



# COLLEGE PARK 100

## RESTORING THE LOST VISION OF COLLEGE PARK

### AN ARCHITECTURAL ICON THAT CHANGED TORONTO

A HERITAGE TALK BY SCOTT WEIR, PRINCIPAL, ERA ARCHITECTS  
WITH MORGAN CAMERON ROSS (@OLDTORONTO)





# Restoring the Lost Vision of College Park: An Architectural Icon That Changed Toronto

March 17, 2025

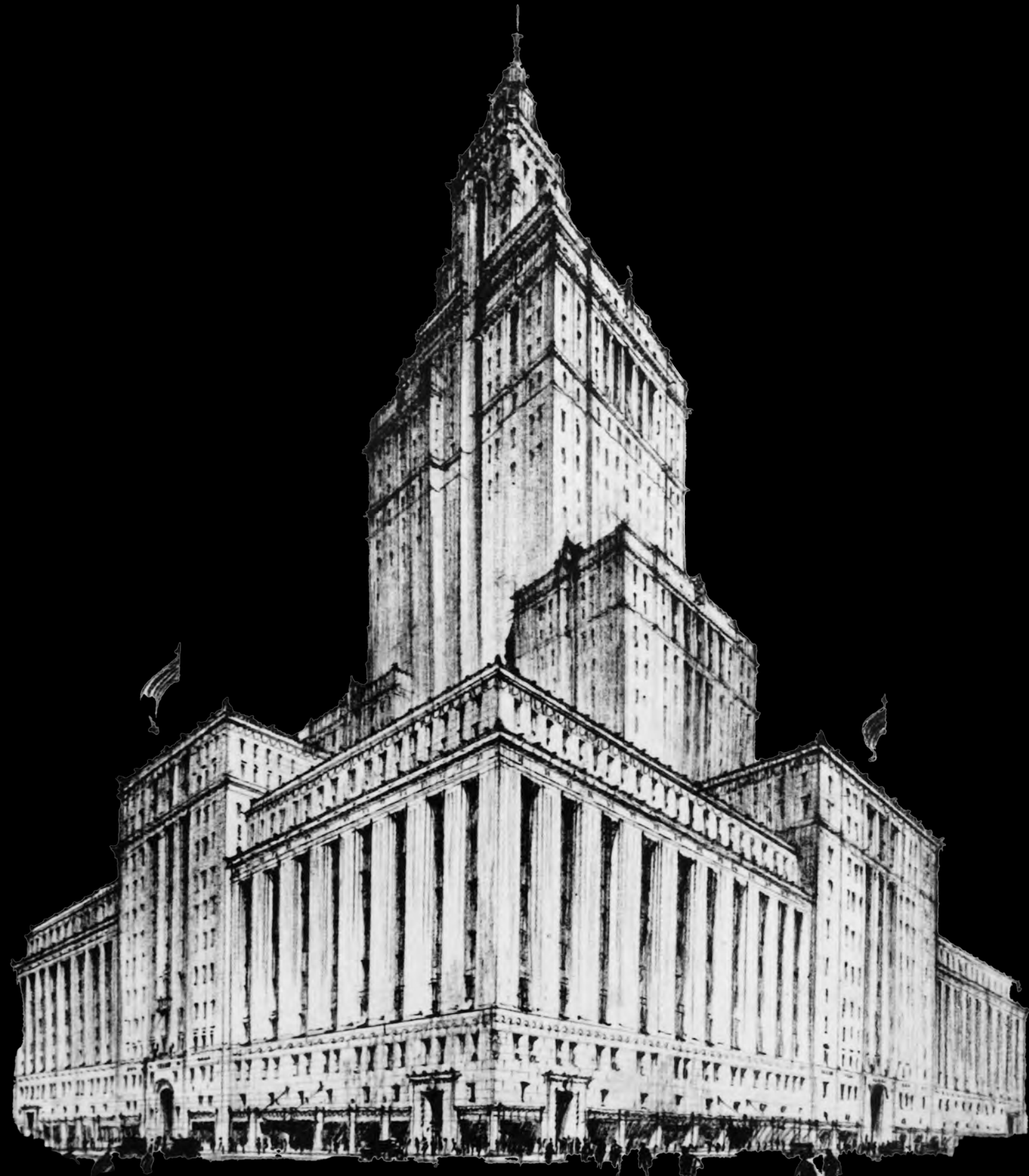
Scott Weir

Principal

ERA Architects



COLLEGE  
PARK 100











ROUND ROOM FLOWER SHOW, 1938







# AGENDA

Introduction

The Company

The Site

The Vision

The College Park Store

The Seventh Floor

Impact on the City

Eaton Centre – the next level

Decline of College Park

The 2004 Carlu Restoration

Heritage Opportunities

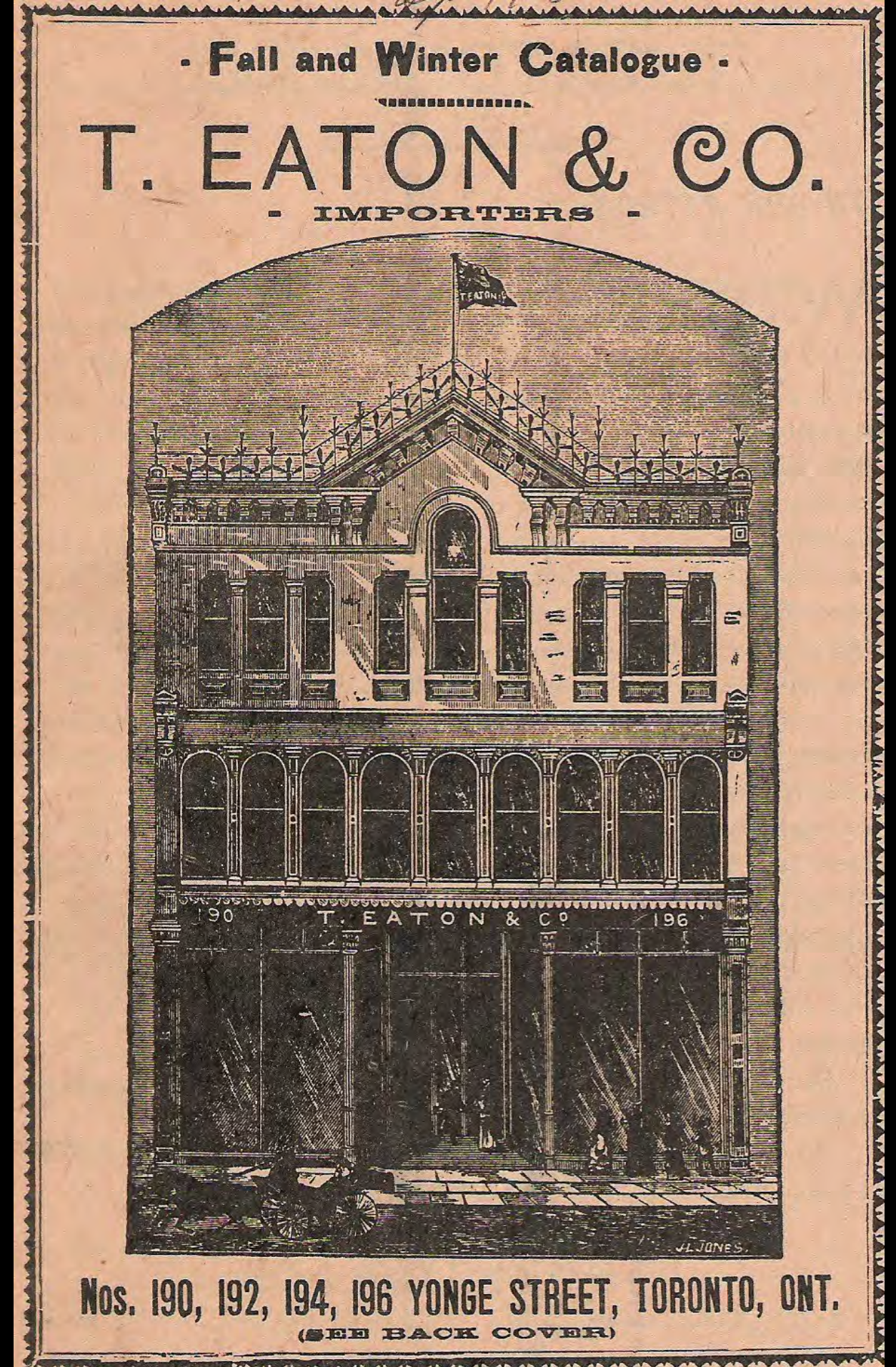






TIMOTHY EATON, 1869





COVER OF FIRST EATON'S CATALOGUE, 1884





115449

EATON'S' MAIN STORE  
AND  
EATON'S ANNEX, MAIL  
ORDER AND FACTORY  
BUILDINGS, TORONTO.

EATON'S COMPLEX, YONGE & QUEEN TO DUNDAS STREETS

ERA





YONGE AND COLLEGE LOOKING SOUTH, 1912



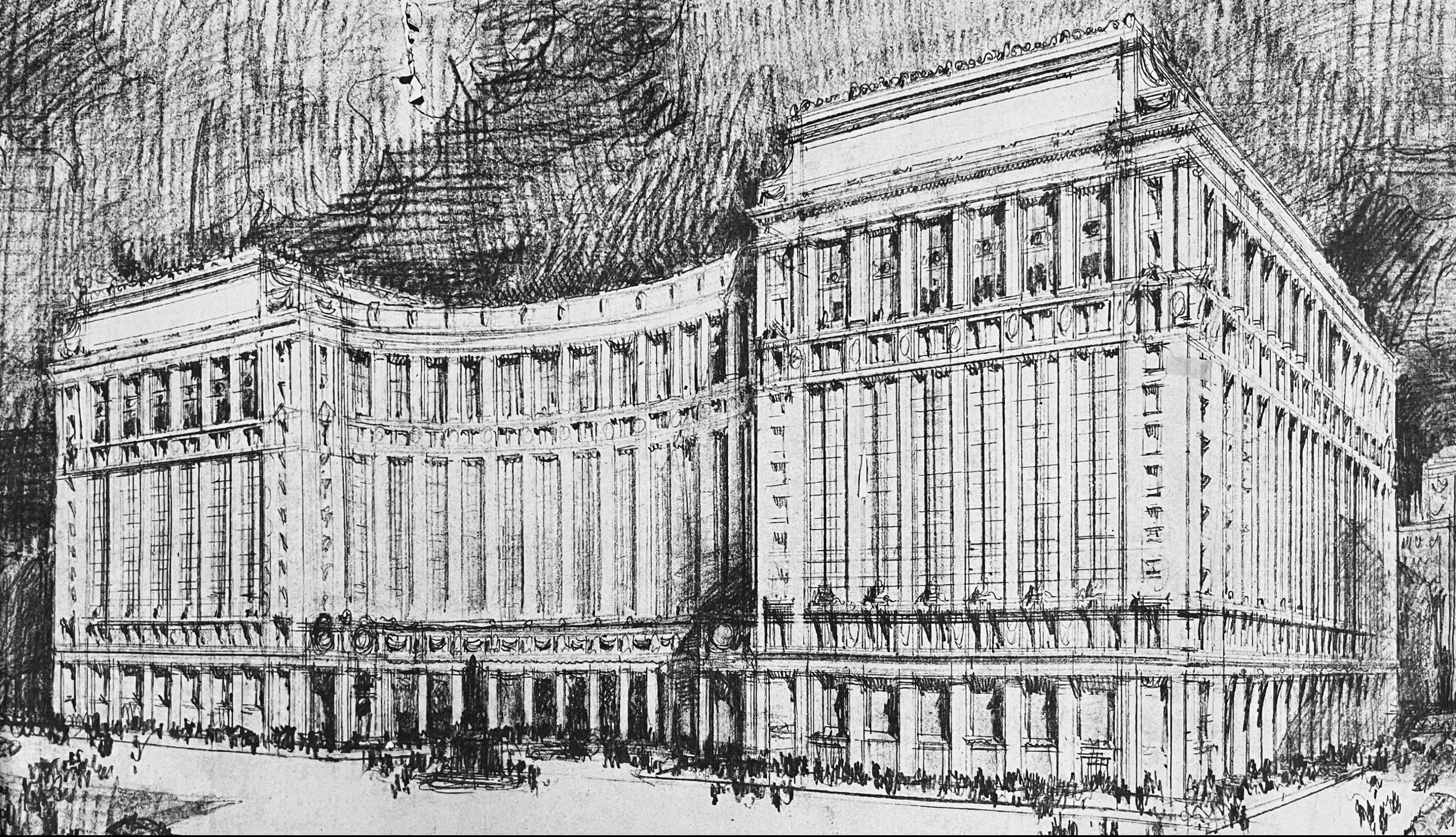


YONGE AND COLLEGE LOOKING NORTH, 1914









DANIEL BURNHAM PROPOSAL, EATON'S, 1912



SOME OF T EATON'S MEN AT LONGBRANCH  
SIGNING FOR HALF PAY  
WHILE AT THE WAR.

JAMES PHOTO.



EATON'S STAFF GO TO WAR

E R A





LADY EATON

ERA



A. M. CASSANDRE 17



NORMANDIE

ERA













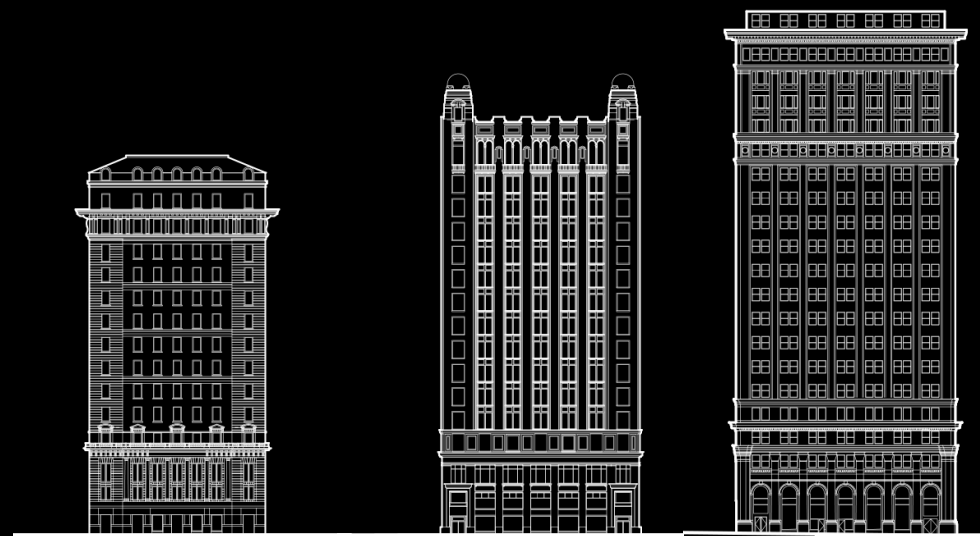
ADDITION TO EATON'S MONTREAL, UNDER CONSTRUCTION 1930





MAPLE LEAF GARDENS, TORONTO, 1931





**TRADER'S BANK**

15 STOREYS

59 meters

1906

Carrère and Hastings

**CPR BUILDING**

15 STOREYS

71 meters

1913

Darling & Pearson

**RBC**

22 STOREYS

81 meters

1914

Ross & Macdonald





**TRADER'S BANK**

15 STOREYS  
59 meters  
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Ross & Macdonald

**ROYAL YORK**

30 STOREYS  
120.5 meters  
1929

Ross & Macdonald

**COMMERCE COURT**

32 STOREYS  
144 meters  
1931

York and Sawyer





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Ross & Macdonald

**COMMERCE COURT**

32 STOREYS  
144 meters  
1931

York and Sawyer

**COLLEGE PARK**

40 STOREYS  
203 meters  
INCOMPLETE

Ross & Macdonald

SKYSCRAPER EVOLUTION IN TORONTO

**ERA**





ROSS & MACDONALD CONCEPT

ERA





ROSS & MACDONALD CONCEPT

ERA





SELECTED ROSS & MACDONALD CONCEPT

ERA





PHASED APPROACH

ERA





Gerrard St W

Hayter St

Bay St

Eaton's College  
Street Store

Yonge St

College St



W. H. YATES CONSTRUCTION CO. LTD.  
TORONTO

T. EATON CO. LTD. BUILDING  
COLLEGE & YONGE STS.

NO. 40 DATE MARCH 31<sup>ST</sup> 1931

ROSS & MACDONALD, ARCHITECTS  
SPROAT & ROLPH, ASSOC. ARCHITECTS



X61439

UNDER CONSTRUCTION

E R A





PODIUM AS BUILT

ERA





PODIUM AS INTENDED

ERA



**Do Not Miss  
Seeing---**

The New Thrift House

Main Floor

\*\*\*\*\*

Electrical Mezzanine

Main Floor

\*\*\*\*\*

Basement Store and Big  
Electric Household  
Appliances

Main Floor, College St. Wing

\*\*\*\*\*

The Little Shops for  
Chintz, Taffeta, Brocades,  
Upholstering, etc.

