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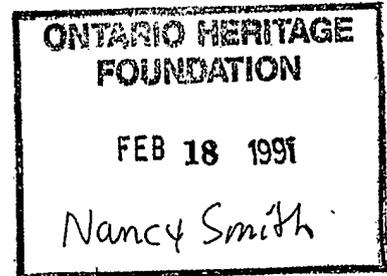
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THE CORPORATION OF THE CITY OF LONDON



DEPARTMENT OF THE CITY CLERK
K.W. SADLER, CITY CLERK



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ARCHITECTURE AND
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HERITAGE BRANCH

February 12, 1991

Ontario Heritage Foundation
2nd Floor, 77 Bloor St. W.
Toronto, Ontario
M7A 2R9

Re: Designation of 194 Dundas Street
The Ontario Heritage Act, R.S.O. 1980, c. 337

Please find enclosed, a certified copy of By-law No. L.S.P.-3113-65, entitled "A by-law to designate 194 Dundas Street to be of architectural value", passed by the Municipal Council of The Corporation of the City of London on February 4, 1991 and registered as Instrument No. 871418 on June 18, 1990.

for 
R.J. Tolmie
Assistant City Clerk

/ds

Enc.



By-law No. L.S.P.-3113-65

A by-law to designate the front facade and the foyer of the property at 194 Dundas Street to be of architectural and historical value.

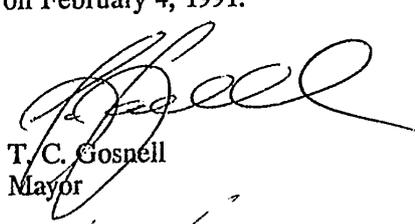
WHEREAS pursuant to The Ontario Heritage Act, R.S.O. 1980, c. 337, the Council of a municipality may by by-law designate a property including buildings and structures thereon to be of historic or architectural value or interest;

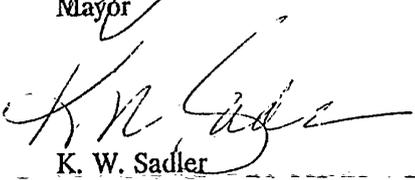
AND WHEREAS notice of intention to so designate the front facade and foyer of the property known as 194 Dundas Street has been duly published and served and no notice of objection to such designation has been received;

The Municipal Council of The Corporation of the City of London enacts as follows:

1. There is designated as being of architectural and historical value or interest, the front facade and foyer of the real property at 194 Dundas Street, more particularly described in Schedule "A" hereto, for the reasons set out in Schedule "B" hereto.
2. The City Clerk is authorized to cause a copy of this by-law to be registered upon the title to the property described in Schedule "A" hereto in the proper Land Registry Office.
3. The City Clerk is authorized to cause a copy of this by-law to be served upon the owner of the aforesaid property and upon the Ontario Heritage Foundation and to cause notice of this by-law to be published in the London Free Press, and to enter the description of the aforesaid property, the name and address of its registered owner, and short reasons for its designation in the Register of all properties designated under The Ontario Heritage Act, R.S.O. 1980.
4. This by-law comes into force on the day it is passed.

PASSED in Open Council on February 4, 1991.


T. C. Gosnell
Mayor


K. W. Sadler
City Clerk

First reading - February 4, 1991
Second reading - February 4, 1991
Third reading - February 4, 1991

SCHEDULE "A"

To By-law No. L.S.P.-3113-65

Part of Lot 8, north of Dundas Street West (Crown Plan 30) in the City of London and County of Middlesex designated as Part 4 on Reference Plan 33R-9431.

SCHEDULE "B"

To By-law No. L.S.P.-3113-65

Historical Reasons

The Century Theatre (formerly Loew's Theatre) was built in 1920, and is worthy of designation for architectural reasons. The architect, Thomas Lamb (1871-1942) was an American who had an international reputation as a theatre architect. He designed over 300 movie theatres in North America of which 15 are in Canada. His theatres were also built in England, Australia, India and Egypt. Some of his best known Canadian theatres are the Pantages and Wintergarden in Toronto, and the Capitol in Ottawa. A particularly interesting example of his work are his "atmospheric" theatres such as the Wintergarden in Toronto. Many of Lamb's early buildings were designed for Loew's Vaudeville Circuit.

Initially, Lamb's architecture was influenced by the work of Robert Adam (1728-92). Adam's impact can be seen in Lamb's extensive use of plaster friezes and arabesque panels, urns, cameos and medallions. Lamb augmented Adam's chaste neo-classicism through judicious borrowing from Baroque, Rococo and Art Deco sources as well as atmospheric flourishes. Lamb's theatres were designed in the manner of a grand opera house by incorporating such elements as domes, box seats and chandeliers.

Architectural Reasons

Interior

The foyer of the Century Theatre was based on Adam's neo-classicism with Baroque and Rococo elements. Apparently the use of such a long foyer was uncommon in Lamb's work.

Specifically the front facade and the foyer of the Century Theatre are to be designated. The area under the designation by-law measures 16.1 feet by 196.2 feet.

The hall area can be conveniently divided into four spaces. The entrance to the building is approximately the first 31 feet up the first set of doors. The entrance has very delicate plasterwork. The first hall is entered through the glass doors which have handles in the Art Deco style. The first hall is where the ticket booth was located. It is 51 feet in length. The second hall is entered through period doors with brass hardware. It is located between two sets of doors and, with a total length of 87.7 feet is considered the main hall. This is the most decorative of the three halls, and its walls are divided into 14 sections composed of a series of arches divided by pilasters. The hall is sectioned off into 7 parts identified by alternating floor patterns and ceiling plasterwork. The third hall is entered through the third set of doors and ends at the entrance to the lobby and has a total length of 26.5 feet and has several windows.

Schedule B (cont'd)

The interior is Neo-Classical Revival with Adamesque and English Baroque elements. It contains a variety of interesting elements. There is a classically patterned terrazzo floor and tile floors in a geometric carpet pattern. There is decorative plasterwork throughout such as pilasters with Corinthian capitals. The decorative panels contain an urn and acanthus leaf motif. A marble baseboard runs along the entire length of the hall. There are 12 gilded window mirrors along the hall. The 4 mirrors in the first hall differ from the arched mirrors in the second hall. There are 7 ceiling medallions as well as small wall medallions and beading in the ceiling cornice. The 3 ribs of the first hall are decorated in an elaborate leaf pattern picked out in gold paint. There are six chandeliers in the main hall which feature glass pendants and brass hardware. The four Baroque mirrors (marquees) are made of wood and plaster, painted black and picked out in gold. Their design also features an urn and acanthus leaf motif.

Exterior

The three storey facade is in the Beaux Arts Style, and constructed in stone blocks. The primary decorative elements are the cornice with a dentil pattern and two festoons. Windows with 6 over 6 panes are located on the third floor. The ground floor of the facade has an arched front entrance.