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300 Dufferin Avenue
P.O. Box 5035
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London
CANADA

REGISTERED

July 24, 2012

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

J. Leonard, Registrar
Ontario Heritage Trust
10 Adelaide Street East
Toronto ON M5C 1J3

**Re: Designation of 762 Dundas Street
The Ontario Heritage Act, R.S.O.1990, c. 0.18**

Please find enclosed, for your information, a certified copy of By-law No. L.S.P.-3421-186, entitled "A by-law to designate 762 Dundas Street to be of Historical and Cultural value", passed by the Municipal Council of the Corporation of The City of London on June 12, 2012 and registered as Instrument No. ER829449 on June 20, 2012.

The London Advisory Committee on Heritage will be contacting you at a later date to determine whether or not you wish to have a plaque mounted on this building to designate it as a site of Historical and Cultural value.

Catharine Saunders
City Clerk

/rs

Encl.

cc : D. Menard, Planning Division

The Corporation of the City of London
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Bill No. 256
2012

By-law No. L.S.P.-3421-186

A by-law to designate 762 Dundas Street to be of historical and contextual value or interest.

WHEREAS pursuant to the *Ontario Heritage Act, R.S.O. 1990, c. 0.18*, the Council of a municipality may by by-law designate a property including buildings and structures thereon to be of historic and contextual value or interest;

AND WHEREAS notice of intention to so designate the property known as 762 Dundas Street has been duly published and served and no notice of objection to such designation has been received;

THEREFORE the Municipal Council of The Corporation of the City of London enacts as follows:

1. There is designated as being of historical and contextual value or interest, the real property at 762 Dundas Street, more particularly described in Schedule "A" hereto, for the reasons set out in Schedule "B" hereto.
2. The City Clerk is authorized to cause a copy of this by-law to be registered upon the title to the property described in Schedule "A" hereto 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 owner of the aforesaid property and upon the Ontario Heritage Foundation and to cause notice of this by-law to be published in the London Free Press, and to enter the description of the aforesaid property, the name and address of its registered owner, and short reasons for its designation in the Register of all properties designated under the *Ontario Heritage Act*.
4. This by-law comes into force on the day it is passed.

PASSED in Open Council on June 12, 2012.


Joe Fontana
Mayor


Catharine Saunders
City Clerk



London
CANADA

CITY OF LONDON

I, James C. Purser, Manager of Records Information of The Corporation of the City of London, hereby certify that the document hereunder is a true copy of By-law No. L.S.P.-3421-186 passed by Municipal Council on June 12, 2012.

Dated at London, Ontario, this 24th day of July, 2012.


James C. Purser
Manager of Records Information

First Reading – June 12, 2012
Second Reading – June 12, 2012
Third Reading – June 12, 2012

SCHEDULE "A"
To By-law No. L.S.P.- 3421-186

Part of Lot 2 in Block "M" on Registered Plan ³⁰⁴302(3rd) in the City of London and County of Middlesex designated as Parts 2, 3 and 4 on Reference Plan 33R-18072.

SCHEDULE "B"
To By-law No. L.S.P.- 3421-186

REASONS FOR DESIGNATION:

Statement of Significance for 762 Dundas Street

Description of Property

This property is located at the municipal address, 762 Dundas Street, Registered Plan 304, Part Lot 1, in the City of London, County of Middlesex. The building is a two storey red brick structure in the Art Deco style with a flat roof, central main entrance and adjacent secondary side entrance.

Statement of Cultural Heritage Interest

The cultural heritage interest for the structure at 762 Dundas Street includes its art deco design elements, its historical associations and its significant contextual value.

Completed in 1931, this building is a good example of Art Deco architecture, an uncommon style in the city of London and more so in this commercial area of the City.

This building was built as the East London branch of the Huron & Erie Mortgage Corporation and the Canada Trust. Built to replace an existing branch office established in the area in 1919, the new building testified to growing financial size of the company and its activities in east London. The Huron & Erie Mortgage Corporation was founded in London in 1864, and was an important local financial institution. Its later subsidiary, the Canada Trust Company became Canada's largest independent mortgage company, and was acquired by Toronto Dominion Bank in 2000. 762 Dundas was one of six Huron & Erie branches in London when the company vacated the building in 1965. The main floor of the new building provided a customer service area, while the second floor was divided into two rooms used as staff locker rooms and a book vault.

This building is also of interest because of its historical associations with local architectural firm Watt & Blackwell. Established by Victor Blackwell and John Watt, Watt & Blackwell designed numerous buildings throughout South-western Ontario, including 762 Dundas.

Located just south of the Old East Conservation District, 762 Dundas Street has significance because of its contextual value. Its high degree of historic integrity and association with important local institutions help it to define this section of Dundas Street as part of East London's commercial district. Furthermore, because of its distinctive architecture it is landmark structure in the area.

Description of Heritage Attributes

The Art Deco heritage attributes as expressed in the form, massing and materials of this building include:

The ornamentation of the central bay of the south façade including
 Front entranceway jambs in the form of stylized stone pilasters with an abstract geometrical capital

The stylized decorative elements in the carved stone transom between the name panels
 The carved stone crest terminating the central bay set between two stylized stone columns inset into the brick forming a cornice

Stepped brick pilasters frame the centre bay and are reflected in the columns of stretchers that frame the apertures in the two side bays.
 Three symmetrically placed sash windows are located directly above each ground floor opening.

The concrete window sills

Stone facing along the foot of the building

Concrete Name panels above the main entrance with the respective inscriptions carved in concrete "THE CANADA TRUST COMPANY"(below) and "THE HURON & ERIE MORTGAGE CORPORATION" (above)

The textured red brick exterior on the front façade laid in an English Garden Wall / Flemish Bond pattern

The central main entrance and wooden double doors with large rectangular window panes

The offset secondary entrance on the front facade with single door with large rectangular window pane and transom window above

The pattern, style and construction of all original windows, including the offset window with transom on the main floor and the double hung, four-over-one wooden windows on the east (side) façade

Venetian style Windows are divided into three vertical lights with a broader centre section and transoms divided by vertical muntin bars into a row of seven panes echoed on the transoms on all the visible walls