Second Floor

\*\*\*\*\*

The Fine Arts Galleries  
and Smaller Picture  
Galleries

Second Floor

\*\*\*\*\*

Individual Showrooms for  
Wall Coverings

Second Floor

\*\*\*\*\*

China and Linen Shop

Second Floor

\*\*\*\*\*

The Big  
Oriental Courtyard for  
Eastern Rugs

Third Floor

\*\*\*\*\*

The "Ideal Ontario Home"

Fourth and Fifth Floors

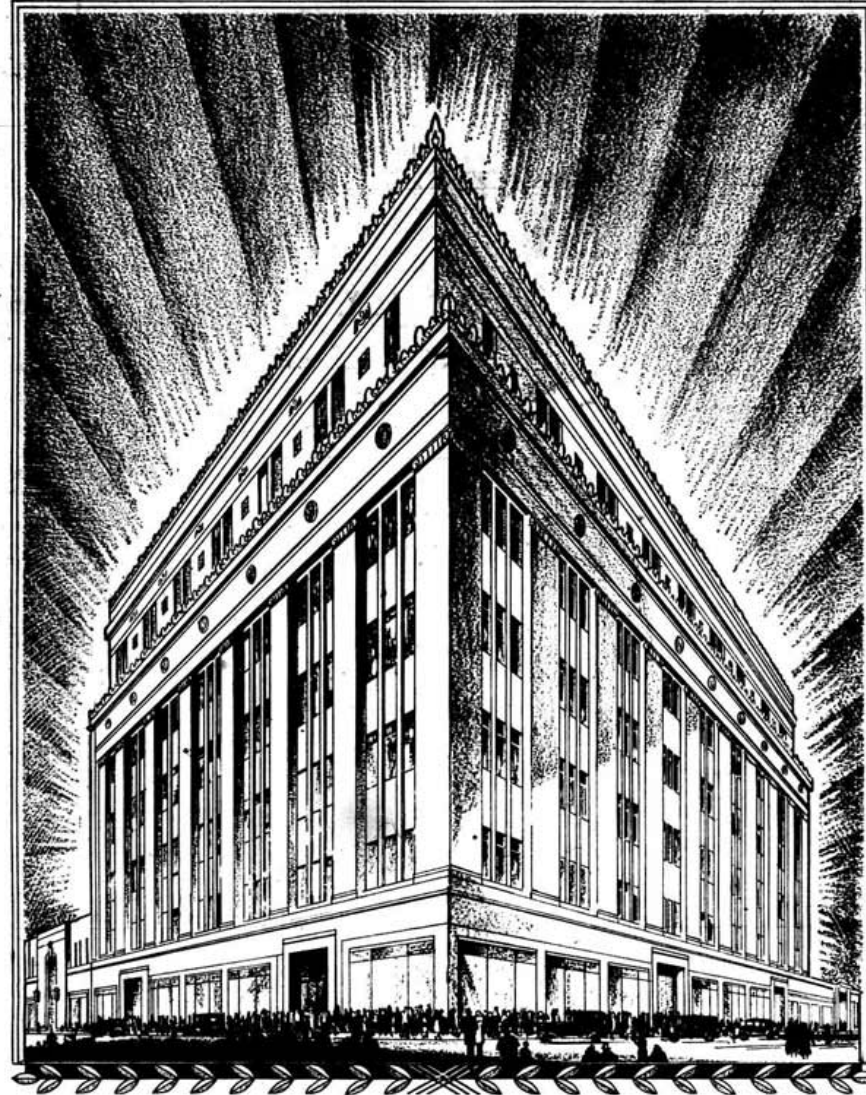
\*\*\*\*\*

The Historic Period  
Rooms

Fifth Floor

\*\*\*\*\*

STORE HOURS  
After Opening Day:  
8.30 A.M. UNTIL 5 P.M.  
INCLUDING SATURDAY



## ANNOUNCING THE OPENING OF EATON'S-COLLEGE STREET

ON THURSDAY OCTOBER 30<sup>TH</sup> 1930

We Cordially Invite You to Visit the New Store of Furniture and House Furnishings and Take Advantage of the Big Programme of Opening Day "Specials." DOORS OPEN AT 10 A.M.

**N**OWHERE is the newness of the new era more apparent than at home. There's a radio in the living room, artificial ice in the kitchen, applied art in the bathroom plumbing. In the minds of the homemaker and her husband is the common knowledge of decorative values; starched lace curtains and three-legged tables could never have happened now . . .

So EATON'S-COLLEGE STREET is like no other Store of Furniture and House Furnishings built and stocked in an earlier age, not even in an earlier decade. It has the classic simplicity and fine spaciousness of the best contemporary architecture. In setting and service it is designed to meet in a very exact way all the highly civilized needs of to-day's housekeeping. Moreover, an avenue of little shops will specialize in wearables, accessories, books, toiletries, beauty

culture. You'll see moderns and old masters in the Art Galleries. The Restaurant is novel and very smart . . .

Times have changed; surroundings have changed; but it is the same old EATON'S, beloved of the Thrifty Customer. "We've raised our ceilings but not our prices" hits off the situation for those who like a slogan . . . Wednesday will be moving day for Furniture and House Furnishings. Thursday morning at ten o'clock the doors will open at EATON'S-COLLEGE STREET — in premises built and equipped that customers may better enjoy the wide selection and incomparable cash-pricing which have been EATON'S crowning glory for sixty-one years . . . You are heartily invited to come and inspect YOUR new store and profit by the saving prices arranged for Opening Day.

**And Don't Miss  
These---**

Specialty Shops of  
Smart Wearables for  
Women, Misses and  
Children.

Main Floor, College St. Wing

\*\*\*\*\*

The Specialty Fur Shop in  
charge of our Mr. Lundin

Main Floor, College St. Wing

\*\*\*\*\*

Little Shops for Books,  
Candies, Gifts, Toiletries,  
and Antique Silver

Main Floor, College St. Wing

\*\*\*\*\*

The Beauty Salon

Second Floor, Yonge-Hayter Wing

\*\*\*\*\*

The Portrait Studio

Second Floor

\*\*\*\*\*

The Restaurant

Seventh Floor

\*\*\*\*\*

FREE BUS SERVICE  
To convey customers back  
and forth between Main  
Store and EATON'S—  
COLLEGE STREET.  
buses will leave Yonge  
and Hayter Sts. and Al-  
bert and Yonge Sts. every  
seven minutes from 9 a.m.  
until 4.45 p.m. (opening  
day beginning at 10 a.m.).  
The buses will be marked

EATON'S INTER-STORE  
COACH SERVICE

**The Furniture and House Furnishings Selling Departments (With the Exception of the Bargain Basement) will be closed all day Wednesday  
Re-Opening in EATON'S-COLLEGE STREET—on Thursday at 10 a.m.**

**THE T. EATON CO. LIMITED**



**Do Not Miss Seeing---**

The New Thrift House

Main Floor

\*\*\*\*\*

Electrical Mezzanine

Main Floor

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Basement Store and Big

Electric Household

Appliances

Main Floor, College St. Wing

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The Little Shops for

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The Fine Arts Galleries

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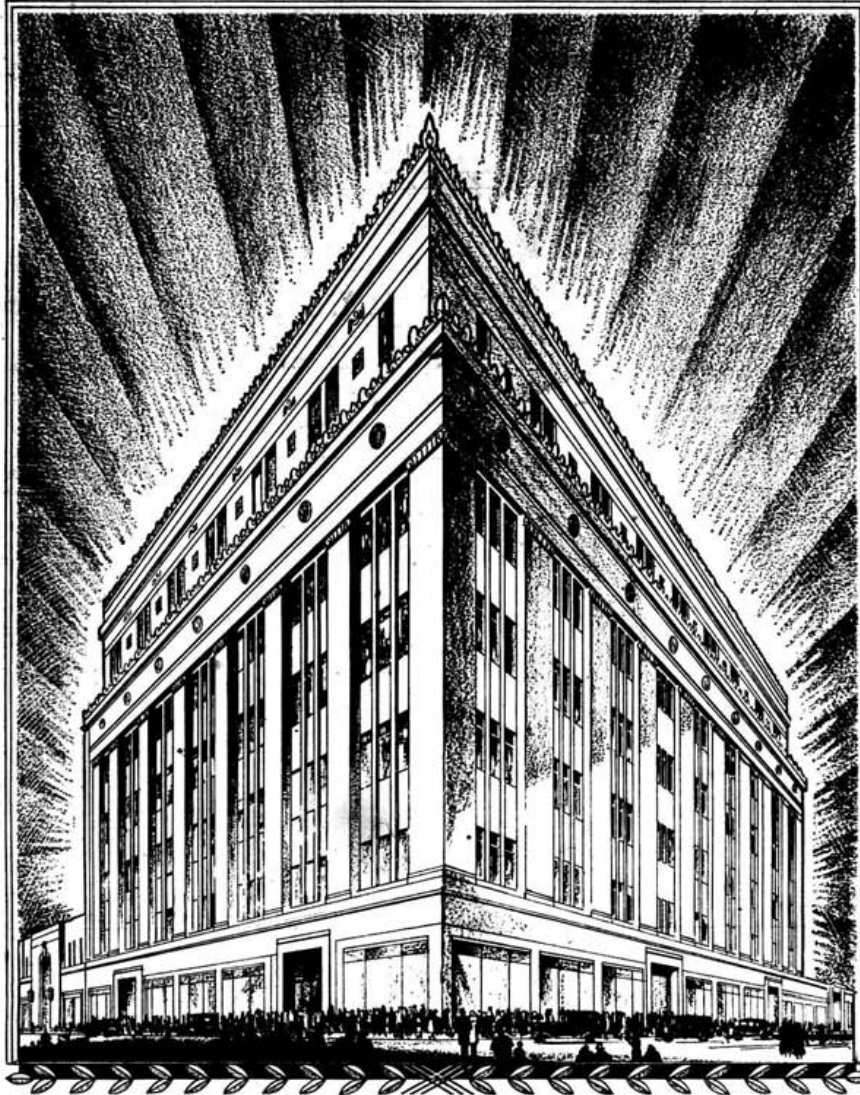
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The Beauty Salon

Second Floor, Yonge-Hayter Wing

\*\*\*\*\*

The Portrait Studio

Second Floor

\*\*\*\*\*

The Restaurant

Seventh Floor

\*\*\*\*\*

FREE BUS SERVICE

To convey customers back and forth between Main Store and EATON'S-COLLEGE STREET, buses will leave Yonge and Hayter Sts. and Albert and Yonge Sts. every seven minutes from 9 a.m. until 4.45 p.m. (opening day beginning at 10 a.m.). The buses will be marked

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**Re-Opening in EATON'S-COLLEGE STREET—on Thursday at 10 a.m.**

**THE T. EATON CO. LIMITED**



OPENING DAY - JOHN DAVID AND LADY EATON

**E R A**









MAIN ENTRANCE ON YONGE STREET





*Detail—Aluminium cresting at 6th floor level*



*Detail—Corner ornaments at 8th floor level*



*Ross & Macdonald, Architects  
Sproats & Rolph, Consulting Architects  
Architectural Bronze & Iron Works, Ornamental Contractors*



*Detail—Corner ornaments at 8th floor level*

## ALUMINIUM CRESTINGS

### EATON'S—COLLEGE ST. STORE

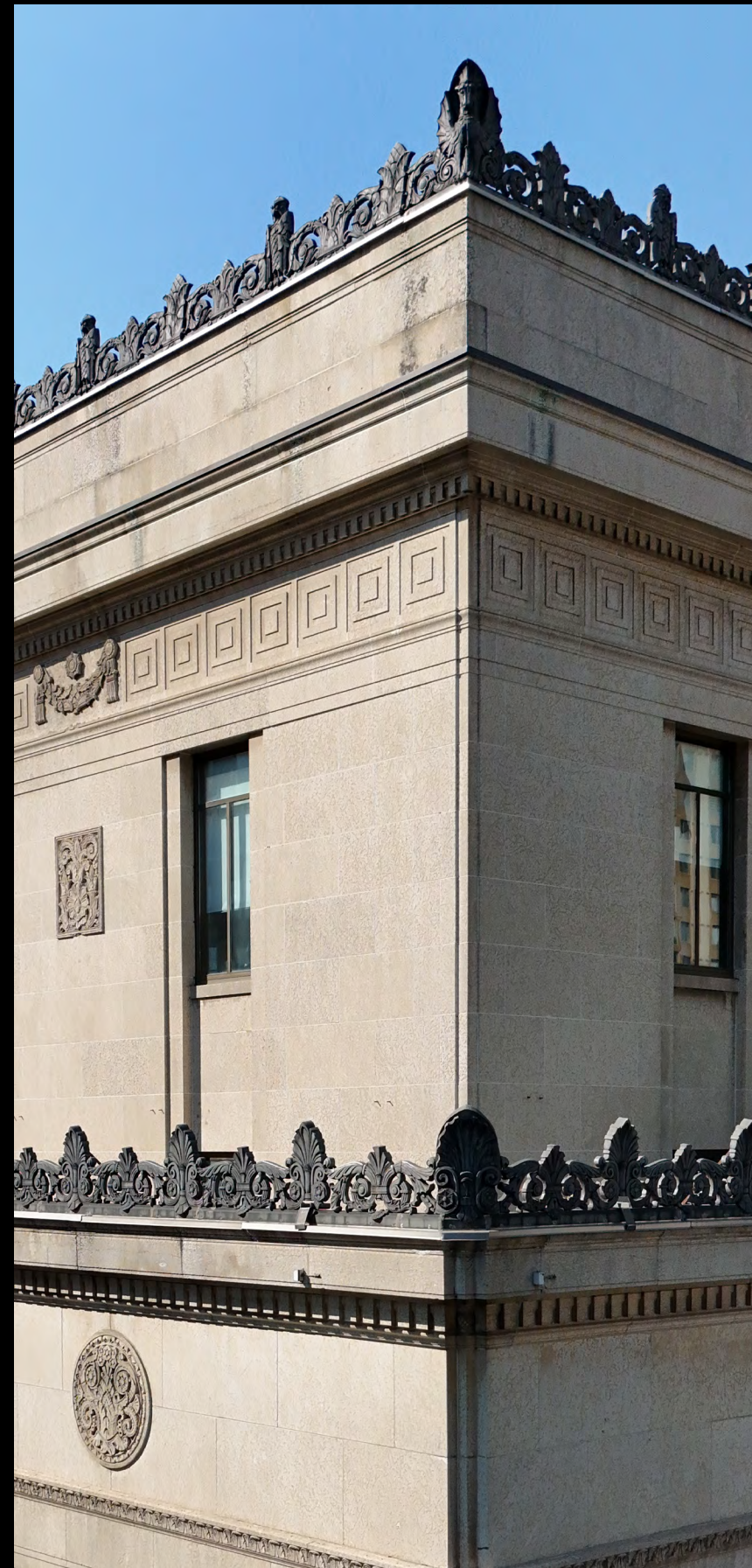
The Aluminium crestings illustrated above surmount the cornices above the sixth and eighth floors of this famous store's magnificent new building in Toronto. They were cast from No. 43 Aluminium Alloy and approximately 900 linear feet were erected.

These Aluminium crestings will last as long as the building on which they are placed. They will permanently resist weather and smoke will never corrode and stain the stonework of the cornices.

To the architect in search of unusual decorative effects, Aluminium offers wide possibilities. May we send you further information?

ALUMINIUM (VI) LIMITED, TORONTO & MONTREAL

# ARCHITECTURAL ALUMINIUM







**He'll gladly tell you what he thinks of his Monel Metal Equipment"**

says SIR EDGAR T. BRITTEN, Captain of the Queen Mary and Commodore of the Cunard White Star Line



1. This is Chief Steward Jones of the Queen Mary. Let him tell you in his own words how he places confidence in the Monel Metal equipment aboard his ship:

2. "With accommodations for approxi-

mately two thousand passengers, we have plenty of work cut out for our Monel Metal sinks. There are 113 of them.

3. "We call this a 'Mechanical Molly'. It's one of our electric dishwashing machines.

They're built to last a long time. See the Monel Metal?

4. "Our coffee machines are sheathed in Monel Metal. We believe appearance is quite as important as actual cleanliness!



5. "Wherever we handle food we can't be too careful. Those steam tables are Monel Metal, and of course, they'll never rust."

6. Dine afloat in the crack liners of either the Atlantic or Pacific, or ashore at the leading hotels... whenever you patronize the finer eating places, your food is almost certain to be prepared and served by aid of Monel Metal.

If you buy first quality canned goods, eat top grade meats, and drink the finest bever-

ages... you'll find the factories and packing houses where they were prepared equipped with Monel Metal.

But what of your own products? Do you use Monel Metal to avoid contamination by

rust and corrosion; to minimize wear and depreciation? Investigate the sales-making possibilities of Monel Metal. Write, today, to THE INTERNATIONAL NICKEL COMPANY, INC. 67 Wall Street New York, N. Y.

$\frac{2}{3}$  NICKEL +  $\frac{1}{3}$  COPPER = MONEL METAL

Monel Metal inherits from Nickel its finest qualities—strength, beauty and ability to withstand rust and corrosion. When you specify metals, remember that the addition of Nickel brings toughness, strength, beauty and extra years of service to steels, irons and non-ferrous alloys.



ENTRANCE DOORS

E R A



# INSIDE THE DOOR

To Telephone  
EATON'S-COLLEGE STREET  
Ask for  
Adelaide 5011

## The Dress and Coat Shops

Fascinating as the salons of some of the great maisons de couture of Paris . . . and as full of fascinations! . . . Evening dresses and cloaks, the new formal afternoon dresses and their complementary wraps, day dresses, fur coats . . . models and far less expensive copies and adaptations that breathe the very spirit of Paris! . . . You'll find them all in that smart little shop in the College Street wing of the new Store. . . . Dresses from \$35.00. Coats from \$65.00.

A—Gossy presents a new version of the picturesque gown in this black tulle dress and underbusts it with glittering sequin sprigs and made of evening importance. Notice the unusual neckline. \$125.00.  
—Eaton's College Street, Main Floor.

## The Children's Shop

is just an edition in miniature of the smart shop devoted to fashions for their mothers and big sisters. . . . Dresses and coats for every purpose and occasion in the life of girls up to 14; the sweetest of clothes for babies from a day to six years old. . . . And nearby you'll see charming nursery furnishings and the most amusing of toys.  
—Eaton's College Street, Main Floor.

B—"Cherry Ripe," it might well be called—this frock of cherry red silk crepe with its interesting diagonal back and its collar and buttons accented with navy blue. Size 10 years. \$18.50.  
—Eaton's College Street, Main Floor.

C—A Parisian ensemble for a precious baby. Delicate pink crepe de Chine with scalloped edges of tiny blue folds, hand-sewn. The little frock has short sleeves and the most a separate wadded lining of silk. Size 6 months. Coat \$19.50; frock \$12.50; and bonnet \$4.95.  
—Eaton's College Street, Main Floor.

D—The velvet feather that softly frames the face, has definitely returned as a factor in the mode of 1930. Charming—don't you think—with its fluffy white fronds, in this Dikway hat of black felt. \$15.00.  
—Eaton's College Street, Main Floor.

## Shops for Accessories

Hats in the mode of the day after tomorrow acquire a new piquancy when you try them on before the mirrors in the new little Hat Shop. . . . Gloves, neckwear and stockings come out of nests of drawers in those Australian walnut cases with new allure. . . . Shoes that are wonderfully smart . . . perfumes, handbags, lingerie, umbrellas, costume jewellery, even books and drugs find space in this delightful collection of small shops.  
—Eaton's College Street, Main Floor.

E—Severely plain modern ornament in gilt metal is a mark of great chic on a leather handbag. Beautifully made in dark brown pig seal, lined with brown moire, lined with brown moire and mirror. \$10.00.  
—Eaton's College Street, Main Floor.

