

39 Wynford Drive - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act

Date: October 31, 2025

To: Planning and Housing Committee

From: Chief Planner and Executive Director, City Planning

Wards: 16 - Don Valley East

SUMMARY

This report recommends that City Council state its intention to designate the property at 39 Wynford Drive under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value according to the Statement of Significance which includes a description of heritage attributes found in Attachment 1.

The property at 39 Wynford Drive is located on the southeast corner of Wynford Drive and Gervais Drive one block northeast of Eglinton Avenue East and Don Mills Road in the Flemingdon Park neighbourhood. It contains a 4-storey commercial office building. A location map and current photograph of the heritage property is found in Attachment 2.

The property at 39 Wynford Drive was constructed in in 1962 for the A.C. Nielson Company of Canada Limited. Designed in the International Style by Peter Dickson Associates in 1961, it was one of the earliest properties built in the Flemingdon Park Industrial Area. Following Peter Dickinson's death in 1961, it was completed by his former associates, Webb, Zerafa, Menkes Architects (WZMH Architects). In 1967, Webb, Zerafa, Menkes Architects designed a complementary 2-storey addition on top of the structure to accommodate additional office space. With its Modernist design and prominent location at the broad curve in Wynford Drive in the Flemingdon Park Industrial Area, the property contributes to the Modernist design context of the area.

Staff have determined that the property at 39 Wynford Drive has cultural heritage value and meets 6 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 identified as a potential heritage resource in the 2019 Don Mills Crossing Cultural Heritage Resource Assessment as part of the Don Mills Crossing Secondary Plan.

On September 9, 2025, Demolition Permit Application # 25 222936 DEM 00 DM was submitted for the property at 39 Wynford Drive. The application is currently under review by Toronto Building.

When a notice of intention to designate a property as a property of cultural heritage value or interest is given under Section 29, any permit that allowed for the alteration or demolition of the property and that was issued by the municipality under any Act, including a building permit, before the day the notice was served on the owner of the property and on the Trust and published in a newspaper is void as of the day the notice of intention is given in accordance with subsection 29 (3). 2005, c. 6, s. 18.

RECOMMENDATIONS

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

1. City Council state its intention to designate the property at 39 Wynford Drive under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Statement of Significance for 39 Wynford Drive (Entrance Address 41 Wynford Drive) (Reasons for Designation) attached as Attachment 1, to the report, October 31, 2025, from the Chief Planner and Executive Director, 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

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

On January 27, 2025, the Minister of Municipal Affairs and Housing approved OPA 653 with modifications.

City Council on July 19 and 20, 2023, adopted PH5.3 - Our Plan Toronto: Recommendations on Seventy Employment Area Conversion Requests and Chapter 7 Site and Area Specific Policy Review - Final Report. The report recommended that the

property at 39 Wynford Drive, among others, be redesignated from Core Employment Areas and General Employment Areas to Regeneration Areas, through Official Plan Amendment (OPA) 653.

[Item - 2023.PH5.3](#)

City Council, on January 29, 2020, deferred including the subject property at 39 Wynford Drive on the City of Toronto's Heritage Register, to allow City Staff more time for further productive dialogue with the property owners.

[Item - 2020.NY12.6](#)

The Toronto Preservation Board recommended to North York Community Council that the subject property at 39 Wynford be included on the City's Heritage Register as noted in their letter dated December 2, 2019, and is included as background information in NY12.6 - Inclusion on the City of Toronto's Heritage Register - Don Mills Crossing Properties. The staff report from the Senior Manager, Heritage Planning, recommended the properties located at 81 Barber Greene Road, 789 Don Mills Road, 849 Don Mills Road, 1200 Eglinton Avenue East, 15 Gervais Drive, 33 Green Belt Drive, 95-155 Leeward Glenway, 1123 Leslie Street, 1133 Leslie Street, 1135 Leslie Street, 44-52 Prince Andrew Place, 20 Wynford Drive, 39 Wynford Drive, 50 Wynford Drive, 90 Wynford Drive, and 100 Wynford Drive be included on the Heritage Register as these properties meet the provincial criteria of Ontario Regulation 9/06.

<https://www.toronto.ca/legdocs/mmis/2020/ny/bgrd/backgroundfile-141030.pdf>

City Council on April 17, 2019, adopted PH4.1 - Don Mills Crossing - Final Report. The report recommended that City Council adopt the Don Mills Crossing Secondary Plan including related amendments to the City's Official Plan, and recommended council endorse the Don Mills Crossing Cultural Heritage Resource Assessment, included as Attachment 5, and direct the City Planning staff to use the Cultural Heritage Resource Assessment as a basis for further study of properties identified as potential heritage resources and when warranted bring forward recommendations on those properties that meet the criteria for inclusion on the City's Heritage Register.

[Item - 2019.PH4.1](#)

North York Council, in July 1997, adopted the study entitled "North York's Modernist Architecture", an inventory of 200 structures and sites of the Modern Movement designed and built in North York between 1945 and 1981.

POLICY AND REGULATION CONSIDERATIONS

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.

[Provincial Planning Statement, 2024 \(ontario.ca\)](#)

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

The Don Mills Regeneration Area Study is currently underway. The purpose of the study is to determine the planning framework for certain lands redesignated through OPA 653, including 39 Wynford Drive, as they evolve from employment uses to a complete community. The study includes engagement with landowners and the local community to inform policies that will guide appropriate growth on the lands.

City Council, on January 29, 2020, adopted NY12.6 - Inclusion on the City of Toronto's Heritage Register - Don Mills Crossing Properties and deferred including 7 of the staff recommended properties, including the subject property at 39 Wynford Drive, on the City of Toronto's Heritage Register, to allow City Staff more time for further dialogue with the property owners.

