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ONTARIO HERITAGE TRUST

SEP 16 2009

RECEIVED



**BY-LAW NUMBER 156-2009
OF
THE CORPORATION OF THE CITY OF STRATFORD**

BEING a by-law to designate 15 Morenz Drive under Part IV of the *Ontario Heritage Act* as being of architectural and historical value or interest.

WHEREAS Section 29 of the *Ontario Heritage Act, R.S.O. 1990, Chapter O.18* authorizes the Council of a municipality to enact by-laws to designate real property including all buildings and structures thereon, to be of architectural and historical value or interest;

AND WHEREAS the Council of The Corporation of the City of Stratford has consulted with its Municipal Heritage Committee;

AND WHEREAS the Council of The Corporation of the City of Stratford has caused to be served upon The Ontario Heritage Foundation and the owner of the property known as 15 Morenz Drive, Stratford, notice of its intention to so designate the aforesaid real property and has caused general circulation in the City of Stratford by publication of the notice of intention in a newspaper having general circulation in the municipality;

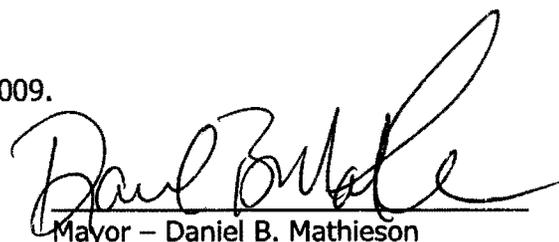
AND WHEREAS no written notice of objection to the proposed designation has been served on the Clerk of the Municipality within the prescribed time;

NOW THEREFORE BE IT ENACTED by Council of The Corporation of the City of Stratford as follows:

1. That the real property known as 15 Morenz Drive, in the City of Stratford is hereby designated as being of architectural and historical value or interest for the reasons described in Schedule "A" attached hereto.
2. The Municipal Solicitor is hereby authorized to cause a copy of this by-law to be registered in the Land Titles office against the property described in Schedule "B" attached hereto.
3. The Clerk is hereby authorized to cause a copy of this by-law to be served on The Ontario Heritage Foundation and the owner of the property and to cause notice of the passing of this by-law to be published in the Stratford Beacon Herald being a newspaper having general circulation in the municipality.

Read a FIRST, SECOND and THIRD time and

FINALLY PASSED this 14th day of September, 2009.



Mayor – Daniel B. Mathieson



Clerk – Joan Thomson

SCHEDULE "A" TO BY-LAW NUMBER 156-2009

OF THE CORPORATION OF THE CITY OF STRATFORD

passed this 14th day of September, 2009

Reasons for the heritage designation of 15 Morenz Drive :

The William Allman Memorial Arena is one of the last remaining examples of the so called "Ice Palaces" built in North America during the nineteen twenties and thirties, which took advantage of new technologies that permitted the installation of indoor artificial ice surfaces. It is often touted as the longest continuously operating arena of its kind in the world. The arena's story is more than steel, bricks and mortar. It is about the people of Stratford who came together to build and ensure the survival of the arena during the past eighty five years and to establish the facility as a central place in the sports, social and cultural history of the City and therefore is worth preservation.

History of the Building:

- As a hotbed of hockey during the latter 19th and early 20th century, the poor quality of the old Waterloo Street arena (circa. 1881) failed to meet the needs of emerging hockey teams in Stratford and area.
- In 1924 a group of prominent citizens formed the Classic City Arena Company. The sale of shares to help finance a new facility became a community effort.
- Toronto architect A. W. Cameron was commissioned to design an arena to include a regulation ice hockey rink with wooden bench style seating for 3,500 and standing room for 1,000 patrons.
- Stuart Brothers of Hamilton were awarded the general contract with the stipulation to hire local firms where possible. Stratford Bridge and Iron Works supplied and installed 150-tons of structural steel including the eight trusses which support the gambrel style roof. The Red Star Brick Yard won the contract to provide 275-thousand bricks for the arena's cladding.
- The arena was built at a reported cost of \$110-thousand in sixty-six days.
- On December 15, 1924 the state-of-the art Classic City Arena was officially opened by Stratford's Mayor Tom Brown at a hockey game before two thousand fans.
- Originally privately owned, the City purchased the arena in 1942 following approval of a referendum during the 1941 municipal election.
- During its history the arena has figured in the careers of many journeymen and Hall of Fame players in the NHL as well as players in junior leagues and Canadian Olympic Teams.
- The arena has also been the venue for the development of women's hockey in Stratford including the Stratford Aces (1935-40) the forerunner of the formation of the Stratford Girls Hockey Association in 1993.
- In 1938 a group of local enthusiasts formed the Stratford Figure Skating Club (now Stratford Skating Club) which showcased 75 members at the arena in 1939 as a means of promoting the nascent sport. In 1963, club member Donald McPherson won the Canadian and North American Men's Figure Skating Championships as well as the Men's World Championship in Cortina, Italy.
- The arena has also been the venue for non-ice events including circuses, garden and antique shows, community and social events. The upper level was leased by the Stratford Festival during its early days as a Press Club and exhibits were presented to the throngs of visitors who started coming to the City for the theatre. The arena was also used as the backdrop for a 1996 television commercial by Bauer Skates featuring Eric Lindros because of its old time ambience.

