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THE CORPORATION OF THE CITY OF LONDON



DEPARTMENT OF THE CITY CLERK  
K.W. SADLER, CITY CLERK

October 16, 1990

ONTARIO HERITAGE  
FOUNDATION

OCT 22 1990

Nancy Smith

Mary Bray Limited  
476 Richmond Street  
London, Ontario  
N6A 3E8

I hereby certify that the Municipal Council, at its session held on October 15, 1990, resolved:

13. That, on the recommendation of the Local Architectural Conservation Advisory Committee, a by-law be introduced to designate the front façade and the foyer of the property at 194 Dundas Street to be of architectural and historical value for the attached reasons pursuant to The Ontario Heritage Act, R.S.O. 1980, Chapter 337; it being pointed out that no reply has been received to the attached letter which was forwarded to the previous owner, Mr. Andrew Papadakos, who had filed an objection to the proposed designation of this property, and it is therefore assumed that he does not object to City Council proceeding to the by-law stage of the designation process in this matter. (35.1.1)(13/25/PC)

By a copy of this letter, we are asking the City Surveyor to provide a metes and bounds description of the land to be included in this designation.

*K.W. Sadler for TL*  
K. W. Sadler  
City Clerk  
/jk

cc: Ontario Heritage Foundation, 77 Bloor Street West, 2nd floor, Toronto,  
Ontario M7A 2R9 ✓

R. Cerminara  
K. L. Perry  
H. A. Pulver  
C. B. Chapman  
Clerk - Processing \*

## CENTURY THEATRE (194 Dundas Street)

### Historical Reasons

The Century Theatre (formerly Loew's Theatre) was built in 1920, and is worthy of designation for architectural reasons. The architect, Thomas Lamb (1871-1942) was an American who had an international reputation as a theatre architect. He designed over 300 movie theatres in North America of which 15 are in Canada. His theatres were also built in England, Australia, India and Egypt. Some of his best known Canadian theatres are the Pantages and Wintergarden in Toronto, and the Capitol in Ottawa. A particularly interesting example of his work are his "atmospheric" theatres such as the Wintergarden in Toronto. Many of Lamb's early buildings were designed for Loew's Vaudeville Circuit.

Initially, Lamb's architecture was influenced by the work of Robert Adam (1728-92). Adam's impact can be seen in Lamb's extensive use of plaster friezes and arabesque panels, urns, cameos and medallions. Lamb augmented Adam's chaste neo-classicism through judicious borrowing from Baroque, Rococo and Art Deco sources as well as atmospheric flourishes. Lamb's theatres were designed in the manner of a grand opera house by incorporating such elements as domes, box seats and chandeliers.

### Architectural Reasons

#### Interior

The foyer of the Century Theatre was based on Adam's neo-classicism with Baroque and Rococo elements. Apparently the use of such a long foyer was uncommon in Lamb's work.

Specifically the front façade and the foyer of the Century Theatre are to be designated. The area under the designation by-law measures 16.1 feet by 196.2 feet.

The hall area can be conveniently divided into four spaces. The entrance to the building is approximately the first 31 feet up the first set of doors. The entrance has very delicate plasterwork. The first hall is entered through the glass doors which have handles in the Art Deco style. The first hall is where the ticket booth was located. It is 51 feet in length. The second hall is entered through period doors with brass hardware. It is located between two sets of doors and, with a total length of 87.7 feet is considered the main hall. This is the most decorative of the three halls, and its walls are divided into 14 sections composed of a series of arches divided by pilasters. The hall is sectioned off into 7 parts identified by alternating floor patterns and ceiling plasterwork. The third hall is entered through the third set of doors and ends at the entrance to the lobby and has a total length of 26.5 feet and has several windows.

The interior is Neo-Classical Revival with Adamesque and English Baroque elements. It contains a variety of interesting elements. There is a classically patterned terrazzo floor and tile floors in a geometric carpet pattern. There is decorative plasterwork throughout such as pilasters with Corinthian capitals. The decorative panels contain an urn and acanthus leaf motif. A marble baseboard runs along the entire length of the hall. There are 12 gilded window mirrors along the hall. The 4 mirrors in the first hall differ from the arched mirrors in the second hall. There are 7 ceiling medallions as well as small wall medallions and beading in the ceiling cornice. The 3 ribs of the first hall are decorated in an elaborate leaf pattern picked out in gold paint. There are six chandeliers in the main hall which feature glass pendants and brass hardware. The four Baroque mirrors (marquees) are made of wood and plaster, painted black and picked out in gold. Their design also features an urn and acanthus leaf motif.

#### Exterior

The three storey façade is in the Beaux Arts Style, and constructed in stone blocks. The primary decorative elements are the cornice with a dentil pattern and two festoons. Windows with 6 over 6 panes are located on the third floor. The ground floor of the façade has an arched front entrance.