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ONTARIO HERITAGE TRUST

MAR 27 2017

RECEIVED

THE CORPORATION OF THE CITY OF WINDSOR

MBA/12748

IN THE MATTER OF *THE ONTARIO HERITAGE ACT*
AND IN THE MATTER OF THE LANDS AND PREMISES KNOWN AS
167-181 FERRY STREET IN THE CITY OF WINDSOR
IN THE PROVINCE OF ONTARIO

NOTICE OF INTENTION TO DESIGNATE

REGISTERED MAIL

ONTARIO HERITAGE TRUST
10 ADELAIDE STREET EAST
TORONTO, ON M5C 1J3

TAKE NOTICE THAT the Council of the Corporation of the City of Windsor intends to designate the property, including lands and buildings known as 167-181 Ferry Street as a property of architectural and/or historical value or interest under Part IV of *The Ontario Heritage Act*.

**Windsor Star Building
167-181 Ferry Street
Plan of Survey 12R-24926 Parts 1-5**

Statement of Significance/Reasons for Designation

Description of Historic Place

The Windsor Star, Buildings located at 167-181 Ferry Street on the west side of the street between Pitt & Chatham Streets, consists of the remainder of two heritage buildings. The north building is designed in Beaux-Arts style, and south structure with elements of a simple Edwardian style. The *Windsor Star* newspaper and its predecessors have published continuously since 1860, and occupied this property from 1923 to 2011.

Cultural Heritage Value or Interest

Design or Physical Value:

The north limestone building, constructed on a corner in 1927 in the Beaux-Arts style, has a grand and monumental design evidenced through its massing, heavy use of masonry and rich classical architectural detailing. This building is symmetrical on the east elevation and it appeared to have almost the same massing on the north and east sides. The front (east) entrance is surrounded by ornate carved limestone and carved pediment. Massive two-storey carved stone arches are above rectangular columns topped by ornate carved capitals with floral design. These are repeated, as is the variety of ornate floral bas relief stone pieces above the columns, in the form of medallions on the second floor and as rectangular panels on the third floor. The recessed arched windows have copper covered mullions, copper panels and steel



sashes. The top of the building is lined by an ornate entablature and carved stone balustrade, whereas the base of the building is anchored by continuous polished granite.

The brick south structure is the remaining façade of a converted mid-block apartment building with a flat roof constructed in the Early Twentieth Century Commercial architectural style. The three storey building has a plain, flat appearance, and commonly feature patterned masonry walls, shaped parapet rooflines, projected cornice, and group of large openings. It has a high basement, with five bays on the front elevation. A variety of brickwork is used in the building, as well as stone banding above the third floor windows and below the first floor windows, and stone window sills and accent stone insets on window corners. Several pilasters line the building and have stone tops and bottoms. The front entryway reaches the second floor of the building. The entryway is framed by a stone corniced flat roof entablature, above which was a balcony and brick voussoir arch with keystone reaching half of the second floor window height. Decorative tile complete the remaining second bay above the arch.

The two north building facades are excellent examples of the Beaux-Arts style and exude a high level of craftsmanship. The south building facade is a typical example of an Early Twentieth Century Commercial style building.

Historical or Associative Value:

The Windsor Star has the longest history of local circulation. Its origins can be traced to 1860, from *The Maple Leaf* in Sandwich, which then moved to Windsor as *The Record* and became the top weekly publication in Essex County. The newspaper business changed ownership several more times before Archibald McNee bought the business in 1889, and partnered with John A. McKay to establish the daily publication, *The Evening Record* in 1890 with its operations located at the northwest corner of Sandwich Street (now Riverside Drive) and Old Ferry Street. In 1918, McKay sold the business to W.F. Herman who renamed the paper to *The Border Cities Star* in 1918 to expand circulation to surrounding municipalities such as Walkerville, Ford City, Sandwich and Ojibway. Circulation grew and the business required a new location for expanded operations. The company bought the Frederick Dresch apartment building or also later known as the Annex/South building and moved in 1923. Further expansion of the business led to the construction of the north building in 1927. After the border cities amalgamated into the City of Windsor in 1935, the newspaper was renamed *The Windsor Daily Star* in 1935, then to the current name *The Windsor Star* in 1959. Through the years, as the business continued to expand, there were several building additions and renovations as well as a new printing facility off E.C. Row. By 2011, the newspaper moved its headquarters to the former Palace Theatres at 300 Ouellette Avenue and sold their long-time Ferry Street property to the University of Windsor, which renovated it into the facility for the School of Social Work.

