

## **324 Old Yonge Street - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act**

**Date:** June 11, 2025

**To:** Toronto Preservation Board

**From:** Senior Manager, Heritage Planning, Urban Design, City Planning

**Wards:** 15- Don Valley West

### **SUMMARY**

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This report recommends that City Council state its intention to designate the property at 324 Old Yonge Street under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value according to the Statement of Significance and description of heritage attributes found in Attachment 1.

The subject property, known as the 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. A location map and current photograph of the heritage property are found in Attachment 2.

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.

The Jephcott - Sanderson Residence property is among the original seven grand mansions situated in an exclusive enclave that was constructed on the west side of Old Yonge Street in York Mills. These grand mansions were defined by lots with large frontages and setbacks, circular driveways, and expansive landscaped grounds. Three of these properties are designated or listed on the City of Toronto's Heritage Register and the other three houses have been demolished.

Staff have determined that the property at 324 Old Yonge Street has cultural heritage value and meets four of the Ontario Regulation 9/06 criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act. A property may be designated under Part IV, Section 29 of the Ontario Heritage Act, if it meets two or more of the nine criteria.

The property was listed on the City's Heritage Register on February 3, 2021.

## **RECOMMENDATIONS**

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The Senior Manager, Heritage Planning, Urban Design, City Planning recommends that:

1. City Council state its intention to designate the property at 324 Old Yonge Street under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Statement of Significance for 324 Old Yonge Street (Reasons for Designation) attached as Attachment 1 to the report (June 11, 2025) from the Senior Manager, Heritage Planning, Urban Design, City Planning.
2. 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**

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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**

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City Council listed the property at 324 Old Yonge Street on the City of Toronto's Heritage Register at its meeting February 3, 2021.

<https://secure.toronto.ca/council/agenda-item.do?item=2021.MM28.26>

## POLICY AND REGULATION CONSIDERATIONS

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### Provincial Plans and Policies

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

Further, the policies and definitions of the Provincial Planning Statement (2024) identify the Ontario Heritage Act as the primary legislation through which heritage evaluation and heritage conservation will be implemented.

<https://www.ontario.ca/files/2024-08/mmah-provincial-planning-statement-en-2024-08-19.pdf>

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 two or more of the provincial criteria for determining whether it is of cultural heritage value or interest.

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

### Official Plan

The City of Toronto's Official Plan implements the provincial policy regime and provides policies to guide decision making within the City. It 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. The Official Plan should be read as a whole to understand its comprehensive and integrative intent as a policy framework for priority setting and decision making. The Official Plan can be found here:

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

## COMMENTS

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### Evaluation Analysis

The following evaluation analysis is based on the comprehensive research conducted on the property at 324 Old Yonge Street (see Attachment 3) and provides the rationale for the recommendations found in this report.

The property at 324 Old Yonge Street meets the following four out of nine criteria:

**The property has design value or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method**

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.

A garage, originally containing chauffeur's quarters above is similarly detailed with hipped roof and segmental-arch dormer windows compliments the mansion.

**The property has historical value or associative value because it demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community**

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 property has historical value or associative value because it yields, or has the potential to yield, information that contributes to an understanding of a community or culture**

The property 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.

**The property has contextual value because it is important in defining, maintaining or supporting the character of an area**

The property 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. Additionally, 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.

## **CONCLUSION**

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Staff have determined that the property at 324 Old Yonge Street meets four out of nine criteria in Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act. As such, the property merits designation and staff recommend that Council support the designation of this property to conserve its cultural heritage value.

The Statement of Significance: 324 Old Yonge Street - Statement of Significance (Reasons for Designation) attached as Attachment 1 to this report comprises the Reasons for Designation, which is the Public Notice of Intention to Designate.

