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IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990 CHAPTER 0.18 AND
500 LAKESHORE BOULEVARD WEST
CITY OF TORONTO, PROVINCE OF ONTARIO

NOTICE OF INTENTION TO DESIGNATE

Wittington Properties Limited
22 St. Clair Avenue East
Toronto, Ontario
M4T 2S3
Attn: Mr. Alan Vihant

Ontario Heritage Foundation
10 Adelaide Street East
Toronto, Ontario
M5C 1J3

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CONSERVATION REVIEW
BOARD

Take notice that the Council of the City of Toronto, on the 3rd, 4th, and 5th of October, 2000, decided to designate the lands and buildings known municipally as 500 Lakeshore Boulevard West (Loblaw Groceteria Company Building) (Don River).

Short Statement of Reasons for Designation

The property at 500 Lake Shore Boulevard West is recommended for designation for architectural and historical reasons. The Loblaw Groceteria Company Building was constructed in 1927 according to the designs of Toronto architects Sparling, Martin and Forbes. Architect J. A. Parrot designed the north wing in 1934.

The Loblaw Groceteria Company Building is a fine example of Art Deco styling. Rising four stories above a stone base, the building is clad with brick above the first floor and trimmed with stone. A flat roof covers the rectangular plan. A stone parapet has crenellations with stylized decoration. The principal (south) façade is symmetrically organized with brick and stone buttresses with carved stone caplets. A dentilled cornice runs above the first floor. The buttresses organize large industrial windows in the first floor and tripartite flat-headed window openings in the stories above. The openings contain metal sash windows. The principal entrance is located in the fourth bay from the west (left) end. A monumental stone doorcase with buttresses, rope moulding and a cartouche contains glazed double doors, a bronze name plate reading "LOBLAW GROCETERIA CO. LIMITED", and a square transom. Two large entries are placed at the east and west ends of the wall. The side (east and west) elevations and the north wall above the addition building continue the Art Deco detailing and the pattern of window openings.

The single-storey north wing complements the 1927 building with its brick cladding, buttresses capped with finials, and flat-headed window openings with steel sash. The rear (north) wall of the wing mixes flat-headed and segmental-headed window openings.

The property at 500 Lake Shore Boulevard West is located on the northeast corner of Bathurst Street. Designed as the company's head office and warehouse, the Loblaw Groceteria Company Building was one of the first buildings constructed on reclaimed land at the west end of Toronto harbour as part of the Toronto Harbour Commission's waterfront development plan. With its Art Deco detailing, the building complements the neighbouring Tip Top Tailors Building (1929) at 637 Lake Shore Boulevard West.

Notice of an objection to the designation may be served on the City Clerk, c/o Frances Pritchard, Committee Administrator, Toronto Community Council, 4th Floor, West Tower, City Hall, 100 Queen Street West, Toronto M5H 2N2 within thirty days of the 25th of October, 2000, setting out the reason(s) for the objection and all relevant facts.

Dated at Toronto this 25th day of October, 2000.



Novina Wong
City Clerk



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for gw