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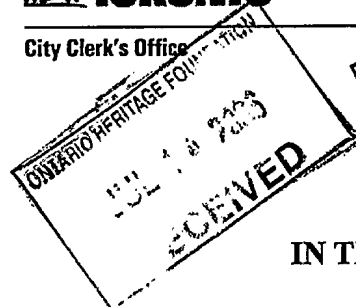
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City Clerk's Office



Secretariat
Christine Archibald
Toronto and East York Community Council
City Hall, 12th Floor, West
100 Queen Street West
Toronto, Ontario M5H 2N2

Ulli S. Watkiss
City Clerk

Tel: 416-392-7033
Fax: 416-392-2980
e-mail: teycc@toronto.ca
Web: www.toronto.ca

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

NOTICE OF INTENTION TO DESIGNATE

Exchange Tower Limited
c/o Brookfields Property Limited
181 Bay Street, Suite 330
Toronto, Ontario
M5J 2T3

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 347 Bay Street (Toronto Centre-Rosedale, Ward 28) under Part IV of the Ontario Heritage Act.

The National Building: 347 Bay Street, Toronto

Description

The property at 347 Bay Street is worthy of designation under Part IV of the *Ontario Heritage Act* for its cultural heritage value or interest, and meets the criteria for designation prescribed by the Province of Ontario under both design or physical value and contextual value. Located on the southeast corner of Bay Street and Temperance Street, the National Building was completed in 1926. The property was included on the City of Toronto Inventory of Heritage Properties in 1993.

Statement of Cultural Heritage Value

The cultural heritage value of the National Building is related to its architectural design by the notable Toronto architects, Chapman and Oxley, which received a "first award" for office buildings from the Toronto Chapter, Ontario Association of Architects. The Classically inspired design, with a base, extended shaft and cornice, contributes to the second generation of "tall buildings" or skyscrapers that appeared in the city between World Wars I and II.

The cultural heritage value of the National Building also relates to its contextual prominence, anchoring a corner site in the heart of Toronto's Financial District where it contributes to the collection of recognized heritage buildings on Bay Street, among them the Northern Ontario Building (#330) and the Sterling Tower (#372), which were designed by the same architectural firm.

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Heritage Attributes

The heritage attributes of the National Building related to its cultural heritage value as a good example of architectural design are found on the exterior walls and roof of the building, with particular attention to the west (Bay Street) façade and the north (Temperance Street) elevation:

- The 12-storey plan extending five bays on the west and north facades; the piers organizing the door and window openings; the horizontal division of the façades above the first, third and 11th floors, including the cornice with a running Greek key pattern that extends over Classical festoons at the third-storey level; and, the cornice marking the roof parapet
- The application of materials, with Tyndall limestone cladding on the lower three stories and buff brick facing on the upper floors
- The placement and detailing of the door and window openings, with: the principal (west) entrance with an entablature, carved gryphons and a bronze nameplate; the secondary entry on the north wall; the oversized flat-headed commercial window openings marking the first-floor storefronts; the round-arched window openings that extend two stories in the second and third floors and contain tripartite windows, transoms and spandrels; the pairs of flat-headed window openings with mullions that light the upper stories; and, the ornamental detailing on the window spandrels

Notice of an objection to the proposed designation may be served on the City Clerk, c/o Toronto and East York Community Council, Toronto City Hall, 100 Queen Street West, 12th Floor, Toronto, Ontario, M5H 2N2, within thirty days of the 12th of July, 2006, **which is August 11, 2006**. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 12th day of July, 2006

Ulli S. Watkiss
City Clerk