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**IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990 CHAPTER 0.18 AND
260 KING STREET WEST (ROYAL ALEXANDRA THEATRE)
CITY OF TORONTO, PROVINCE OF ONTARIO**

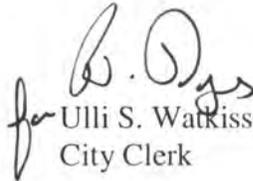
NOTICE OF PASSING OF BY-LAW

Ed Mirvish Enterprises Ltd.
581 Bloor Street West
Toronto, Ontario
M6G 1K3

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. 1238-2012 to amend former City of Toronto By-law No. 512-75, being a by-law to designate 260 King Street West (Royal Alexandra Theatre) (Ward 20, Trinity-Spadina) by amending the reasons for designation to include a statement of cultural heritage value and a description of heritage attributes.

Dated at Toronto this 5th day of November, 2012.


for Ulli S. Watkiss
City Clerk

Authority: Toronto and East York Community Council Item 5.4,
as adopted by City of Toronto Council on April 12 and 13, 2011
Enacted by Council: October 4, 2012

CITY OF TORONTO

BY-LAW No. 1238-2012

To amend former City of Toronto By-law No. 512-75, being a by-law to designate the property at 260 King Street West (Royal Alexandra Theatre) as being of cultural heritage value or interest by revising the reasons for designation to include a statement of cultural heritage value and a description of heritage attributes.

WHEREAS section 30.1 of the *Ontario Heritage Act*, R.S. O. 1990, c. O.18, as amended, authorizes the Council of a municipality to amend a by-law to designate property to include a statement of cultural heritage value or interest and a list of heritage attributes; and

WHEREAS authority was granted by Council to amend By-law No. 512-75 to revise the reasons for designation to include a statement of cultural heritage value for the property located at 260 King Street West (Royal Alexandra Theatre) and a description of its heritage attributes; and

WHEREAS the Council of the City of Toronto has caused to be served upon the owners of the land and premises known as 260 King Street West and upon the Ontario Heritage Trust, a Notice of Intention to amend By-law No. 512-75; and

WHEREAS the revised reasons for designation including a statement of cultural heritage value and a description of heritage attributes are set out in Schedule "B" 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. By-law No. 512-75 is amended by deleting Schedule "B" and replacing it with Schedule "B" attached to this by-law.
2. The City Solicitor is authorized to cause a copy of this by-law to be registered against the property described in Schedule "A" to By-law No. 512-75 and as set out in Schedule "A" 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 260 King Street West and upon the Ontario Heritage Trust.

ENACTED AND PASSED this 4th day of October, A.D. 2012.

FRANCES NUNZIATA,
Speaker

ULLI S. WATKISS,
City Clerk

(Corporate Seal)

SCHEDULE "A"

LEGAL DESCRIPTION

PIN 21411-0171 (LT)

PT BLK D PL 223E TORONTO

PT 2 66R-13384

Land Titles Division of the Toronto Registry Office (No. 66)
City of Toronto and Province of Ontario

SCHEDULE "B"
REASONS FOR DESIGNATION
STATEMENT OF SIGNIFICANCE

Royal Alexandra Theatre

Description

The property at 260 King Street West is designated under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value. Located on the north side of King Street West between Simcoe Street and Ed Mirvish Way, the Royal Alexandra Theatre (1907) is a theatre complex. Commemorated by the Government of Canada as a National Historic Site, the Royal Alexandra Theatre is also recognized on the Canadian Register of Heritage Properties. The site was listed on the inaugural City of Toronto Inventory of Heritage Properties in 1973, and was among the first properties in the City of Toronto designated under Part IV, Section 29 of the Ontario Heritage Act by By-law No. 512-75 in 1975.

Statement of Cultural Heritage Value

The Royal Alexandra Theatre is a rare example of an early 20th century theatre with Beaux-Arts inspired styling that displays a high degree of craftsmanship and technical achievement. Recognized as one of a select number of "New York style" theatres built in Canada, its design was purportedly inspired by the New Amsterdam Theatre. The interior features an elaborate decorative program reflecting the Louis XVI style, based on late 18th century Neoclassicism and drawn from Greek and Roman architecture.

The property demonstrates technical achievement as one of the original "fireproof" theatres in North America using hollow clay tile partitioning and floor construction. To improve sightlines and acoustics, the interior columns were eliminated, the balcony and gallery (now known as the upper balcony) cantilevered, and the floors steeply raked. When constructed, ice was stored beneath the auditorium to assist in cooling the premises, purportedly making the Royal Alexandra the first "air conditioned" theatre in Canada.

The Royal Alexandra Theatre is important to the City of Toronto and beyond as an institution intimately linked with the social history of Canada through the development of its theatrical arts. Originally designed to host touring productions from London's West End and New York's Broadway, over the last century the Royal Alexandra has offered a succession of over 3000 live theatrical performances, ranging from opera and ballet to musical comedies and drama. The stage has welcomed local and internationally revered performers, including Mary Pickford, Anna Pavlova, Al Jolson and Edith Piaf. Following its restoration by Ed Mirvish Enterprises, the facility has served as the setting for Canadian works and productions, as well as co-productions with national and international artistic companies. The Royal Alexandra is known as the oldest legitimate theatre in continuous operation in North America.

The Royal Alexandra is linked to people who are identified with the commercial and cultural development of Toronto. The theatre was commissioned by a syndicate headed by Cawthra Mulock, a successful businessman from an important political family (his father, Sir William Mulock, served

as Canada's Post Master General) who was dubbed "Toronto's youngest millionaire". In 1963, Toronto entrepreneur and philanthropist, Edwin Mirvish (1914-2007), rescued the theatre from potential demolition. Identified with his well-known department store, "Honest Ed's", Mirvish refurbished the Royal Alexandra, engaging noted designer Herbert Irvine to restore the Edwardian interiors. In recognition of Mirvish's contributions to the cultural life of the King-Spadina neighbourhood, where his company refurbished many of the early 20th century warehouses, Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way.

