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MAY 05 2016

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THE CORPORATION OF THE CITY OF WINDSOR

MBA 12356

IN THE MATTER OF THE ONTARIO HERITAGE ACT
AND IN THE MATTER OF THE LANDS AND PREMISES KNOWN AS
2072 RIVERSIDE DRIVE EAST 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, ONTARIO
M5C 1J3

TAKE NOTICE THAT the Council of the Corporation of the City of Windsor intends to designate the property, including lands and buildings known as 2072 Riverside Drive East 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
2072 Riverside Drive East**

Part of Concession 1, Lots 95 & 96; Plan of Survey 12R-26532, Part 7

Description of Historic Place

The Wiser's Reception Centre, part of the property at 2072 Riverside Drive East, is a Contemporary-style meeting hall next to the Detroit River.

Historic Value

The Wiser's Reception Centre was built in 1964 for the distillery company Hiram Walker & Sons. It was known as the "Reception Centre", primarily used for company functions. In recent years it was renamed "Wiser's" for the Canadian whisky brand now produced by Pernod Ricard, thus differentiating it from the Canadian Club brand founded by Hiram Walker.

Architectural Value

The Wiser's Reception Centre was constructed in the Contemporary style in 1964, with a square footprint. It appears to be two storeys tall but is actually a high single storey. It is topped by a flat roof concrete structure that extends beyond all four exterior walls over a gallery supported by square brick columns. The roof edge has projected square details in groups of three. Each face of the columns has a full height depressed shaft one end-brick wide. Each column supports the intersection of concrete ceiling beams laid diagonally; the beams form square recesses (triangular at edges) below the ceiling; this ceiling pattern continues throughout the interior. The walls have the same red-brown brick mixture as the columns, with regularly spaced metal-framed door sets topped with glass extending to the ceiling beams.

The building was designed by the Canadian office of the long-time major Detroit architectural firm Smith, Hinchmann & Grylls (founded 1853, now SmithGroupJJR), which designed many major buildings in Detroit.

The main entry is through a wood-framed glass-walled corridor on the east side; it has a lower ceiling than the rest of the building.

An L-shaped room comprises more than half the interior. It features the diagonal ceiling beams and brick walls continued from the exterior.

This building is one of the best 1960s designs in Windsor.

Contextual Value

The Wiser's Reception Centre is on the north side of Riverside Drive East, set well back from the street and close to the edge of the Detroit River. It is adjacent to and east of the 1892 Mason & Rice-designed Hiram Walker Office Building (designated 1978), and is one of many buildings on the property that extends almost 1 km for several blocks between the street and the river.

Character Defining Elements

Items that contribute to the historical value of the Wiser's Reception Centre include:

- Designed by the Canadian office of Smith, Hinchmann & Grylls, the major Detroit architectural firm.
- Constructed in 1964 for the distillery company Hiram Walker & Sons, intended mainly for company use.
- Known as the "Reception Centre", primarily used for company functions; recently renamed "Wiser's" for the Canadian whisky brand now produced by Pernod Ricard, thus differentiating it from the Canadian Club brand founded by Hiram Walker.

Exterior features that contribute to the architectural value of the Wiser's Reception Centre include:

- Contemporary style – one of the best 1960s designs in Windsor.
- Tall single storey; appears to be two storeys.
- Square footprint.
- Topped by flat roof concrete structure that extends beyond all four exterior walls, with roof edge of projected square details in groups of three.
- Gallery on all four sides supported by square brick columns; each column face has a full height depressed shaft one end-brick wide.
- Ceiling beams of the gallery laid diagonally; the beams form square recesses (triangular at edges) below the ceiling.
- Walls of the same red-brown brick mixture as the columns, with regularly spaced metal-framed door sets topped with glass extending to the ceiling beams.
- Main entry is through a wood-framed glass-walled corridor on the east side.
- Wrought-iron railing at the north (river side) edge of the surrounding paved area.

Interior feature that contributes to the architectural value of the Wiser's Reception Centre includes:

- Diagonal ceiling beams and brick walls continued from the exterior.

Characteristics that contribute to the contextual value of the Wiser's Reception Centre include:

- Located between the Detroit River and Riverside Drive East, on a large parcel with multiple manufacturing, warehouse and office buildings.
- Deep setback from the street; almost at the river's edge.
- Adjacent to the 1892 Mason & Rice-designed Hiram Walker Office Building (designated 1978).

Any person may, within thirty days of the publication of this notice, send by registered mail or deliver to the Clerk of the City of Windsor notice of his or her objection to the proposed designation together with a statement of the reasons for the objection and all relevant facts. If such a Notice of Objection is received, the Council of the Corporation of the City of Windsor shall refer the matter to the Conservation Review Board for a hearing.

DATED at Windsor, Ontario this 28th day of April 2016
Steve Vlachodimos, Deputy City Clerk & Senior Manager of Council Services



Steve Vlachodimos
Deputy City Clerk & Senior Manager of Council Services

SV/kk