G—A famous Parisian confectioner, "Cedelle," turns perfume and presents four new and delightful ones: "No. 9," "Cedelle," "Cedelle" and "Amour en Cadeau," all charmingly scented out in solid gilt containers. \$6.50. Other sizes from \$1.25 to \$15.00.  
—Eaton's College Street, Main Floor.

## THE SPECIALTY SHOPS AT EATON'S-COLLEGE STREET



### The Silver Shop

The treasured silver of other days . . . antiques with pedigrees that will interest the collector . . . beautiful pieces of old silver. . . . And with them the finest silver of these modern times . . . duplicates of museum pieces by George Jensen. . . . Such things as these are included in the Silver Shop.  
—Eaton's College Street, Main Floor.

### A Beauty Salon

Ultra-modern from its artistic entrance to the veriest accessory. Each tiny room—and there are many—a triumph of sophisticated comfort and luxury—each detail a tribute to the achievements of modern art and science. The drying-room with all the gay charm of a sun parlor—manicure rooms a modern marvel—while Pierre's Shop brings the most cherished arts of Paris.  
—Eaton's College Street, Second Floor.



### The Baby's Own Shop

ISN'T the Baby the greatest little modern of us all? His Summer suntan hasn't worn off yet. And what a new kind of free-limbed Winter baby he is in his wee woolly panties and sweater. Look at the swanky bottles in his bassinette and the colored sheets on his crib. Infants and their fashions have changed. . . .

So the Babies' Shop at EATON'S-COLLEGE STREET is new all the way through. It goes strong on knitted things for everyday and Frenchy little wisps of nainsook for the big events of life. Everything you could want in undies and socks and soft soled shoes. Rompers. Coats and bonnets of crepe de Chine, or of broadcloth with tiny fur collars. Smart covers and pillows for the pram. Charming furniture. Enchanting toys. And, of course, layettes will be a specialty. . . .

But the chief glory of the Shop is the convenience of it. Just a step from the College Street doors or from the door of the Parking Station. The older babies can be brought inside to try on their mittens, bonnets or frocks. There are Fitting Rooms for Babies in the new shop!

Main Floor, College Street Wing

## The Period Rooms

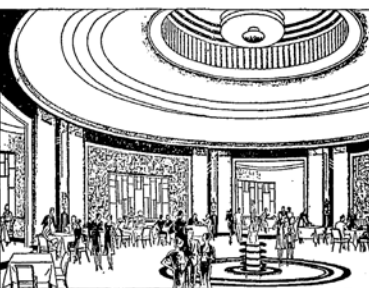
You who love to dip into the glamorous past will find inspiration in a series of Period Rooms on the Fifth Floor. . . . You may enter a duplicate of King Charles's Library of St. John's College, Oxford, or if you have a mood for Clifford Inn, or Hampton Court—a step and you are there. . . .

The English Oak Room, the Pine Room, a room from a once famous house in Hatten Garden, London, even the enchanting boudoir of Marie Antoinette, each has its own romantic old world atmosphere, each is a perfect reproduction by our Interior Decoration Bureau.  
—Eaton's College Street, Fifth Floor.



## A Modern Restaurant

A domed circle within a square with great recessed windows reflects the brilliant mastery of the modern architect. A decorative scheme of yellow, black, silver and beige creates an atmosphere of hospitality and gracious charm. Statuettes in niches, murals by Natscha Carlu, a glass fountain, a radio in the centre of the dome—the modern table appointments all contribute to the interest of this unusual restaurant . . . delightful setting for a delicious luncheon or tea. Of good cooking and deft service you are assured since it is under Georgian Room management.  
—Eaton's College Street, Seventh Floor.



# AN IDEAL REALIZED EATON'S COLLEGE STREET

## One of the most Modern Stores in the World

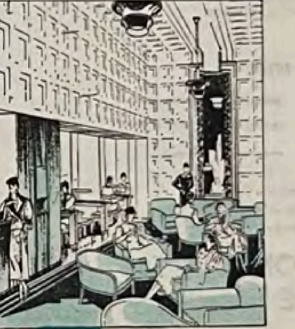
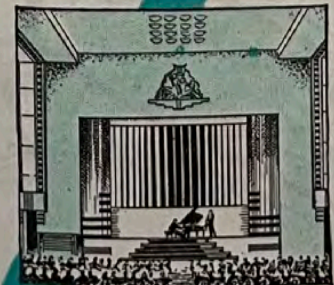
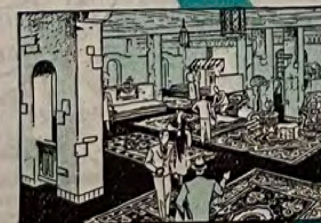


Built to be the home of the Furniture and House Furnishings Departments, this magnificent Store also contains Specialty Shops, similar to the smart shops of London and Paris, which feature exclusive merchandise. In EATON'S-College Street, Toronto has a store which has become one of the show places of the continent, a store which was built by a combination of artists, craftsmen, and practical merchandising experts all working to an ideal—that of bringing beauty and utility into an ideal association.

The Auditorium and Concert Stage, designed by Prof. Jacques Carlu, of Paris, is a brilliant example of modern architecture and decoration. On the stage a series of shutters in bird's-eye maple conceal the pipes of a superb Casavant Organ.

On the Second Floor are situated the Fine Arts Galleries where, under ideal conditions, various paintings, etchings, drawings, etc., are displayed for sale.

These are only two of the many unique features to be found in this amazing Store. The fittings, the architecture, the convenient arrangement of the merchandise—each provides a sufficient reason in itself for visiting this most modern of Departmental Stores.



STORE HOURS: 8.30 A.M. UNTIL 5 P.M., INCLUDING SATURDAY

THE T. EATON CO. LIMITED





SOUTHERNMOST STAIR AND ESCALATOR





ARCADE

ERA

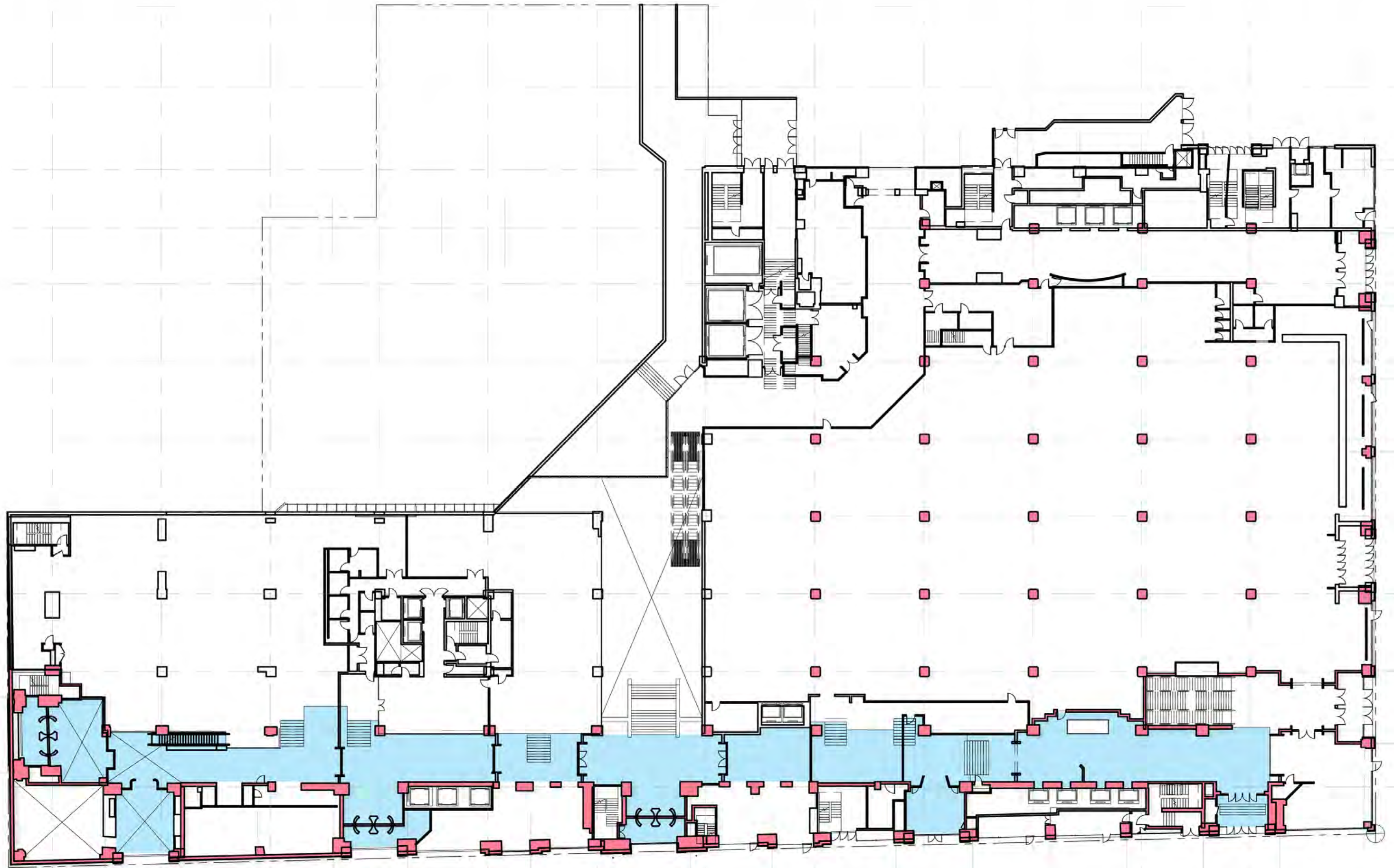






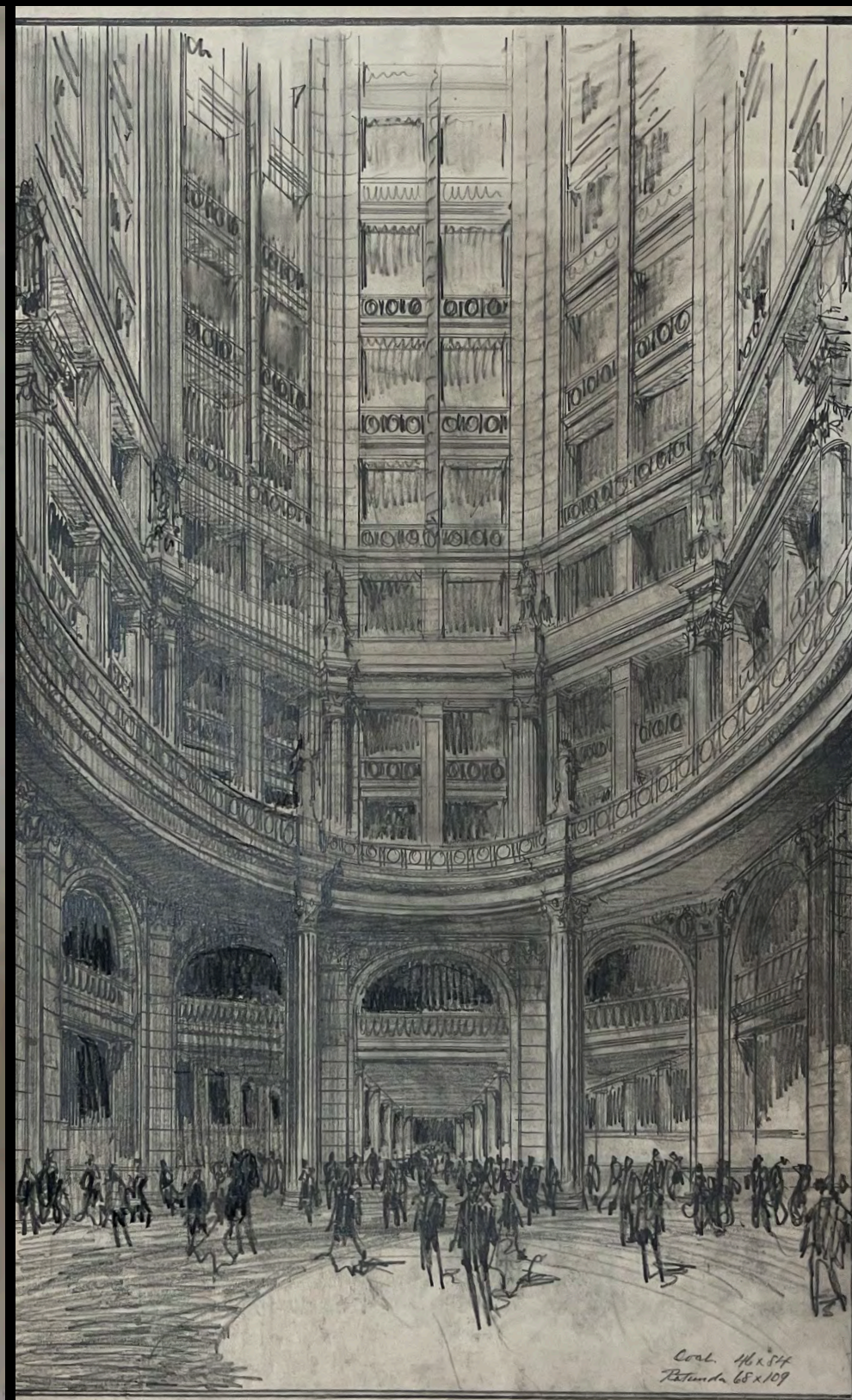
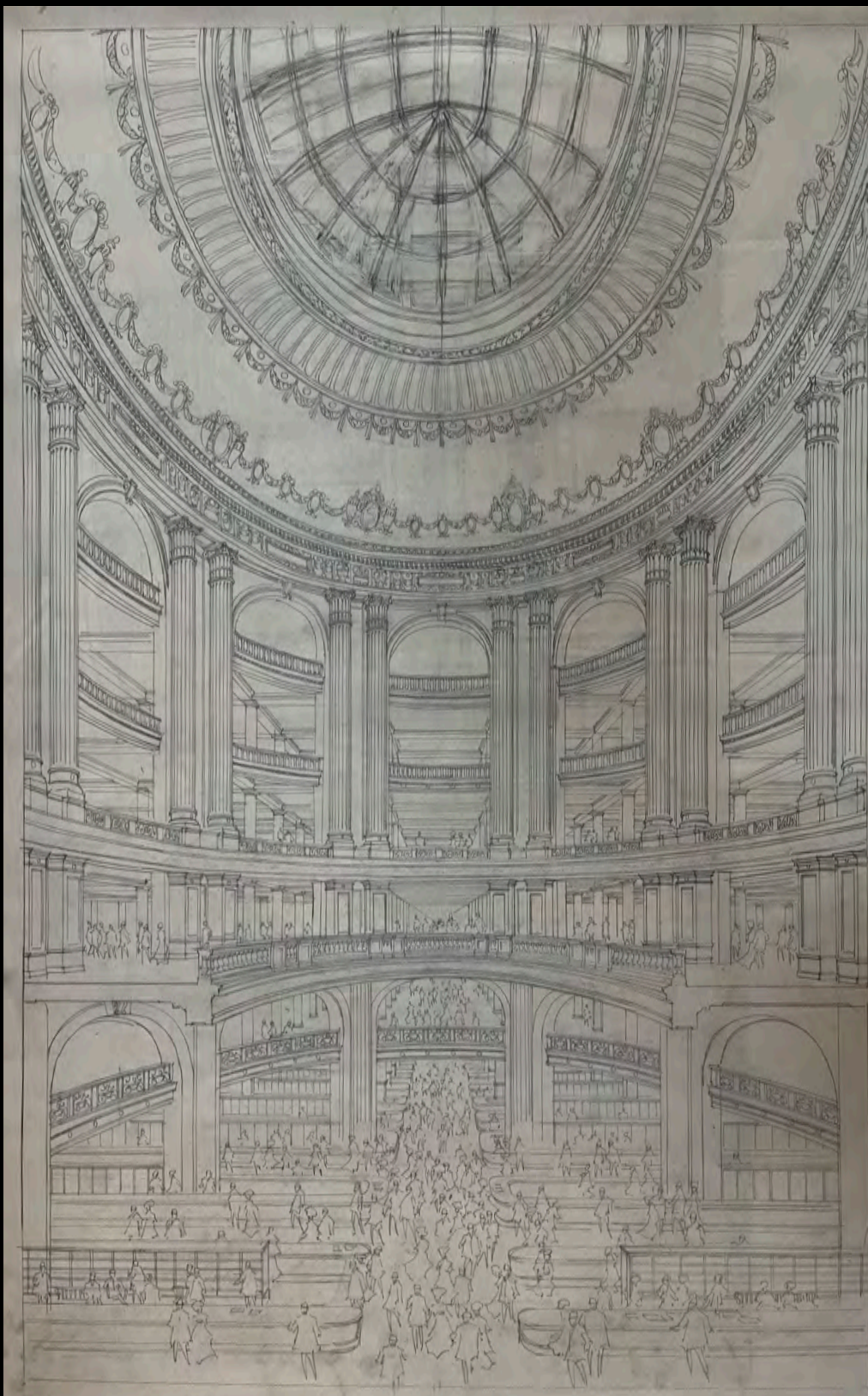