[Item - 2020.NY12.6](#)

The Toronto Preservation Board recommended to North York Community Council that the subject property at 39 Wynford be included on the City's Heritage Register as noted in their letter dated December 2, 2019, and is included as background information in NY12.6 - Inclusion on the City of Toronto's Heritage Register - Don Mills Crossing Properties.

<https://www.toronto.ca/legdocs/mmis/2020/ny/bgrd/backgroundfile-141030.pdf>

Evaluation Analysis

The following evaluation analysis is based on the comprehensive research conducted on the property at 39 Wynford Drive (see Attachment 3) and provides the rationale for the recommendation found in this report.

The property at 39 Wynford Drive meets the following 6 out of 9 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 at 39 Wynford Drive has design and physical value as a representative example of an International Style commercial office building. Its rectangular plan, flat roof, cantilevered floorplates, taut plane recessed exterior walls comprised primarily of full height glass panels, and lack of applied ornamentation are hallmarks of the International Style, expressing volume over mass with a clear articulation of structure and proportional relationships.

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

The property at 39 Wynford Drive has value for its direct association with the development of Flemingdon Park as an entirely Modernist master planned community. This is reflected through its International Style design and deep setbacks from Wynford Drive and Gervais Drive.

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 and associative value because it contributes to an understanding of the historical development of Flemingdon Park as an entirely Modernist master planned community. Located within the Flemingdon Park Industrial Area, its International Style design, set back from Wynford Drive on a large, landscaped lot, reflect the community's development while providing evidence of the original character of the Flemingdon Park Industrial Area.

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 property has value for its association with both Peter Dickinson Associates (1958-1961) and the Webb Zerafa Menkes Housden Partnership (WZMH Architects). Founded by prominent Modernist architect Peter Dickinson (1925-1961), during its existence Peter Dickinson Associates was one of Toronto's most important proponents of Modernism. Founded by four of Peter Dickinson's associates after his death in 1961, WZMH Architects would complete 39 Wynford in 1962, and design the 2-storey addition atop the building in 1967. WZMH also designed the 1966 Shell Canada building

at 75 Wynford Drive and the Bell Canada building at 100 Wynford Drive. One of Canada's leading architectural firms and a leading proponent of Modernism in the 1960s and 1970s, WZMH Architects has contributed many significant buildings to Toronto and Canada. The property's International Style design exemplifies both firms masterful understanding of Modernist architectural design.

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

Prominently located at the wide curve in Wynford Drive, property at 39 Wynford Drive is important in defining, supporting, and maintaining the Modernist master-planned character along Wynford Drive between Don Mills Road and the Don Valley Parkway.

The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings

Constructed in 1962 as one of the earliest properties in the Flemingdon Park Industrial Area, the property is physically, functionally, and historically linked to its surroundings. This linkage is enhanced by the property's International Style design which responded to the Modernist design requirements that were part of the master plan for Flemingdon Park as well as its visually prominent location along the broad curve in Wynford Drive.

See Attachments 1, 2 and 3 of this report for the Statement of Significance; Location Map and Photograph; and Research, Evaluation & Visual Resources pertaining to the property at 39 Wynford Drive, as all of these documents are integral to the recommendations made in this staff report.

Prescribed Event Status

As of July 1, 2021, Section 29(1.2) of the Ontario Heritage Act restricts City Council's ability to give notice of its intention to designate a property under the Act to within 90 days of a "Prescribed Event".

A Prescribed Event is a point of time when the application for an Official Plan Amendment, Zoning By-law Amendment and/or Draft Plan of Subdivision Application has been deemed complete and the City Clerk provides notice of that complete application to the public in accordance with the Planning Act. The Prescribed Event is not the date a development application is deemed complete or when an application is made to the City. A Prescribed Event, including any prescribed exceptions, are defined under O. Reg 385/21.

If a new or subsequent Official Plan Amendment, Zoning By-law Amendment and/or Draft Plan of Subdivision Application is submitted on the same property, the Prescribed Event date is reset to the new date the City Clerk issues notice to the public of the new or subsequent complete application.

As of January 1, 2023, should a property be subject to an Official Plan Amendment, Zoning By-law Amendment and/or Draft Plan of Subdivision Application that would trigger a Prescribed Event, the property must be listed in the heritage register prior to

the Prescribed Event occurring to designate a property under Section 29(1.2)1 of the Ontario Heritage Act. This requirement does not apply to a Prescribed Event that has occurred prior to January 1, 2023.

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

CONCLUSION

Staff have determined that the property at 39 Wynford Drive meets 6 out of 9 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: 39 Wynford Drive (Reasons for Designation) attached as Attachment 1 to this report comprises the Reasons for Designation, which is the Public Notice of Intention to Designate.

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SIGNATURE

Jason Thorne
Chief Planner and Executive Director
City Planning

ATTACHMENTS

Attachment 1 – Statement of Significance (Reasons for Designation)
Attachment 2 – Location Map and Current Photograph
Attachment 3 – Research, Evaluation & Visual Resources

39 WYNFORD DRIVE
(ENTRANCE ADDRESS 41 WYNFORD DRIVE)
STATEMENT OF SIGNIFICANCE
(REASONS FOR DESIGNATION)

ATTACHMENT 1

Description

The property at 39 Wynford Drive is located on the southeast corner of Wynford Drive and Gervais Drive one block northeast of Eglinton Avenue East and Don Mills Road in the Flemingdon Park neighbourhood. The property contains a 4-storey International-Style commercial office building constructed in 1962 and expanded in 1967.

