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IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990 CHAPTER 0.18 AND
CITY OF TORONTO, PROVINCE OF ONTARIO
718 YONGE STREET

NOTICE OF INTENTION TO DESIGNATE

ONTARIO HERITAGE TRUST

MAY 31 2017

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

Take notice that Toronto City Council intends to designate the lands and buildings known municipally as 718 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

The property at 718 Yonge Street is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation, under the category of contextual value.

Description:

The property at 718 Yonge Street contains a two-storey commercial building dating to 1909 that was commissioned by the Yonge Street Realty Company headed by Frederick B. Robins, designed by Toronto architect, George R. Harper, and first occupied by a costumes store. It anchors the north end of the intact group of five commercial buildings at 710-718 Yonge Street that, following their identification as "contributing heritage properties" in the Historic Yonge Street Heritage Conservation District (HCD) Plan, were listed on the City of Toronto's Heritage Register in 2016. While the commercial building at 718 Yonge Street is currently overlaid with extensive signage, it was designed with the same features as the adjoining near-identical structures at 710-716 Yonge.

Statement of Significance:

Contextually, the property at 718 Yonge Street has cultural heritage value for its contribution to the character of Yonge Street, south of Bloor Street, which is typified by the surviving buildings, both individual and in groups, which are historically linked to the metamorphosis of Yonge Street into Toronto's main commercial corridor. It contributes to Yonge Street's commercial main street character, which is expressed, in part, by mixed-use and commercial buildings that housed services, amenities and employment

opportunities to support daily life in neighbouring residential areas, and which also provided cultural pursuits for the entire city. As such, it is physically, functionally, visually and historically linked to Yonge Street, south of Bloor Street.

Heritage Attributes:

The heritage attributes of the commercial building at 718 Yonge Street are:

- The placement, setback and orientation of the building on the west side of Yonge Street, which is part of the historic row of building at 710-718 Yonge Street
- The scale, form and massing of the two-storey building with the flat roofline (the building has been overclad)
- The Yonge Street (east) elevation where, above the first-floor storefront (which has been altered), the fenestration is currently concealed
- The pattern and rhythm of the window openings in the upper floor

A notice of an objection to the proposed designation may be served on the City Clerk, Attention: Ellen Devlin, 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 May 30, 2017, which is June 29, 2017. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 30th day of May, 2017.


Ulli S. Watkiss
City Clerk