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ONTARIO HERITAGE TRUST

JUL 11 2017



**IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990, CHAPTER O.18 AND
CITY OF TORONTO, PROVINCE OF ONTARIO
4 AVENUE ROAD
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 4 Avenue Road under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

The property at 4 Avenue Road (with entrance addresses on Avenue Road and Bloor Street West) 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 northwest corner of Bloor Street West, the property at 4 Avenue Road contains the building that is historically known as the Park Plaza Hotel (1936). Designed in 1927 as the Queen's Park Plaza Hotel by Toronto architect H. G. Holman, the apartment hotel was completed in 1936 by Yolles and Rotenberg, the new owners who engaged the architectural and engineering firm of Chapman and Oxley to finish the interiors.

The property at 4 Avenue Road with the Park Plaza Hotel (1936) was included on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) in 1985. The listing comprised the original south building (1936) only.

Statement of Significance:

The property at 4 Avenue Road has cultural heritage value for its design as a well-crafted example of an apartment hotel dating to the interwar era that applies traditional Beaux-Arts detailing to a high-rise building. The Park Plaza Hotel (1936) is distinguished by its decorative detailing where the elevations facing Avenue Road and Bloor Street West display the classical organization of the base, shaft and attic, and are surmounted by the rooftop features that distinguished this building from its contemporaries in Toronto.

The associative value of the Park Plaza Hotel (1936) is through its links to the Toronto architects that designed and supervised its construction. H. G. (Hugh Gordon) Holman, who opened a solo practice in the city after World War I, prepared the original plans for the hotel, which remained the best-known commission of his career. In the midst of the Great Depression of the 1930s, the partnership of architect A. H. Chapman and engineer J. M. Oxley (which was also formed during the World War I era) completed the hotel after gaining experience working on other high-rise buildings in Toronto, among them the Northern Ontario Building (1925), the National Building (1926), and the 1928 addition to Simpson's Department Store along the Bay Street corridor.

The cultural heritage value of the Park Plaza Hotel (1936) is also through its association with Yolles and Rotenberg, the contractors and developers who acquired and completed the building in the 1930s. The company was co-founded by Louis S. Yolles (also known as Leon Yolles), who is distinguished as one of the first practicing Jewish architects in Toronto. Among the firm's many projects of note was the Sterling Tower on Bay Street (1928) where Yolles and Rotenberg also worked with Chapman and Oxley.

Since its opening in 1936, the Park Plaza Hotel has been historically associated with innumerable local and international celebrities who both resided at the apartment hotel and visited its facilities, including the King Cole Room and the famed rooftop terrace. It has remained an important social and cultural institution in Toronto for over 80 years.

Contextually, the property at 4 Avenue Road, comprising the Park Plaza Hotel (1936), is historically, visually and physically linked to its setting on the northwest corner of Bloor Street West. As one of the four recognized heritage buildings anchoring this important intersection, with the Church of the Redeemer (northeast), the Lillian Massey Building (southeast), and the Royal Ontario Museum (southwest), the Park Plaza Hotel (1936) is a local landmark in Toronto.

Heritage Attributes:

The heritage attributes of the Park Plaza Hotel (1936) on the property at 4 Avenue Road are:

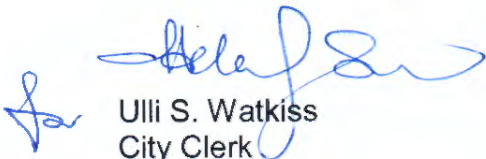
- The setback, placement and orientation of the building on the northwest corner of Avenue Road and Bloor Street West
- The scale, form and massing of the 17-storey building with the L-shaped plan
- The materials, with the buff brick and limestone applied for the cladding and detailing
- The flat roof, with the two penthouses and the rooftop terrace
- The organization of the elevations on Bloor Street West (south) and Avenue Road (east) into three horizontal sections with the base, shaft and attic
- The base, which rises four stories, features limestone cladding, and is organized into seven bays on the south and east elevations with the central entrances
- The entrances on the base, which are placed in three-storey round-arched openings with quoins and keystones and contain transoms and mullions (the original doors have been removed)
- Flanking the entrances, the first (ground) floor storefronts, which have been altered and, along the east elevation, set back to create a pedestrian arcade
- Above the storefronts, the arcade of double-height round-arched window openings in the second and third stories with the stone detailing and the transoms and mullions

- On the base, in the fourth storey above the cornice, the flat-headed window openings that are placed in singles and pairs
- The nine-storey shaft (south and east), where the outer bays display pairs of flat-headed openings, the centre bays have shallow frontispieces with cornices that contain trios of flat-headed window openings, and the top floor has limestone cladding and detailing
- The attic (south and east), which rises four stories in the centre of the south elevation, where the frontispieces in the centre bays contain arcades of round-arched and flat-headed window openings, the outer bays have flat-headed window openings, and the roofline is marked by a brick and stone balustrade
- On the west elevation that is viewed from Bloor Street West, the continuation of the stone detailing in the first (south) bay
- The rear (north) elevation that is viewed from Avenue Road, with the continuation of the stone detailing and the symmetrically-placed window openings in the first (east) bay
- At the northwest corner of the building, the light court

The single-storey west addition and the north tower on Avenue Road with the connection to the Park Plaza Hotel (1936) are **not** identified as heritage attributes.

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, Toronto, Ontario, M5H 2N2, within thirty days of July 10, 2017, which is August 9, 2017. The notice of objection must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 10th day of July, 2017



Ulli S. Watkiss
City Clerk