Statement of Cultural Heritage Value

Design and Physical

The property at 39 Wynford Drive has design and physical value as a representative example of an International Style commercial office building. Its rectangular plan, flat roof, cantilevered floorplates, taut plane recessed exterior walls comprised primarily of full height glass panels, and lack of applied ornamentation are hallmarks of the International Style, expressing volume over mass with a clear articulation of structure and proportional relationships.

Historical and Associative

The property at 39 Wynford Drive has value for its direct association with the development of Flemingdon Park as an entirely Modernist master planned community. This is reflected through its Modernist design and deep setbacks from Wynford Drive and Gervais Drive.

The property has further historical and associative value because it contributes to an understanding of the historical development of Flemingdon Park as an entirely Modernist master planned community. Located within the Flemingdon Park Industrial Area, its International Style design, set back from Wynford Drive on a large, landscaped lot, reflect community's development while providing evidence of the original character of the Industrial Area.

The property also has value for its association with both Peter Dickinson Associates (1958-1961) and the Webb Zerafa Menkes Housden Partnership (WZMH Architects). Founded by prominent Modernist architect Peter Dickinson (1925-1961), during its existence Peter Dickinson Associates was one of Toronto's most important proponents of Modernism. Founded by four of Peter Dickinson's associates after his death in 1961, WZMH Architects would complete 39 Wynford in 1962 and design the 2-storey addition in 1967. WZMH also designed the 1966 Shell Canada building at 75 Wynford Drive and the Bell Canada building at 100 Wynford Drive. One of Canada's leading architectural firms and a leading proponent of Modernism in the 1960s and 1970s, WZMH Architects has contributed many significant buildings to Toronto and Canada.

The property's International Style design exemplifies both firms masterful understanding of Modernist architectural design.

Contextual

Prominently located at the wide curve in Wynford Drive, property at 39 Wynford Drive is important in defining, supporting, and maintaining the Modernist master-planned character along Wynford Drive between Don Mills Road and the Don Valley Parkway.

Constructed in 1962 as one of the earliest properties in the Flemingdon Park Industrial Area, the property is physically, functionally, and historically linked to its surroundings. This linkage is enhanced by the property's International Style design which responded to the Modernist design requirements that were part of the master plan for Flemingdon Park as well as its visually prominent location along the broad curve in Wynford Drive.

Heritage Attributes

Design or Physical Value

The following heritage attributes contribute to the design and physical value of the property at 39 Wynford Drive:

- The scale, form, and massing of the structure, including the 1967 2-storey addition, with its rectangular plan, 4-storey height, cantilevered floorplates, deeply recessed basement and flat roof with wide fascia and stepped-back mechanical penthouse
- The recessed exterior walls with full height glazing and panels
- The raised offset double entrance on the principal (north) elevation accessed from Wynford Drive
- The setback, placement and orientation of the building within the landscaped property

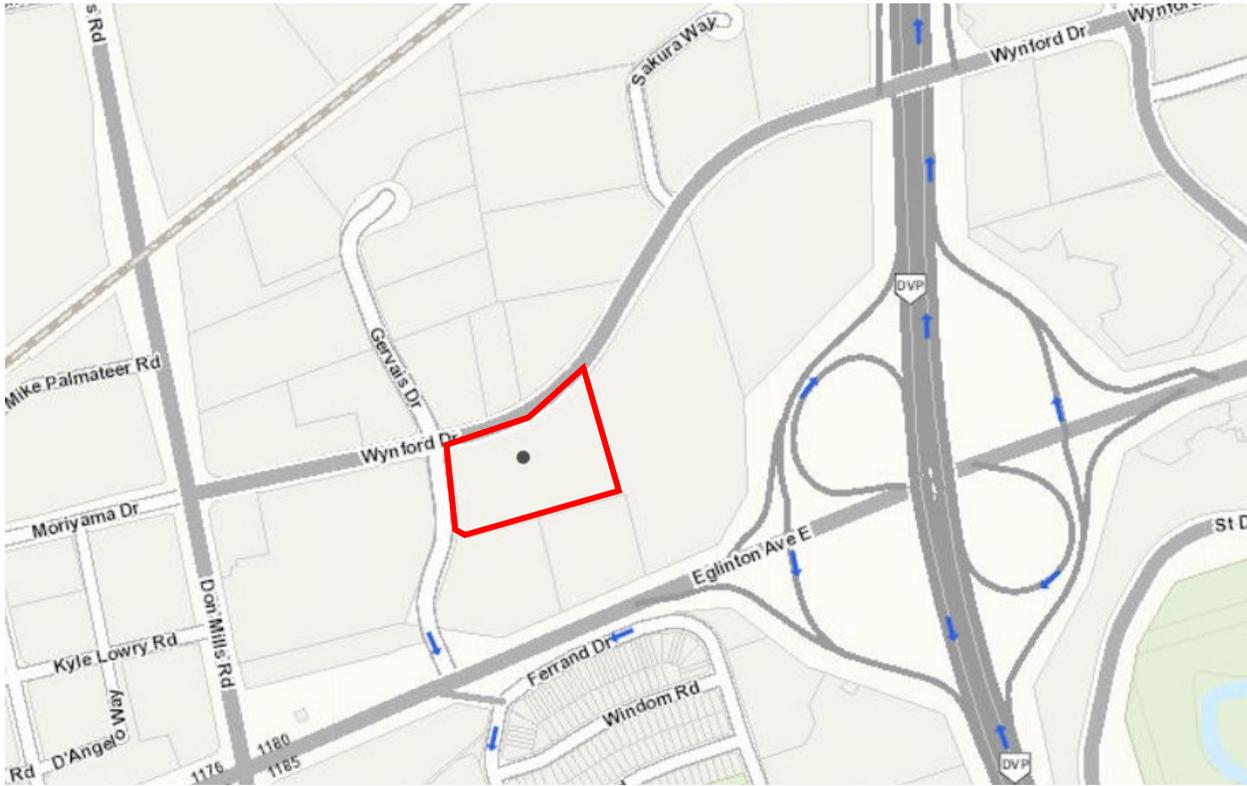
Contextual Value

The following heritage attributes contribute to the contextual value of the property 39 Wynford Drive:

