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**IN THE MATTER OF THE ONTARIO HERITAGE ACT  
R.S.O. 1990 CHAPTER 0.18 AND  
297 VICTORIA STREET (O'KEEFE HOUSE)  
CITY OF TORONTO, PROVINCE OF ONTARIO**

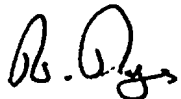
**NOTICE OF PASSING OF BY-LAW**

Ryerson University  
350 Victoria Street  
Toronto, Ontario  
M5B 2K3

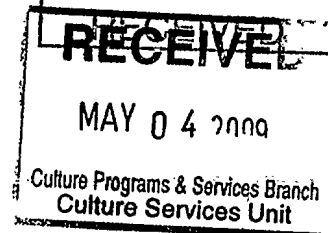
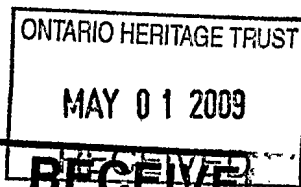
Ontario Heritage Trust  
10 Adelaide Street East  
Toronto, Ontario  
M5C 1J3

Take notice that the Council of the City of Toronto has passed By-law No. 394-2009 to designate 297 Victoria Street (O'Keefe House) (Toronto Centre-Rosedale, Ward 27) as being of cultural heritage value or interest.

Dated at Toronto this 30<sup>th</sup> day of April, 2009.



Ulli S. Watkiss  
City Clerk



Authority: Toronto and East York Community Council Item 7.13,  
as adopted by City of Toronto Council on July 16, 17, 18 and 19, 2007  
Enacted by Council: April 6, 2009

**CITY OF TORONTO**

**BY-LAW No. 394-2009**

**To designate the property at 297 Victoria Street (O'Keefe House) as being of cultural heritage value or interest.**

WHEREAS authority was granted by Council to designate the property at 297 Victoria Street (O'Keefe House) as being of cultural heritage value or interest; and

WHEREAS the *Ontario Heritage Act* authorizes the Council of a municipality to enact by-laws to designate real property, including all the buildings and structures thereon, to be of cultural heritage value or interest; and

WHEREAS the Council of the City of Toronto has caused to be served upon the owners of the land and premises known as 297 Victoria Street and upon the Ontario Heritage Trust, Notice of Intention to designate the property and has caused the Notice of Intention to be posted on the City's web site for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4, Notice requirements under the *Ontario Heritage Act*; and

WHEREAS the reasons for designation are set out in Schedule "A" to this by-law; and

WHEREAS no notice of objection was served upon the Clerk of the municipality;

The Council of the City of Toronto HEREBY ENACTS as follows:

1. The property at 297 Victoria Street more particularly described in Schedule "B" and shown on Schedule "C" attached to this by-law, is designated as being of cultural heritage value or interest.
2. The City Solicitor is authorized to cause a copy of this by-law to be registered against the property described in Schedule "B" to this by-law in the proper Land Registry Office.
3. The City Clerk is authorized to cause a copy of this by-law to be served upon the owners of the property at 297 Victoria Street and upon the Ontario Heritage Trust and to cause notice of this by-law to be posted on the City's web site for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4, Notice requirements under the *Ontario Heritage Act*.

ENACTED AND PASSED this 6th day of April, A.D. 2009.

SANDRA BUSSIN,  
Speaker

ULLI S. WATKISS  
City Clerk

(Corporate Seal)

## **SCHEDULE "A"**

### **REASONS FOR DESIGNATION**

#### Description

The property at 297 Victoria Street is worthy of designation under Part IV of the *Ontario Heritage Act* for its cultural heritage value or interest, meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, historical and contextual value. Located on the east side of Victoria Street, south of Gould Street, the five-storey office building was constructed in 1940-1941 as O'Keefe House. The property was listed on the City of Toronto Inventory of Heritage Properties in 2003, and a heritage easement agreement was registered the following year. The principal (west) façade of the building has been incorporated into Heaslip House at the G. Raymond Chang School of Continuing Education at Ryerson University.

#### Statement of Cultural Heritage Value

O'Keefe House is a reflection of Modern Classicism, the style popularized after World War I and noted for its smooth surfaces and Classical detailing. The building is distinguished by its sculpted detailing, designed by Charles McKechnie, which conveys the original use of the premises through the pictorial detail.

The historical importance of the property is associated with its development as the headquarters for the O'Keefe Brewing Company Limited, one of Toronto's oldest breweries, which was founded in 1862 and acquired by Canadian Breweries in 1934.

The building was designed by the Toronto architectural firm of Chapman and Oxley. In partnership since the early 1920s, the pair gained prominence for their designs at the Canadian National Exhibition (now Exhibition Place), including the Princes' Gates and the Ontario Government Building. The latter structures, as well as local landmarks such as the Runnymede Theatre (1927), the 1928 addition to the Robert Simpson Department Store, and the East Wing of the Royal Ontario Museum are local landmarks designed by Chapman and Oxley that are recognized on the City's heritage inventory.

Contextually, O'Keefe House is an important feature at Ryerson University that reflects the evolution of the campus from an area of commercial development northeast of Yonge Street and Dundas Street East to an educational centre in the city's downtown core.

#### Heritage Attributes

The heritage attributes of O'Keefe House related to its cultural heritage value as a reflection of Modern Classicism are found on the principal (west) façade, the edge of the north elevation, and the roofline above, consisting of:

- The west façade, which rises five stories above a base with window openings.

- The limestone cladding on the west façade that wraps around the north corner of the building.
- The crest beneath the flat roofline.
- On the west façade, the central entrance where a stone doorcase incorporates a sculpture depicting brewery workers, grain and hops.
- The horizontal division of the west wall by cornices and band courses.
- The symmetrical organization of the fenestration on the west façade in single, double and triple flat-headed window openings.

**SCHEDULE "B"**

Part of PIN 21101-0147 (LT)

Part of Lots 76 and 77, East side of Victoria Street, Plan 22A, designated as PART 1 on Plan 66R-20879.

City of Toronto, Province of Ontario

Land Titles Division of the Toronto Registry Office (No. 66)

The hereinbefore described land being delineated by heavy outline on Sketch No. PS-2007-267 dated November 5, 2007, as set out in Schedule "C".

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