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<http://www.city.toronto.on.ca>**RECEIVED****FEB 26 2001****CONSERVATION REVIEW  
BOARD**

**IN THE MATTER OF THE ONTARIO HERITAGE ACT  
R.S.O. 1990, CHAPTER 0.18 AND  
500 LAKESHORE BOULEVARD WEST  
CITY OF TORONTO, PROVINCE OF ONTARIO**

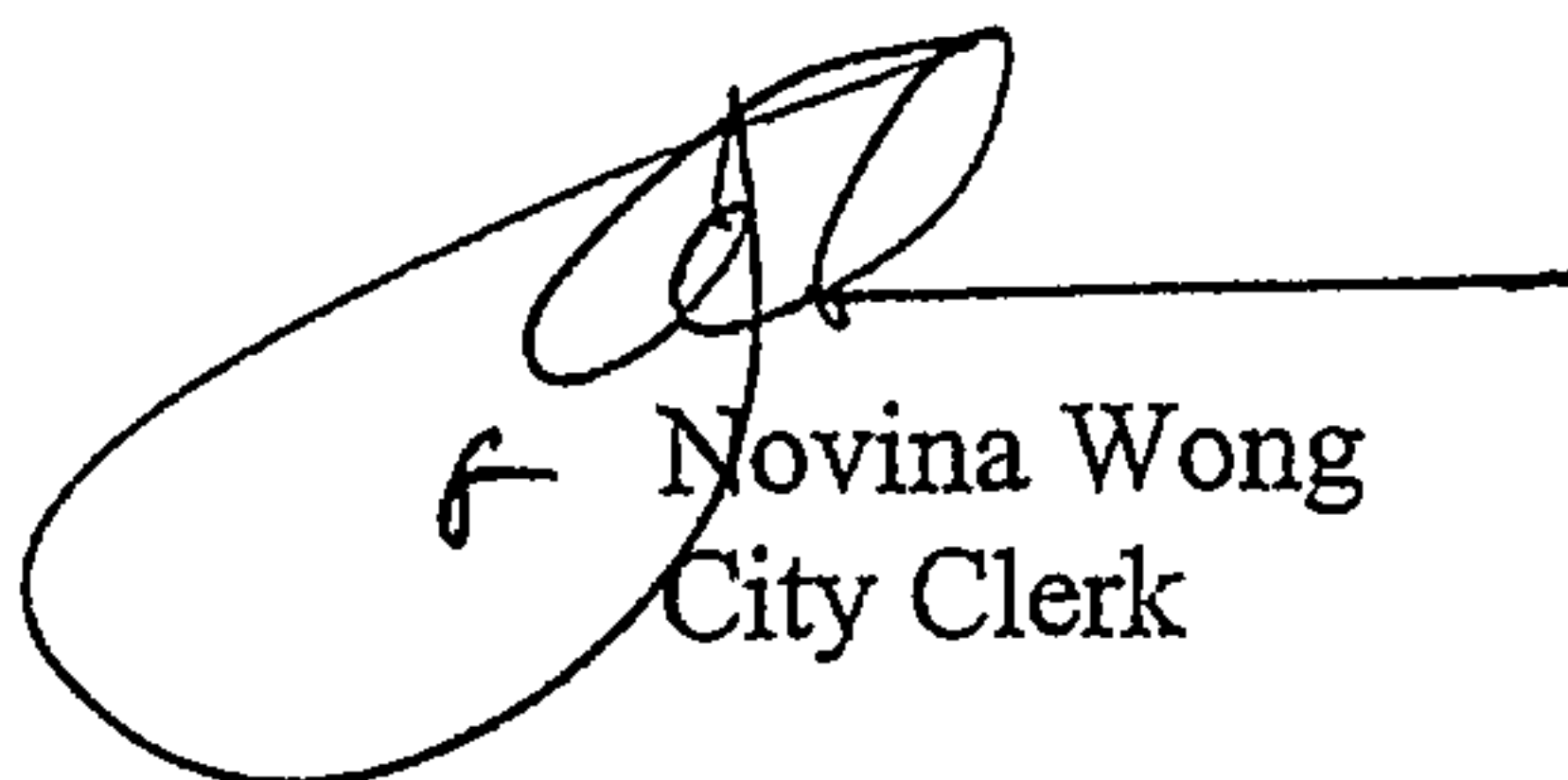
**NOTICE OF PASSING OF BY-LAW**

Wittington Properties Limited  
22 St. Clair Avenue East  
Toronto, Ontario  
M4T 2S3  
Attn: Mr. Alan Vihant

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

Take notice that the Council of the City of Toronto has passed By-law No. 52-2001 to designate 500 Lakeshore Boulevard West as being of architectural and historical value or interest.