## **CONTACT**

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## **SIGNATURE**

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Mary MacDonald, MA, CAHP  
Senior Manager, Heritage Planning  
Urban Design, City Planning

## **ATTACHMENTS**

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Attachment 1 – 324 Old Yonge Street - Statement of Significance (Reasons for Designation)

Attachment 2 – Location Map and Current Photograph

Attachment 3 – Research, Evaluation & Visual Resources

**STATEMENT OF SIGNIFICANCE****JEPHCOTT - SANDERSON RESIDENCE****(REASONS FOR DESIGNATION)**

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**

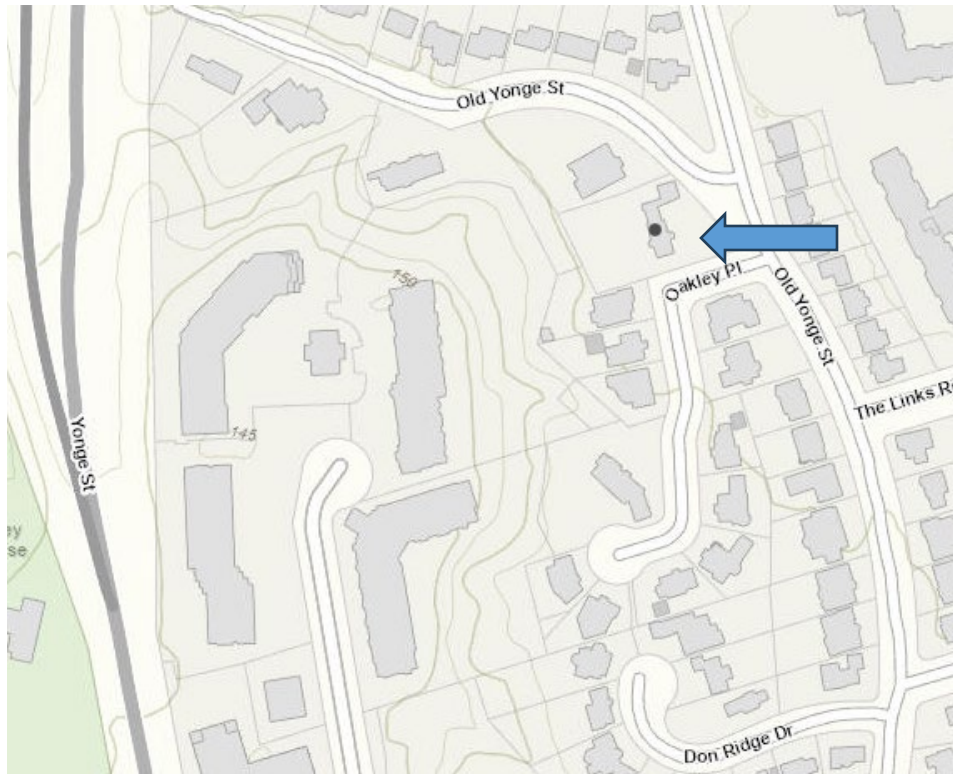
Attributes that contribute to the contextual value of 324 Old Yonge Street as helping to define, maintain, and support the historic early-20th century character of its context include:

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

## LOCATION MAP AND CURRENT PHOTOGRAPH

### 324 OLD YONGE STREET

## ATTACHMENT 2



This location map is for information purposes only; the exact boundaries of the property are not shown. The arrow marks the location of the property at 324 Old Yonge Street (City of Toronto iView mapping)



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



## RESEARCH, EVALUATION & VISUAL RESOURCES

## ATTACHMENT 3

### 324 OLD YONGE STREET

In undertaking this research and evaluation, we recognize that 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.



View from the east of 324 Old Yonge Street, 2025 (City of Toronto Heritage Planning)

### 1. DESCRIPTION

324 OLD YONGE STREET - JEPHCOTT - SANDERSON RESIDENCE	
ADDRESS	324 Old Yonge Street
WARD	Ward 15 - Don Valley West
NEIGHBOURHOOD/COMMUNITY	St. Andrew - Windfields
CONSTRUCTION DATE	1935
ORIGINAL USE	Residence
CURRENT USE* (*This does not refer to permitted use(s) as defined by the Zoning By-law	Residence

ARCHITECT/BUILDER/DESIGNER	Allward and Gouinlock
ADDITIONS/ALTERATIONS	Front entrance hood removed and replaced with open porch; brick painted; roofline at front now sits atop parapet and previously sat below; mid-20th-century canopy above garage doors connecting to house
LISTING DATE	Listed on the City's Heritage Register on February 3, 2021.

## 2. ONTARIO REGULATION 9/06 CHECKLIST:

### CRITERIA FOR DETERMINING CULTURAL HERITAGE VALUE OR INTEREST

The following checklist identifies the prescribed criteria met by the subject property at 324 Old Yonge Street for municipal designation under Part IV, Section 29 of the Ontario Heritage Act. There are a total of nine criteria under O. Reg 9/06. A property may be designated under Section 29 of the Ontario Heritage Act if the property meets two 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.