- The scale, form, and massing of the structure, including the 1967 2-storey addition, with its rectangular plan, 4-storey height, cantilevered floorplates, deeply recessed basement and flat roof with wide fascia and stepped-back mechanical penthouse
- The recessed exterior walls with full height glazing and panels
- The raised offset double entrance on the principal (north) elevation accessed from Wynford Drive
- The setback, placement and orientation of the building within the landscaped property
- The view west along Wynford Drive of the principal (north) and east elevations of 39 Wynford Drive at the curvature in the road
- The view east from Gervais Drive of the principal (north) and west elevations of 39 Wynford Drive

**LOCATION MAP AND CURRENT PHOTOGRAPH
39 WYNFORD DRIVE**

ATTACHMENT 2



This location map is for information purposes only. The exact boundaries of the property are not shown. The red outline marks the location of 39 Wynford Drive (City of Toronto iView Mapping, annotated by Heritage Planning, 2025).



39 Wynford Drive (Heritage Planning, 2025).

**RESEARCH, EVALUATION &
VISUAL RESOURCES
39 WYNFORD DRIVE**

ATTACHMENT 3

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 looking southwest along Wynford Drive toward 39 Wynford Drive (Heritage Planning, 2025).

1. DESCRIPTION

39 WYNFORD DRIVE	
ADDRESS	39 Wynford Drive [including entrance address at 41 Wynford Drive]
WARD	16 - Don Valley East
NEIGHBOURHOOD/COMMUNITY	Banbury-Don Mills
CONSTRUCTION DATE	1962
ORIGINAL USE	Commercial Office
CURRENT USE* (*This does not refer to permitted use(s) as defined by the Zoning By-law	Commercial Office
ARCHITECT/BUILDER/DESIGNER	Peter Dickinson Associates; WZMH Architects
ADDITIONS/ALTERATIONS	1967 2-storey addition
LISTING DATE	Not listed

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 39 Wynford Drive 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.

39 WYNFROD DRIVE

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.	✓
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.	✓
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).

INDIGENOUS COMMUNITIES

For time immemorial, Toronto has been home to Indigenous peoples. Ojibway oral histories speak of Ice People, who lived at a time when ice covered the land.¹ Following the retreat of glaciers approximately 13,000 years ago, small groups of Indigenous peoples moved from place to place, hunting and gathering the food they needed according to the seasons. Over millennia, they adapted to dramatically changing environmental conditions, developing and acquiring new technologies as they did so. Waterways and the lake were vital sources of fresh water and nourishment, and shorelines and nearby areas were important sites for gathering, trading, hunting, fishing, and ceremonies. Long-distance trade moved valuable resources across the land.

After maize and squash were introduced to Southern Ontario, by approximately 500 CE, horticulture began to supplement food sources. By 1300 CE, villages focused on growing food became year-round settlements surrounded by crops. These villages were home to ancestors of the Huron-Wendat Nation, who would continue to occupy increasingly larger villages in the Toronto area and beyond. These villages were connected to well-established travel routes which were part of local and long-distance trail networks, including the Carrying Place trails on the Don, Rouge and Humber rivers that connected Lake Ontario to Georgian Bay. Beads made from seashells from the eastern seaboard were found at the Alexandra site in North York, which was a community of 800-1000 people in approximately 1350.

By 1600, the Wendat had formed a confederation of individual nations, and had concentrated most of their villages away from Lake Ontario, in the Georgian Bay area. Following contact with French explorers and missionaries in Southern Ontario in the early 1600s, European diseases decimated First Nations. Competition for furs to trade with Europeans and the desire to replenish numbers through absorption of captives, among other factors², contributed to the Beaver Wars, which after 1640, saw the Haudenosaunee Confederacy expand into Southern Ontario, dispersing the Wendat. Within the boundaries of today's Toronto, the Haudenosaunee Confederacy then occupied villages on the Carrying Place trails on the Humber and Rouge Rivers from approximately the 1660s to the 1680s.

In the late 1680s, the Haudenosaunee Confederacy chose to leave their village in the Toronto area and returned to their homelands in upstate New York. As evidenced by the 1701 Great Peace of Montreal, the 1701 Nanfan Treaty, and the Dish with One Spoon Treaty, the Haudenosaunee continued to have an interest in the resources of the area.

Anishinaabe people from the Lake Superior region then moved into the Toronto area. While the Wendat and Haudenosaunee people lived in year-round villages surrounded by crops, the Anishinaabe people continued to live primarily by seasonally moving across the land to hunt, fish and gather resources that were available at a specific time, including migrating birds and maple syrup. To the west of Toronto, the Anishinaabe

1 With thanks to Philip Cote for the reference to Benton-Banai, Edward, *The Mishomis book: The voice of the Ojibway* (Indian Country Press, 1985), p. 26.