Dated at Toronto this 20<sup>th</sup> day of February, 2001.

  
Novina Wong  
City Clerk  
KT

3/2/01 ✓  
RC

Authority: Downtown Community Council Report No. 1, Clause No. 24,  
as adopted by City of Toronto Council on January 30, 31 and February 1, 2001  
Enacted by Council: February 1, 2001

**CITY OF TORONTO**

**BY-LAW No. 52-2001**

**To designate the property at 500 Lake Shore Boulevard West (Loblaw Groceteria Company Building) as being of architectural and historical value or interest.**

WHEREAS authority was granted by Council to designate the property at 500 Lake Shore Boulevard West (Loblaw Groceteria Company Building) as being of architectural and historical value or interest; and

WHEREAS the *Ontario Heritage Act* authorizes the Council of a municipality to enact by-laws to designate real property, including all the buildings and structures thereon, to be of historical or architectural value or interest; and

WHEREAS the Council of the City of Toronto has caused to be served upon the owners of the land and premises known as 500 Lake Shore Boulevard West and upon the Ontario Heritage Foundation, Notice of Intention to designate the property and has caused the Notice of Intention to be published in a newspaper having a general circulation in the municipality as required by the *Ontario Heritage Act*; and

WHEREAS the reasons for designation are set out in Schedule "A" to this by-law; and

WHEREAS no notice of objection to the proposed designation was served upon the Clerk of the municipality;

The Council of the City of Toronto HEREBY ENACTS as follows:

1. The property at 500 Lake Shore Boulevard West, more particularly described in Schedule "B" and shown on Schedule "C" attached to this by-law, is designated as being of architectural and historical value or interest.
2. The City Solicitor is authorized to cause a copy of this by-law to be registered against the property described in Schedule "B" 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 500 Lake Shore Boulevard West and upon the Ontario Heritage Foundation and to cause notice of this by-law to be published in a newspaper having general circulation in the City of Toronto as required by the *Ontario Heritage Act*.

ENACTED AND PASSED this 1st day of February, A.D. 2001.

CASE OOTES,  
Deputy Mayor

NOVINA WONG,  
City Clerk

(Corporate Seal)



**SCHEDULE "A"**  
**HERITAGE PROPERTY REPORT**

**1.0 INTRODUCTION**

This report is the "Long Statement of Reasons for Designation" for the designation of the property at 500 Lake Shore Boulevard West (Loblaw Groceteria Company Building) under Part IV of the *Ontario Heritage Act*. It contains the Heritage Property Profile, as well as sections on the Historical Occupancy, Architectural Description and Significance of the property. Sources, a Location Map and Photographs are included. The introduction, below, forms the "Short Statement of Reasons for Designation", intended for publication.

The property at 500 Lake Shore Boulevard West is recommended for designation for architectural and historical reasons. The Loblaw Groceteria Company Building was constructed in 1927 according to the designs of Toronto architects Sparling, Martin and Forbes. Architect J. A. Parrot designed the north wing in 1934.

The Loblaw Groceteria Company Building is a fine example of Art Deco styling. Rising four stories above a stone base, the building is clad with brick above the first floor and trimmed with stone. A flat roof covers the rectangular plan. A stone parapet has crenellations with stylized decoration. The principal (south) façade is symmetrically organized with brick and stone buttresses with carved stone caplets. A dentilled cornice runs above the first floor. The buttresses organize large industrial windows in the first floor and tripartite flat-headed window openings in the stories above. The openings contain metal sash windows. The principal entrance is located in the fourth bay from the west (left) end. A monumental stone doorcase with buttresses, rope moulding and a cartouche contains glazed double doors, a bronze name plate reading "LOBLAW GROCETERIA CO. LIMITED", and a square transom. Two large entries are placed at the east and west ends of the wall. The side (east and west) elevations and the north wall above the addition continue the Art Deco detailing and the pattern of window openings.

The single-storey north wing complements the 1927 building with its brick cladding, buttresses capped with finials, and flat-headed window openings with steel sash. The rear (north) wall of the wing mixes flat-headed and segmental-headed window openings.

The property at 500 Lake Shore Boulevard West is located on the northeast corner of Bathurst Street. Designed as the company's head office and warehouse, the Loblaw Groceteria Company Building was one of the first buildings constructed on reclaimed land at the west end of Toronto harbour as part of the Toronto Harbour Commission's waterfront development plan. With its Art Deco detailing, the building complements the neighbouring Tip Top Tailors Building (1929) at 637 Lake Shore Boulevard West.