### 324 OLD YONGE STREET

1.	The property has design value or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method.	✓
2.	The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.	N/A
3.	The property has design value or physical value because it demonstrates a high degree of technical or scientific achievement.	N/A
4.	The property has historical value or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.	N/A
5.	The property has historical value or associative value because it yields, or has the potential to yield, information that contributes to an understanding of a community or culture.	✓
6.	The property has historical value or associative value because it demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.	✓
7.	The property has contextual value because it is important in defining, maintaining or supporting the character of an area.	✓
8.	The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings.	N/A
9.	The property has contextual value because it is a landmark.	N/A

## 3. RESEARCH

This section of the report describes the history, architecture and context of the property. Visual resources related to the research are located in Section 4. Archival and contemporary sources for the research are found in Section 5 (List of Sources).

## **i. HISTORICAL INFORMATION**

The following section outlines the history and facts related to the properties which are the basis for determining historical or associative value of Criteria 4, 5 or 6 according to O. Reg. 9/06 Criteria.

### **Site and Contextual History of 324 Old Yonge Street**

The first owners of 324 Old Yonge Street were Arthur Charles Sanderson (1899<sup>1</sup> - 1990<sup>2</sup>) and his wife Amulette B. (nee Jephcott) Sanderson (1899<sup>3</sup>- 1955<sup>4</sup>) who obtained the land in 1935 from St Andrew's Estates and Golf Course.<sup>5</sup> At the time Arthur was a salesman with the Toronto Brick Company Ltd and later became secretary treasurer of the company. Amulette was from an affluent family, being the daughter of Alfred Jephcott (1866<sup>6</sup> - 1940<sup>7</sup>), who was the president of the Dominion Paper Box Company.<sup>8</sup> While the Sandersons owned the land, Jephcott commissioned the house for his daughter and son-in-law.<sup>9</sup> Directories suggest that Jephcott and the Sandersons occupied the property together from the time that the house was completed until Jephcott's death.

The Sandersons sold the property in 1947 and for much of the next two decades it was the home of insurance broker Donald E. McLean, the longest historic occupant of the property.<sup>10</sup>

Old Yonge Street was historically part of the Yonge Street route which was completed in 1796 from downtown Toronto to Holland Landing and Lake Simcoe. Old Yonge Street broke from Yonge Street's straight alignment and veered to the east, following the wall of the valley formed by the west branch of the Don River. The divergence of Old Yonge Street avoiding a steep hill and the river flood plain with its clay soils that made travel impassable in wet weather<sup>11</sup>. Yonge Street was straightened in c. 1833-35<sup>12</sup> and Old Yonge Street became secondary country road. On the alignment of the current Yonge Street, the village of York Mills grew around the intersections of what is now York Mills Road and Mill Street in the early and mid 19th-century. The village containing three mills, stores, a tavern, post office (1836), and school.<sup>13</sup> In 1843-44 St. Johns Anglican Church - the oldest church in North York - was constructed between Yonge Street and

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1 Ancestry.com. Ontario, Canada Births, 1832-1917 [database on-line]. Lehi, UT, USA: Ancestry.com Operations Inc, 2010.

2 Newspapers.com, The Toronto Star, June 7, 1990, <https://www.newspapers.com/article/the-toronto-star/167091962/>

3 Archives of Ontario; Toronto, Ontario, Canada; Series: Registrations of Births and Stillbirths, 1869-1913; Reel: 145; Record Group: Rg 80-2

4 Newspapers.com, The Toronto Star, August 29, 1955, <https://www.newspapers.com/article/the-toronto-star/167091733/>

5 Ontario Land Registry Historical Book 7, Page 8 (North York)

6 Archives of Ontario; Toronto, Ontario, Canada; Registrations of Deaths, 1940; Series: 655; Reel: M047749

7 Newspapers.com, The Toronto Star, March 25, 1940, <https://www.newspapers.com/article/the-toronto-star/167113833/>

8 Newspapers.com, The Toronto Star, March 25, 1940, <https://www.newspapers.com/article/the-toronto-star/167113833/>

9 R.A.I.C. Journal October 1937, pg 214-15. The illustrated feature names the property as the "House of Mr. Alfred Jephcott, Toronto", with Allward and Gouinlock referenced as architects.