2 <https://histindigenouspeoples.pressbooks.tru.ca/chapter/chapter-5-colonial-wars-looking-east>; Gary Warrick, "The Aboriginal Population of Ontario in Late Pre-history," in Munson and Jamieson, eds., *Before Ontario: The Archaeology of a Province* (McGill-Queen's University Press, 2013), p. 72.

people became known as the Mississaugas of the Credit. To the east, they became known as the Chippewas of Beausoleil, Georgina Island and Rama and the Mississaugas of Alderville, Curve Lake, Hiawatha, Scugog Island.³

In 1787, as the British began to prepare for an influx of colonists into the area following the American Revolution, the British Crown negotiated the Toronto Purchase with the Mississaugas of the Credit First Nation to obtain title to the land. The flawed and poorly documented agreement was invalidated, and Treaty 13 was negotiated in 1805 for lands now including much of the City of Toronto. In 1923, the Governments of Ontario and Canada signed the Williams Treaties for over 20,000 km², including portions of eastern Toronto, with seven First Nations of the Chippewa of Lake Simcoe (Beausoleil, Georgina Island and Rama) and the Mississauga of the north shore of Lake Ontario (Alderville, Curve Lake, Hiawatha and Scugog Island).

The Mississaugas, Chippewa, the Haudenosaunee, or the Wendat did not traditionally regard land as a commodity to be sold. Following the Toronto Purchase, the British government quickly set out to survey the land into lots which were either sold or granted into private ownership of settlers. In 2010, the Government of Canada settled the Toronto Purchase Claim with the Mississaugas of the Credit after agreeing that the Mississaugas were originally unfairly compensated. In 2018, the Williams Treaties First Nations settled litigation about land surrenders and harvesting rights with the Governments of Canada and Ontario.

The City of Toronto remains 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 also covered by Treaty 13 signed with the Mississaugas of the Credit, and the Williams Treaties signed with seven Mississaugas and Chippewa First Nations.

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.

Flemingdon Park

Between 1958 and 1959, Toronto Industrial Leaseholds (TIL) acquired 700 acres of land that formed part of the 955-acre Donlands Farm, the estate of former mayor of Toronto Robert John Flemming from 1922 until his death in 1925. In partnership with real estate development firm Webb and Knapp Canada, the lands would become the master planned community of Flemingdon Park. Designed in 1959 by landscape architect Macklin Hancock, who designed the highly successful master planned community of Don Mills to the north, Flemingdon Park was marketed as an affluent all-rental housing community accommodating 14,000 people.

³ Mississaugas of the Credit, "The History of Mississaugas of the New Credit First Nation." n.d.

Featuring an entirely Modernist design, the development incorporated Garden City design principles, characterized by common open green spaces, a reliance on pedestrian walkways, the separation of land uses, the rejection of traditional housing forms, and a hierarchy of circulation patterns. The ambitious plan also included land designated for industrial use on the east side of the Don Valley Parkway and north of Eglinton Avenue East. Like the Don Mills development, a number of prominent architects were engaged to design properties located in Flemingdon Park Industrial Area, particularly along Wynford Drive.⁴

While Don Mills and Flemingdon Park were planned and developed as separate communities, their industrial areas, between Barber Greene Road and Green Belt Drive to the north, and Eglinton Avenue East to the south, while separated by a rail corridor, read as one coherent corporate campus. The buildings in both areas featured deep setbacks set within large, landscaped lots with long entrance drives leading to side and rear parking lots that created a continuous landscape along the right-of-ways.⁵

Wynford Drive

Running east-west, Wynford Drive bisects the Flemingdon Park Industrial Area. Constructed in 1962 and featuring a broad S-Curve as it followed the gently rolling landscape, in the decade following its construction, ten properties were developed along Wynford Drive, their individual Modernist architectural designs, deep setbacks, and generous landscaping forming a scenic drive of corporate headquarters between Don Mills Road and the Don Valley Parkway. Historical aerial photography shows both sides of Wynford Drive were lined with low-rise modernist buildings located on large lots and set back from the right-of-way. Of those ten, there are six remaining which, along with 39 Wynford Drive, include: the Gestetner Building at 849 Don Mills Road (1964); the One Medical Place building at 20 Wynford Drive (1965); the Presbyterian Church in Canada Head Office at 50 Wynford Drive (1966,); the Texaco Canada building at 90 Wynford Drive (1968); and the Bell Canada Building at 100 Wynford Drive (1969).

Property History

In June 1961, the A.C. Nielson Company of Canada Limited purchased 39 Wynford Drive from Whitehaven Realty Limited.⁶ A global marketing research firm, it is best known for creating the Nielsen ratings system which measures audiences of television, radio and newspapers. On October 4, 1961, architectural drawings for a 2-storey International Style building, with plans for a future third storey and eastern extension, prepared by Peter Dickinson Associates, were approved by the North York Planning Board.⁷ Completed in 1962 by Webb Zerafa and Menkes Architects following the death of Peter Dickinson, the 2-storey building featured a rectangular plan and deeply recessed basement that gave the appearance of a floating first floor. Each storey featured a cantilevered floorplate and recessed exterior cladding comprised of a floor to ceiling system of vertically divided glazing and panels. Set several feet above grade, the first storey of the principal (north) elevation featured an off centred double front entrance

⁴ City of Toronto, 2019; ASI, 2019, p.30.

⁵ Ibid.

⁶ Ontario Land Registry, Office 80, YORK, Book 118, Parcel 16255.

⁷ City of Toronto Building Records, 39 Wynford Drive.

featuring a cantilevered flat-roofed canopy and floating staircase. With the southward slope of the site, the basement, set several feet above grade along the principal (north) elevation, was a full story in height at the rear (south) elevation, where it provided loading and receiving areas and direct access to a surface parking lot.

In 1967, the property was enlarged with the addition of two storeys atop the 1962 building.⁸ Designed by Webb, Zerafa, Menkes Architects, the third storey was identical to the first two storeys as originally planned for in the 1961 drawings. The fourth storey featured a complementary design *with a slightly* lower ceiling height set beneath a wide projecting fascia.⁹ The flat roof features a flat-roofed mechanical penthouse set back from the eave line. The overall effect of the additional two storeys maintains the sense of a low-rise building. The floating entrance stair has been changed to a poured concrete stair while the original flat cantilevered canopy over the front entrance was removed at an undetermined date. Based on aerial photographs, the basement additions on east and south elevations were added between 1976 and 1977.