- The name of the arena has gone through a number of iterations. On August 12, 1996 City Council formally changed it to the William Allman Memorial Arena. The naming convention is unique, among arenas, because it honours a longtime, respected member of City staff who managed the arena during his career, rather than a well known sports personality or VIP.

Description of Heritage Attributes:

- The attributes that embody the heritage value of the William Allman Arena as one of the few remaining "Ice Palaces" still in operation include its:
 - Interior exposed brickwork
 - Interior seating
 - Wooden flooring
 - Wooden guards
 - Steep pitch of the seating
 - Roof truss system
 - Announcer booth/press box

All within the viewing area of the ice pad.

Research Paper Supporting the Rationale for the Designation of the William Allman Memorial Arena

1.0 Introduction

This research paper outlines the rationale for the Designation of the William Allman Memorial Arena under Part IV of the *Ontario Heritage Act*.

2.0 Property Description

The Arena is situated on Part Lots 574 and 575 of the Canada Company Survey, Plan 20.

Its municipal address is 15 Morenz Drive.

3.0 Reasons for Designation

The Allman Arena is one of the last remaining examples of the so called "Ice Palaces" built in North America during the nineteen twenties and thirties, which took advantage of new technologies that permitted the installation of indoor artificial ice surfaces. It is often touted as the longest continuously operating arena in the world.

The Arena's story is more than the steel, bricks and mortar that went into constructing a unique ambience of a bygone era. It is also about the people of Stratford who came together to build and ensure the survival of the Arena during the ups and downs of the past eight-and-a-half decades and to establish it as a central place in the sports, social and cultural history of the City. A place of victories and defeats; dreams and failed hopes but above all people's stories that help to define this City.

4.0 Arena History

Stratford and surrounding communities were a hotbed of hockey during the latter part of the 19th and early 20th centuries producing home grown NHL Hall of Fame inductees such as Riley Hern who during his five years with the Montreal Wanderers (aka Maroons) led them to four Stanley Cups before his retirement in 1911; Frank Rankin who went on to coach Canada's 1924 gold medal winning Olympic hockey team; and Howie Morenz who played for Montreal and Chicago between 1923-1937 before an on-ice hit may have led to his untimely death. They played on natural ice at the Waterloo Street arena adjacent to the river. The Victorian style arena built circa 1881 originally had no seats, no boards and was lit by gas lamps. It was the subject of a number of complaints about uneven ice quality among amateur and semi-

professional hockey leagues that were developing in Stratford and area. Indeed fans were not let in until game time so that the added warmth of their bodies would not melt the ice.

A group of prominent Stratford citizens under the leadership of Dr. Lorne Robertson met at the Queen's Hotel in 1924 to form the Classic City Arena Company. They decided to issue shares at ten dollars each to raise capital to build a new arena. The initiative became a community affair. The directors of the company purchased \$25-thousand in shares and an additional \$20-\$25-thousand was raised within the community through share purchases by ordinary citizens and through Worker's Teams such as those established at the local CNR rail shops.

The current site was purchased from Mrs. Mary Keane and Toronto architect A. W. Cameron was retained to design the building, which cost a reported \$110-thousand.

The newly built, state-of-the-art facility was named the Classic City Arena and was officially opened by Stratford Mayor Tom Brown on December 15, 1924 at a hockey game between the Stratford Indians and London 75's before two thousand fans. Typical of the generosity of Stratford, the fans also passed the hat to help the widow and family of a prominent local hockey player, E. P. "Toad" Edwards who had recently died.

Unfortunately, the money raised through the sale of shares was insufficient to cover the design and construction cost of the facility and consequently the Classic City Arena Company was forced to borrow the balance, ran into financial difficulties and facing foreclosure sold it to the Stratford Arena Syndicate in 1928. In turn, the Syndicate sold the arena to Stratford Arena Gardens Ltd., which owned and operated the facility between 1929 and 1942.