10 Ontario Land Registry Historical Book 7, Page 8 (North York)

11 Rural Roots, p. 6

12 Pioneering in North York, p. 142

13 Ibid, p. 145-156

Old Yonge Street. Throughout the 19th century and into the 1920s the area would remain rural.

In the late 1920s, the rural character of Old Yonge Street would change when it first re-developed as an exclusive residential enclave of mansions on suburban estates. The area was even touted to become the next "Rosedale"<sup>14</sup> - a reference to Toronto's most expensive residential area at the time. In 1927, Frank M<sup>c</sup>Carthy a prominent barrister and James Adams a wealthy mining executive initiated the transition of the area when they bought property to develop grand mansions<sup>15</sup> later known as Oakley Place (15 Oakley Place) and York Cottage (320 Old Yonge Street) respectively. In 1925 St Andrews Golf Club which was located on the east side of Old Yonge Street, opposite 324 Old Yonge Street was completed in 1925<sup>16</sup> and opened two years later.<sup>17</sup> The course, which was designed by the famous golf course architect Thomas Stanley -and which hosted many provincial and Canadian championship tournaments<sup>18</sup> -undoubtedly contributed much to the development and desirability of the street and the area, helping to spawn the suburban development in the late 1920s and 1930s. Originally, St. Andrews College had purchased 135 acres of land comprising the vicinity to build their college which was instead built at Aurora. The holdings then became a real estate syndicate known as St. Andrew's Estates and Golf Club.<sup>19</sup>

## **ii. ARCHITECTURAL DESCRIPTION**

The following section provides an architectural description and analysis related to the property which will establish the basis for determining design or physical value of Criteria 1, 2 or 3 according to O. Reg. 9/06 Criteria.

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. Built in 1935, it was alternately described at the time as being "a splendid new Georgian design home"<sup>20</sup> and as being "a modernish interpretation of Queen Anne"<sup>21</sup>. 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 and are laid in bonds of headers and stretchers in alternate courses.<sup>22</sup>

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14 Newspapers.com, The Toronto Star, December 10, 1927, <https://www.newspapers.com/article/the-toronto-star/167173249/>

15 ibid

16 Newspapers.com, The Toronto Star, November 24, 1925, <https://www.newspapers.com/article/the-toronto-star/166911680/>

17 Newspapers.com, The Toronto Star, June 1, 1927, <https://www.newspapers.com/article/the-toronto-star/166911351/>

18 Pioneering in North York, p. 156

19 Newspapers.com, The Toronto Star, February 3, 1926, <https://www.newspapers.com/article/the-toronto-star/167173281/>

20 Newspapers.com, The Toronto Star, June 28, 1935, <https://www.newspapers.com/article/the-toronto-star/167183685/>

21 R.A.I.C. Journal October 1937, pg 214-15

22 ibid

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.

Originally, the house was unpainted and featured a neoclassical style front entrance hood with shell motif; a later front entrance porch replaced the hood. Additionally, the front of the roof now features a splayed base, whereas it originally sat behind the front parapet, as it does at the rear. Stone urns originally also topped the front corners of the house but were removed when the roof was changed.

A garage, originally containing chauffeur's quarters above<sup>23</sup>, is similarly detailed with hipped roof and segmental-arch dormer windows compliments the mansion. An angled canopy above the garage doors which extends to a side door of the house to provide shelter was likely added in the late 1950s or early 1960s.

### **Architects: Allward & Gouinlock**

Hugh Lachlan Allward (1899-1971) and George Roper Gouinlock (1896-1979) formed a partnership in 1935 and first became prominent for their residential designs which won local and national awards prior to World War II.<sup>24</sup> The firm was especially prolific in North York and York Mills designing more than a dozen substantial homes in their first decade of practice together. The firm built upon the reputation Allward had gained from the commissions of several other grand houses in the area including the lavish "York Cottage" for Mr. J .F Adams on Old Yonge Street. Likewise, Gouinlock furthered his reputation designing mansions, including that of Conn Smyth (1925) in Etobicoke and for Frederick Morrow (1931) in Wychwood Park.<sup>25</sup>

