

Statement of Significance for 762 Dundas Street

Description of Property

This property is located at the municipal address, 762 Dundas Street, Registered Plan 304, Part Lot 1, in the City of London, County of Middlesex. The building is a two storey red brick structure in the Art Deco style with a flat roof, central main entrance and adjacent secondary side entrance.

Statement of Cultural Heritage Interest

The cultural heritage interest for the structure at 762 Dundas Street includes its art deco design elements, its historical associations and its significant contextual value.

Completed in 1931, this building is a good example of Art Deco architecture, an uncommon style in the city of London and more so in this commercial area of the City.

This building was built as the East London branch of the Huron & Erie Mortgage Corporation and the Canada Trust. Built to replace an existing branch office established in the area in 1919, the new building testified to growing financial size of the company and its activities in East London. The Huron & Erie Mortgage Corporation was founded in London in 1864, and was an important local financial institution. Its later subsidiary, the Canada Trust Company, became Canada's largest independent mortgage company, and was acquired by Toronto Dominion Bank in 2000. The branch at 762 Dundas was one of six Huron & Erie branches in London when the company vacated the building in 1965. The main floor of the new building provided a customer service area, while the second floor was divided into two rooms used as staff locker rooms and a book vault.

This building is also of interest because of its historical associations with local architectural firm Watt & Blackwell. Established by Victor Blackwell and John Watt, Watt & Blackwell designed numerous buildings throughout South-western Ontario, including 762 Dundas.

Located just south of the Old East Conservation District, 762 Dundas Street has significance because of its contextual value. Its high degree of historic integrity and association with important local institutions help it to define this section of Dundas Street as part of East London's commercial district. Furthermore, because of its distinctive architecture it is landmark structure in the area.

Description of Heritage Attributes

The Art Deco heritage attributes worth of conservation as expressed in the form, massing and materials of this building include:

- The ornamentation of the central bay of the south façade including

- Front entranceway jambs in the form of stylized stone pilasters with an abstract geometrical capital
- The stylized decorative elements in the carved stone transom between the name panels
- The carved stone crest terminating the central bay set between two stylized stone columns inset into the brick forming a cornice
- Stepped brick pilasters frame the centre bay and are reflected in the columns of stretchers that frame the apertures in the two side bays.
- Three symmetrically placed sash windows are located directly above each ground floor opening.
- The concrete window sills
- Stone facing along the foot of the building
- Concrete name panels above the main entrance with the respective inscriptions carved in concrete "THE CANADA TRUST COMPANY"(below) and "THE HURON & ERIE MORTGAGE CORPORATION" (above)
- The textured red brick exterior on the front façade laid in an English Garden Wall / Flemish Bond pattern
- The central main entrance and wooden double doors with large rectangular window panes
- The offset secondary entrance on the front facade with single door with large rectangular window pane and transom window above
 - The pattern, style and construction of all original windows, including the offset window with transom on the main floor.

Owner's Declaration and Acceptance

I am the legal owner/or agent of the owner of the property at 762 Dundas Street in the City of London.

Samie Cedeno
(Name)

Feb. 10, 2011
(Date)

I am in support of the designation of the property at 762 Dundas Street in the City of London on the basis of the above Statement of Cultural Heritage Significance and request municipal Council to issue a notice of intent to designate under Section 29 of the *Ontario Heritage Act*.

Samie Cedeno
(Name)

Feb. 10, 2011
(Date)