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THE CORPORATION OF THE CITY OF WINDSOR

MBA/12664

IN THE MATTER OF *THE ONTARIO HERITAGE ACT*
AND IN THE MATTER OF THE LANDS AND PREMISES KNOWN AS
1123-1167 MERCER STREET IN THE CITY OF WINDSOR
IN THE PROVINCE OF ONTARIO

NOTICE OF INTENTION TO DESIGNATE

REGISTERED MAIL

ONTARIO HERITAGE TRUST
10 ADELAIDE STREET EAST
TORONTO, ON M5C 1J3

ONTARIO HERITAGE TRUST

MAY 05 2017

~~1123-1167~~

TAKE NOTICE THAT the Council of the Corporation of the City of Windsor intends to designate the property, including lands and buildings known as 1123-1167 Mercer Street as a property of architectural and/or historical value or interest under Part IV of *The Ontario Heritage Act*:

Statement of Significance/Reasons for Designation
1123-1167 Mercer Street

(Plan 125 Pt Park Lots 4 & 6; Plan 106 Pt Park Lot 5; RP 12R7169 Pt of Part 22)

Cultural Heritage Value and Heritage Attributes

The former International Playing Card Company property located at 1123 Mercer Street, Windsor, Ontario, has cultural heritage value or interest for the following reasons:

Physical/Design Value

The former industrial plant (constructed 1928) was designed in an Art Deco style that was more commonly used in commercial and institutional architecture of the 1920s and 1930s. The setback of the building on the property contributes to both the aesthetic value of the property itself and reduces its visual impact on the adjacent Wigle Park.

Windsor was the home of dozens of small industrial buildings but most have either been demolished or substantially modified through additions and other exterior changes. The International Playing Card Company is an exception in this regard while also serving as a representative example of a property planned for a single purpose – assembly-line production, finishing and packaging.

Historical or Associative Value

The Historical/Associative value of the property rests on its long-standing use by the International Playing Card Company, one of hundreds of smaller American companies

that set up Canadian branch plants in Windsor to sell to the Canadian and Empire markets. International Playing Card accounted for half or more of Canadian card sales during the 20th century, producing brands such as Bee and Bicycle.

The architects of the building, J.C. Pennington and John R. Boyde, designed many buildings in Windsor in the early 20th century, including several buildings that are designated or listed on the municipal heritage register. The International Playing Card Company building is a rare example of their firm's industrial commissions and helped demonstrate the firm's versatility.

Context

The property is of contextual value due to its location and as a reminder that industrial, transportation, recreational and residential functions often co-existed in early 20th-century cities and in this location in Windsor.

The property is organized with a substantial setback that was more typical of institutional buildings, such as the schools and churches that the architectural firm was known for, than industrial buildings. Its immediate landscape allowed it to blend in more easily with the residential streets and the adjacent park.

Heritage Attributes

Based upon the foregoing analysis, the following heritage attributes have been identified as illustrating the property's cultural heritage values.

- Setback from Mercer Street;
- The structure's appearance as a one storey consolidated industrial building with an integrated office portion and with 21 bays and decorative brick and concrete work on the main façade;
- The design of the bays on the façade, each of which is predominantly articulated by a large industrial window opening (currently infilled) and a pilaster (excepting the entrance bays);
- The appearance of the north and south elevations;
- The appearance of the last three bays on either end of the façade which include an entrance, pediment gabled parapet, articulated pilasters, brick and concrete details; and,
- Existing materials used in the building, notably the use of brick and concrete.

DATED at Windsor, Ontario this 3rd day of May, 2017

Steve Vlachodimos, Deputy City Clerk & Senior Manager of Council Services



Steve Vlachodimos

Deputy City Clerk & Senior Manager of Council Services

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