The firm would also be well-regarded for a series of commissions including buildings for universities and colleges, the Toronto Transit Commission, offices, factories, printing plants and the Orillia Opera House. They gained international renown with their 1948 Mechanical and Engineering Building at the University of Toronto which has been praised as "one of Toronto's most significant mid-twentieth century modern buildings."<sup>26</sup> Other notable projects have included the Sunnyside Hospital (1948), Massey Harris showroom and offices (1948), Veterans Memorial Buildings in Ottawa (1956 and 1962) as well as the International Hockey Hall of Fame (1962) and the Sport Hall of Fame (1966), both at the Canadian National Exhibition. The firm also designed the 1966-68 Royal Ontario Museum's McLaughlin Planetarium.

### **iii. CONTEXT**

The following section provides contextual information and analysis related to the property which is the basis for determining contextual value of Criteria 7, 8 or 9 according to O. Reg. 9/06 Criteria.

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23 Newspapers.com, The Toronto Star, June 28, 1935, <https://www.newspapers.com/article/the-toronto-star/167183685/>

24 BDAC

25 Newspapers.com, The Toronto Star, November 27, 1936, <https://www.newspapers.com/article/the-toronto-star/167164705/>

26 Richards, p. 76

Old Yonge Street remained a country road into the 1920s dotted by a few 19th-century structures, some of which survive today. These include the 1843-44 St. Johns Anglican Church at 19 Don Ridge Road, which is accessed off Old Yonge Street, and the 1878 St. Johns Church Rectory further south at 174 Old Yonge Street. The church is listed on Toronto's Heritage Register, while the rectory is designated under Part IV of the Ontario Heritage Act.

Beginning around 1929, and continuing through the 1930s, suburban estate properties were developed along Old Yonge Street from Mill Street in the south to what is now Highway 401 to the north. The houses were architect-designed and done in revival architectural styles, with Tudor Revival and Georgian Revival being especially favoured. Along the northerly portion of Old Yonge Street from York Mills Road to what is now Highway 410 seven mansions, including 324 Old Yonge Street were constructed in the 1920s and 1930s. These suburban estate properties featured lots with large frontages and setbacks, circular driveways, and expansive landscaped grounds.

Of these seven properties, three have been demolished - 320, 366 and 382 Old Yonge Street; two of the others - 372 Old Yonge Street (1929) and 384 Old Yonge Street (1930) are listed on the City of Toronto's Heritage Register. The property known as Oakley Place (1929) at 15 Oakley Place has been designated under Part IV of the Ontario Heritage Act.

Some of the architects and firms who designed the neighbouring mansions include<sup>27</sup> Langley & Howard for 15 Oakley Place and 372 Old Yonge Street<sup>28</sup>; Forsey, Page & Steel for 366 Old Yonge Street<sup>29</sup>; Jocelyn Davidson for his own residence at 382 Old Yonge Street; and William Somerville for 384 Old Yonge Street.<sup>30</sup>

Several estate homes from the 1920s and 1930s were also developed further south on Old Yonge Street between York Mills Road and Mill Street.

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<sup>27</sup> BDAC

<sup>28</sup> BDAC

<sup>29</sup> Newspapers.com, The Toronto Star, August 18, 1936, <https://www.newspapers.com/article/the-toronto-star/167063836/>

<sup>30</sup> BDAC



#### 4. VISUAL RESOURCES



Figure 1: View from the east, 2025 (City of Toronto Heritage Planning)



Figure 2: View from the south, 2025 (City of Toronto Heritage Planning)





Figure 3: Partial view of the main (east) facade (Barry Cohen Homes Photo, 2020)



Figure 4: Partial view of the main (east) facade (Barry Cohen Homes Photo, 2020)





Figure 5: View from the south of the detached two-storey garage at the north side of the property (Barry Cohen Homes Photo, 2020)



Figure 6: View of the rear (west) facade (Barry Cohen Homes Photo, 2020)





Figure 7: Detail of the backyard at the rear (west) end of the property (Barry Cohen Homes Photo, 2020)



HOUSE OF MR. ALFRED JEPHCOTT, TORONTO

ALLWARD AND GOUINLOCK, ARCHITECTS

Figure 8: Historic photo featuring the property in October 1937 R.A.I.C. Journal (Dalhousie University)



In spite of the comparative size of this house it is very compact in its layout. Considerable use has been made of space over the garage.