## 1.1 HERITAGE PROPERTY PROFILE



## LOBLAW GROCETERIA COMPANY BUILDING

ADDRESS: 500 Lake Shore Boulevard West (northeast corner of Lake Shore Boulevard West and Bathurst Street)  
 WARD: 24  
 NEIGHBOURHOOD/COMMUNITY: Waterfront  
 HISTORICAL NAME: Loblaw Groceteria Company Building  
 CONSTRUCTION DATE: 1927  
 ORIGINAL OWNER: Loblaw Groceteria Company Limited  
 ORIGINAL USE: Commercial (offices and warehouse)  
 CURRENT USE: \* Not applicable (\* *this does not refer to permitted use(s) as defined by the Zoning By-law*)  
 ARCHITECT: Sparling, Martin and Forbes  
 BUILDER/CRAFTSMAN: None found  
 ARCHITECTURAL STYLE: Art Deco  
 ADDITIONS/ALTERATIONS: 1934, north addition, J. A. Parrot, architect  
 HERITAGE CATEGORY: Category C  
 RECORDER: Kathryn Anderson, Heritage Preservation Services  
 REPORT DATE: August 2000



## 2.0 HISTORIAL OCCUPANCY AND SIGNIFICANCE

### 2.1 WATERFRONT

When Lieutenant-Governor John Graves Simcoe founded the Town of York in 1793, he chose a location on the north shore of Lake Ontario where there was a natural harbour (in 1858, a violent storm broke through the peninsula and formed the Toronto Islands). Near the ten-block townsite, a port was established for shipping. When the City of Toronto was incorporated in 1834, portions of the waterfront were reserved for public use. A public promenade named "The Esplanade" as established in 1856 on landfill south of Front Street. While the city's first harbour commission was set up in 1850 to control the waterfront, the steam railways were allowed to lay their tracks along the lake shore. By 1910, the railways and private companies controlled three-quarters of the land along the central waterfront between Cherry Street and the Queen's Wharf. The Toronto Harbour Commission was established in 1911 to prepare a vision for the improvement and management of the waterfront. Presented in 1912, the plan divided the lake shore between Victoria Park in the east and the Humber River to the west into three sectors. Industrial development was concentrated on landfill in the former Ashbridge's Bay, commercial development and docks were placed in the central area, and parks and recreational facilities were planned along the eastern beaches and on landfill west of Bathurst Street. In the latter area, Sunnyside Amusement Park opened in the 1920s. Another industrial district was introduced at the foot of Bathurst Street on the central waterfront.

### 2.2 LOBLAW GROCETERIA COMPANY BUILDING

The origins of the Loblaw Groceteria Company date to 1889 when 17-year-old Theodore Pringle Loblaw (1872-1933) moved to Toronto from Alliston, Ontario. After securing a job at a small grocery store, Loblaw formed a partnership with his employer's son, Milton Cork. By 1910, the pair owned 10 grocery stores under the "T. P. Loblaw" name. Loblaw and Cork sold the business to the Dominion Stores organization in 1919 and opened a series of self-serve, cash-and-carry "groceries". The grocery chain was acquired by W. Garfield Weston in 1947.

The Toronto architectural firm of Sparling, Martin and Forbes prepared the plans for the Loblaw Groceteria Company Building. A practicing architect since 1905, William F. Sparling joined Samuel G. Curry in a partnership that endured from 1910 to 1917. Curry and Sparling's projects included the Toronto Trust and Guarantee Building (1916-1917) at 302 Bay Street and alterations to the Granite Club (1915) at 519 Church Street. In solo practice, Sparling's best known commission was the Masonic Temple (1918) at 888 Yonge Street. As a partner in Sparling, Martin and Forbes, he also designed the Pierce Arrow Showroom (1930) at 1140 Yonge Street. The latter properties are identified on the City of Toronto Inventory of Heritage Properties.

The Loblaw Groceteria Company Building was considered among the most sophisticated warehouses designed in North America. In addition to housing the company's head offices, Loblaw's special brands, including tea, coffee, cookies, candies, and dairy and meat products, were manufactured and packaged on the site. Products were received and shipped via the adjacent railway line.



The property at 500 Lake Shore Boulevard West was listed on the City of Toronto Inventory of Heritage Properties in 1990.

### 3.0 ARCHITECTURAL DESCRIPTION AND SIGNIFICANCE

#### 3.1 CONTEXT

The Loblaw Groceteria Company Building is located at 500 Lake Shore Boulevard West on the northeast corner of Bathurst Street. Set close to the adjacent streets, the building is partly located under the Gardiner Expressway following the extension of the elevated highway across the waterfront in 1959.

