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ONTARIO HERITAGE TRUST**JAN 11 2017****RECEIVED**

**IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990 CHAPTER 0.18 AND
CITY OF TORONTO, PROVINCE OF ONTARIO
276 FOREST HILL 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 276 Forest Hill Road, Arthur D. Morrow House, under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

The property at 276 Forest Hill Road 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 value.

Description

The property at 276 Forest Hill Road contains a two-storey detached house that is located on the south side of the street in the area southeast of Eglinton Avenue West and Spadina Road. In 1936, Toronto financier Arthur D. Morrow (1882-1970) commissioned Toronto architects Allward and Gouinlock to design the residence at 276 Forest Hill Road, which he occupied for the rest of his life. As part of Forest Hill, which remained an independent municipality from its incorporation in 1923 until its annexation by the City of Toronto in 1967, the Alfred D. Morrow House was constructed according to village by-laws controlling lot sizes, setback and architectural design.

Statement of Significance

The Alfred D. Morrow House has cultural heritage value for its design in the Modern Georgian style, a variation of the Colonial Revival and one of the styles characterizing the Forest Hill neighbourhood. It blends the scale, the symmetrical placement of the door and window openings, and the formal classical detailing from earlier Georgian prototypes, while announcing its modernity in the flat roofline, the piers flanking the entrance on the principal

(north) elevation, and the undulating rear (south) elevation with the half-round balcony flanked by the full-height three-sided bay windows.

The associative value of the Alfred D. Morrow House is through its connection to the significant Toronto architectural partnership of Allward and Gouinlock. The firm designed it as one of its earliest residential commissions in Toronto, following the establishment of the practice in 1935. The Alfred D. Morrow House reflects the high-end residential projects that Allward and Gouinlock were lauded for and, with its modern design elements, forecasts their subsequent role in advancing the Modern Movement in Canadian architecture after World War II.

The property at 276 Forest Hill Road also has associative value for its contribution to the understanding of the development of Forest Hill Village following its incorporation in 1923. Constructed according to municipal by-laws introduced in the 1930s that required residential buildings to be designed by an architect with the plans approved by a panel of architectural experts, the Alfred D. Morrow House contributes to the historical identity of Forest Hill as an upscale area known for the quality of its architecture.

The property at 276 Forest Hill Road supports and maintains the historical character of Forest Hill as part of the significant intact collection of residential buildings that reflect the popular revival styles from the interwar era when the area was incorporated as a village. The Arthur D. Morrow House is historically and visually related to its setting where it shares its setback and vintage with the neighbouring houses, but stands out in the street with its visual appearance and its position on a double lot with extended frontage.

Heritage Attributes

The heritage attributes of the Arthur D. Morrow House at 276 Forest Hill Road are:

- The setback, placement and orientation of the two-storey detached house form building
- The scale, form and massing of the long rectangular-shaped plan, with the two-storey east wing incorporating the garage with living quarters above
- The materials, with the brick cladding and the brick, stone, wood and metal detailing
- The flat roofline with the coping and the extended brick chimneys
- On the principal (north) elevation, the symmetrical organization with the central frontispiece that contains the main (north) entrance
- The main (north) entrance, which is set in a flat-headed surround with the paneled wood door and the sidelights beneath the classical portico
- Above the north entrance, the vertical window opening with the multi-paned sash windows (designed to light the interior staircase) and, on the remainder of the north elevation, the flat-headed openings with the multi-paned sash windows
- The rear (south) elevation and the side elevations (east and west), which continue the fenestration from the north elevation

- On the south (rear) elevation adjoining the stone terrace, the central entrance in the first (ground) floor beneath the curved balcony in the upper storey, which is flanked by the three-sided bay windows
- The brick detailing, with the panels and the stringcourses

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

Dated at Toronto this 10th day of January, 2017.



 Ulli S. Watkiss
City Clerk