Designed for the president of a Brick Company, the architects have used bricks to the utmost in place of trim in wood or stone. The result, in a modernish interpretation of Queen Anne, is very successful. Bricks are John Price and are laid in a bond of headers and stretchers in alternate courses. Charles Hickson was the General Contractor.

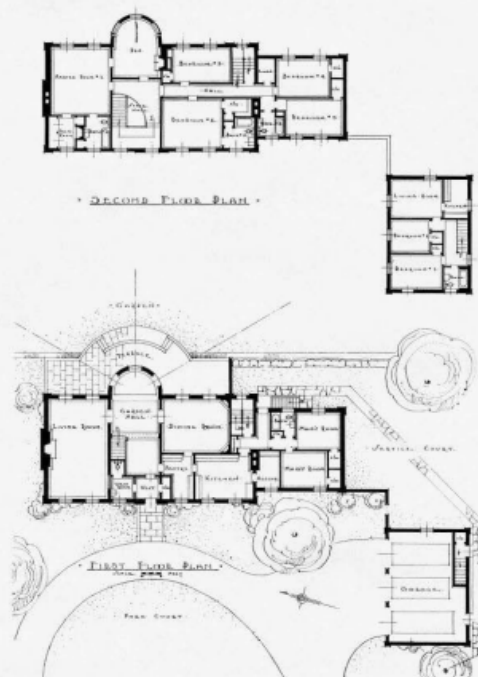


Figure 9: Historic photo, plans, and description of the property in October 1937 R.A.I.C. Journal (Dalhousie University)





Figure 10: 1878 map (Illustrated Historical Atlas of the County of York) showing the general location of 324 Old Yonge Street (blue arrow) as well as the historical context including the village of York Mills (University of Toronto)

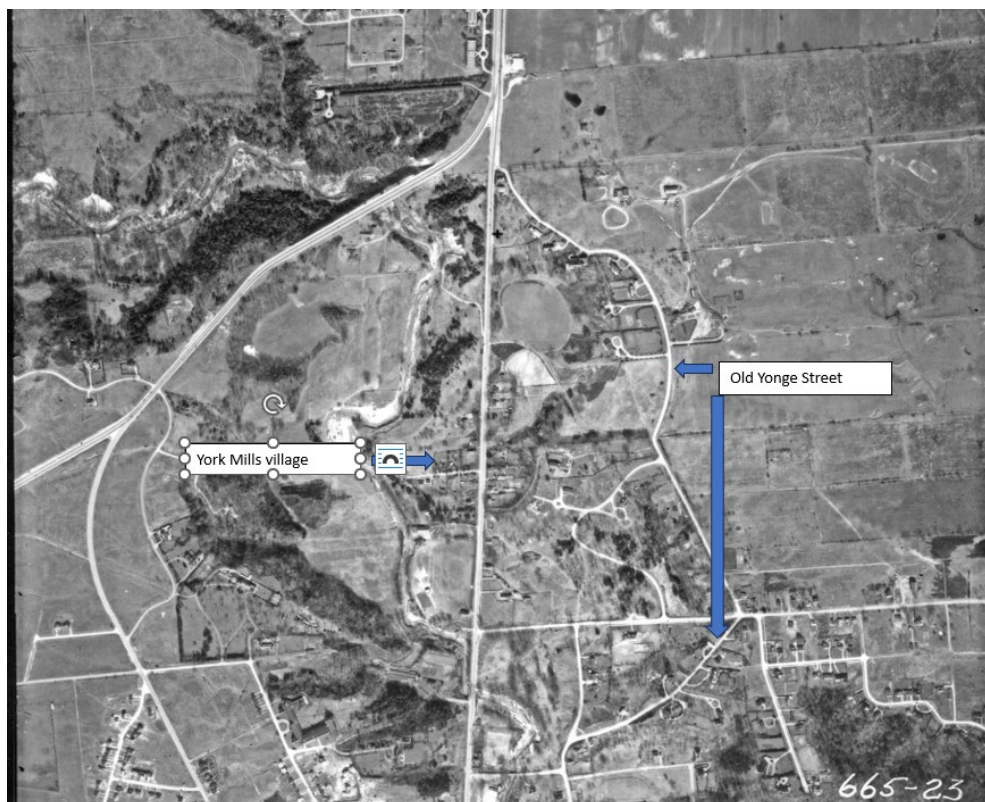


Figure 11: 1940 photograph showing the rural character of York Mills with the estate development on Old Yonge Street being the primary sign of early suburbanization of the village. (Toronto Archives, Series 97, Aerial Photographs of Valley Lands)

