



An agency of the Government of Ontario



Un organisme du gouvernement de l'Ontario

This document was retrieved from the Ontario Heritage Act Register, which is accessible through the website of the Ontario Heritage Trust at **[www.heritagetrust.on.ca](http://www.heritagetrust.on.ca)**.

---

Ce document est tiré du registre aux fins de la *Loi sur le patrimoine de l'Ontario*, accessible à partir du site Web de la Fiducie du patrimoine ontarien sur **[www.heritagetrust.on.ca](http://www.heritagetrust.on.ca)**.

**IN THE MATTER OF THE ONTARIO HERITAGE ACT  
R.S.O. 1990 CHAPTER 0.18 AND  
CITY OF TORONTO, PROVINCE OF ONTARIO  
300 KING STREET WEST**

**NOTICE OF INTENTION TO DESIGNATE**

Ed Mirvish Enterprises  
284 King Street West, Suite 400  
Toronto, Ontario  
M4S 1A1

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 300 King Street West (Princess of Wales Theatre) under Part IV, Section 29 of the Ontario Heritage Act.

**Description**

The property at 300 King 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. The Princess of Wales Theatre (1993) is located on the north side of King Street West, east of John Street.

**Statement of Cultural Heritage Value**

The Princess of Wales Theatre is valued for its design as the last large-scale theatre constructed in Toronto during the 20<sup>th</sup> century. The tripartite organization of the south elevation with its classical references and limestone cladding was specifically designed to complement the adjoining commercial warehouses while incorporating contemporary materials and motifs.

Historically, the value of the Princess of Wales Theatre is intrinsically linked to the Mirvish family, which commissioned it to showcase the inaugural Canadian production of the mega musical "Miss Saigon" and operated it with their other theatrical venues in Toronto and London, England. The famous Toronto entrepreneur, Edwin "Honest Ed" Mirvish (1914-2007) saved and restored the neighbouring Royal Alexandra Theatre (1907) in the 1960s and in association with his son, David Mirvish, contributed to the revitalization of live theatre in the city during the late 20<sup>th</sup> century. The Mirvishes unveiled the Princess of Wales Theatre as the first privately funded theatre in Toronto since the Royal Alexandra where it presented internationally famed musicals

such as "The Lion King", "Lord of the Rings" and "War Horse", as well as original Canadian productions.

The cultural heritage value of the property at 300 King Street West also relates to its role in the historical evolution of the King-Spadina community. The neighbourhood along King Street West adjoining John Street was first developed in the early 19<sup>th</sup> century as an institutional enclave where major civic buildings as well as the original Upper Canada College campus were situated. While the appearance of the Royal Alexandra Theatre (1907) announced the importance of King Street as a cultural destination, its opening coincided with the transition of King-Spadina as Toronto's new manufacturing district after the Great Fire of 1904. This industrial character remained, although the area declined after World War II. The restoration of the Royal Alexandra Theatre in the early 1960s by Ed Mirvish, together with the conversion of the neighbouring warehouses into restaurants for theatre patrons renewed King Street West and was the impetus for its future designation as Toronto's "Entertainment District". By the early 20<sup>th</sup> century, the Princess of Wales Theatre, Roy Thomson Hall (1982) and the Royal Alexandra Theatre were joined by TIFF (Toronto International Film Festival headquarters, 2010) on King Street West as key contributors to Toronto's John Street Cultural Corridor.

Contextually, the Princess of Wales Theatre is a local landmark in the King-Spadina neighbourhood where it is one of the trio of 20<sup>th</sup> century cultural venues on King Street along with the Royal Alexandra Theatre, a National Historic Site, and Roy Thomson Hall, which was added to the City's heritage inventory only a decade after its opening. The value of the property at 300 King Street West also relates to the theatre's historical, visual, functional and physical relationship to its setting on the community's "Main Street." The Princess of Wales Theatre complements in its scale, setback and architectural references the neighbouring Anderson Building (1915) at 284 King and the Eclipse Whitewear Building (1903) at 322 King, which are recognized heritage properties.

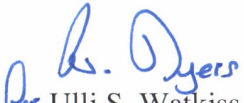
### **Heritage Attributes**

The heritage attributes of the property at 300 King Street West are:

- The building known historically as the Princess of Wales Theatre
- The setback, placement and orientation of the building on the north side of King Street West
- The scale, form and massing of the structure, where the south elevation on King Street West rises four stories to a flat roofline
- The materials, with a granite base and limestone, metal and glass on the south elevation
- On the principal (south) elevation on King Street West, the tripartite organization with an extended centre bay between narrow end bays for the stair towers
- The main (south) entrance on King Street West, where a series of paired glazed doors are surmounted by a name band and protected by a projecting steel and glass canopy
- Above the first (ground) floor, the organization of the fenestration in the centre bay with piers, and the two-sided sign
- In the upper storey, the loggia
- The detailing that includes the stone band courses

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, 2<sup>nd</sup> Floor West, Toronto, Ontario, M5H 2N2, within thirty days of October 14, 2014, which is **November 13, 2014**. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 14<sup>th</sup> day of October, 2014

  
for Ulli S. Watkiss  
City Clerk