership. As a team, Allward and Guinlock designed more than a dozen deluxe residences in North York during the 1930s and 1940s. The property at 324 Old Yonge Street, is a period interpretation of traditional design reflective of the firm's stylistic approach to residential architecture."

8. The objector claims that designation of the property presents an unreasonable financial burden on the owner, both in terms of repair cost and opportunity cost to develop something else on the property.

Designation does not include an analysis of costs to repair a property or opportunity cost and is not a consideration of the Ontario Heritage Act.

As cited earlier in response to Objections 3 and 4 in this Report, the objector has not demonstrated or provided any documentation, such as engineering or other studies specific to the house, confirming the structural deficiency of the property, as claimed.

Designation does not preclude further development of the property, or future heritage permit applications for change under the Ontario Heritage Act as may be authorized.

9. The objector claims that the subject property is being unfairly prioritized for designation outside of the process for prioritization developed by the City.

In addition to the City's designation of prioritized properties in response to the Implementation of Bill 23 Amendments to the Ontario Heritage Act (which anticipates non-designated properties listed on The City's Heritage Register prior to January 1, 2023 to lose such status January 1, 2027), Heritage Planning monitors listed properties proposed for demolition and redevelopment. In situations where such properties may be affected, the City takes appropriate action, including designation.

10. The objector claims that the contextual heritage value of the property is invalid because other historic properties that once contributed to the context have been demolished and further asserts that preserving the subject property alone does not preserve such a context.

Staff maintain that the property contributes to the contextual value of the area. While three other significant area properties have been demolished on the street, several others remain, and the property contributes to defining and supporting the historic suburban estate character of the area. The subject property is among four of seven historic properties that survive, three of which have been listed on The City's Heritage Register with the others no longer extant. While the other three listed properties are not designated, they help to form a context with the subject property, and any of them could be designated at an appropriate time. Therefore, staff remain of the opinion that the context remains, and is contributed to by the subject property, as outlined in the designation report.

As required under the OHA, staff have undertaken research and evaluation and determined that the property at 324 Old Yonge Street meets Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the OHA for its design/physical, historical/associative and contextual values.

The OHA prescribes the process of designation of a property under Part IV of the OHA. The OHA also prescribes criteria under O. Reg 9/06 required to be evaluated to determine whether a property has cultural heritage value or interest and therefore should be recommended for designation under the OHA. Zoning By-laws and Planning Act applications do not determine the cultural heritage value or interest of a heritage property nor are they included in criteria for the evaluation or determination of cultural heritage value. Instead, Planning Act applications are to be informed by the designation by-laws and cultural heritage value or interest determined under the OHA such that a determination can be made whether the level of intervention and conservation proposed for a designated property is appropriate. To reach this understanding, it is necessary to first understand the cultural heritage value of a property prior to planning for change and considering interventions to the heritage property.

Staff remain of the opinion that the property at 324 Old Yonge Street meets Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section

29 of the OHA, on the basis of its design/physical, historical/associative and contextual values.

Should Council affirm its intention to designate, the City Solicitor will introduce a designating by-law to Council under Section 29 of the OHA. Once Council has passed a designating by-law, notice has been provided, and the by-law has been published in accordance with the OHA. An appeal may be made to the Ontario Land Tribunal in accordance with the OHA. The Ontario Land Tribunal Decision is binding.

CONCLUSION

The property at 324 Old Yonge Street meets four of nine criteria under Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act for its design/physical, historical/associative, and contextual values. As such, and despite the Notice of Objection, this property should be designated.

CONTACT

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SIGNATURE

Jason Thorne
Chief Planner and Executive Director
City Planning

ATTACHMENTS

Attachment 1 – Letter of Objection – 324 Old Yonge Street
Attachment 2 – Statement of Significance – 324 Old Yonge Street
Attachment 3 - Photographs

**324 OLD YONGE STREET
LETTER OF OBJECTION**

ATTACHMENT 1

(Provided separately)

324 OLD YONGE STREET
STATEMENT OF SIGNIFICANCE
(REASONS FOR DESIGNATION)

ATTACHMENT 2

The property at 324 Old 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 the categories of design/physical, historical/associative, and contextual value.

Description

The property, known as the Jephcott - Sanderson Residence, contains a two-and-one-half-storey brick house constructed in 1935 in the Georgian Revival style and a compatible detached brick garage. 324 Old Yonge Street was among the original seven grand mansions situated in an exclusive enclave that was constructed on the west side of Old Yonge Street in the North York - York Mills area, backing onto Yonge Street and north of York Mills Road and St John's Anglican Church (1843-44). These elaborate mansions sit on lots with large frontages and setbacks, circular driveways, and expansive landscaped grounds. Alfred Jephcott (1866-1940), president of the Dominion Paper Box Company, commissioned the house for his daughter, Amulette Sanderson, and son-in-law Arthur C. Sanderson, a salesman with the Toronto Brick Company Ltd who later became Secretary Treasurer of the company. The Sandersons purchased the land in 1935 from St Andrew's Estates and Golf Course and owned the property until 1947. 324 Old Yonge Street is listed on the City of Toronto's Heritage Register and is adjacent to three properties listed or designated properties.