Modernist Movement

The Modernist Movement began in the late-nineteenth century as a response to significant social, economic, political, and technological change. Seeking “a new alignment with the experience and values of modern industrial life,”¹⁰ the Modernist Movement emphasized “experimentation, the rejection of predetermined ‘rules’ and freedom of expression in art, literature, architecture, and music.”¹¹

Following the First World War (1914-1918), advancements in engineering, building materials, health, and industry, along with growing social equality, contributed to the development of an architectural movement that reflected this new ‘Modern’ era of design.¹² Rejecting past historical styles, Modernist Architecture sought to address the demands of rapid urbanization including the need for new factories, offices, and housing.¹³ Modernist Architecture is characterized by the use of manufactured building materials, including glass, steel, and concrete; the principle of functionalism, where form follows function; and minimalist design, with an emphasis on horizontal lines, geometric forms, and flat roofs.¹⁴

The International Style

As part of the Modernist Movement in architecture, the International Style was first developed in the 1920s by a small group of prominent architects including Walter Gropius, Ludwig Mies van der Rohe, Jacobus Johannes Pieter Oud, and Le Corbusier (Charles-Édouard Jeanneret). The style’s name was first used in architect Philip Johnson and historian Henry-Russell Hitchcock’s 1932 Museum of Modern Art exhibition in New York City titled “The International Style: Architecture since 1922.”¹⁵

8 City of Toronto Building Records, 39 Wynford Drive.

9 Ibid.

10 Tate, n.d.

11 Migdol, 2020.

12 Ibid.

13 Ibid.

14 Royal Institute of British Architects, n.d.

15 Ibid.

Guided by three principles: volume over mass; an “aesthetic ordering” of structural members and standardized modular components; and the avoidance of applied decoration.¹⁶ Following the Second World War (1939-1945) the International Style would become the dominant Modernist architectural style in the middle of the twentieth century (1945-1970).¹⁷ For this reason, it is often mistakenly used interchangeably with Modernist Architecture which, as a movement, fostered a variety of architectural styles.

Common characteristics of the International Style include strong rectilinear forms; light, taut plane surfaces stripped of applied ornamentation and decoration; open interior spaces; and visual weightlessness using cantilevered construction. Building materials were primarily of glass and steel, often with less visible reinforced concrete.¹⁸ Designs often featured glass curtain walls that spanned the steel girders forming the structure’s skeleton. Examples of the International Style in Toronto include the Part IV designated Toronto Dominion Centre (1969) in downtown Toronto and the 1957 Bank of Montreal and Bank of Nova Scotia buildings at 877 and 885 Lawrence Avenue East in Don Mills.

Peter Dickinson and Peter Dickinson Associates

Considered one of Canada’s leading Modernist architects, Peter Dickinson’s works include the Part IV designated properties at 111 Richmond Street West (1954), The Benvenuto Apartments (1955) at 1 Benvenuto Place, and the Canadian National Exhibition’s Queen Elizabeth Building (1956-57) at 2 Strachan Avenue. Founded in 1958, Peter Dickinson Associates was influential in promoting Modernism in Toronto. During its short tenure, it produced important Modernist buildings in Toronto including the Part IV designated former O’Keefe Centre (1959-60) Meridian Hall, at 1 Front Street East and the listed Rosalie Wise Sharp and Isadore Sharp House at 36 Green Valley Road (1960) as well as the Four Seasons Motor Hotel (1961, demolished 1990), Regis College (1961, demolished 2016), and the Inn on the Park (1961-1963, demolished 2006).

WZMH Architects

WZMH Architects was founded by former Peter Dickinson Associates Peter Webb, Boris Zerafa, René Menkès and Warwick Housden following Peter Dickinson's death in 1961. They would oversee the completion of several Peter Dickinson Associates' projects, including 39 Wynford Drive in 1962 and the Inn on the Park in 1963. With Peter Webb being the only architect registered to practice in Ontario at the time, the firm was originally known as Peter Webb and Associates in Toronto and René Menkès Architect in Montreal before becoming Webb Zerafa Menkes Architects, followed by The Webb, Zerafa, Menkes, Housden Partnership, and finally WZMH Architects.¹⁹

The period between 1961 and early 1970s the practice was defined by major corporate, government, and institutional commissions and a transition from the International Style to Brutalism. This can be seen in the firm’s International Style buildings at 39 Wynford Drive and 120 Adelaide Street West (1966), and the Brutalist Style Mathematics &

¹⁶ Hitchcock & Johnson, 1997.

¹⁷ Encyclopedia Britannica, n.d.

¹⁸ Institute of British Royal Architects, n.d.

¹⁹ WZMH Architect, 2011, p.10.

Computer Building at the University of Waterloo (1968), Lester B. Pearson Building at 125 Sussex Drive in Ottawa (1970-1973), and Toronto Metropolitan University's Jorgenson Hall (1971) and Library Building (1974). During this time the firm was awarded a Massey Medal in 1964 for the Lothian Mews on Bloor Street West and in 1970 for the Saidye Bronfman Cultural Centre in Montreal. Other notable buildings from this period in Toronto include the Toronto Star Building at 1 Yonge Street (1971), the Sheraton Centre at 123 Queen Street West (1972), and the CN Tower (1976). Towards the end of the 1970s, the partnership designed many prominent Post-Modern buildings in downtown Toronto including the Royal Bank Plaza at 200 Bay Street (1976-1979), Sun Life Centre at 150 and 200 King Street West (1984), and Scotia Plaza at 40 King Street West (1988).