The newspaper has played an important role in the development of Windsor. It was the relied method for people to stay informed with global and local news, and was also a communication tool for local businesses and organizations in all the border cities. The Windsor Star has tremendous influence in Windsor through all the major events and happenings ranging in everything from the Prohibition Era, to amalgamation, to political elections, departure of police chiefs, and local economics. Windsor Star coverage to the community was especially crucial during the war time. It would publish several editions per day and eventually five or more editions to meet the demands for news. Readers were also interested in the public opinion news

debate provided in the columns by the publisher, staff writers, elected officials and which has evolved from letters by citizens to commentary by readers online.

W.F. Herman, owner and publisher from 1918-1938, led the organization when it relocated to the South building and constructed the North building. He was influential in community affairs, including his support for municipal amalgamation in 1935. He was honoured posthumously for his interest in education when a high school was named for him in 1958.

The north building was designed by architect Albert Harold McPhail (1888-1961), who was a prominent local architect. In Windsor, he collaborated with Irving Walker between 1915 and 1919, then started his own practice in 1919. His early works focused in Collegiate Gothic styles with symmetrical and brick and stone detailing. His later works in the 1920s adopted more progressive modernist architectural styles. A number of McPhail's works are recognized on the Windsor Municipal Heritage Register, including designated works the Canada Building and Edith Cavell School; and listed works Prince Edward School, Riverside Brewery, Victoria School and J.E. Benson School.

Contextual Value:

Along with other Border Cities, Windsor experienced unprecedented growth in the early decades of the twentieth. Downtown Windsor was a thriving mixture of office, commercial retail, services, hotels, places of entertainment, and community uses. The majority of the non-residential buildings were constructed of brick built to the property line. The Windsor Star properties remain as a physical remnant of the historic streetscape in the early decades of the 20th century. The Windsor Star buildings are also recognized landmark buildings in the downtown core. They have been situated at the prominent historic streets on Ferry and Pitt Streets for over a century or nearly a century.

Character Defining Elements:

Exterior features that contribute to the design or physical value of the Windsor Star Building:

North Building

- Built in 1927
- Three storey building primarily constructed of limestone in Beaux Arts architectural style

North and East Elevations

- Symmetrical elevation on the east elevation
- Stone carved parapet balustrade
- Entablature with ornate copper covered cornices and continuous dentils
- Floral motif carved stone bas relief spaced above each column, in rectangular panels on the third floor and medallions on the second floor
- Recessed one-over-one sash windows on the third floor
- Cornice moulding on wall below third floor windows
- Two storey carved stone arches with rectangular columns topped by ornate carved capitals with floral design

- Recessed two storey arched windows with copper covered mullions, copper panel and steel sash continuous polished granite base
- Front entrance east side with ornate limestone surround and a carved pediment

South Structure

- Built c.1914
- Three storeys plus raised basement red brick building in the Early Twentieth Century Commercial style

East Elevation

- Five-bay facade
- Simple parapet roofline
- Cornice with corbel
- Stone banding above third floor and below the first floor
- Multiple pilasters with stone tops and bottom
- Variety of brickwork
- Stone sills and stone brackets beneath each window, accented by corner square stone insets
- Brick voussoir arch with keystone reaching half of the second floor window height
- Tiles above voussoir
- Balcony above entrance entablature
- Stone cornice entablature with dentils on first floor entrance

Features that contribute to the historical or associative value of the Windsor Star Building:

- Long-time home to the *Windsor Star* newspaper, which has the largest and longest history of local circulation
- Reflects the important influence of the local newspaper publication in the development of Windsor, including W.F. Herman, owner and publisher from 1918 to 1938
- North building is a representative Beaux-Arts style design by prominent local architect A.H. McPhail

Features that contribute to the contextual value of the Windsor Star Building:

- Located at the corners of prominent historic streets at Pitt Street along Ferry Street in the downtown core
- Physical remnant of the streetscape in the early decades of the 20th century
- Recognized landmark building in the downtown

Any person may, within thirty days of the publication of this notice, send by registered mail or deliver to the Clerk of the City of Windsor notice of his or her objection to the proposed designation together with a statement of the reasons for the objection and all relevant facts. If such a Notice of Objection is received, the Council of the Corporation of the City of Windsor shall refer the matter to the Conservation Review Board for a hearing.

DATED at Windsor, Ontario this 20th day of March, 2017
Steve Vlachodimos, Deputy City Clerk & Senior Manager of Council Services



Steve Vlachodimos
Deputy City Clerk & Senior Manager of Council Services

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