CURRENT GROUND FLOOR



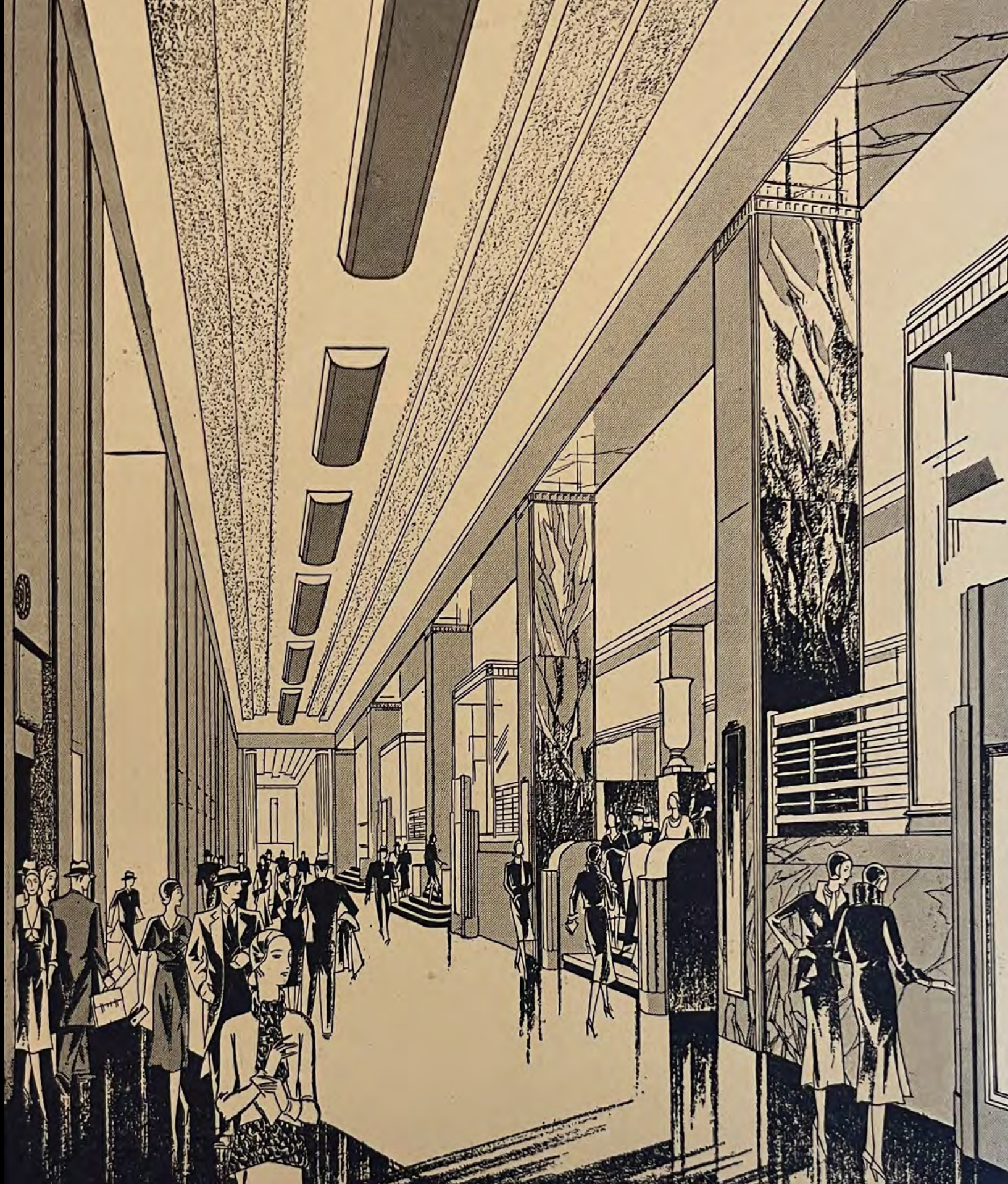






EARLY ROSS & MACDONALD ARCADE CONCEPT









VITRINE AND STAIRS IN ARCADE





GRAND STAIR **E R A**





FIRST FLOOR - FURNITURE & THRIFT HOUSE



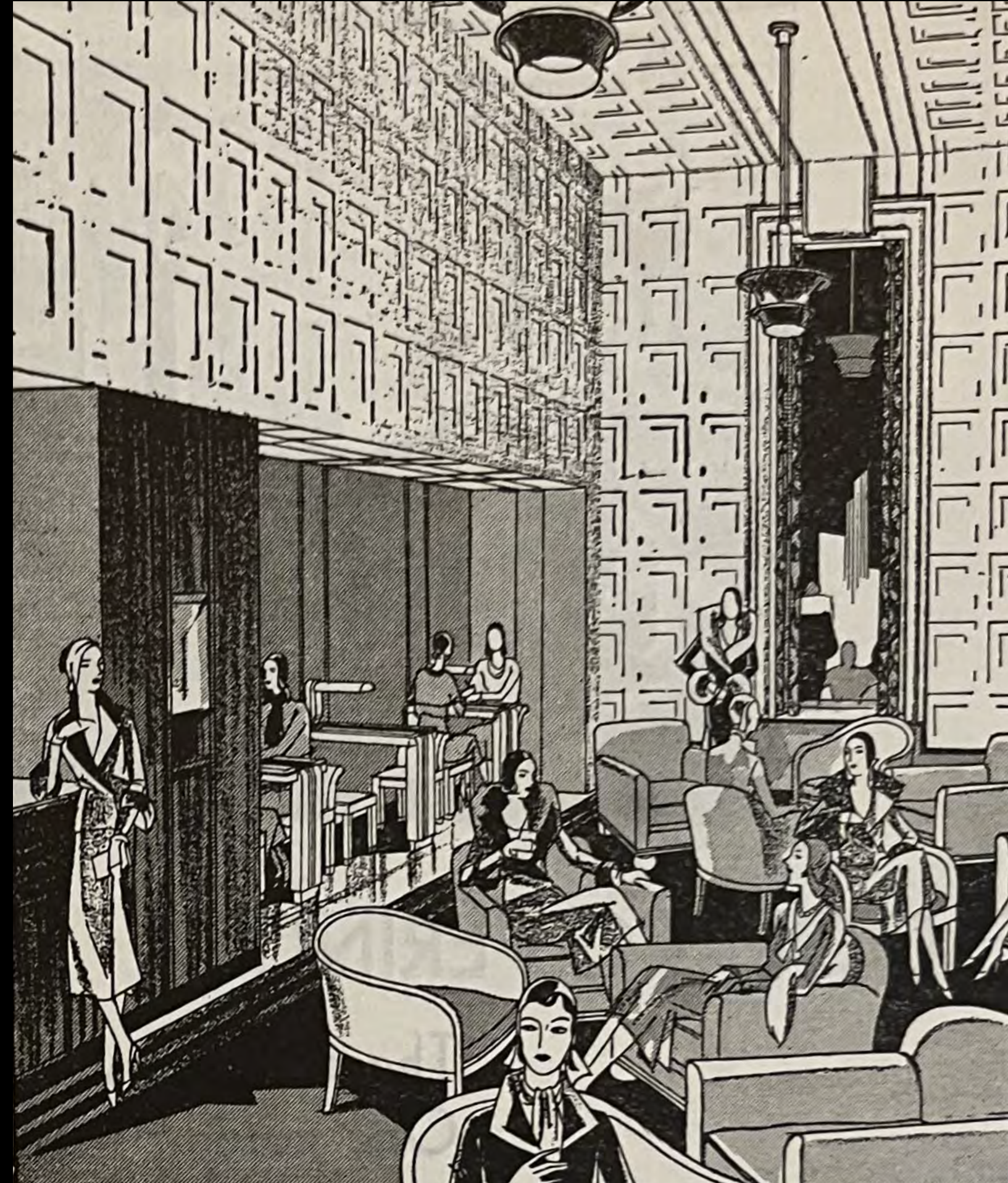






FIRST FLOOR - COLLEGE WING - SPECIALTY SHOPS





SECOND FLOOR - BEAUTY SALON **ERA**

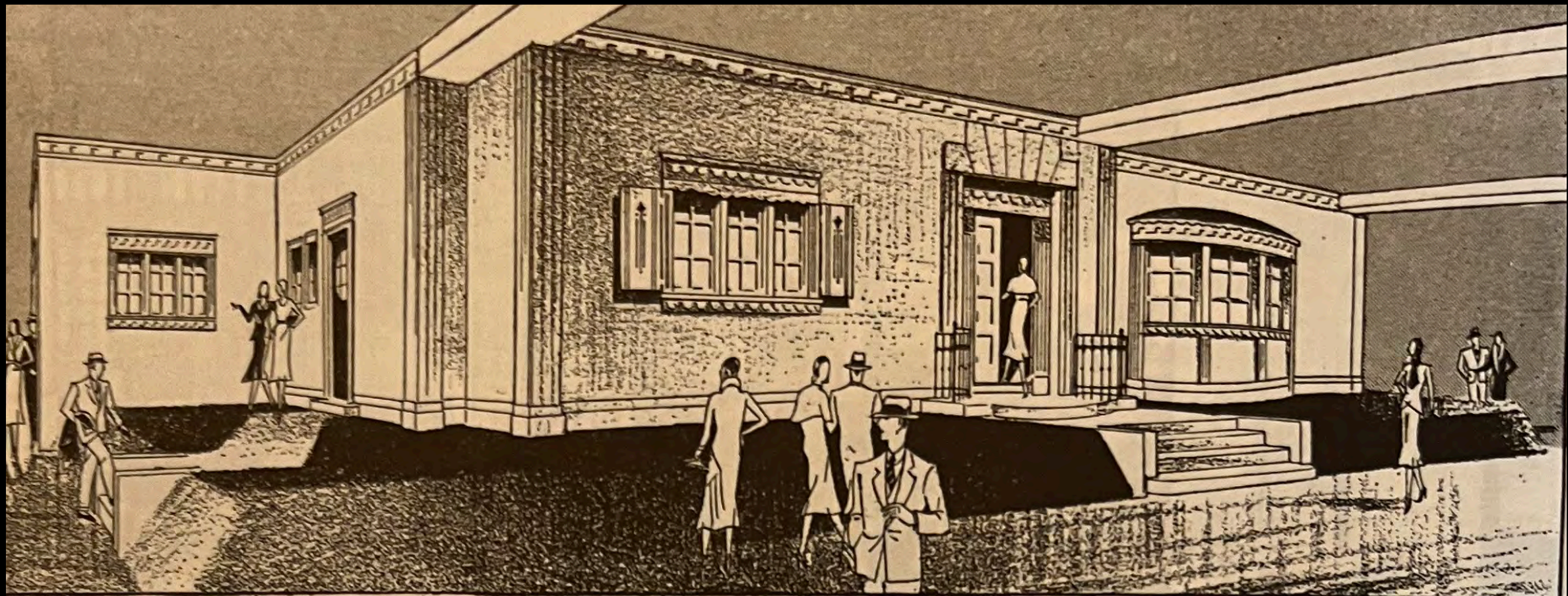
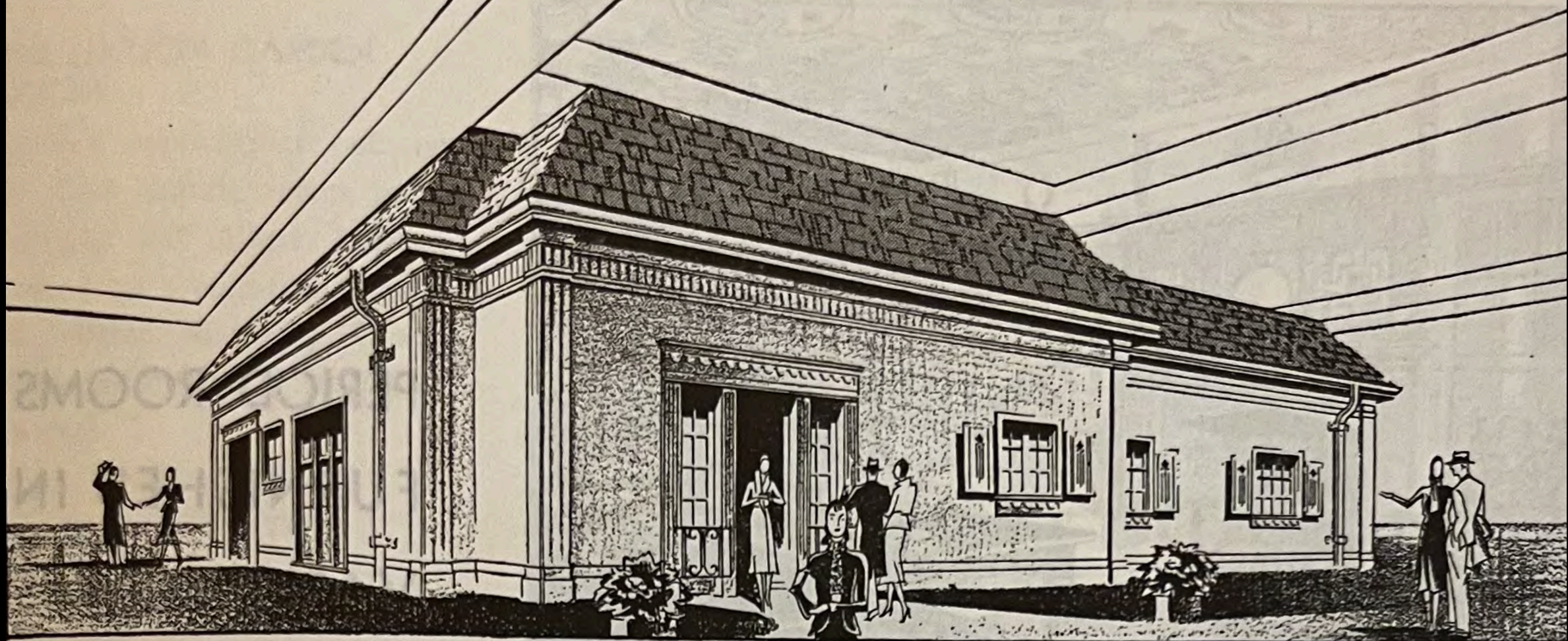












FOURTH AND FIFTH FLOORS - IDEAL ONTARIO HOME





## AND SO TO EATON'S—COLLEGE STREET

Being a personal account of several settings forth of Mr. Pepys and wife to take great observation of one of Canada's impressive new buildings—Eaton's, College Street, Toronto

By ELLEN E. MACKIE

November 3

UP EARLY—and with my wife and Sir W. Pen to the opening of a noble store . . . Eaton's College Street. Comes my cousin Sarah and wife's Aunt Lucette to join us . . . I in my new perwig and great coat, which do make a mighty fine show and handsome. We all very merry; and so to Eaton's with great pleasure. There is much talk of it as a national achievement—a climax of sixty years merchandising in many big cities of these here dominions. They do say, and truly, that the House of Eaton echoes the country's standards of good merchandising . . . it being a kind of shopping roof-tree for all Canada.

A noble structure of modern ornamentation, Sir W. Pen do declare it brings him to mind mighty architecture of Rome. A stupendous store we did all agree, and indeed, not a little awed by its grey stateliness of proportions. I do doat on the round medallions carved in the upper stone, bronze crestings and other decorative details. A brave, colossal building and creditable to this young country . . . and they do say the concrete foundation was laid 69 feet below the street . . . the store standing eight floors high and magnificent to the silvery peak of its topmost cornice. And while we discussing it, a civil spoken fellow in uniform did come with much information and no little pride telling us the grey exterior of limestone called "ivory buff" is brought from the Province of Manitoba quarries. He did wax warm in his praise too of the black granite at base being taken from Mount Johnson, Quebec. He then pointing to the bronze work in crestings, flag-holders and window frames of very noble craftsmanship.

### French Provincial Room

The French Provincial room has a lightness and charm distinctively its own. In this interesting arrangement blue-green is the dominant color, providing the background of the flowered linen covering the end walls, and playing the major rôle in the square-patterned hand-tufted carpet. Typical Provincial styles are revealed in the chairs and Oak pieces. The panelling on the fireplace side is essentially fitting, and was executed in the company's workshops. Eaton's College Street

We then indoors with great anticipation. A full store . . . many ladies and persons of quality came. I did see one lady carrying a little black dogg . . . my wife telling me it is not a dogg at all, but a handbag, which did much amuse me. Mighty taken with the interior of Eaton's. Superb spaciousness, lofty ceilings, great marble columns. We in much admiration of the modern background. My wife and aunt Lucette gossiping warmly of the walls and tintings of buff adroitly combined with pink like the blush of a pretty young wench. Cousin Sarah peering through her lorgnette at pillars, elevator-fronts and wainscoting of some new kind of rosy marble . . . she very froward in putting questions to a gentleman near by . . . which did all end well, he very gallant explaining it to be Notre Dame marble. He did then point out the beauty of the floors, "Italian Travertine" and non-slip, at which my wife did smile making a merry quip at my expense. One thing I must observe here, much of the charm hath been the use of a silvery substance which they did tell me is monel metal, a Canadian product, largely of nickel. It do give that silvery, mercurial touch to dark backgrounds, show cases, frames and revolving doors . . . of light-hearted mien and noble aspect. We hearing remarks from many fine people on the harmony of decoration.

At both ends of the store, a fleet of cars . . . which do carry people from floor to floor with much ease and speed. I did observe in passing, each group of cars in different colors . . . some green, others red, the South ones blue . . . and peering within was highly pleased to see smart black-and-grey tiled floors and that silvery monel metal work on colored backgrounds.

And while watching people getting inside the cars with much



### King Charles Room

The stately dignity of the English home during the reign of the Merry Monarch has been beautifully recreated here. The room is a copy of a library in St. John's College, Oxford, and panelling, overmantel and fireplace were reproduced in Eaton's workshops. The high-backed chairs of Charles II period, which are so becoming even to sleek moderns, the very long Oak table and chests carry an appeal that is undeniable, especially to those of British stock. Eaton's, College Street, Toronto

King Charles' Library among the Period rooms all of which more anon. A high panelled Oak room and very handsome to look at in excellent harmony. A pretty cardboard sign did give out publicly that the fine panelling which doth well and truly copy the original to the life, hath been adroitly made in Eaton's own workshops. I confess I am vastly taken with a table there, which upon my soul if not antique, then Sir W. Pen and myself are mightily deceived. It being warped, cracked and knotted and mellowed with the gathered charm of age with melon bulb legs of the early 17th Century in good Queen Bess's reign or thereabout. And indeed I do well mind on those grotesques and strap work, facades and pilasters of my boyhood days. A splendid sideboard there too, dated 1645, and handsome tapestries of antique design . . . all of which I did wonder at, deeply pondering on the manners and customs of all times.

We then to another Period room of which we hear much talk, Hatton Garden, a reproduction of one of those historic rooms now in the Victoria and Albert museum. Finely panelled walls here too,

which I do greatly admire and more so because it being a faithful copy of the original and made by Eaton's own cabinetmakers. When I do read on a card there of the original room being once in a famous house in Hatton Garden, London, God bless us, I did recollect my grandmother with me visiting that selfsame house when a little boy. But durst not own it to my wife for fear of angering her, she being touchy about her age lest those around should hear.

November 6th.

