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ONTARIO HERITAGE TRUST

JUL 10 2017

RECEIVED

REGISTERED MAIL

July 4, 2017

Ontario Heritage Trust  
10 Adelaide St. E., 3<sup>rd</sup> Floor  
Toronto, ON M5C 1J3

Dear Sirs:

**Re: Designation of 1123 Mercer Street**

Council, for the Corporation of the City of Windsor, at its meeting held June 19, 2017 passed By-law Number 96-2017 to designate **1123 Mercer Street** as a property of architectural and/or historic significance under the provisions of *The Ontario Heritage Act*.

- \* A copy of the by-law outlining the reasons for designation is attached. Notice of the designating By-law will be published in the Windsor Star on July 8, 2017.

Yours very truly,



Steve Vlachodimos  
Deputy City Clerk & Senior Manager of Council Services

AC/ks  
*attachment*

The applicant(s) hereby applies to the Land Registrar.

**Properties**

*PIN* 01175 - 0380 LT  
*Description* PARK LOT 6 PLAN 125 WINDSOR; PT PARK LOT 4 PLAN 125 WINDSOR; PT PARK LOT 5 PLAN 106 WINDSOR AS IN R1264685 ; WINDSOR  
*Address* MERCER STREET  
WINDSOR

**Applicant(s)**

This Order/By-law affects the selected PINs.

*Name* THE CORPORATION OF THE CITY OF WINDSOR  
*Address for Service* OFFICE OF THE CITY CLERK  
350 City Hall Square West  
Windsor, ON N9A 6S1

This document is being authorized by a municipal corporation by Drew Dilkens, Mayor, and Valerie Critchley, City Clerk, pursuant to CR14/2017.

This document is not authorized under Power of Attorney by this party.

**Statements**

This application is based on the Municipality By-law See Schedules.

**Signed By**

Karly Lynn Morgan 400 City Hall Square East, Suite 201 acting for Windsor Applicant(s) Signed 2017 06 27  
N9A 7K6  
*Tel* 519-255-6548  
*Fax* 519-255-6933

I have the authority to sign and register the document on behalf of the Applicant(s).

**Submitted By**

THE CORPORATION OF THE CITY OF WINDSOR 400 City Hall Square East, Suite 201 Windsor N9A 7K6 2017 06 27  
*Tel* 519-255-6548  
*Fax* 519-255-6933

**Fees/Taxes/Payment**

*Statutory Registration Fee* \$63.35  
*Total Paid* \$63.35

**File Number**

*Applicant Client File Number :* BYLAW 96-2017, HERITAGE, 1123 MERCER

BY-LAW NUMBER 96-2017

A BY-LAW TO DESIGNATE THE LANDS AND PREMISES SITUATE WITHIN THE CITY OF WINDSOR, MUNICIPALLY KNOWN AS 1123 MERCER STREET, TO BE OF CULTURAL HERITAGE VALUE OR INTEREST UNDER THE PROVISIONS OF THE ONTARIO HERITAGE ACT, R.S.O. 1990, CHAPTER O.18, AS AMENDED

Passed the 19<sup>th</sup> day of June, 2017.

**WHEREAS** by virtue of the provisions of the Ontario Heritage Act, R.S.O. 1990, Chapter O.18, as amended, the Council of a municipality may, by by-law, designate a property within the municipality to be of cultural heritage value or interest.

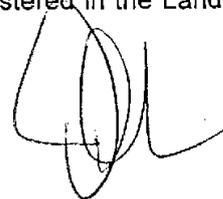
**AND WHEREAS** upon consideration of the recommendation of the Planning, Heritage and Economic Development Standing Committee, The Corporation of the City of Windsor deems it desirable and expedient to designate the lands municipally known as *1123 Mercer Street*, more particularly described in Schedule "A" annexed hereto and forming part of this by-law (the subject lands), to be of cultural heritage value or interest, for the reasons stated in Schedule "B" annexed hereto and forming part of this by-law.

**AND WHEREAS** notice of intention to so designate the subject lands, was served on the owner(s) of the said subject lands and upon the Ontario Heritage Trust and such notice was published in a newspaper having general circulation in the municipality, on *Saturday, May 6, 2017*.

**AND WHEREAS** no Notice of Objection has been served on the Clerk of the Municipality within thirty (30) days after the date of publication of the Notice of Intention in a newspaper having general circulation in the municipality.

**THEREFORE** the Council of the Corporation of the City of Windsor enacts as follows:

1. That the lands municipally known as *1123 Mercer Street*, more particularly described in said Schedule "A" annexed hereto, be and the same is hereby designated to be of cultural heritage value or interest, for the reasons stated in said Schedule "B" annexed hereto.
2. This by-law shall come into force and take effect after the final passing thereof on the day upon which it is electronically registered in the Land Registry Office for the County of Essex (No. 12).



DREW DILKENS, MAYOR



CITY CLERK

First Reading - June 19, 2017  
Second Reading - June 19, 2017  
Third Reading - June 19, 2017

SCHEDULE "A" to By-law 96-2017

PARK LOT 6 PLAN 125 WINDSOR; PT PARK LOT 4 PLAN 125 WINDSOR; PT  
PARK LOT 5 PLAN 106 WINDSOR AS IN R1264685; WINDSOR  
**PIN 01175-0380 (LT)**  
**1123 Mercer Street, Windsor**

**REASONS FOR DESIGNATION / STATEMENT OF SIGNIFICANCE**  
**International Playing Card Company**  
**1123 Mercer Street, Windsor**

**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, with an uninterrupted view from the street;
- 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.