# **Aeroplane View of St. Andrew's Golf Course, Showing the 18 Holes and Yardage for Championship**

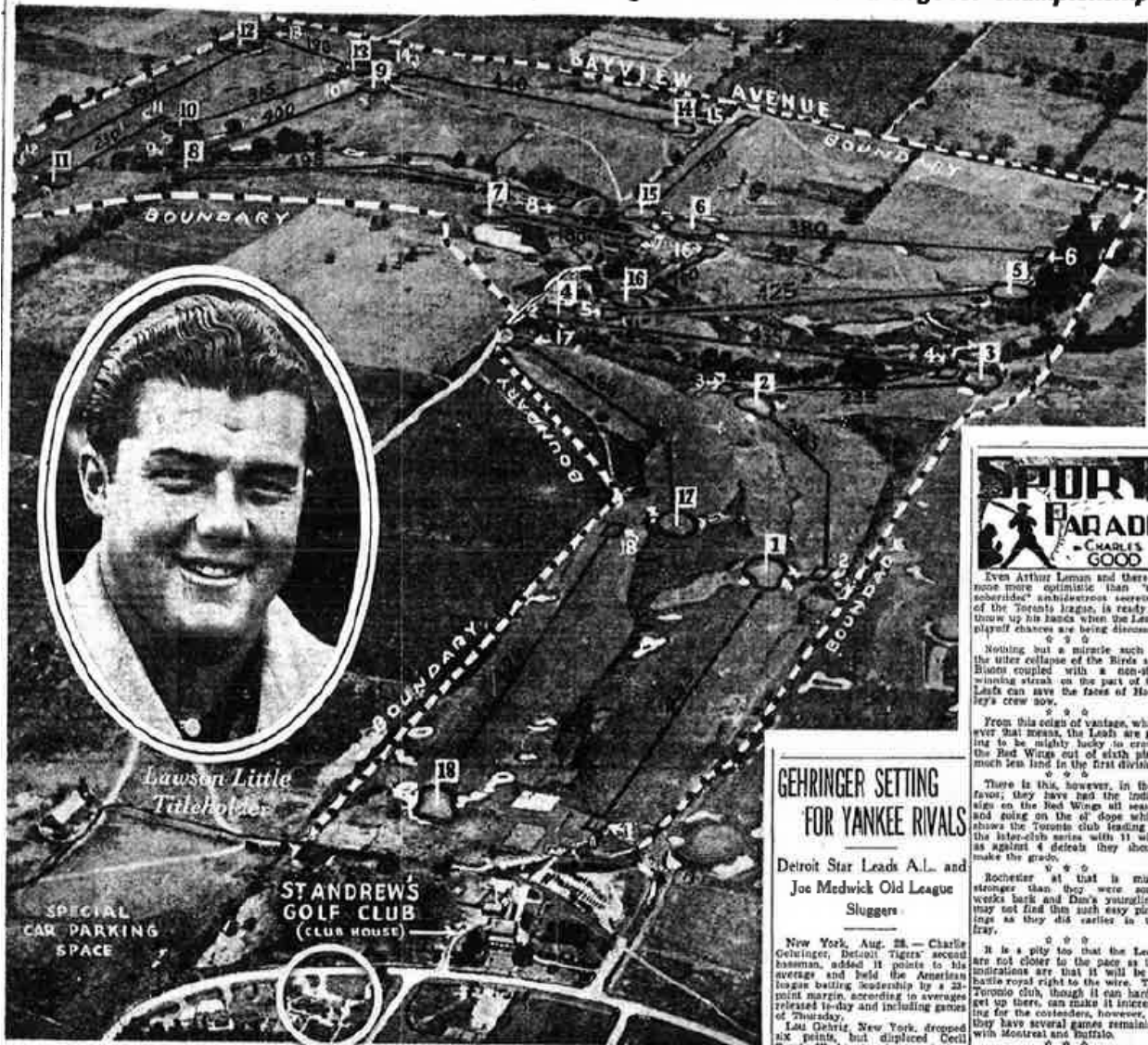


Figure 12: 1937 Toronto Daily Star newspaper illustration showing the St. Andrew's Golf Course; annotated with 324 Old Yonge Street circles (Heritage Property Nomination Form submitted and annotated by Yonge Ridge Homeowners Association, 2020)