CAME my old acquaintance Mr. Pechell, whose red nose doth vex me, though he mighty spruce and otherwise a good man and well up in the history of antiques. Took a turn with him to the Clifford Inn Room, at Eaton's College Street. My wife there anon with her Aunt Lucette, and I highly amused to see poor Pechell's red face on approach of the ladies. Anon, too, Sir W. Pen who it do appear spends much time studying these Period



### English Oak Room

A room of slightly earlier date than that shown above, and particularly notable because of the old Oak panelling, procured from Clare Lawn Manor house at Richmond. This interesting house, torn down some time ago, adjoined the Royal Park in the Borough of Richmond, and it is believed that one of the king's mistresses resided there. Architecture and interior finish were in the Jacobean style, and the upper border of panelling shows carefully executed linen-fold carving. Yorkshire and Devonshire Oak chairs of the early 17th Century and upholstered chairs of a later date agree pleasantly with the atmosphere of this important room. Eaton's, College Street, Toronto





Grand Foyer  
7<sup>th</sup> Floor of the new building at College Str.

THE T. EATON CO. LIMITED





**“There is in fact no dividing line between architecture, decoration and applied arts, the latter being links between daily life and the fine arts.”**

Jacques Carlu, May 1931, RAIC

SEVENTH FLOOR FOYER

**E R A**

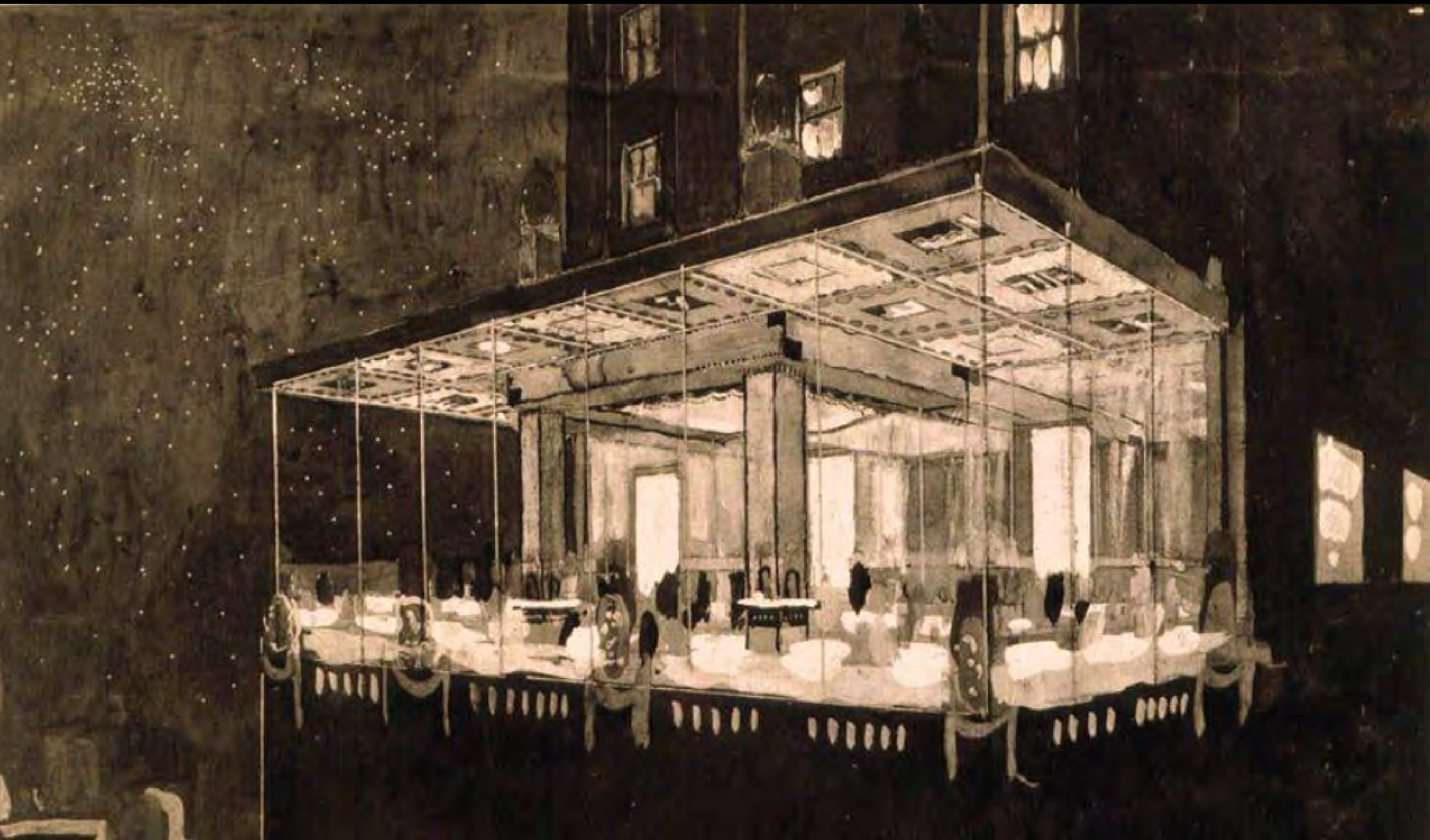












SHERRY NETHERLAND HOTEL RESTAURANT NYC





STEWART & CO. DEPARTMENT STORE NYC

ERA





STEWART & CO. DEPARTMENT STORE NYC



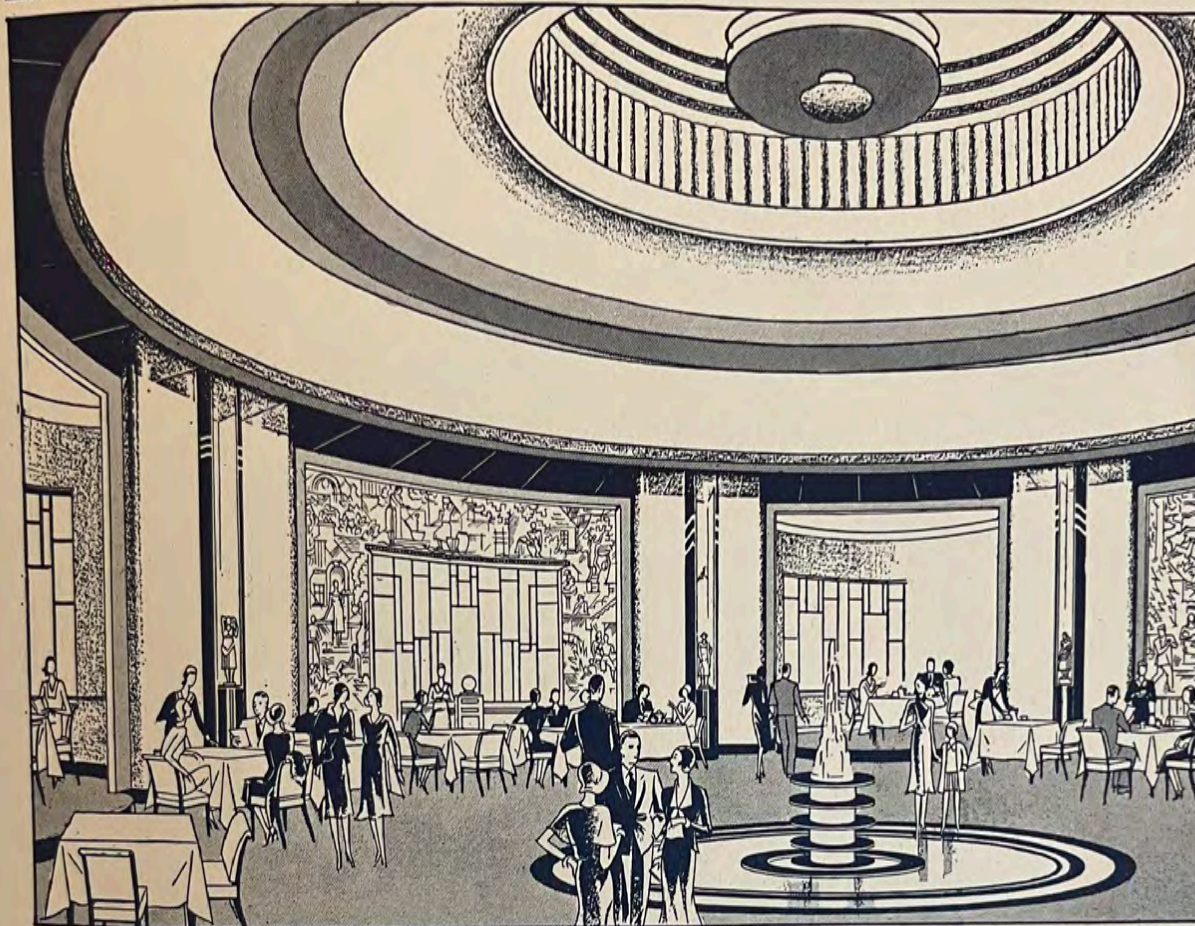


EATON'S COLLEGE STREET SEVENTH FLOOR FOYER









THE RESTAURANT

## THE RESTAURANT

a restaurant in modern style, reached by direct elevator service from the elevator arcade



page twenty-three

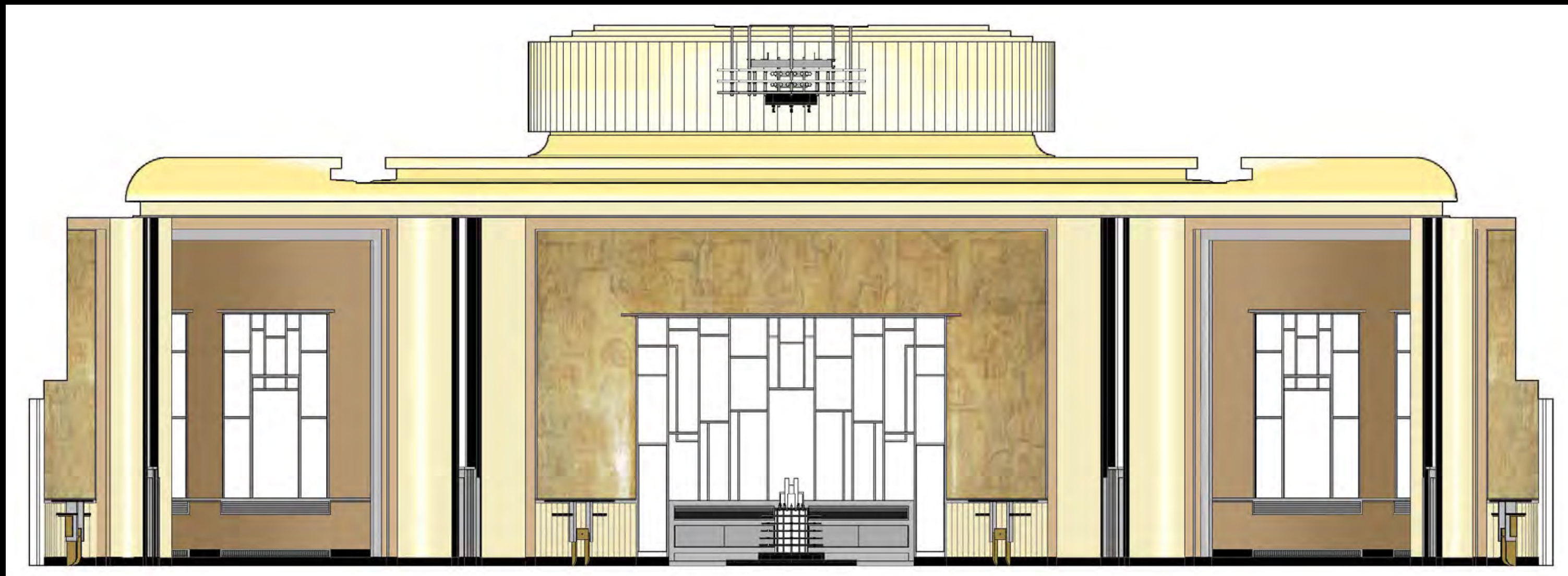
**A** DOMED circle within a square, the corners of which are window recesses, this room is a distinguished expression of the aptness, dignity and charm of contemporary architecture and decoration. Designed by Professor Jacques Carlu of Paris, professor of design in the Massachusetts School of Technology,—Messrs. Ross & MacDonald, Architects—it is a study in banana yellow with black, silver and beige. The glass fountain; concealed lighting; the radio in the centre of the dome; the statuettes in niches (one of them is enlarged at the side); and the murals by Natacha Carlu, are details which reveal the spirit of to-day in the practical and the aesthetic.

The modern idea is carried out in furnishings, silverware, Fostoria glass, Royal Worcester china and Irish table linen. Two smaller dining-rooms will accommodate parties of fifty and twenty-four, respectively. The small Foyer, furnished in subtle shades of red is an interesting rendezvous. This new restaurant is under Georgian Room management.