While the nature of their work varied typologically, from downtown office buildings to civic, government, and institutional campuses, WZMH Architects consistently delivered high quality modern designs for corporate and institutional clients, while advancing the principles of modernism and contributing significantly to Toronto's 20th century architectural landscape.

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 at 39 Wynford Drive contains an International Style commercial office building constructed in 1962 and expanded in 1967 for the A.C. Nielson Company of Canada Limited. The property rises four storeys above a wide rectangular plan and features a deeply recessed basement, projecting floor plates, and a projecting flat roof with wide fascia. The combination of projecting floorplates and recessed basement creates the appearance of the building floating. Set back from the exposed floor plates, each storey features an exterior cladding system of floor to ceiling vertically divided glazing and panels. The exterior corners of the first three storeys feature solid curved walls that extend from the recessed exterior walls to a tapered point aligning with the corners of the projecting floor plates. The principal (north) elevation features an off centred double front entrance accessed by concrete stairs. Due to the sloping topography, the basement level, set several feet above grade at the principal (north) elevation, progresses to a full walk out at the south (rear) elevation featuring at-grade shipping and receiving facilities and entrances to the rear parking area. Two one-storey wings extend across the central section of the rear (east) elevation and the southeast corner.

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.

The property at 39 Wynford Drive is located on the southeast corner of Wynford Drive and Gervais Drive between Don Mills Road to the west and the Don Valley Parkway to

the east. The property features deep setbacks from Wynford Drive and Gervais Drive and a southward slope from Wynford Drive towards Eglinton Avenue East. This section of Wynford Drive forms the spine of the surrounding area and features an S-curved shape that follows the gentle rises and falls of the surrounding topography. Due to the rolling topography and location at the point where Wynford Drive curves northward, the property's principal elevation is a prominent feature while travelling both eastward and westward along Wynford Drive. The surrounding area is characterized by a cluster of commercial offices, light industrial, and cultural buildings, including the Aga Khan Museum and Park to the east, and the Modernist properties at 20 Wynford Drive to the north 15 Gervais Drive to the south. The property at 39 Wynford Drive forms part of a collection of 6 Modernist properties along Wynford Drive.

The City of Toronto Property Data Map attached (Attachment 2) shows the site of the property at 39 Wynford Drive.

4. VISUAL RESOURCES



Figure 1 Image looking southeast from Gervais Drive showing, left to right, the principal (south) and west elevations showing the original 2-storey structure with walk out basement (ASI, 2019; The Canadian Architect 1963:58).



Figure 2 Image looking northeast from Gervais Drive showing, left to right, the west and rear (south) showing the original 2-storey structure with walk out basement (ASI, 2019; The Canadian Architect 1963:58).



Figure 3 1960s image looking west showing the Principal (north) elevation of 39 Wynford Drive prior to the addition of 2 storeys in 1967 (Toronto Archives).



Figure 3(a) 1960s image showing the main entrance (The Canadian Architect 1963:60)



Figure 4 1969 aerial showing the Flemingdon Park Industrial Area with the intersection of Don Mills Road and Eglinton Avenue East in bottom right corner. The subject property at 39 Wynford Drive is indicated by the red arrow. Note the third and fourth storey additions (Kirkup 1969, annotated by Heritage Planning).

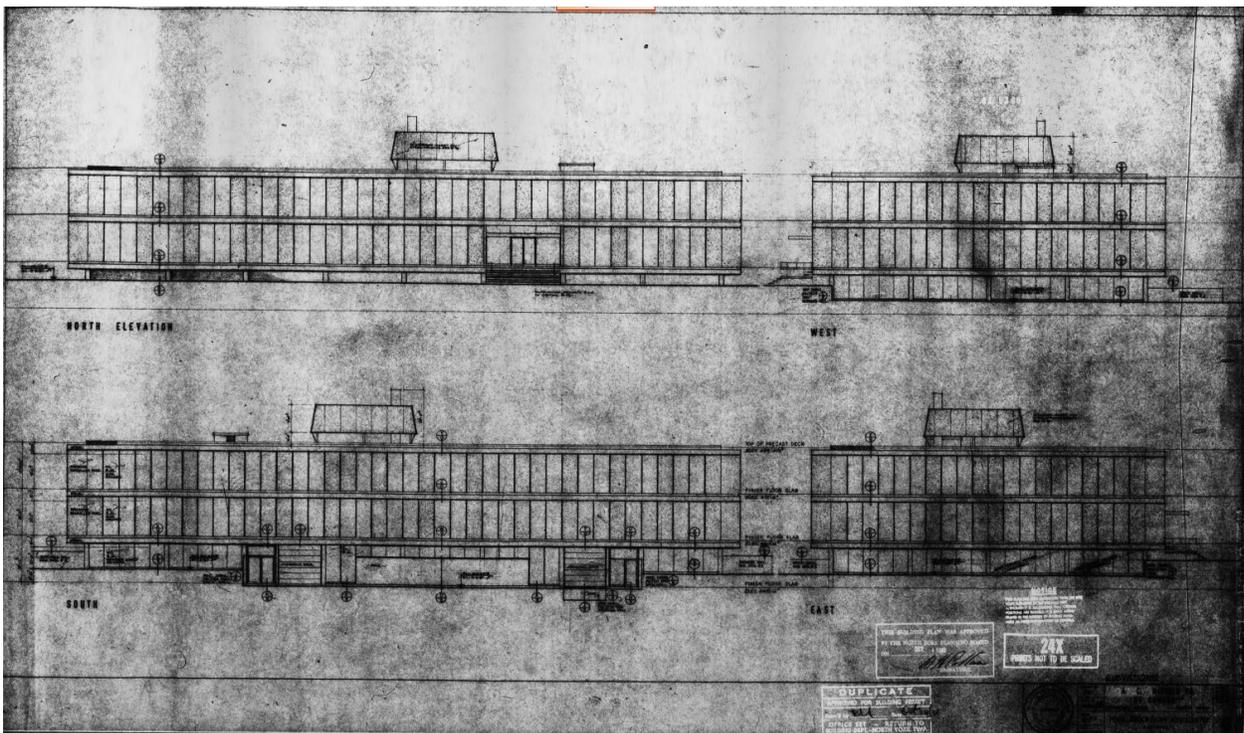


Figure 5 1961 architectural drawings by Peter Dickinson Associates. Note the cantilevered first storey (Toronto Building Records).