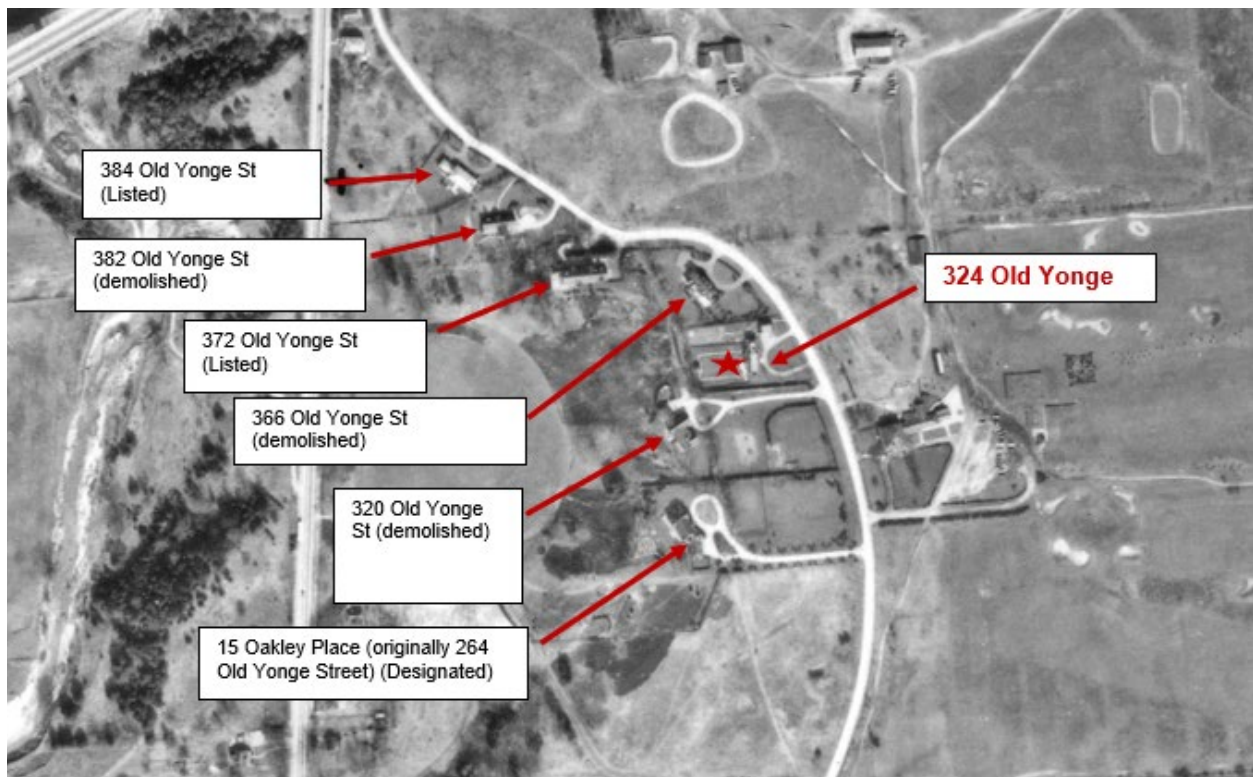


Figure 13: 1940 photo annotated to show the location of the seven 1920s and 1930s suburban estates along Old Yonge Street (St. Andrew's Ratepayers Association)



Figure 14: Google aerial view showing the similarities in typology & architectural styles between 324 Old Yonge Street and 366 Old Yonge Street (demolished)



Figure 15: Figure 8. Google aerial view showing the similarities in typology & architectural styles between 324 Old Yonge Street and 384 Old Yonge Street (Listed)



Figure 16: An example of one of the estate homes on Old Yonge Street - the 1929 home of architect Jocelyn Davidson, 382 Old Yonge Street, demolished c. 2015 (Canadian Homes and Gardens, April 1930, p. 99)

## 5. LIST OF SOURCES

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