As a result of a referendum during the 1941 municipal election, Stratford residents authorized City Council to purchase the arena for \$25-thousand with an additional \$5-thousand for capital improvements.

The City purchased the arena in 1942 and through agreement authorized the Board of Parks Management to operate the facility on the City's behalf until 1959 when the City assumed direct management of the Classic City Arena.

4.0 Arena Architecture

Toronto architect A. W. Cameron was commissioned to design an Arena to include a regulation ice hockey rink with wooden bench-style seating for 3500 and standing room for 1000 patrons.

The general construction contract was awarded to Stuart Brothers of Hamilton with the stipulation that where possible sub-contracts be awarded to local firms.

Stratford Bridge and Iron Works was awarded the contract for the supply and erection of 150 tons of structural steel for the frame of the Arena and the eight trusses, which support the gambrel style roof. The city's Red Star Brickyard won the contract to provide 275-thousand bricks for the Arena's cladding. In addition, local firms were contracted for the electrical, mechanical, glazing and painting necessary to finish the Arena.

The Classic City Arena was constructed in sixty-six days.

Originally the main entrance to the Arena was on the east elevation with access off North Street, in part, because ice was cut and hauled from the Avon River, by a local family who had an ice house on property adjacent to the west side of the arena.

The brick façade of the original main entrance to the Arena included two central double doors surrounded by a two-and-a-half storey brick inlay which matched the stepped roof line of the façade. The façade included four large, paned windows on the ground floor adjacent to the main door and two, additional, double doors on either side. The upper level included three additional large paned windows to allow for natural light. Similarly there were windows, now enclosed but still visible from the interior, along the north and south wall under the eave of the roof, which further allowed natural light. The gambrel style roof, which provides height above the rink surface originally allowed for light and air circulation through dormers, since removed, on the north and south faces of the Arena.

With the extension of Nile Street (renamed Morenz Drive in 1961) the main entrance was reoriented to the west side, which included a new lobby during the first major renovation of

the Arena in 1950. Major renovations to the north side of the Arena took place in 1968 and in 2008 another major renovation included the replacement of the refrigeration system, rink flooring, new board system and upgrades to the seating and standing room area.

The overall effect of the renovations has been to encapsulate the original building, particularly on the east, north and west elevations and to a lesser extent on the south side. Some of the original brickwork is still visible on the exterior of the Arena on the south elevation.

The original brick, though painted, and part of the original flooring in the upper standing area is still visible within the Arena. The original wooden seating was replaced with folding seats in 1959, though the steep slope and site lines, characteristic of the vintage arenas, remains.

5.0 Social and Cultural Impact

Originally built to support Stratford's love of the game the Arena and the teams who played in it have figured in the careers of many journeymen and Hall of Fame players in the NHL during the past 85 years.

For example, between 1926-29 the Stratford Nationals of the short lived Can-Pro League produced Bill Touhey who played with the Ottawa Senators and Boston Bruins; Frank Carson who played on the 1926 Montreal Stanley Cup Team; his brother Dr. Bill Carson played with the Stratford Indians of the OHA Sr. league who played with Toronto St. Pats/Leafs and with the 1929 Boston Stanley Cup Team; and Albert Pudas also of the Stratford Nationals who played four games with the Toronto St. Pats, forerunner of the Maple Leafs, which earned him the distinction of being the first Finnish born player to play in the NHL and who went on to coach Canada's 1936 Olympic Hockey Team.

Howie Meeker and Joe Klukay, team members on the Stratford Kroehler's of the OHA Jr. A League joined the Stanley Cup winning Maple Leafs of the late forties and early fifties. Similarly, George "Chief" Armstrong rose to captain the Toronto Maple Leafs during the late fifties and early sixties and alumnist Bob Armstrong played with the Boston Bruins.

Among the local sports legends was the famous Flick, Roth and Flanagan line who played with the Stratford Indians. In 1951 Billy Flick, Lyle "Mickey" Roth and Dennis "Dinny" Flanagan were picked to play for the Lethbridge Maple Leafs and were instrumental in helping the team win the World Amateur Championship in Paris, France. In recognition, the trio, along with their team mates, was inducted into the Alberta Sports Hall of Fame in 1974.

With the loss of an OHL Junior A team in 1951, Stratford has had series of Junior teams including the Stratford Braves and Burtols (1962-68) who became the Stratford Warriors who played in various leagues until 1975 when they became the Stratford Cullitons. Under the tutelage of Dinny Flanagan and his son Dennis Jr. the Cullitons have been one of the most successful junior teams in the league. The Cullitons have become an important feeder team for close to thirty future NHL players such as: Ed Olczyk; Rem Murray; Rob Blake and Chris Pronger who both played on the gold medal winning Canadian Men's Hockey Team at the Salt Lake Olympics in 2002; Boyd Devereaux and Tim Taylor.