Figure 6 1963 photograph showing first floor plan. Note the solid curved walls at the buildings four corners (ASI, 2019; The Canadian Architect 1963:58).

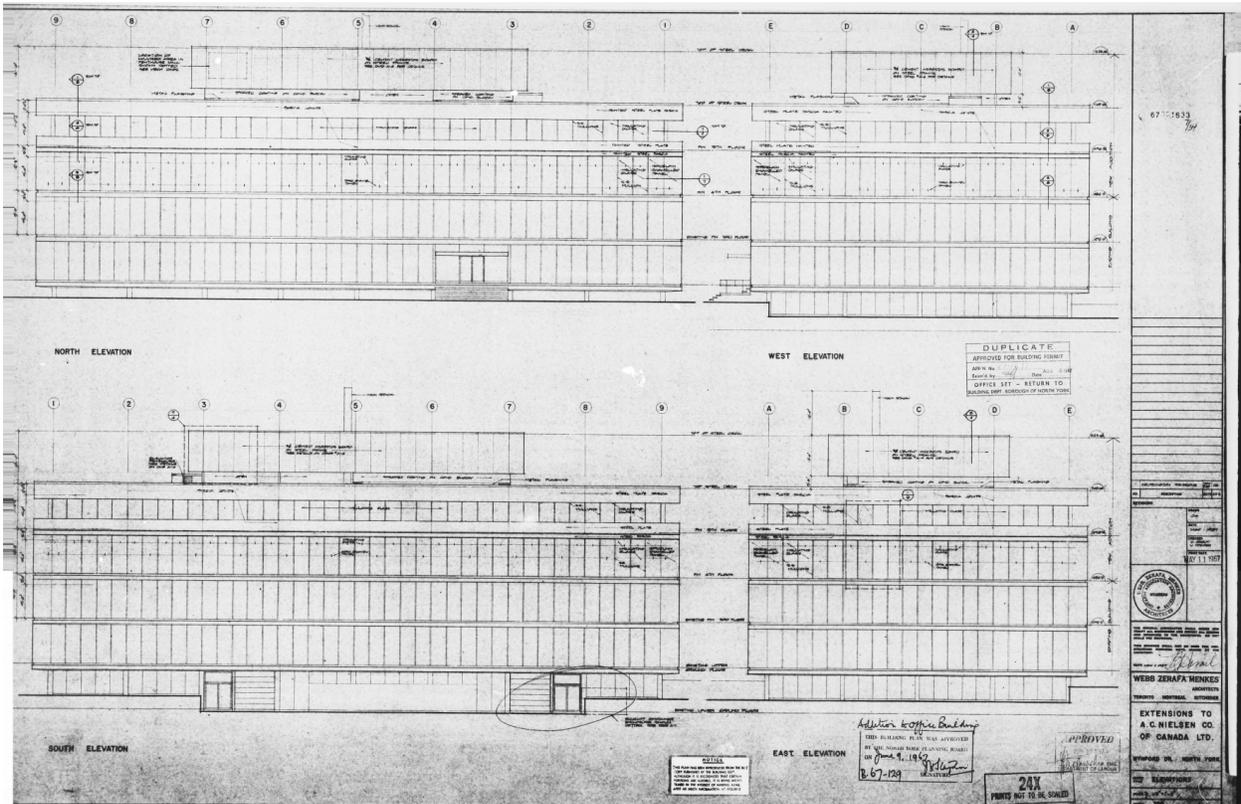


Figure 7 1967 architectural drawings showing 2-storey addition by Webb, Zerafa, Menkes Architects (Toronto Building Records).



Figure 8 Principal (north) elevation of 39 Wynford Drive (Heritage Planning, 2025).



Figure 9 West elevation of 39 Wynford Drive (Heritage Planning, 2025).



Figure 10 South (rear) elevation of 39 Wynford Drive. Note 1-storey basement additions at the centre and right (Heritage Planning, 2025).



Figure 11 Northwest view of rear and west east elevations showing curved corner walls and basement additions (Heritage Planning, 2025).



Figure 12 East elevation of 39 Wynford Drive with basement addition. Note the southward sloping landscape (Heritage Planning, 2025).



Figure 13 View looking southwest along Wynford Drive towards 39 Wynford Drive (Heritage Planning, 2025).



Figure 14 View looking east from the intersection of Wynford Drive and Gervais Drive with 39 Wynford Drive on the right (Heritage Planning, 2025).



Figure 15 View looking northeast from the intersection of Wynford Drive and Gervais Drive towards 20 Wynford Drive (Heritage Planning, 2025).



Figure 16 View looking north from 39 Wynford Drive towards 50 Wynford Drive (Heritage Planning, 2025).



Figure 17 View looking eastward along Wynford Drive from the 39 Wynford Drive showing the large curve in Wynford Drive, low rise modernist buildings, and generous landscaping (Heritage Planning, 2025).

5. LIST OF SOURCES

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