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**IN THE MATTER OF THE ONTARIO HERITAGE ACT  
R.S.O. 1990 CHAPTER 0.18 AND  
511 KING STREET WEST,  
CITY OF TORONTO, PROVINCE OF ONTARIO**

5/22/01  
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**NOTICE OF INTENTION TO DESIGNATE**

Mr. Richard Wookey  
Seniority Investments Inc.  
37A Hazelton Avenue  
Toronto, Ontario  
M5R 2E3

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

Take notice that the Council of the City of Toronto, on the 23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> of April, 2001, and its special meeting held on April 30<sup>th</sup>, May 1<sup>st</sup> and May 2<sup>nd</sup>, 2001, decided to designate the lands and buildings known municipally as 511 King Street West (American Watch Case Company Building) (Trinity-Spadina) (Ward 19).

**Short Statement of Reasons for Designation**

The property at 511 King Street West is recommended for designation for architectural reasons. The first phase of the American Watch Case Company Building was completed in 1893 according to the designs of Toronto architect G. W. Gouinlock who designed a complementary addition in 1910.

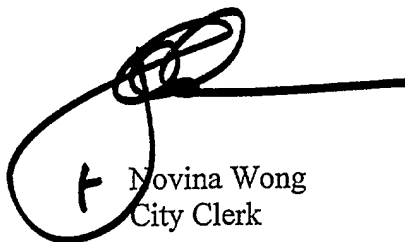
The American Watch Case Company Building incorporates the rusticated stone finishes and round-arched motifs popularized in the Romanesque Revival style of the late 19<sup>th</sup> century. The front (north) office portion of the building, designed in two phases, is included in the Reasons for Designation. Rising four stories from a stone base with window openings, the building is constructed with brick and cast iron, clad with brick and stone, and trimmed with brick, stone, and wood. The four-bay east and west sections display complementary designs, with the west portion slightly wider than the east. Rusticated stone piers organize the first-storey openings. The main entry, located in the east bay, features double doors with a flat transom. Seven large commercial display windows, divided by half-columns with decorated capitals, have panelled aprons. Above a wood cornice, sandstone rosettes separate round arches that spring from brick piers to organize the flat-headed window openings in the second and third stories. The second-storey openings have tripartite transoms and stone lintels and sills, while those in the third floor have multi-paned fanlights, stone sills, and brick corbels and voussoirs. The fourth floor displays double window openings divided by piers and linked by a

continuous sill and a band course. Above corbelled brickwork and an extended and decorated wood cornice, a stepped brick parapet with copper trim extends the wall. A brick chimney rises from the flat roof. The west wall abuts the neighbouring building, while the east elevation has flat-headed window openings with stone sills. The rear (south) wing and its extensions are not included in the Reasons for Designation.

The property at 511 King Street West is located on the south side of the street in the block between Spadina Avenue and Portland Street. Designed by an architect of national significance, the American Watch Case Company Building is an excellent example of Romanesque Revival styling and an important feature in the King-Spadina neighbourhood as it emerged as the city's industrial centre at the turn of the 20<sup>th</sup> century.

Notice of an objection to the designation may be served on the City Clerk, c/o Frances Pritchard, Committee Administrator, Downtown Community Council, 4th Floor, West Tower, City Hall, 100 Queen Street West, Toronto M5H 2N2 within thirty days of the 18th of May, 2001, setting out the reason(s) for the objection and all relevant facts.

Dated at Toronto this 18th day of May, 2001.



Novina Wong  
City Clerk



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