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ONTARIO HERITAGE TRUST

JUL 20 2017

ALLIANCE

Secretariat  
Francine Adamo  
North York Community Council  
North York Civic Centre  
5100 Yonge Street  
Toronto, Ontario M2N 5V7

Tel: 416-395-0480  
Fax: 416-395-7337  
E-mail: [nycc@toronto.ca](mailto:nycc@toronto.ca)  
Web: [www.toronto.ca](http://www.toronto.ca)

**IN THE MATTER OF THE ONTARIO HERITAGE ACT  
R.S.O. 1990, CHAPTER O.18 AND  
CITY OF TORONTO, PROVINCE OF ONTARIO  
2430 AND 2434 YONGE STREET  
NOTICE OF INTENTION TO DESIGNATE**

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 2430 and 2434 Yonge Street under Part IV, Section 29 of the Ontario Heritage Act.

**2430 Yonge Street**

**Reasons for Designation**

The property at 2430 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 all three categories of design, associative and contextual values.

**Description**

Located on the west side of Yonge Street, south of Roselawn Avenue, the property at 2430 Yonge Street contains a commercial building that was constructed in 1938 by Principal Investments Limited, designed by Toronto architect N. A. Armstrong, and originally occupied by the Singer Sewing Company.

**Statement of Significance**

The property at 2430 Yonge Street has design value as a representative example of a commercial building from the interwar era with the clean lines, restrained classical detailing, and framed window openings of Moderne architecture.

The property at 2430 Yonge Street is valued for its association through its design by Toronto architect N. A. Armstrong. Known for his eclectic designs, Armstrong's portfolio ranged from the Spanish Revival-inspired Savarin Tavern

(1929) to the International Harvester Company Showroom (1939) that represented his full expression of Moderne architecture, which are recognized heritage properties in Toronto. With the commercial building at 2430 Yonge, Armstrong favoured a restrained Moderne design with stylized classical detailing that anticipated his later work in this style.

The property at 2430 Yonge Street also has value for its association with Principal Investments Limited, the Toronto-based real estate and construction firm that developed it along with the neighbouring commercial building (1938) at 2434 Yonge Street. Headed by Saul Bennett and his four sons, Principal Investments Limited was noted for the numerous theatres, chain stores and office buildings it constructed across Canada in the 20<sup>th</sup> century, including the Hollywood, The Village and the Scarboro Theatres in Toronto.

Contextually, the property at 2430 Yonge Street, with its neighbour at 2434 Yonge, has value as it supports and maintains the character of the Yonge-Eglinton area as it evolved after the annexation of the Town of North Toronto (1912) and to the later development of Yonge Street as the community's "Main Street.". The subject property is historically, visually and physically linked to its setting on the west side of Yonge Street in the block between Montgomery Avenue (south) and Roselawn Avenue (north), which is anchored at the south end by Police Station #12 (1932), a recognized heritage property. The property at 2430 Yonge Street is also important in context with the adjacent commercial building at 2434 Yonge Street, complementing it in scale, setback, cladding and vintage.

### **Heritage Attributes**

The heritage attributes of the commercial building at 2430 Yonge Street are:

- The setback, placement and orientation of the building on the west side of Yonge Street, south of Roselawn Avenue
- The scale, form and massing of the two-storey building with the rectangular shaped plan
- The materials, with the stucco cladding and detailing on the principal (east) elevation
- The flat roofline, with the stone coping and the cornice with the classical Greek key pattern on the principal (east) elevation
- On the principal (east) elevation, above the first (ground) floor storefronts (which have been altered over time), the trio of horizontal flat-headed window openings in the second storey that are placed in a frame with stucco trim

The side elevations (north and south) are concealed by the neighbouring buildings, and no heritage attributes are identified on the rear (west) elevation.

## **2434 Yonge Street**

### **Reasons for Designation**

The property at 2434 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 all three categories of design, associative and contextual values.

### **Description**

Located on the west side of Yonge Street, south of Roselawn Avenue, the property at 2434 Yonge Street contains a commercial building that was constructed in 1930 by Principal Investments Limited, designed by Toronto architect Herbert G. Duerr, and first occupied by the F. C. Burroughes Furniture Company's North Toronto branch.

### **Statement of Significance**

The property at 2434 Yonge Street has design value as a representative example of a commercial building from the interwar era with Spanish Revival features. It is distinguished from other commercial edifices in the area by its tripartite design with corner towers and central arcade.

The associative value of the property at 2434 Yonge Street is through its connection to Toronto architect H. G. (Herbert George) Duerr. Known for his commissions for movie theatres that resulted in his appointment as corporate architect for the Famous Players chain, Duerr's theatricality is seen in his Spanish Revival design for the subject building. The architect's subsequent commissions included Creed's Storage Vaults (1937) at 295 Davenport Road, which is recognized on the City's Heritage Register.

The property at 2434 Yonge Street also has value for its association with Principal Investments Limited, the Toronto-based real estate and construction firm that developed it along with the neighbouring commercial building (1938) at 2430 Yonge Street. Headed by Saul Bennett and his four sons, Principal Investments Limited was noted for the numerous theatres, chain stores and office buildings it constructed across Canada in the 20<sup>th</sup> century, including the Hollywood, The Village and the Scarboro Theatres in Toronto.

Contextually, the property at 2434 Yonge Street, with its neighbour at 2430 Yonge, has value as it supports and maintains the character of the Yonge-Eglinton area as it evolved after the annexation of the Town of North Toronto (1912) and to the later development of Yonge Street as the community's "Main Street." The subject property is historically, visually and physically linked to its setting on the west side of Yonge Street in the block between Montgomery Avenue (south) and Roselawn Avenue (north), which is anchored at the south end by Police Station #12 (1932), a recognized heritage property. The property at 2434 Yonge Street is also important in context with the adjacent commercial

building at 2430 Yonge Street, complementing it in scale, setback, cladding and vintage.

### **Heritage Attributes**

The heritage attributes of the commercial building at 2434 Yonge Street are:

- The setback, placement and orientation of the building on the west side of Yonge Street, south of Roselawn Avenue
- The scale, form and massing of the two-storey building with the rectangular shaped plan
- The materials, with the stucco cladding and detailing on the principal (east) elevation (the exposed north elevation has red brick cladding)
- The flat roofline with the coping (the original tiled roof was removed from the centre section)
- The principal (east) elevation, which is organized into three bays with the projecting end bays (north and south)
- In the centre bay of the principal (east) elevation, above the first (ground) floor storefronts (which have been altered over time), the arcade of four round-arched window openings with the stucco detailing
- The outer bays (north and south) on the principal (east) elevation, with the single flat-headed openings with transoms in the first floor and, in the second storey, the single narrow flat-headed openings with the stucco trim, including the embellishments beneath

The south side elevation is concealed by the neighbouring building and no heritage attributes are identified on the rear (west) elevation.

Notice of an objection to the proposed designations may be served on the City Clerk, Attention: Francine Adamo, Administrator, North York Community Council, North York Civic Centre, Main floor, 5100 Yonge Street, Toronto, Ontario M2N 5V7, within thirty days of July 19, 2017, which is August 17, 2017. The notice of objection must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 19 day of July 2017

Ulli S. Watkiss  
City Clerk