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THE CITY OF WINDSOR

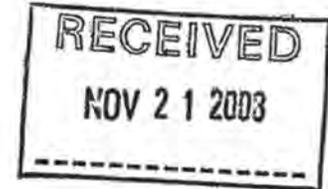
COUNCIL SERVICES DEPARTMENT

VALERIE CRITCHLEY
CITY CLERK

IN REPLY, PLEASE REFER

TO OUR FILE NO. MBA/10055

REGISTERED MAIL



November 12, 2008

Ontario Heritage Foundation
10 Adelaide St. E., 3rd Floor
Toronto, Ontario
M5C 1J3

Dear Sirs:

Re: Designation of 364 Ouellette Avenue

Council, for the Corporation of the City of Windsor, at its meeting held August 5, 2008 passed By-law Number 141-2008 to designate **364 Ouellette Avenue** as a property of architectural and/or historic significance under the provisions of the Ontario Heritage Act.

- * A copy of the by-law outlining the reasons for designation is attached. Notice of the designating By-law will be published in the Windsor Star on Saturday, November 22, 2008.

Yours very truly,

Steve Vlachodimos
Manager of Council & Committee Services / Deputy Clerk

KK/de
attachments

BY - LAW NUMBER 141-2008

A BY-LAW TO DESIGNATE THE LANDS AND PREMISES SITUATE WITHIN THE CITY OF WINDSOR, MUNICIPALLY KNOWN AS 364 OUELLETTE AVENUE, TO BE OF CULTURAL HERITAGE VALUE OR INTEREST UNDER THE PROVISIONS OF THE ONTARIO HERITAGE ACT, R.S.O. 1990, CHAPTER O.18, AS AMENDED, IN THE CITY OF WINDSOR

Passed the 5th day of August, 2008.

WHEREAS by virtue of the provisions of the Ontario Heritage Act, R.S.O. 1990, Chapter O.18, as amended, the Council of a municipality may, by by-law, designate a property within the municipality to be of cultural heritage value or interest.

AND WHEREAS upon consideration of the recommendation of the Windsor Heritage Committee, The Corporation of the City of Windsor deems it desirable and expedient to designate the lands municipally known as 364 Ouellette Avenue, more particularly described in Schedule "A" annexed hereto and forming part of this by-law (the subject lands), to be of cultural heritage value or interest, for the reasons stated in Schedule "B" annexed hereto and forming part of this by-law.

AND WHEREAS notice of intention to so designate the subject lands, was served on the owner(s) of the said subject lands and upon the Ontario Heritage Trust and such notice was published in a newspaper having general circulation in the municipality, on *Saturday, June 7, 2008*.

AND WHEREAS no Notice of Objection has been served on the Clerk of the Municipality within thirty (30) days after the date of publication of the Notice of Intention in a newspaper having general circulation in the municipality.

THEREFORE the Council of The Corporation of the City of Windsor enacts as follows:

1. That the lands municipally known as 364 Ouellette Avenue, more particularly described in said Schedule "A" annexed hereto, be and the same is hereby designated to be of cultural heritage value or interest, for the reasons stated in said Schedule "B" annexed hereto.
2. This by-law shall come into force and take effect after the final passing thereof on the day upon which it is electronically registered in the Land Registry Office for the County of Essex (No. 12).

ACTING MAYOR

ACTING CLERK

First Reading - August 5, 2008
Second Reading - August 5, 2008
Third Reading - August 5, 2008

SCHEDULE "A"

Lot 7 Plan 333 Windsor; Pt Lot 8 Plan 333 Windsor as in R862162; Windsor

P.I.N. 01171-0378 LT

City of Windsor, County of Essex

SCHEDULE "B"

Statement of Significance/Reasons for DesignationDescription of Historic Place

The Canada Building is located at 364 Ouellette, only four blocks from the riverfront in the heart of downtown Windsor. Other than the main floor, the building was built for offices and remains to be used as office space. When the building was built in 1930, it was the tallest building in Windsor at 12 storeys high.

Heritage ValueHistoric Value

At the time of completion in 1930, the Canada Building was the largest office building in Southwestern Ontario at 12 storeys tall. The first floor was originally designed for shops, and in its early days, the Canada Building housed a beauty salon, a barbershop, and a dress studio.

Architect A.H. McPhail designed the building in the Arts and Crafts style for border Cities Star, now the Windsor Star, when W.F. Herman was publisher. A.H. McPhail also designed the Border Cities Star Building, now the Windsor Star, at 167 Ferry Street. The building remained in the hands of the Star until 1967 when it was taken over by the paper's former editor W.L. Clark. It switched hands again in 1976 when Ben Matthews, the founder of former "Matthew's Lumbar Co. Ltd." purchased it.

Ben Matthews purchased the building at the age of 72. Matthews' plans were to revitalize the Canada Building so it matches its prestige address in the business community. Matthews planned on installing new elevators, air-conditioning, and modernize all the offices. He has had great confidence in Windsor, as he also owned the Canada Trust Building at 156 University Ave. W.

Architectural Value

Architect A.H. McPhail designed the building in Arts and Crafts style. The first story of the building was originally polished granite, but today has been replaced with red granite. The second story is constructed of limestone, and remaining storeys are light polished brick pilasters and limestone. The front façade (West side) hosts 6 pairs of rectangular windows on each floor. The windows are separated vertically by polished brick pilasters that extend to the top of the building and horizontally by square stone details. The top floor windows are arched, which accent the ornate detailing of stone along the roofline. A metal canopy covers the entrance on the West Façade.

The North, South, and East Facades of the building are solid brick, except for the ornate details of the roofline in limestone, which extend around the entire building.

Today, not much of the original interior design is left; however, characteristics such as the stunning marble on the first and second floor lobbies are reminiscent of the Canada Building's 1930's interior. The building also features brass trimming of doors, windows, fixtures, and most notably the Canada Post letterbox, which is still in use today.

Contextual Value

The Canada Building is located four blocks from the riverfront in the heart of downtown Windsor on Ouellette Avenue. The building is adjacent to the Windsor Armouries, which is a designated heritage property.

Character Defining Elements

Items that contribute to the historical value of the Canada Building include:

- Its association with the Border Cities Star, now the Windsor Star.
- Its status of being the tallest building in Windsor at the time of construction.
- Architect Mr. A.H. McPhail designed the Canada Building.
- Its association with Ben Matthews, a local businessman for 50 years, at the time he purchased the building. He was the founder and president of Matthews Lumbar Co. Ltd.

Exterior features that contribute to the architectural value of the Canada Building include:

- Metal canopy of entrance way on West entrance way.
- West entrance way of brass trim doors and polished granite, while the remainder of the first floor has been replaced with red granite.
- Second storey of limestone.
- Third to twelfth storeys of polished brick pilasters and limestone.
- Front façade (West) hosts 6 pairs of rectangular windows on each floor, separated horizontally by polished brick and vertically by limestone square details.
- Top floor arched windows accent the ornate limestone detailing along the roofline.
- Remaining facades (North, South, and East) of polished brick with ornate limestone detailing on roofline extending around the building.

Interior features that contribute to the architectural value of the Canada Building include:

- Marble lobby on first and second floors with brass trimming on the windows, doors, elevators, fixtures, and stair rails.
- Two sets of marble stairs in the first floor lobby.
- Brass Canada Post mailbox.
- Crested elevator doors on the first and second floors.
- Ornate ceiling trim painted gold in lobby.

Characteristics that contribute to the contextual value of the Canada Building include:

- Its location in the heart of downtown Windsor on Ouellette Avenue.
- Adjacent to the Windsor Armouries, which is a designated heritage property.