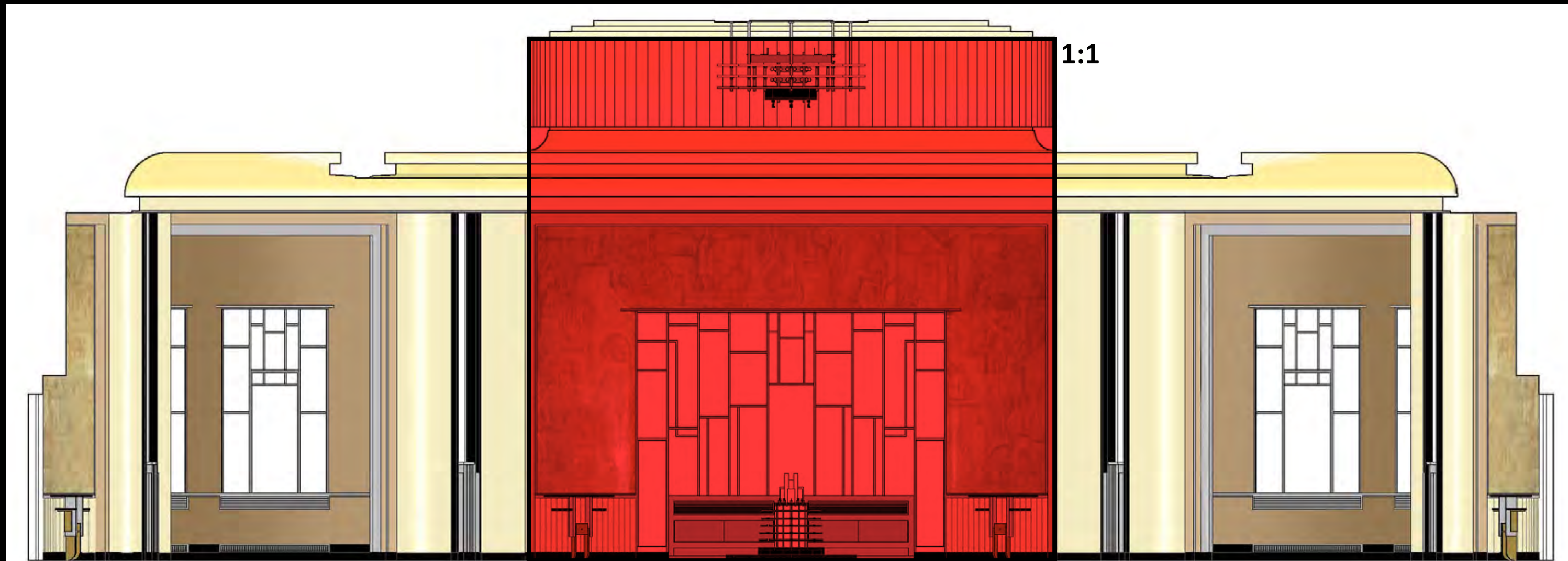




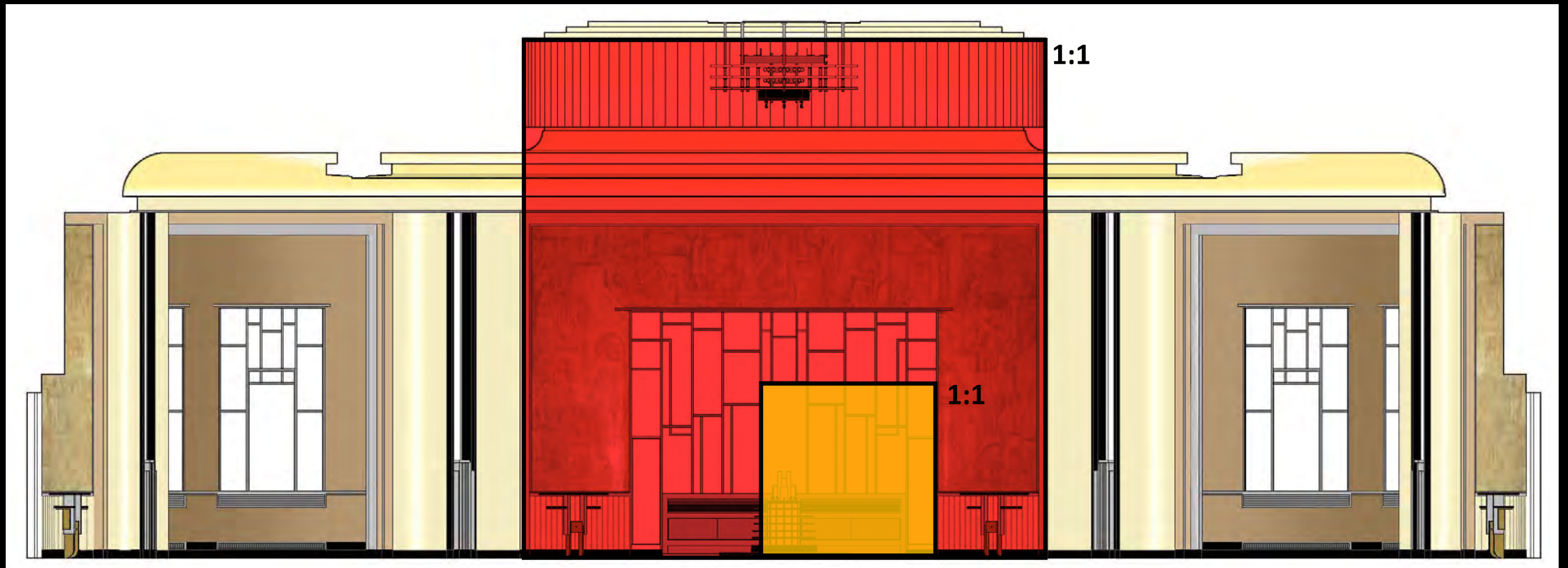




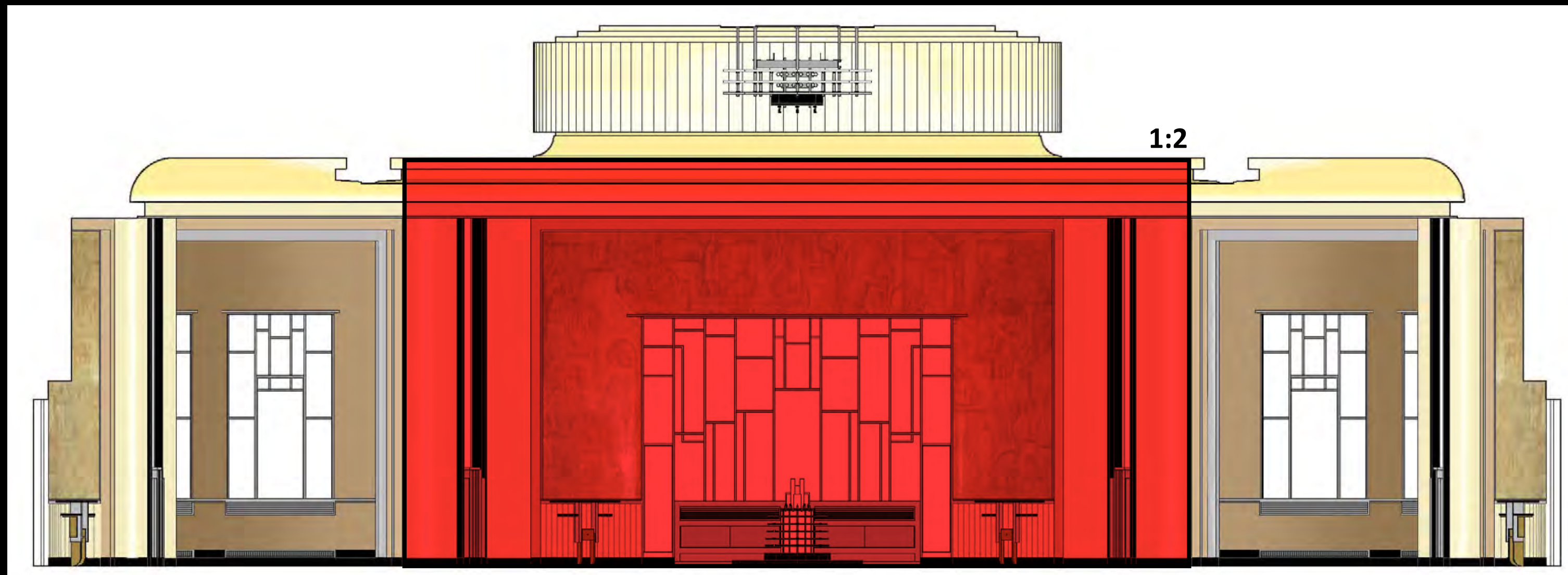




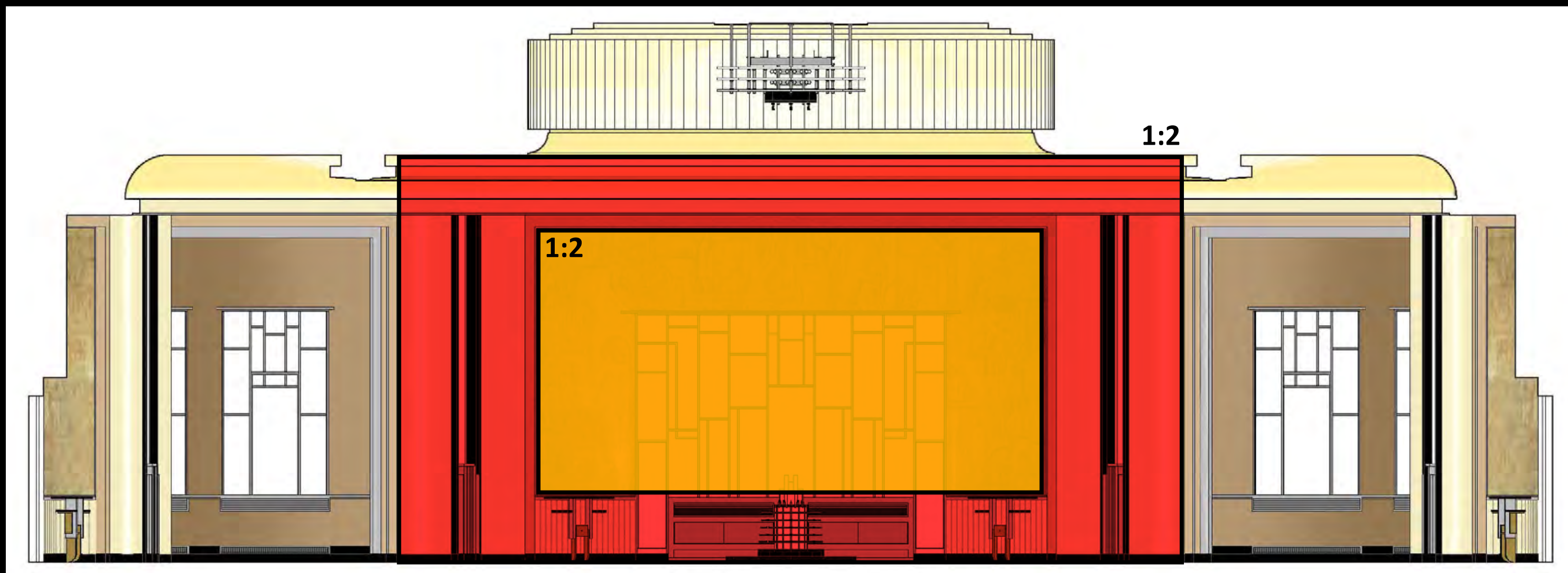




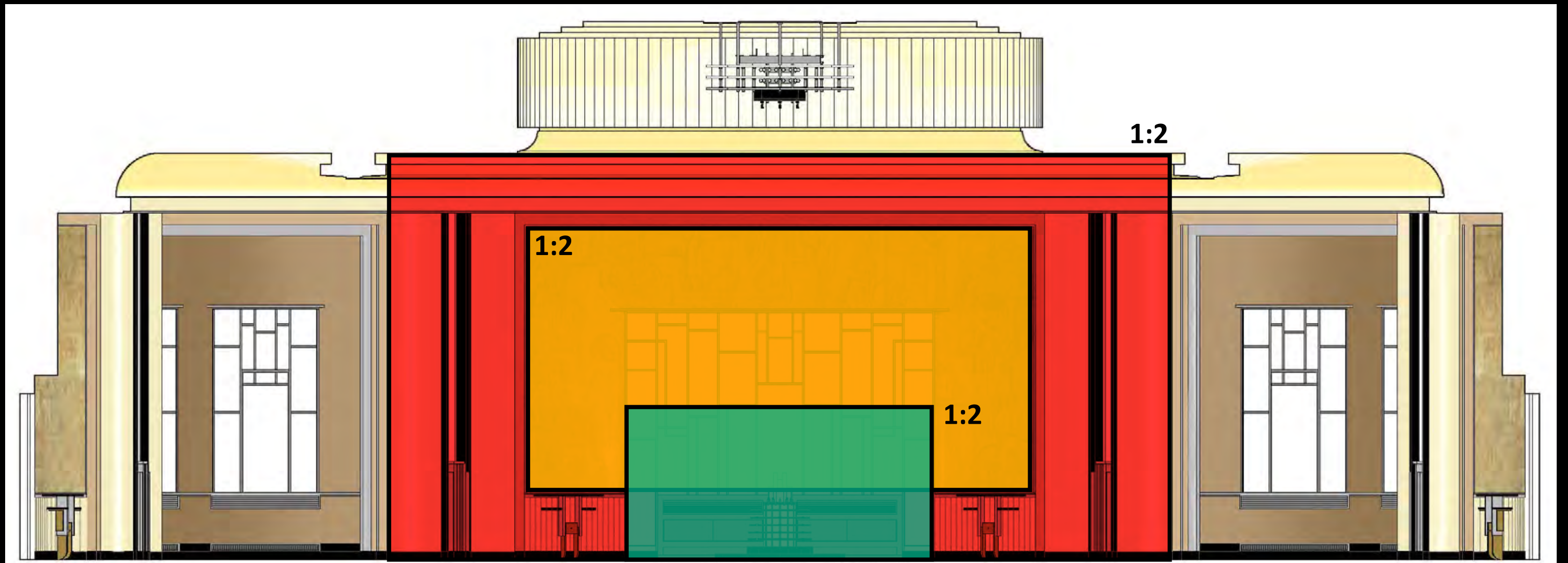




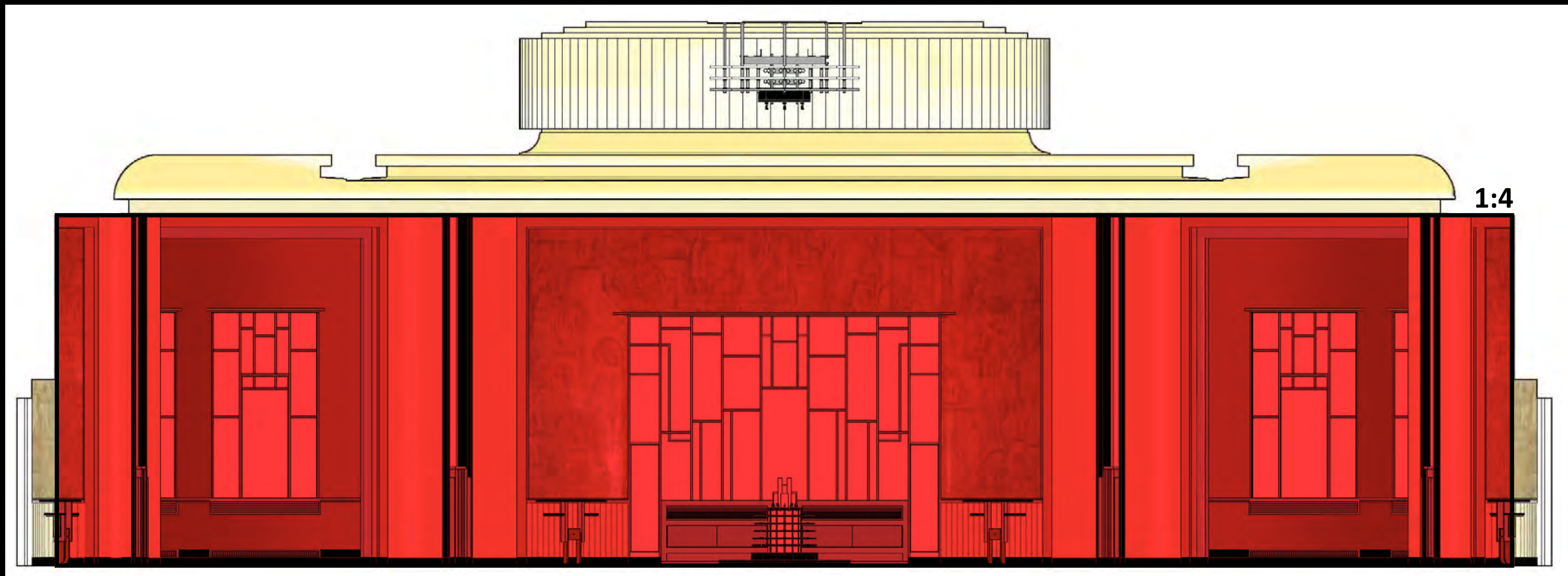




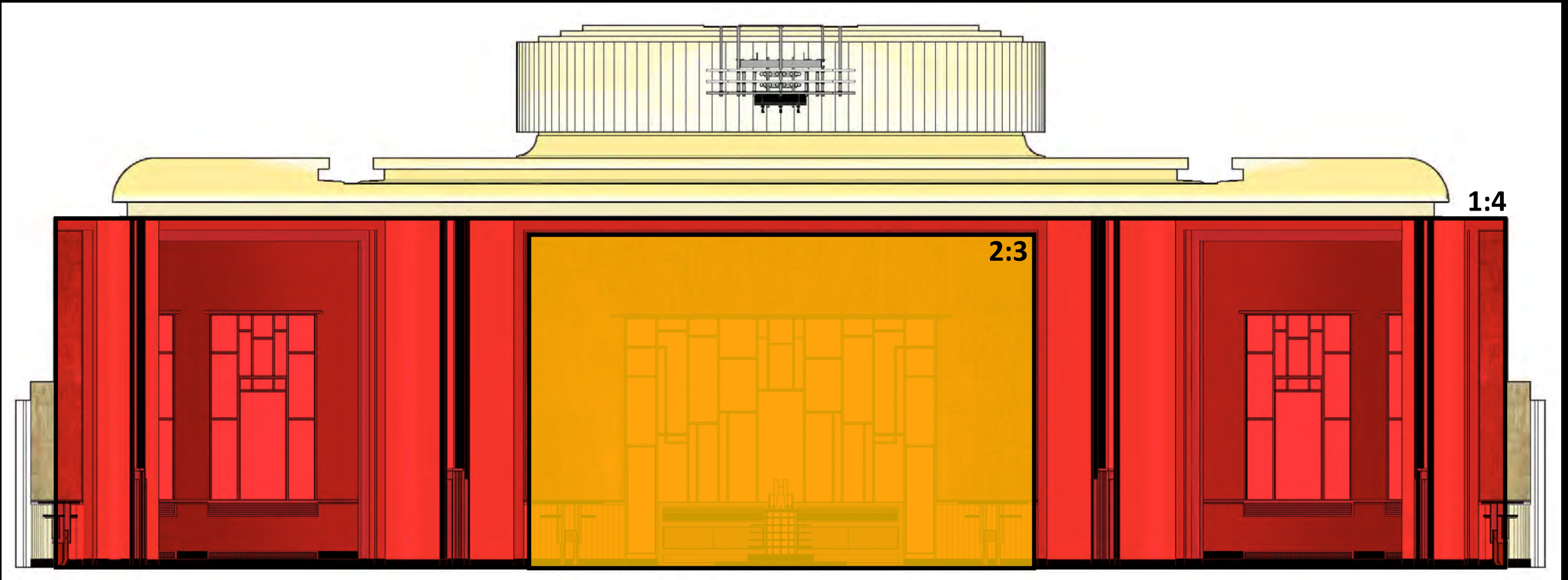




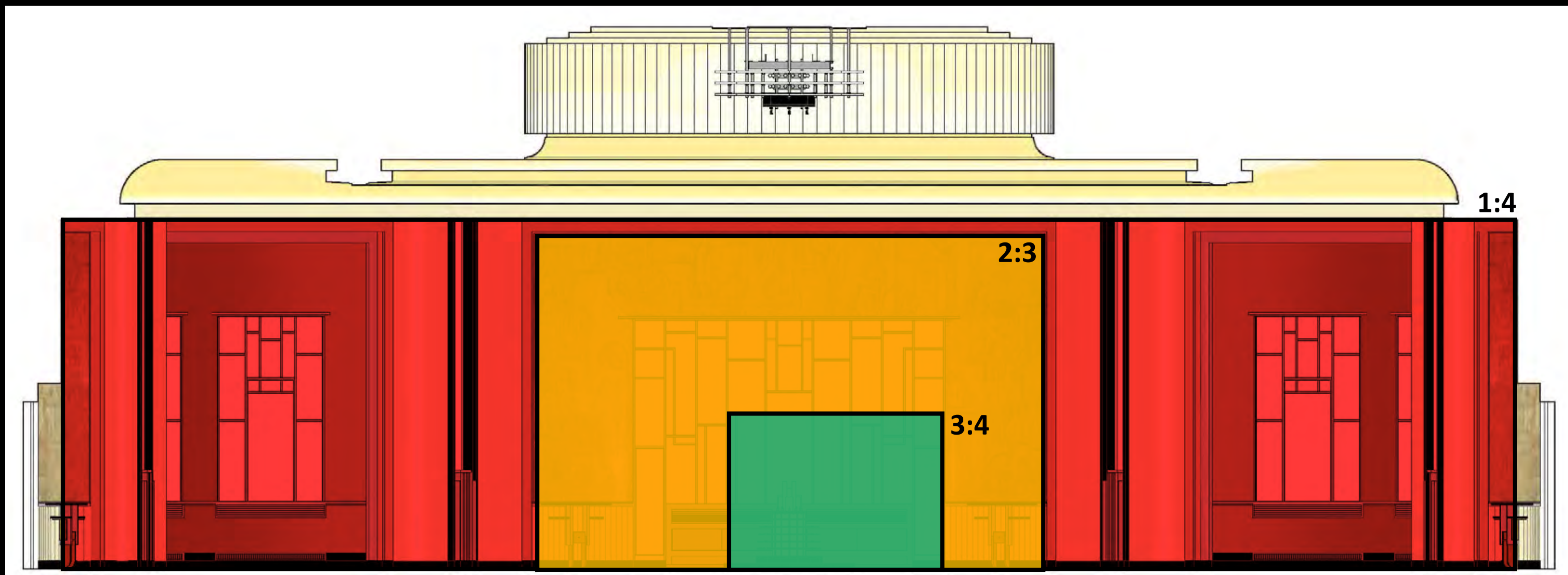




















FOSTORIA GLASSWARE

**F R A**





ROUND ROOM FLOWER SHOW 1938





EATON AUDITORIUM  
LONGITUDINAL SECTION

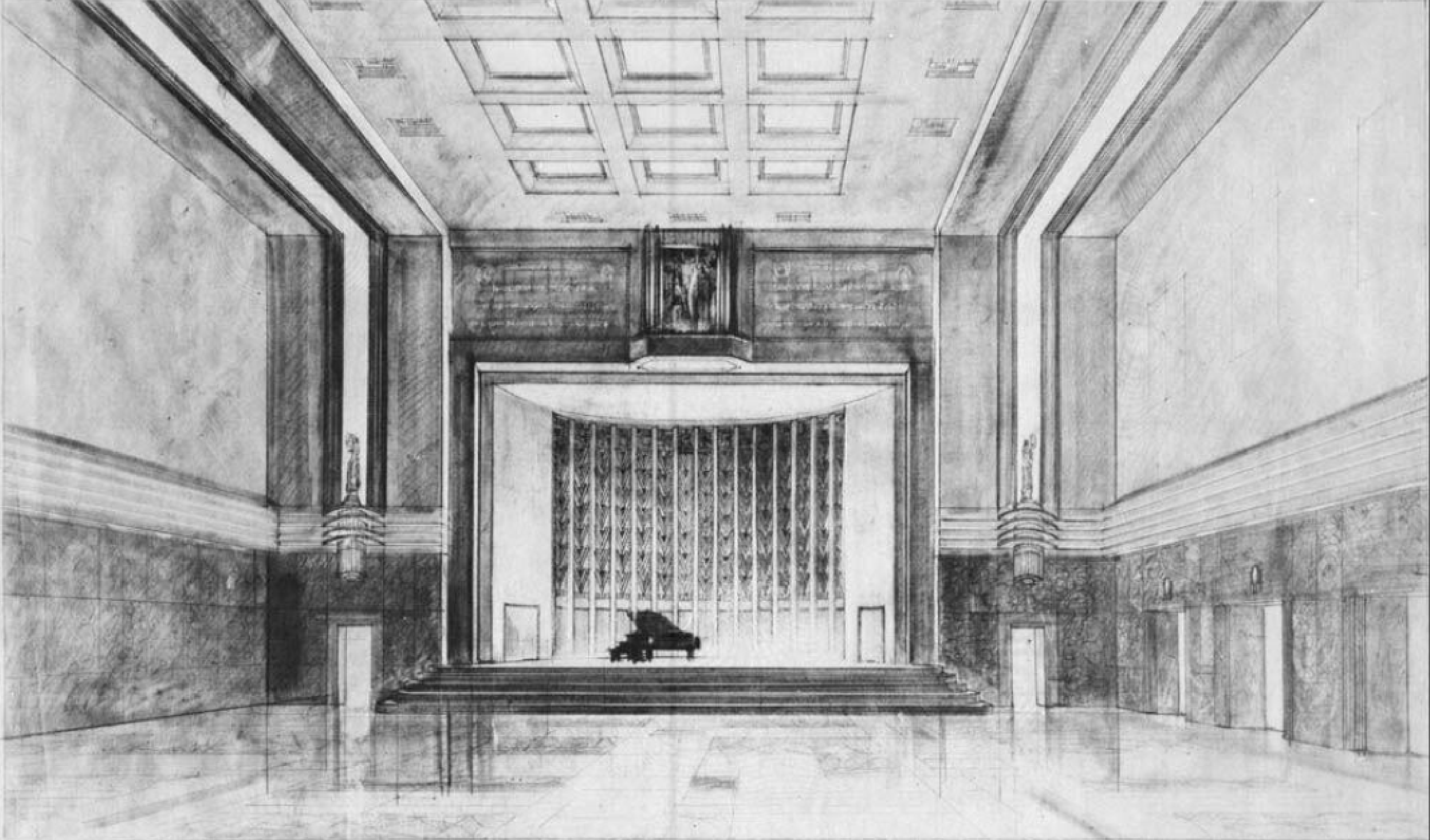




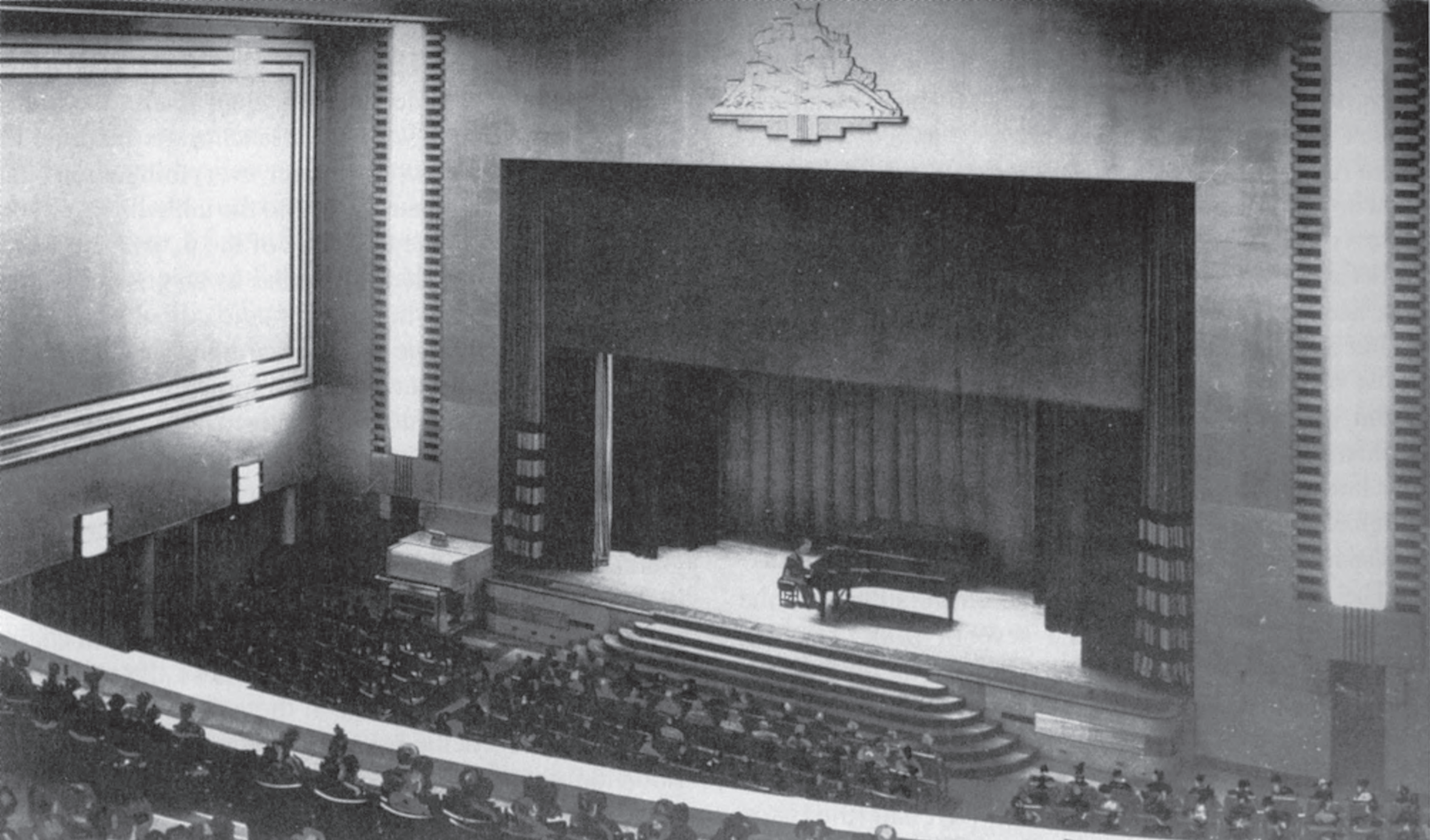
CARLU AUDITORIUM RENDER

ERA









AUDITORIUM PERFORMANCES

ERA





PIERRE BALMAIN FASHION SHOW 1964

ERA





SEVENTH FLOOR FOYER VITRINE





MODELS IN FITTING ROOMS

ERA





WESTBURY HOTEL





CARLTON TOWER









STAGES, THE VILLAGE, LATE 1970s





EATON CENTRE, ZEIDLER ARCHITECTURE, OPENED 1977





EATON CENTRE, ZEIDLER ARCHITECTURE, OPENED 1977



DANIEL BURNHAM CONCEPT FOR EATON'S, 1912





CLOSURE

ERA







# The Globe and Mail

## REPORT ON BUSINESS

TORONTO, SATURDAY, OCTOBER 16, 1971

### s warm moves economy

close of trading, manufacturing sectors Canadian industry co- hope that reduced income taxes will o increased consumer ng. Consumer confi- greatly needs to be ed at this time, and in- list commented.

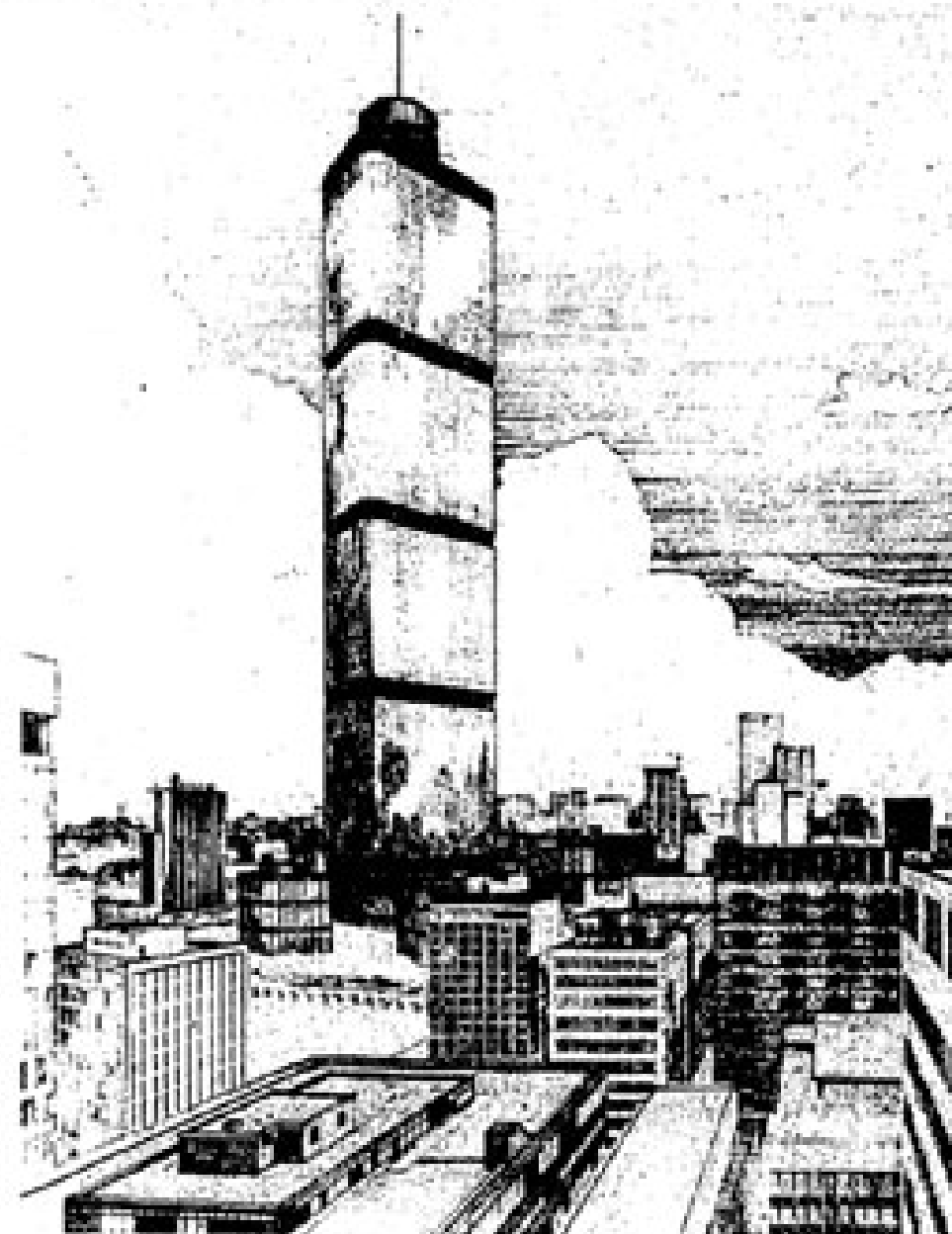
concern was ex- by provincial politi- but the 7 per cent lower tax rates favor the industrialized prov- such as Ontario more the western and Atlantic cen.

labor spokesmen ex- disappointment that duction in personal in- taxes was not greater per cent for lower in- groups. An economist e Benson program may some expansion in em- ployment, but he is not hope- it will sharply reduce unemployment. Latest Government statistics e unemployment a seasonally adjusted 7.1 per cent of the la- force last month, its high- est since July, 1961.