Statement of Cultural Heritage Value

The property has design and physical value for being a representative example of a fine suburban estate home constructed in the early-20th century and for its Georgian Revival style architecture with Neoclassical style influences. Characteristic of the style, the house features a restrained and dignified appearance with a symmetrical main façade, stylized hipped roof, prominent chimneys and segmental arched windows and dormers. Understated detailing is limited to window keystones, brick belt courses and recessed panels which ornament the facades. The house was constructed of Toronto Brick Company brick from the company's John Price plant on Greenwood Avenue in Scarborough. The house is further distinguished by its fine craftsmanship, exemplified by its English-bond brickwork with alternate courses of headers and stretchers.

The rear of the house is distinguished by its rounded central bay, a derivative of Neoclassicism. Ornamental, classical stone urns top the corners at the rear of the house. The roof at rear of the house is placed behind a parapet and is very characteristic of 1930s design, making it ornamental in nature.

The house is significant because it reflects the work of the Toronto architects Henry J. Allward and George W. Gouinlock. Their firm became known for its residential designs prior to World War II winning local and national awards. The partnership rose to prominence in the later half of the 1930s and early 1940s with their high-end residential

designs – an extension of each partner's individual work in the late 1920s and early 1930s before their partnership. As a team, Allward and Guinlock designed more than a dozen deluxe residences in North York during the 1930s and 1940s. The property at 324 Old Yonge Street, is a period interpretation of traditional design reflective of the firm's stylistic approach to residential architecture.

The house was commissioned by Alfred Jephcott, the president of the Dominion Paper Box Company and owned by his daughter Amulette, and son-in-law Arthur C. Sanderson, who was employed with the Toronto Brick Company. The Sandersons owned the property until 1947 with Jephcott and the Sandersons occupied the property jointly until Jephcott's 1940 death.

The property also has historical value for yielding information that contributes to an understanding of the development of York Mills and Old Yonge Street in the early 20th-century from a historic village and a historic rural road to an exclusive residential enclave and the beginning of the upscale suburbanization of the village. The area was even touted as becoming the next "Rosedale" - a reference to Toronto's most expensive residential area at the time. Beginning in the late 1920s, and continuing through the 1930s, Old Yonge Street developed as a street of substantial and grand, architect-designed houses on spacious landscaped properties marking the beginning of the evolution of the village into a suburban area of Toronto.

Additionally, 324 Old Yonge Street has contextual value for its contribution to defining, maintaining and supporting the historic suburban estate character of the area. Like most of the other properties developed on Old Yonge Street in the 1920s and 1930s the subject property contained a substantial architect-designed house inspired by revival style architecture - in this case, Georgian Revival. Like the other historic estate properties on Old Yonge Street, it is defined by the lot's large frontage and setback, circular driveway, and expansive landscaped grounds. Historically, 324 Old Yonge Street was one of seven estate homes dating from the late 1920s and 1930s situated on Old Yonge Street between York Mills Road and Highway 401. The subject property is among four of these seven properties which survive, three of which been listed on The City's Heritage Register or designated with the others no longer extant.

Heritage Attributes

Design and Physical Value

Attributes that contribute to the value of the property at 324 Old Yonge Street for being a representative example of a fine suburban estate home constructed in the early-20th century and for its Georgian Revival-style architecture with Neoclassical style influences include:

- The substantial two-and-one-half-storey, rectangular form, scale and massing of the house with rear, central, circular bay and a northerly side extension
- Stylized hipped main roof with flat top and the hipped extension roof with flat top, both situated behind a parapet; segmental-arched front dormer windows
- Three substantial and broad end and internal chimneys with stone caps

- Brick exterior cladding, in English bond, forming belt courses, keystones and recessed panels and stone window sills
- Ornamental Neoclassical stone urns and plinths at the parapet corners
- Symmetrical fenestration and central main entrance
- Adjacent two-storey, complementary, brick garage with hipped roof and dormer windows and being three bays in width

Historical and Associative Value

Attributes that contribute to the value of the property at 324 Old Yonge Street for its contribution to an understanding of the development history of the immediate and broader Old Yonge Street and York Mills area:

The substantial Georgian Revival-style architecture of the house with its spacious two-and-one-half-storey form, and spacious lot on Old Yonge Street which recalls the areas historic and upscale character of early-20th century suburban houses.

Contextual Value

Attributes that contribute to the contextual value of 324 Old Yonge Street as helping to define, maintain, and support the historic early-20th century character of its context include:

The property's lot with large frontage and setbacks, circular driveway, and expansive landscaped grounds and the early-20th-century revival style architecture and substantial character of the house

PHOTOGRAPHS
324 OLD YONGE STREET

ATTACHMENT 3



Main (east) façade of 324 Old Yonge Street, 2025 (City of Toronto Heritage Planning)



HOUSE OF MR. ALFRED JEPHCOTT, TORONTO

ALLWARD AND GOUINLOCK, ARCHITECTS

Historic photo featuring the property in October 1937 R.A.I.C. Journal (Dalhousie University)