In the immediate area, the Cross and Blackwell Building (1928) at 545 Lake Shore Boulevard West, the Tip Top Tailors Building (1929) at 627 Lake Shore Boulevard West, and the Queen's Wharf Lighthouse (1861 and relocated) at 651 Fleet Street are included on the City of Toronto Inventory of Heritage Properties. To the northwest, Old Fort York is designated as a Heritage Conservation District under Part IV of the *Ontario Heritage Act*.

#### 3.2 ARCHITECTURAL STYLE AND DATE

The Loblaw Groceteria Company Building is designed with elements of Art Deco styling. Designers interpreted the abstracted Classical motifs and exaggerated vertical and geometrical lines introduced at the "Exposition International des Arts Decoratifs" held in Paris in 1925.

During the 1920s and 1930s, elements of the style appeared in Toronto landmarks, including the Concourse Building (1928) at 100 Adelaide Street West, the former Toronto Stock Exchange (1937) at 230 Bay Street, the Toronto Hydro Building (1931) at 14 Carlton Street, and the Ontario Hydro Building (1935) at 620 University Avenue. All of the latter building are included on the City of Toronto Inventory of Heritage Properties and designated under Part IV of the *Ontario Heritage Act*.

#### 3.3 EXTERIOR ARCHITECTURAL CHARACTER

The Loblaw Groceteria Company Building is clad with brick above a stone base and trimmed with stone. A flat roof covers the four-storey rectangular plan. A stone parapet has crenellations with stylized decoration. The principal (south) façade is symmetrically organized with brick and stone buttresses with carved stone caplets. A dentilled cornice runs above the first floor. The buttresses organize large industrial windows in the first floor and tripartite flat-headed window openings in the stories above. The openings contain metal sash windows. The principal entrance is located in the fourth bay from the west (left) end of the south facade. A monumental stone doorcase has buttresses, rope moulding and a cartouche. It contains glazed double doors, a bronze name plate reading "LOBLAW GROCETERIA CO. LIMITED", and a square transom. Two large entries are placed at the east and west ends of the wall. The side (east and west) elevations and the north wall above the addition continue the Art Deco detailing and the pattern of window openings.

The single-storey north wing complements the 1927 building with its brick cladding, buttresses capped with finials, and flat-headed window openings with steel sash. The rear (north) wall of the



wing mixes flat-headed and segmental-headed window openings.

#### 4.0 SUMMARY

Designed as the company's head office and warehouse, the Loblaw Groceteria Company Building was one of the first buildings constructed on reclaimed land at the west end of Toronto harbour as part of the Toronto Harbour Commission's waterfront development plan. The Loblaw Groceteria Company Building is a finely detailed example of Art Deco styling and, with the complementary Tip Top Tailors Building (1929) at 637 Lake Shore Boulevard West, is an important neighbourhood feature.

#### 5.0 SOURCES

"Art in Architecture: Toronto Landmarks 1920-1940". Toronto: Department of the City Clerk, Records and Archives Division, 1987.

Blumenson, John. Ontario Architecture. Toronto: Fitzhenry and Whiteside, 1990.

Dendy, William, and William Kilbourn. Toronto Observed. Toronto: Oxford University Press, 1986.

Filey, Mike. Guide to Toronto's Waterfront. Toronto: Mike Filey in association with the Toronto Harbour Commissioners, 1987.

Gibson, Sally. More Than An Island. Toronto: Irwin, 1984.

Kalman, Harold . A History of Canadian Architecture. Vol. 2. Toronto: Oxford University Press, 1994.

McHugh, Patricia. Toronto Architecture: A City Guide. 2<sup>nd</sup> ed. Toronto: McClelland and Stewart, 1989.

Toronto Harbour: The Passing Years. Toronto: Toronto Harbour Commissioners, 1985.

Subject: By-law: Designation of part of premises 500 Lake Shore Boulevard West (Loblaw  
Groceries Company Building) under Part IV of the Ontario Heritage Act  
(Ward 20-Trinity Spadina)  
File: L2-H4

**SCHEDULE "B"**

In the City of Toronto and Province of Ontario, being composed of parts of Blocks 1 and 2 on Plan D-1429 designated as PARTS 2 and 4 on Plan 64R-14891, both said Plans being in the Land Registry Office for the Metropolitan Toronto Registry Division (No. 64).

The hereinbefore described land being delineated by heavy outline on Plan SYE 2958 dated January 17, 2001, as set out in Schedule "C".



## Schedule "C"