Women's hockey was also prominent during the late 19th and early 20th century with teams from Stratford playing teams from communities in the surrounding area. By 1935 the Stratford Aces were founded by Armour and Rose Keane. Using the Capital City Arena as their home ice, the Aces were members of the Women's Hockey League between 1937-38 and ultimately disbanded in 1940 but remain the forerunner of the contemporary and vibrant Stratford Girls Hockey Association, which started in 1993.

Minor hockey has also had a proud history in the city since Stratford won the first Ontario minor hockey championship in 1935 as part of the fledgling Ontario Juvenile Hockey Association which was a forerunner to today's Ontario Minor Hockey Association.

The presence of the Arena also encouraged the development of other winter sports.

In October 1938, a group of enthusiasts in Stratford met to form the Stratford Figure Skating Club to encourage and enjoy the nascent sport. The Club held its first show, featuring 75 members in 1939 and was elected as member of the Canadian Figure Skating Association in 1940. By 1942, the sport had become so popular in Stratford that the Club had to hire its first full-time professional instructor and helped promote interest in figure skating throughout the

area. The Association changed its name to the Stratford Skating Club in 1959 and during its history has featured outstanding guest skaters from across the country. A major highlight in the Club's history was when 18 year old Donald McPherson won the Canadian and North American Men's Figure Skating Championships as well as the Men's World Championship in Cortina, Italy in 1963.

The Arena has also been the venue for large scale non-ice events in the community from the annual Garden Brothers Circus, home and garden shows, summer sport exhibitions, antique shows, to events sponsored by local service clubs, community activities and dances. The upper level of the current Arena was leased by the Stratford Shakespeare Festival during its early days for the Festival Press Club and displays were mounted in the Arena for tourists. In July 1996, the Arena was selected because of its old time ambience by Bauer Skates as the backdrop for a television commercial featuring Eric Lindros to promote their product through "a nostalgia piece about the rich tapestry of the game" according to the company.

The name of the Arena has gone through a number of iterations from the original Classic City Arena, to the Avon Arena to the Stratford Arena. However on August 12, 1996 the name was formally changed by City Council to the William Allman Memorial Arena. The name is unique among arenas because it does not to honour a well known sports personality, politician or VIP but a respected staff member who for much of his 47 year career with the City of Stratford managed and cared for this special building. It is a fitting tribute to Mr. Allman and to the Arena as a people's place.

April 2009

SCHEDULE "B" TO BY-LAW NUMBER 156-2009
OF THE CORPORATION OF THE CITY OF STRATFORD

passed this 14th day of September, 2009

15 Morenz Drive, Stratford

Property Description

Lot 575, Plan 20, Stratford; Part Lot 573, Plan 20, Stratford as in R144308 and Part 1, 44R-525; Part Lot 574, Plan 20, Stratford as in STF59033; Stratford.

PIN: 53124-0019 (LT)

The applicant(s) hereby applies to the Land Registrar.

Properties

PIN 53124 - 0019 LT
Description LT 575 PL 20 STRATFORD; PT LT 573 PL 20 STRATFORD AS IN R144308 & PT 1, 44R525; PT LT 574 PL 20 STRATFORD AS IN STF59033 ; STRATFORD
Address 15 MORENZ DR
STRATFORD

Applicant(s)

This Order/By-law affects the selected PINs.

Name THE CORPORATION OF THE CITY OF STRATFORD
Address for Service City Hall
1 Wellington Street
P.O. Box 818
Stratford, Ontario
N5A 6W1

This document is being authorized by a municipal corporation Daniel B. Mathieson, Mayor, and Joan Thomson, Clerk.

This document is not authorized under Power of Attorney by this party.

Statements

This application is based on the Municipality By-Law No. 156-2009 dated 2009/09/14.

Schedule: See Schedules

Signed By

Carol Tegler 45 Erb St. East, box 457 acting for Signed 2009 10 06
Waterloo Applicant(s)
N2J 4B5
Tel 5198863340
Fax 5198868651

I have the authority to sign and register the document on behalf of the Applicant(s).

Submitted By

WHITE, DUNCAN, LINTON LLP 45 Erb St. East, box 457 2009 10 07
Waterloo
N2J 4B5
Tel 5198863340
Fax 5198868651

Fees/Taxes/Payment

Statutory Registration Fee \$60.00
Total Paid \$60.00

File Number

Applicant Client File Number : MPK:CT #0034404