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October 15, 2012

**Item: SC18.25 – Intention to Designate Under Part IV, Section 29
of the Ontario Heritage Act
1-95 Ellesmere Road
(Ward 37 – Scarborough Centre)**

Considered by City Council on October 2, 3 and 4, 2012

City Council on October 2, 3 and 4, 2012, adopted the following:

1. City Council state its intention to designate the property at 1-95 Ellesmere Road under Part IV, Section 29 of the Ontario Heritage Act.
2. If there are no objections to the designation in accordance with Section 29(6) of the Ontario Heritage Act, City Council authorize the City Solicitor to introduce the bill in Council designating the property under Part IV, Section 29 of the Ontario Heritage Act.
3. If there are objections in accordance with Section 29(7) of the Ontario Heritage Act, City Council direct the City Clerk to refer the designation to the Conservation Review Board.
4. If the designation is referred to the Conservation Review Board, City Council authorize the City Solicitor and appropriate staff to attend any hearing held by the Conservation Review Board in support of Council's decision on the designation of the property.

You can view this Decision and any background information related to this item on the City of Toronto's Website at:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.SC18.25>

Yours truly,



for City Clerk.

Yvonne Davies/ay
2012sc18.25let

Sent to: All interested parties

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

NOTICE OF INTENTION TO DESIGNATE

FCHT Holdings (Ontario) Corporation
c/o First Capital Asset Mgmt ULD Morningside Crossing
4525 Kingston Road, #2201
Toronto, Ontario
M1E 2P1
Attention: Angelina Flores

Ontario Heritage Trust
10 Adelaide Street East
Toronto, Ontario
M5C 1J3

1-95 Ellesmere Road

Take notice that Toronto City Council intends to designate the lands and buildings known municipally as 11-95 Ellesmere Road (Parkway Plaza Supermarket) under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

Description

The property at 1-95 Ellesmere Road 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 values. Located on the southeast corner of Ellesmere Road and Victoria Park Avenue, the Parkway Plaza Supermarket (1958) is a single-storey commercial building. The site was listed on the City of Toronto Inventory of Heritage Properties in 2009.

Statement of Cultural Heritage Value

The Parkway Plaza Supermarket is a rare example of Modern architecture in Scarborough that demonstrates a high degree of technical achievement with its innovative roof construction. Its design, with the half-round form, curved roof beams and fully glazed main façade, recalls the sculptural compositions of the mid 20th century as influenced by practitioners such as Finnish architect Eero Saarinen. In continuous use since 1958, the structure illustrates how innovative forms and contemporary materials were applied to suburban commercial buildings in the 1950s and afterward. The arched roof that is the most distinctive feature of the design contains what was described as the largest wood arch assembled in Canada at that time. Inside, the open plan with a clear span and limited interior divisions was an early example of the change in the function of retail space during the 20th century.

The development of the site is associated with the Toronto architectural partnership of Bregman and Hamann, which was founded in 1953 and prepared the plans for the complex for the Cadillac Development Corporation, forerunners to Cadillac Fairview. Parkway Plaza was among the first commissions for the firm that went on to design such iconic Toronto complexes as Toronto-Dominion Centre and the Eaton Centre, and an array of nationally and internationally recognized projects, often in conjunction with other notable architectural firms. Bregman and Hamann are associated with Toronto 'firsts,' including Canada's earliest completely air-conditioned apartment building at 484 Avenue Road, and North York's original high-rise office complex at Eglinton Avenue East and Don Mills.

Parkway Plaza with its distinctive supermarket is identified with the suburban development of Scarborough Township, which was noted as Canada's fastest growing community after World War II. In the area named for Maryvale Farm (the country estate of Senator Frank O'Connor), the establishment of residential subdivisions created a need for a local shopping centre with retail outlets and services, including a grocery store. Following the official opening of the plaza in September 1958, the supermarket has been in continuous operation for over half a century, with the Grand Union, Steinberg's, Miracle Food Mart, Dominion and (most recently) Metro franchises.

Contextually, the Parkway Plaza Supermarket is a landmark at the southeast corner of Ellesmere Road and Victoria Park Avenue in Scarborough. With its distinctive appearance, it stands out on its site and in the area where it is viewed from the other corners of the intersection, specifically from the north side of Ellesmere Road.

Heritage Attributes

The heritage attributes of property at 1-95 Ellesmere Avenue are:

- The scale, form and massing of the Parkway Plaza Supermarket
- The rectangular plan that rises one extended storey in the centre, with flat-roofed wings on either side (east and west) that create horizontal lines along the north and south ends of the structure
- The materials, employing steel, concrete, brick, tile, wood and glass
- The arched roof, with the ends of the arch exposed and extending to ground level
- The principal (north) façade with glazing, which incorporates a projecting single-storey portico with a flat roof
- The composition of the north wall, where the portico and the flat roofs of the wings create a horizontal line across the façade and provide a visual counterpart to the arch
- On the interior, the exposed vaulted roof structure with curved beams
- The view corridor from the north side of Ellesmere Road across the property at #1-95 Ellesmere to the north façade of the Parkway Plaza Supermarket

Notice of an objection to the proposed designations may be served on the City Clerk, Attention: Yvonne Davies, Administrator, Scarborough Community Council, Scarborough Civic Centre, 3rd Floor, 150 Borough Drive, Toronto, Ontario, M1P 4N7, within thirty days of October 17, 2012, which is November 16, 2012. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 17th day of October, 2012

Ulli S. Watkiss
City Clerk