The Royal Alexandra Theatre also reflects the practice of the important Toronto architect John M. Lyle (1872-1945). Following training at the Ecole des Beaux Arts in Paris, Lyle worked with architectural firms in New York City, including Carrere and Hastings who received commissions in Toronto and were involved as consultants in the planning stages for the Royal Alexandra. With the success of this project, Lyle opened a solo practice in Toronto and developed a successful career that included local landmarks like Union Station (as part of an architectural team) and the Runnymede Library.

Historically, the Royal Alexandra Theatre features a famous interior mural entitled "Venus and Attendants Discovering the Sleeping Adonis (or Aphrodite)", executed by Canadian painter Frederick Sprouston Challener (1869-1959). A graduate of and teacher at the Ontario College of Art, Challener was a founder of the Society of Mural Decorators. Among Challener's best known projects are murals at the Ontario Legislature, King Edward Hotel and Ottawa's Chateau Laurier, as well as works for "The Canadian War Memorials", the Canadian government's official war art program commemorating World War I.

The Royal Alexandra Theatre is a landmark in Toronto. Based in part on the successful rejuvenation of the Royal Alexandra Theatre and the adjoining buildings on the north side of King Street West, in 1982 Roy Thomson Hall was completed across the street as the performance venue for the Toronto Symphony Orchestra and Mendelssohn Choir. In the early 1990s, Ed Mirvish Enterprises commissioned the Princess of Wales Theatre on King Street, west of the Royal Alexandra Theatre. As a result, the section of King Street between Simcoe Street (east) and John Street (west) became the centre of the City's Entertainment District, which has been expanded westward with the completion in 2010 of the TIFF Bell Lightbox, headquarters of the internationally recognized Toronto International Film Festival, at the northwest corner of King and John Streets.

Heritage Attributes

The heritage attributes on the exterior of the property at 260 King Street West are:

- The theatre with its scale, form and massing
- The steel-framed structure with stone and brick cladding and detailing
- The plan, which is organized into three parts with an entrance block with the reception and administration areas at the front (south), a central auditorium, and a fly tower with staging facilities to the rear (north)
- The two-storey entrance block where the south wall is organized into three parts with the original single-storey side wings and decorated with brick quoins, stone keystones and cornices

- The main entrance, which is centered and recessed in the lower wall, has three sets of double doors with wood frames and multi-paned transoms in decorative pressed metal surrounds, and is sheltered by a marquee
- Flanking the entry, the flat-headed window openings containing double multi-paned sash windows with voussoirs and keystones
- In the second storey of the entrance block, the French doors, the intricate classical detailing, and the cornice supporting a stepped parapet with a balustrade, cartouche and inscription, "ROYAL ALEXANDRA"
- Covering the entrance block, the mansard roof with segmental-arched dormers
- The side walls (east and west) of the entrance block, which feature stone cladding and flat-headed classically-detailed window openings
- Behind the entrance block, the auditorium where the exposed portion of the south façade and the side (east and west) elevations have brick cladding, dentilled cornices, and a parapet that is stepped on the south end
- Rising at the rear (north) end of the complex, the fly tower, which has brick cladding on all elevations with cornice detailing

The second stories on the side wings and additions, and the door and segmental-arched window openings on the rear (north) wall are not identified as heritage attributes.

The heritage attributes on the interior of the property at 260 King Street, and found in the main-floor lobby and foyer (with offices and lounges on either side), the auditorium with its orchestra level, balcony, gallery and stage, and the second-floor lounges are:

- The richly embellished materials, with walnut, marble, plaster, tile and metal finishes, and details drawn from Classical architecture
- The lobby located inside the south entrance doors, with the ticket windows, coved ceiling, and the floor with the initials "RA"
- Flanking the lobby, the box office and interior offices on the east and the lounges on the west, which were altered during the 1963 renovations and have wood wainscoting and surrounds, plaster cornice mouldings and, in the Queen Anne Room (west), a fireplace
- Separating the lobby from the foyer to the north, the wood doors and transoms with glazing
- In the foyer, the plaster cornice mouldings, the wood doors and panelling and, on the east and west sides, the staircases leading to the promenade level
- On the second floor, the lounge with the Classically-inspired detailing beneath a coved ceiling
- Behind (north of) the foyer, the auditorium, which is organized into three parts with the orchestra, balcony and gallery (or upper balcony) under coved ceilings with mouldings
- The side walls (east and west) in the auditorium, which display wood wainscoting and double doors (the hardware on the emergency access doors is original)
- At the north end of the auditorium, the stage that is outlined by a proscenium arch with curved corners and mouldings with figural and floral images
- Surmounting the proscenium arch, the large painted and framed mural depicting a meeting between the Greek and Roman personifications of love

- Flanking the stage, the four private box seats that are arranged in two tiers and surmounted by painted decoration incorporating the words "COMEDY" (east) and "TRAGEDY" (west)
- The mouldings along the edges of the box seats, balcony and gallery where elaborate the Classical imagery includes theatrical masks, musical instruments and the initials "RA"

The seating configuration and seats in the auditorium and the lower-level lounge beneath it (which is a later addition) are not included as heritage attributes. The shallow area behind the stage is divided into two levels of anterooms that contain no heritage attributes. On the interior of the building, the fixtures are replacements that are not identified as heritage attributes.