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ONTARIO HERITAGE TRUST

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Culture Programs & Services Branch
Culture Services Unit**IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990 CHAPTER 0.18 AND
2154 DUNDAS STREET WEST
CITY OF TORONTO, PROVINCE OF ONTARIO****NOTICE OF INTENTION TO DESIGNATE**Plazacorp
10 Wanless Avenue, Suite 201
Toronto, Ontario
M4N 1V6
Attention: Ms. Leslie YagerOntario Heritage Trust
10 Adelaide Street East
Toronto, Ontario
M5C 1J3Kathryn L. Munn
Planner, McCarthy Tetrault LLP
Suite 5300
Toronto Dominion Bank Tower
Toronto, ON M5K 1E6

Take notice that Toronto City Council intends to designate the lands and buildings known municipally as 2154 Dundas Street West (Parkdale-High Park Ward 14) under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation**Description**

The property at 2154 Dundas Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. Located on the northeast corner of Dundas Street West and Ritchie Avenue, the five-storey factory building was completed in two phases in the early 20th century. The property was listed on the City of Toronto Inventory of Heritage Properties in 2005.

Statement of Cultural Heritage Value

The building at 2154 Dundas Street West that originally housed the B. F. Harvey Company Factory has design value as a representative example of a medium-scaled industrial warehouse, typical of the type built in the early 20th century in Toronto's industrial neighbourhoods, including West Toronto Junction. It features the solid timber frame construction, robust brick cladding, and symmetrical placement of industrial-scale window openings associated with industrial design. With

the addition of two floors to the original three-storey structure, the building was highlighted with elements of the popular Edwardian Classical style, particularly the modest parapet and stone detailing at the division between the new and old sections, as well as a substantial cornice along the roofline. The added height and subtle Classical detailing gives the B. F. Harvey Company Factory a distinction and visibility on Dundas Street West where it stands out from the surrounding commercial and residential building stock.

The design of the B. F. Harvey Factory involved the work of two Toronto architects. When the original three-storey factory was commissioned in 1910, manufacturer Benjamin Harvey engaged James Walker, who had received awards for interior and graphic designs. After the Toronto Feather and Down Factory began a long-term occupancy of the site, two floors and a cornice were added according to the plans (1922) of William F. Sparling. In practice since 1905, Sparling was associated with Samuel Curry during his early career, and gained expertise in designing Classically inspired buildings, including the Toronto Trust and Guarantee Building in the Financial District. Beginning in the late 1920s, he was a partner in the firm of Sparling Martin and Forbes. However, it was during his solo career between 1917 and 1928 that Sparling received his best-known commission for the Masonic Temple (1918) at Yonge Street and Davenport Road. The varied projects that followed included the unexecuted plans for the conversion of Casa Loma into residential apartments and the additions to the factory at 2154 Dundas Street West.

The B. F. Harvey Factory Building is located on the section of Dundas Street West that extends northwest to Bloor Street West, which historically bordered the railway lines and offered proximity to the West Toronto Junction, Brockton and Parkdale communities. With its height extended by the Classical cornice and its corner location, the edifice is a local landmark on Dundas Street West.

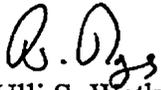
Heritage Attributes

The heritage attributes of the B. F. Harvey Factory Building related to its cultural heritage value as a well-designed example of an early 20th century industrial building that is a local landmark on Dundas Street West, south of Bloor Street West, are:

- The scale form and massing
- The materials, with red brick, artificial stone, wood and glass
- The five-storey rectangular plan above a raised base with window openings
- The cornice marking the flat roofline
- The fenestration on the west (Dundas Street West) and south (Ritchie Avenue) facades, where piers organize flat-headed industrial-scale window openings
- The main entrance on the principal (west) façade on Dundas Street West, and the remnants of the former loading dock on the south wall
- Between the third and fourth stories, the parapet decorated with diamond motifs
- On the interior, the west entrance vestibule and the exposed heavy timber frame construction

Notice of an objection to the proposed designation may be served on the City Clerk, Attention: Rosalind Dyers, Administrator, Toronto and East York Community Council, Toronto City Hall, 100 Queen Street West, 2nd Floor, Toronto, ON M5H 2N2, within thirty days of April 30, 2009, which is June 1, 2009. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 30th day of April, 2009.



Ulli S. Watkiss
City Clerk