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**IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990 CHAPTER 0.18 AND
150 BALMORIAL AVENUE
CITY OF TORONTO, PROVINCE OF ONTARIO**

NOTICE OF INTENTION TO DESIGNATE

Balmoral Avenue Apartments Ltd.
620 Avenue Road, Suite 102
Toronto, Ontario
M4V 2K8

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

1144071 Ontario Limited
1414 Cathedral Place
925 West Georgia Street
Vancouver, British Columbia
V6C 3C2

Take notice that Toronto City Council intends to designate the lands and buildings known municipally as 150 Balmoral Avenue (Balmoral Apartments) (St. Paul's, Ward 22) under Part IV of the Ontario Heritage Act.

Reasons for Designation

The property at 150 Balmoral Avenue is recommended for designation for its cultural resource value or interest. Located on the northeast corner of Avenue Road and Balmoral Avenue on the hill above Davenport Road, the Balmoral Apartments were completed in 1929 according to the designs of the Toronto architectural firm of S. B. Coon and Son. The building is architecturally notable as an excellent example of the Period Revival style applied to a luxury apartment building preceding the Great Depression. The Balmoral Apartments are contextually significant in association with the complementary Claridge and Clarendon Apartments, located one block south at 1 and 2 Clarendon Avenue.

The heritage attributes of the Balmoral Apartments are found on the exterior walls and roof where the stylistic elements are drawn from English Tudor precedents. Extending six stories above a raised base with window openings, the building is clad with brown brick and trimmed with brick and stone. A stone parapet and brick chimney mark the flat roof. Cornices divide the walls horizontally above the 2nd and 5th floors, while full-height rounded buttresses anchor the corners of

the walls. The H-shaped plan features recessed courtyards on the north and south elevations. The main entrance to the complex is accessed through the south courtyard. A portal with a monumental round-arched opening and a keystone is surmounted by a stepped gable with carved detailing and flanked by rounded buttresses with finials. On either side of the entrance, the wings of the complex are dominated by square bay windows that rise six stories where they are terminated by parapets and stepped gables that extend above the roof. The bay windows incorporate casement windows, while the remaining fenestration features flat-headed croisette window openings set in singles or pairs and trimmed with hood moulds and label stops. The pattern and detailing of the bay windows and other fenestration is repeated on the side and rear elevations and on the inner walls facing the courtyards.

Notice of an objection to the proposed designation may be served on the City Clerk, c/o Toronto and East York Community Council, Toronto City Hall, 100 Queen Street West, 4th Floor, Toronto, Ontario, M5H 2N2, within thirty days of the 16th of November, 2004. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 16th day of November, 2004.

Ulli S. Watkiss
City Clerk