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# HERITAGE OSHAWA

LOCAL ARCHITECTURAL CONSERVATION ADVISORY COMMITTEE

June 17, 2005

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



**Re: City of Oshawa By-law 70-2005**

Pursuant to the Ontario Heritage Act, R.S.O. 1990, enclosed for your records is a copy of By-law 70-2005, passed by City Council on June 13, 2005, which designates the property known as the Genosha Hotel, located at 68 and 72 King Street West, Oshawa as being of cultural heritage value or interest.

If you have any questions, please contact Paula Neto, Planner or myself at the address shown or by telephone at extension 2536 or 2443 respectively.

Evan Rodgers  
Manager, Policy and Special Projects  
Planning Services

PN/jm

Attachment

18/08/05  
✓  
RR

Oshawa  
The City In Motion

SERVICE  
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Responsibility

Paulan

By-Law 70-2005

of The Corporation of the City of Oshawa

being a by-law to designate the property known as the Genosha Hotel, located at 68 and 72 King Street East, as being of cultural heritage value or interest pursuant to the *Ontario Heritage Act, R.S.O. 1990, Chapter 0.18*.

Recitals:

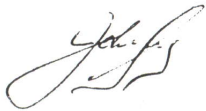
1. Section 29 of the *Ontario Heritage Act, R.S.O. 1990, Chapter 0.18*, authorizes the Council of a municipality to enact by-laws to designate real property, including all buildings and structures on it, to be of cultural heritage value or interest.
2. 1546382 Ontario Limited is the registered owner of the property, which contains the building known as the Genosha Hotel, located at 68 and 72 King Street East, in the City of Oshawa. The building was constructed in 1928 and has operated as a hotel and rooming house and has housed a bus terminal, radio station, taverns and a variety of offices and shops since its opening in 1929.
3. The Corporation of the City of Oshawa has provided notice to the Owner and to the Ontario Heritage Trust that it intends to designate this property under the *Ontario Heritage Act*.
4. Notice of intention to designate this property has also been published in the *Oshawa This Week* newspaper (which has general circulation in the City of Oshawa) on the 31<sup>st</sup> day of March, 2004.
5. A notice of objection to the proposed designation was served by the Owner on the City Clerk on April 29, 2004. The Conservation Review Board held a hearing under the Act with respect to the Property on October 20, 2004.
6. The Conservation Review Board issued its report on December 3, 2004, recommending to the City that it designate the Property.

NOW THEREFORE IT BE ENACTED AND IT IS HEREBY ENACTED as a by-law of The Corporation of the City of Oshawa, by its Council, as follows:

1. The property, including all facilities, features and structures on it which are described in Schedule "A" to this By-Law, located at 68 and 72 King Street East, more particularly described as, North-West Corner of Mary Street & King Street East; Lt 6 N/S King St PI H50003 Oshawa; Lt 7 N/S King St PI H50003 Oshawa; Pt Lt 5 N/S King St PI H50003 Oshawa As In D275134 (Thirdly); Pt Lt 6 S/S Bond St PI H50003 Oshawa; Pt Lot 7 S/S Bond St PI H50003 Oshawa As In D275134 (Secondly); Oshawa is hereby designated as being of cultural heritage value or interest.

2. The reasons for designation of this property under the *Ontario Heritage Act* are set out in Schedule "A" to this by-law.
3. A copy of this by-law shall be registered against the property described above in the Land Registry and Land Titles Offices for the Land Registry Division of Whitby (No. 40).
4. The City Clerk is hereby authorized to serve a copy of this by-law on the Owner and on the Ontario Heritage Trust and to publish notice of the passing of this by-law in the *Oshawa This Week* newspaper.

By-Law read a first, second and third time and finally passed this thirteenth day of June, 2005.



Mayor



City Clerk

## **Schedule "A" to City of Oshawa By-law 70-2005**

Passed this thirteenth day of June, 2005

### **Statement of Reasons for Designation and Description of the Heritage Attributes of**

**The Genosha Hotel**

**68 and 72 King Street East**

**City of Oshawa**

### **Reasons for Designation**

The Genosha Hotel, being 68 and 72 King Street East, in the City of Oshawa is recommended for designation under Part IV of the *Ontario Heritage Act, R.S.O. 1990, Chapter O.18* as being of cultural heritage value or interest. The specific reasons are as follows:

#### **Cultural**

The need to bring a first class hotel to Oshawa in the 1920's was part of the emerging identity of the town as a corporate centre. General Motors was in the midst of a modernizing and expansionist program and the future prospects for the town were good. The name, Genosha, is unique and culturally significant as it is derived by utilizing the first three letters of "General (Motors)" and the first four letters of "Oshawa", hence the name, "Genosha".