ecr economist sug- that supplementing the ductions with a slashing

reaction — Page B3

al excise taxes, a mar- ried element of con- prices, would go a way toward either rais- ing or lowering con- prices and so stimulate immediately. The li- cency measures that have announced usually take mths to a year to be re- in the economy, he



Artist's rendering shows the tallest building in the world rising from site of Eaton's College Street store in Toronto. Simpson Tower and T-D Centre are in background.

### World's tallest building proposed for Eaton's College St. store site

\$150 million

### Import reduced

By JOHN ROLP  
Globe and Mail Reporter

OTTAWA — Sharply imports from the States, Japan and the pean Common Mark month cut will furth Canada's merchandise surplus for the first month of this year.

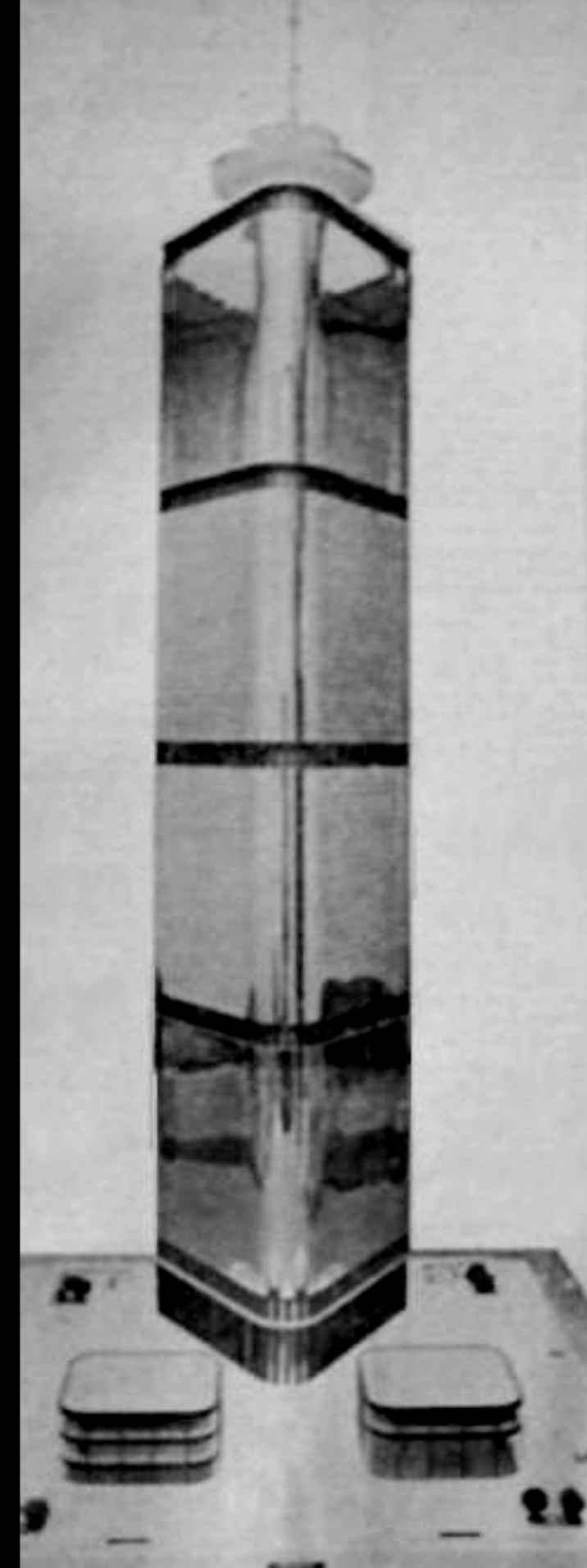
Data released yesterday Statistics Canada sh trade surplus between ary and September of der \$1.21-billion. This almost \$150-million or cent from the record \$ lion in the first nine m 1970.

Imports during Sep increased 5.4 per c \$1.29-billion from \$1.1 a year earlier. This a was paced by an \$80 or 5.5 per cent surge ports from the United to \$812.4-million from million a year earlier.

Imports from Jap crossed by 34.8 per September—the first plete month since the introduction of the sur on U.S. imports—to \$4 lion from \$32.8-million ment by the six C Market countries to advanced 24.1 per ce month to \$32.1-million \$12.4-million in Sep 1970.

Last month's growth ports was widely dis among commodity and ut groupings. About 11 major declines records in imports of chemica ucts and aircraft and parts.

