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CITY OF WELLAND

City Clerk and Legal Services
Office of the City Clerk
60 East Main Street, Welland, ON L3B 3X4
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ONTARIO HERITAGE TRUST

MAY 09 2011

RECEIVED

May 3, 2011

Ref. No. 10-98

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

Dear Sir/Madam:

**Re: Proposed Designation under Part IV of the Ontario Heritage Act:
"Toronto Star Arena Clock", located at the Welland Arena, 501 King St.**

In accordance with the requirements of Section 29(3) of the *Ontario Heritage Act*, as amended, enclosed herewith please find Notice of Intention to Designate the above-referenced property under Part IV of the legislation.

For your reference, I have enclosed a copy of the Council motion and the background report prepared for the Heritage Welland Committee and City Council.

Yours very truly,

per Christine Minto
City Clerk

CM:tc

Enclosure

c Mr. John Mastroianni, Chair, Heritage Welland
Ms. Lori Burns, Secretary, Heritage Welland

NOTICE OF INTENTION TO DESIGNATE

In the matter of the *Ontario Heritage Act*, R.S.O. 1990, Chapter O.18;

And in the matter of the structure and property known municipally as the "Toronto Star Arena Clock"

TAKE NOTICE THAT the Council of the City of Welland intends to designate the property known as the "Toronto Star Arena Clock" located municipally at the Welland Arena, 501 King Street, as property of historical interest under Part IV of the *Ontario Heritage Act*, R.S.O. 1990, Chapter O.18, as amended.

REASONS FOR THE PROPOSED DESIGNATION:

"Welland's Toronto Star Arena Clock is an excellent example of a Canadian Advertising Clock, produced by clock companies in Ontario and Quebec starting from the 1920's for the Canadian market. Furthermore, it is an excellent example of a timepiece typically installed in Ontario arenas in the mid-20th century, and is one of the few remaining original electric arena clocks in the Province, with its original-style electric clock mechanisms, and is in its original location.

The clock exemplifies the important place of Sports Arenas as a social and cultural institution in Canadian culture. Wellands' Arenas are a fine example of this trend, which began in the 1940's-50's throughout the Province and has continued to grow in importance. The fact that Welland now has two arenas, with up-to-date digital, centre-ice, game timer clocks, makes its original Toronto Star Clock, in its original arena, even more significant. The Welland Arena and the Toronto Star Clock have continuously served the local community for more than 60 years.

The Heritage attributes include the original clock face featuring Toronto Star advertising, the original-style electric clock mechanism manufactured by Day Signs of Oshawa, and the fact that the clock is in its original location at the Welland Arena."

Notice of objection to the proposed designation may be filed with the City Clerk of the City of Welland no later than the 6th day of June, 2011.

Dated at the City of Welland this 6th day of May, 2011.

CHRISTINE MINTOFF
City Clerk
Civic Square, 60 East Main Street
Welland, ON L3B 3X4

Insertion: The Welland Tribune (Civic Corner)
Friday, May 6, 2011