#### **Historical**

Built in 1929, The Genosha Hotel (the Genosha) was designed and built by owners J.W. Butler and Co., formerly with the Prince Arthur Hotel chain. The hotel offered luxury accommodation when it opened. The unfortunate timing of its inaugural year, coinciding with a severe downturn in the national economy and the ensuing depression, undermined its financial viability for several years. In spite of this circumstance, the Genosha was popular with the travelling public and proved to be a hub of community activities. Whether it was for a club meeting, family gathering, business luncheon, coffee, dinner or dancing, the Genosha was the venue of choice. It was the bus terminal, radio station and home to a variety of offices and shops. Due to the impact the building of Highway 401 in the 1960's had on the long distance traffic along King Street, the hotel suffered another downturn and eventually became a tavern and rooming house. Although the Genosha went through a period of decline, it now has the opportunity to relive its former glory and add to the revitalization of downtown Oshawa.



### **Contextual**

Located at the north-west corner of Mary Street and King Street East, the building's overall massing coupled with its siting and setback from the street line assists in framing the intersection by providing strong urban edges and distinct contrast to the more modern buildings that surround it. The Genosha, along with the designated 1919 Regent Theatre (44-52 King Street East) and the 1928 Alger Building (35-37 King Street East) form a strong historical context.

### **Architectural**

The Genosha Hotel is architecturally significant as an excellent example of Chicago Style design that is articulated by features with modest Art Deco influences.

It is visually divided into three sections: 1) a commercial street level section, once outlined with concrete or limestone but now marred by the herringbone cladding and the heavy wood banding, 2) an intermediate section of wall and window rhythms that are still intact, and 3) an attic or roof-line section that was once capped with more extensive cornices and parapets.

The hotel is a six-storey, rectangular, flat-roofed, buff brick clad building occupying a block of land stretching between Mary, Bond, Victoria and King Streets. The prominent entrance façade faces south to King Street East and was once marked by a prominent canopy. A two-storey wing exists on the north face of the building with an east-facing front façade.

The building contains a grid-like organization of window placements and wall surfaces with cornices and parapets in contrasting masonry material. The fenestration treatment for the openings includes an ornate combination of casement sashes with upper transoms. There are flat concrete or limestone lintels and lugsills.

Of interest are the vertical ribbons of projecting brick that simulate columnar features. The top floor contains ornamental balconettes. The roofline is trimmed with heavy, light coloured dentiling on the south and east face with a short turnback at each corner.

Another heritage attribute of the building is found on its north elevation which entails semi-circular arches at the ground level marking the original ballroom, which have been recently filled in with concrete blocks.

The designation applies only to the exterior portion of the building. Interior features are not included as part of the designation.

### Heritage Attributes to be Protected and Conserved

The specific attributes that contribute to the heritage value of the Genosha Hotel and that should be preserved include:

- The overall massing of the 6-storey rectangle, flat-roofed building with 1- and 2-storey brick additions on the north façade
- Three distinct divisions to the building, specifically including the following:
  1. Commercial Street Level section
    - Semi-circular arches at street level on north façade
    - Size and proportion of the street level display windows on the south and east façades
    - Note that this designation excludes the herringbone cladding
  2. Intermediate section
    - Windows:
      - Grid-like organization of window placements (12 windows across by 5 windows down) across entire intermediate section of building
      - Window design or suitable substitution (combination of casement sashes in 4 divisions, 2 side-by-side in 6 sections, with an upper transom-like band)
      - Lintels and lugsills in contrasting materials of limestone or concrete
      - Central frontispiece of two columns of windows with doors and balconettes on 6<sup>th</sup> floor
      - Shared recessed lintels on 6<sup>th</sup> floor balcony windows
    - Unpainted variegated buff-yellow brick on south and east façades
    - Light gray stucco on north and west façades
    - 7 ornamental balconettes on south and east façades
    - vertical ribbons of projecting brick simulating columns (some terminate in a loop while others drop until they intersect a limestone rectangle then terminate at the first floor)
  3. Attic or Roof-line section
    - Dentiling at roof-line in contrasting materials on south and east façades and on 2-storey addition
    - Projecting cap at southwest corner and remnants of same at southeast corner