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ONTARIO HERITAGE TRUST

MAR 28 2012

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RECEIVED
IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990 CHAPTER 0.18 AND
1006 BLOOR STREET WEST (PARADISE THEATRE)
CITY OF TORONTO, PROVINCE OF ONTARIO

NOTICE OF INTENTION TO DESIGNATE

[REDACTED]

Ontario Heritage Trust
10 Adelaide Street East
Toronto, Ontario
M5C 1J2

[REDACTED]

Take notice that Toronto City Council intends to designate the lands and buildings known municipally as 1006 Bloor Street West under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

Description

The property at 1006 Bloor Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and it meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual values. Located on the northwest corner of Bloor Street West and Westmoreland Avenue, the Paradise Theatre (1937) is a two-storey movie theatre. The site was listed on the City of Toronto Inventory of Heritage Properties in 2007.

Statement of Cultural Heritage Value

The Paradise Theatre has cultural heritage value for its design value as a representative example of a World War II era movie theatre with Art Deco styling. The south façade displays the hallmarks of the Art Deco style with its abstracted classical and geometrical elements, and the projecting marquee is an important attribute that identifies the historical origins of the building.

The Paradise Theatre also has associative value as it reflects the work of Benjamin Brown, one of the earliest practicing Jewish architects in Toronto. While Brown gained prominence after World War I when he prepared the plans for a number of large-scale warehouses in the King-Spadina neighbourhood, in 1920 he also designed the Standard Theatre at Spadina Avenue and Dundas Street West as one of the earliest Yiddish theatres in North America.

The property at 1006 Bloor Street has contextual value as it supports the historical character of Bloor Street West as the "main street" in the Dovercourt neighbourhood east of Dufferin Street. With its prominent location between Dovercourt Road and Dufferin Street and its role as an anchor building on the corner of Bloor and Westmoreland Avenue, the Paradise Theatre forms part of a collection of commercial buildings that remains highly visible, along with the Bloor-Gladstone Library, another local landmark at #1101 Bloor.

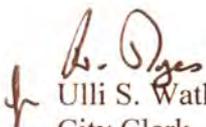
Heritage Attributes

The heritage attributes of the Paradise Theatre are:

- The scale, form and massing
- The rectangular-shaped two-storey plan with the projecting round-cornered wing along Westmoreland Avenue
- The materials, with buff brick cladding (with glazed brickwork on the south façade and east wing) and brick and cast stone detailing
- The flat roofs with stone coping, the brick chimney where it extends above the second storey at the east end and, on the south facade, stylized cast stone pilaster strips that wrap over the central parapet
- On the south façade (where the lower floor has been refaced), the two entrances on either side of the former box office, the box office window on the east (right) side of the recess, and the coloured and patterned terrazzo on the floor outside the entries
- Above the south entrances, the projecting marquee with rounded corners and a stepped parapet
- The south façade, where the upper storey is organized into three sections with a projecting centre bay with stone quoins and five flat-headed window openings with stone detailing
- The placement of the building on a corner lot facing Bloor Street West and Westmoreland Avenue

Notice of an objection to the proposed designations may be served on the City Clerk, Attention: Rosalind Dyers, Administrator, Toronto and East York Community Council, Toronto City Hall, 100 Queen Street West, 2nd Floor, West, Toronto, Ontario, M5H 2N2, within thirty days of March 26, 2012, which is April 25, 2012. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 26th day of March, 2012


Ulli S. Watkiss
City Clerk