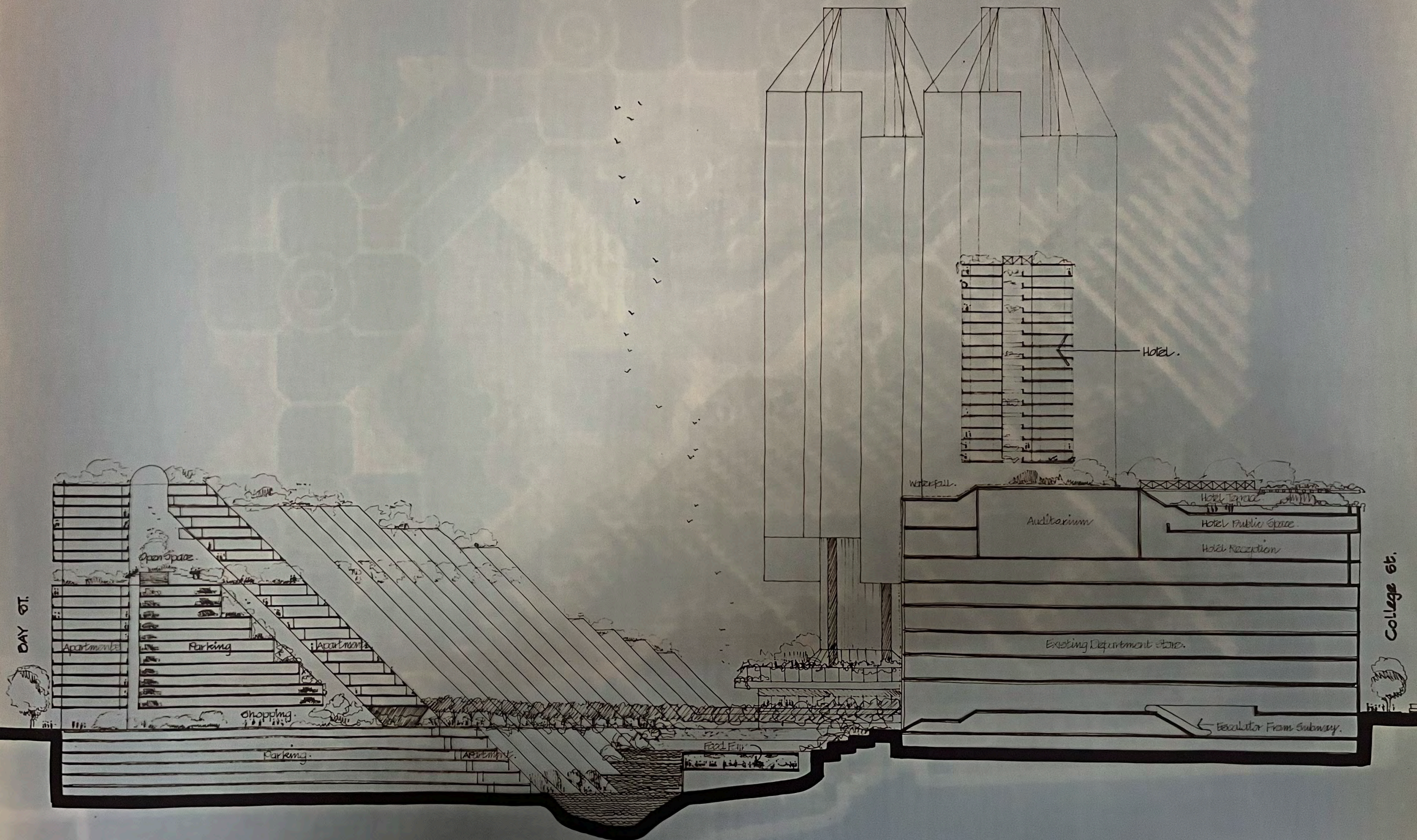
Imports of metal or concentrates recovere last year's depressed



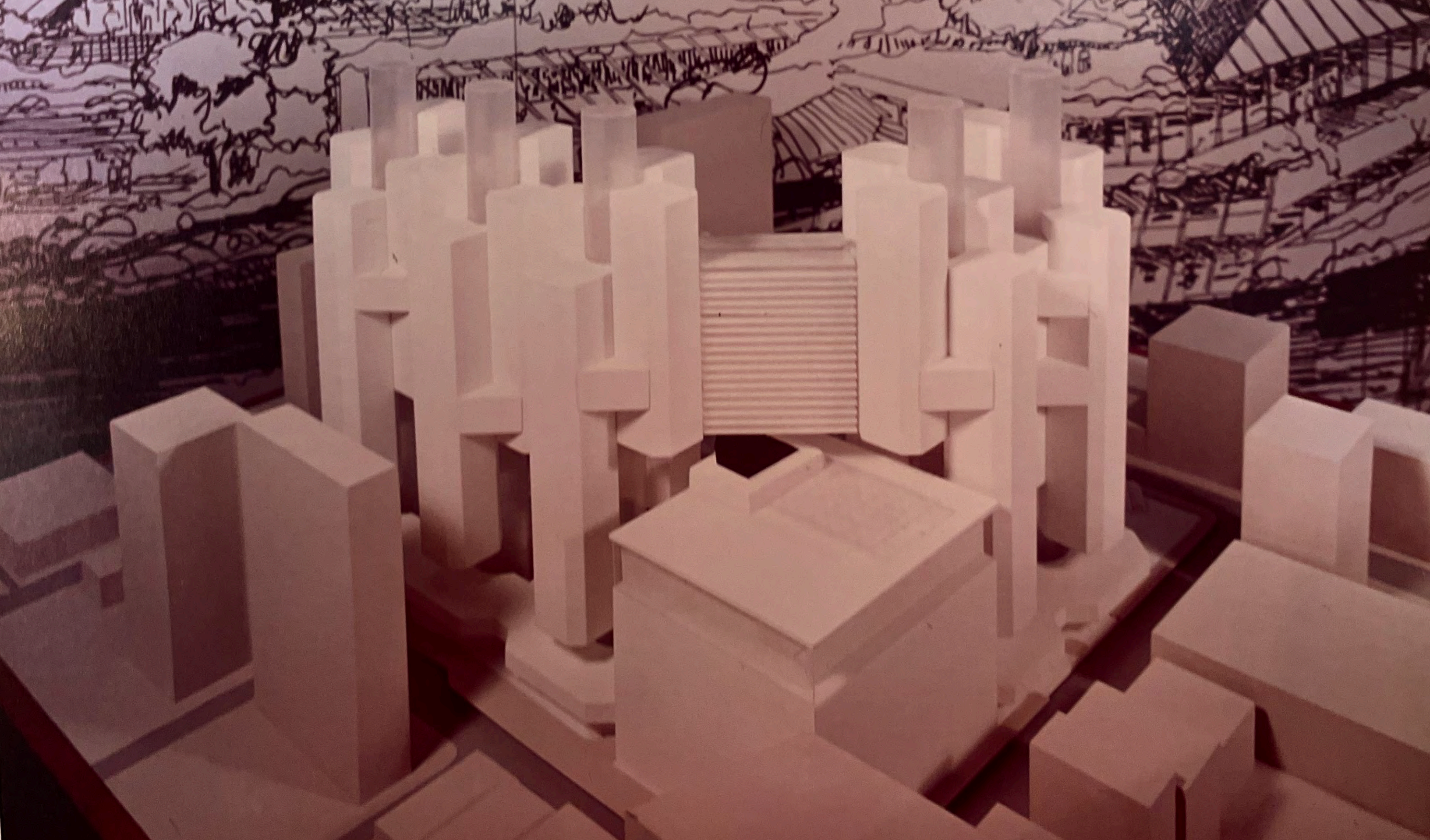
JOHN MARYON TOWER, 1971

E R A



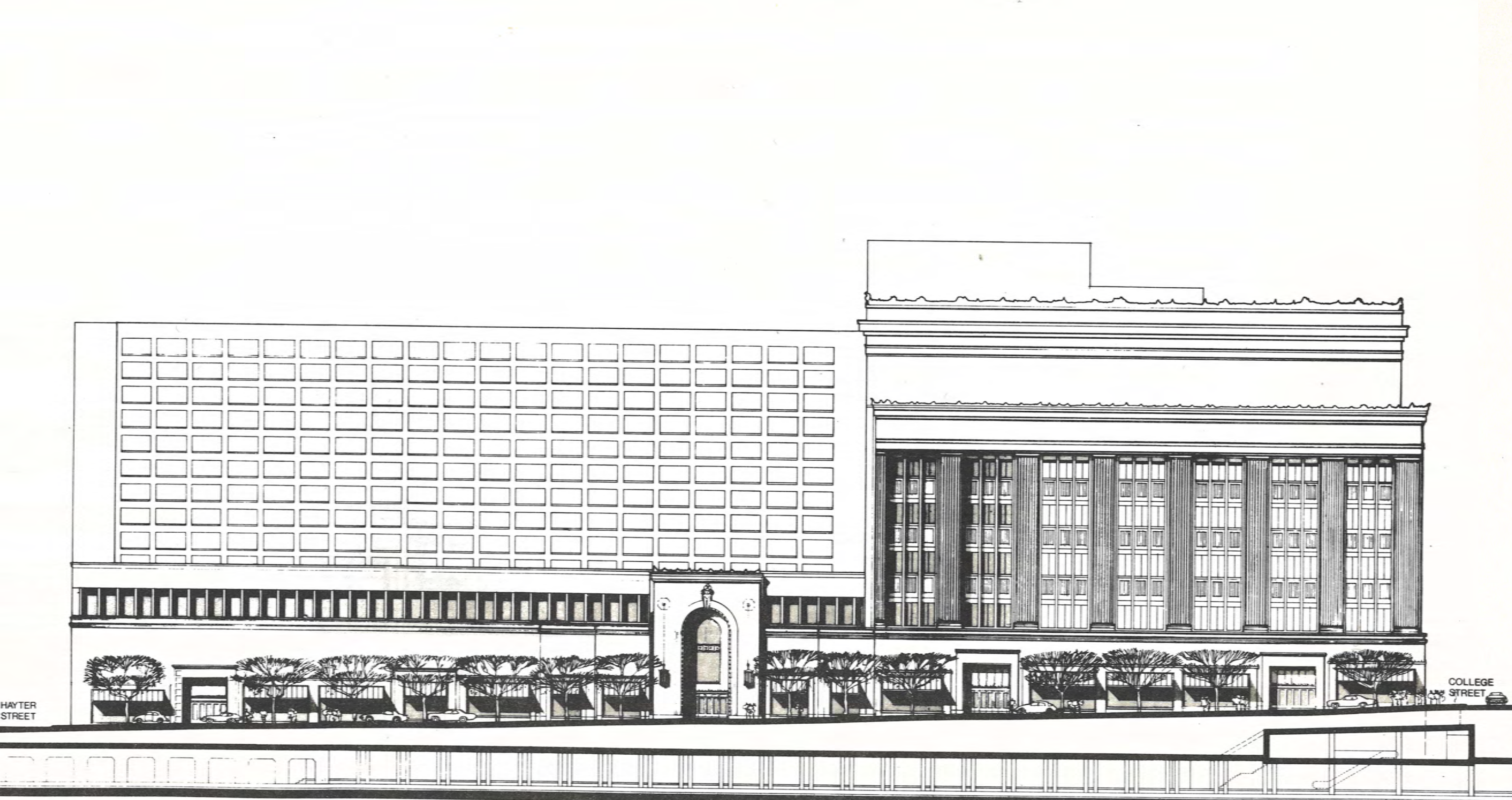






ARTHUR ERICKSON PROPOSAL, 1974





Toronto College  
Street Centre  
Limited

Joint Venture Architects

Allward & Gouinlock  
A. M. Ingleson Associates  
Joseph Bogdan

The Webb Zerafa  
Menkès Housden  
Partnership



Consultants

M. S. Yolles & Partners Limited  
Structural Engineers

Engineering Interface Limited  
Mechanical Engineers

H. H. Angus & Associates Ltd.  
Electrical Engineers

number	date	description
revisions		

sheet title  
YONGE ST. ELEVATION  
HAYTER ST. to COLLEGE

design	drawn	checked
scale 1/8" = 1'-0"	date	printed
job no.	sheet no.	19





JOINT VENTURE - ALLWARD & GOUINLOCK, A.M. INGLESON, JOSEPH BOGDAN, WZMH

ERA









GUTTED SALES FLOORS

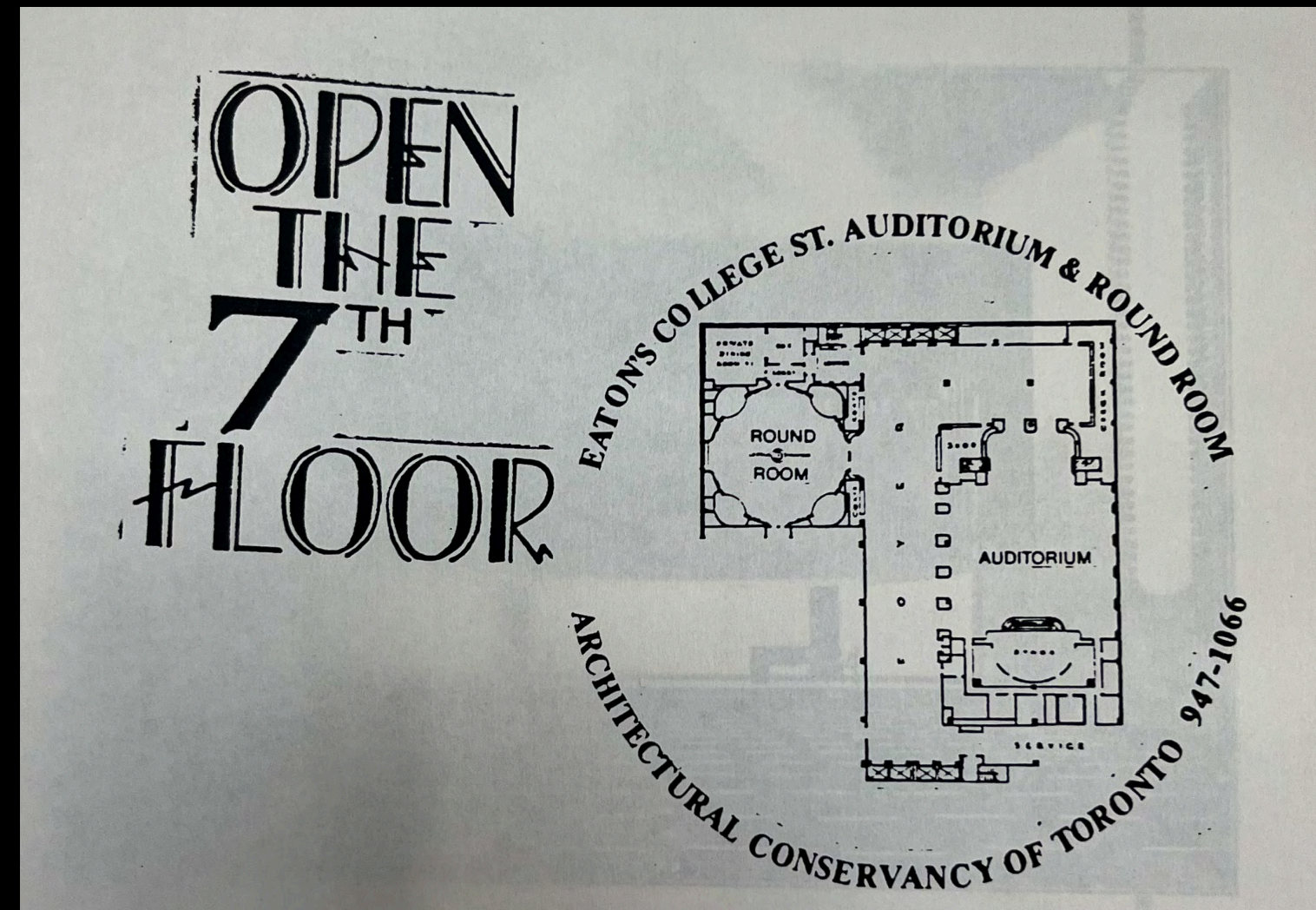
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ABANDONED SEVENTH FLOOR





FRIENDS OF THE SEVENTH FLOOR

ERA





DECAYING SEVENTH FLOOR FOYER





DECAYING SEVENTH FLOOR FOYER





REMOVED MONEL FIXTURES

ERA









ABANDONED ROUND ROOM





ABANDONED ROUND ROOM





PLASTERING IN FOYER





MURAL BEFORE AND AFTER





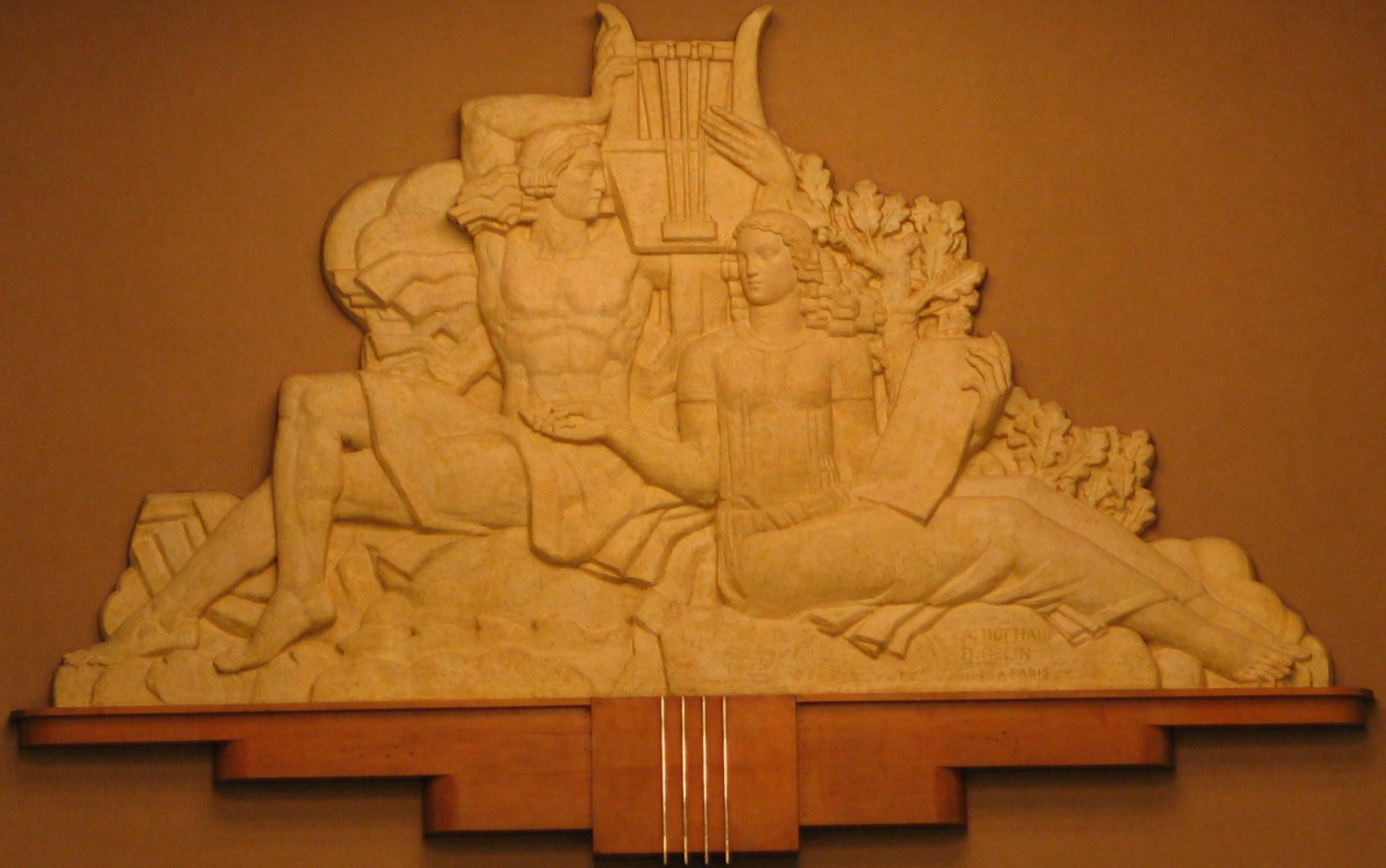




CARTOUCHE BEFORE

ERA









AUDITORIUM AFTER

ERA





photo: Envision

SEVENTH FLOOR AS EVENTS VENUE

ERA





SEVENTH FLOOR AS FILMING LOCATION

ERA





SEVENTH FLOOR AS FILMING LOCATION

ERA





TURNING ON THE LIGHTS IN THE FOYER









ROUND ROOM BEFORE





ROUND ROOM BEFORE AND AFTER





ROUND ROOM 1950s





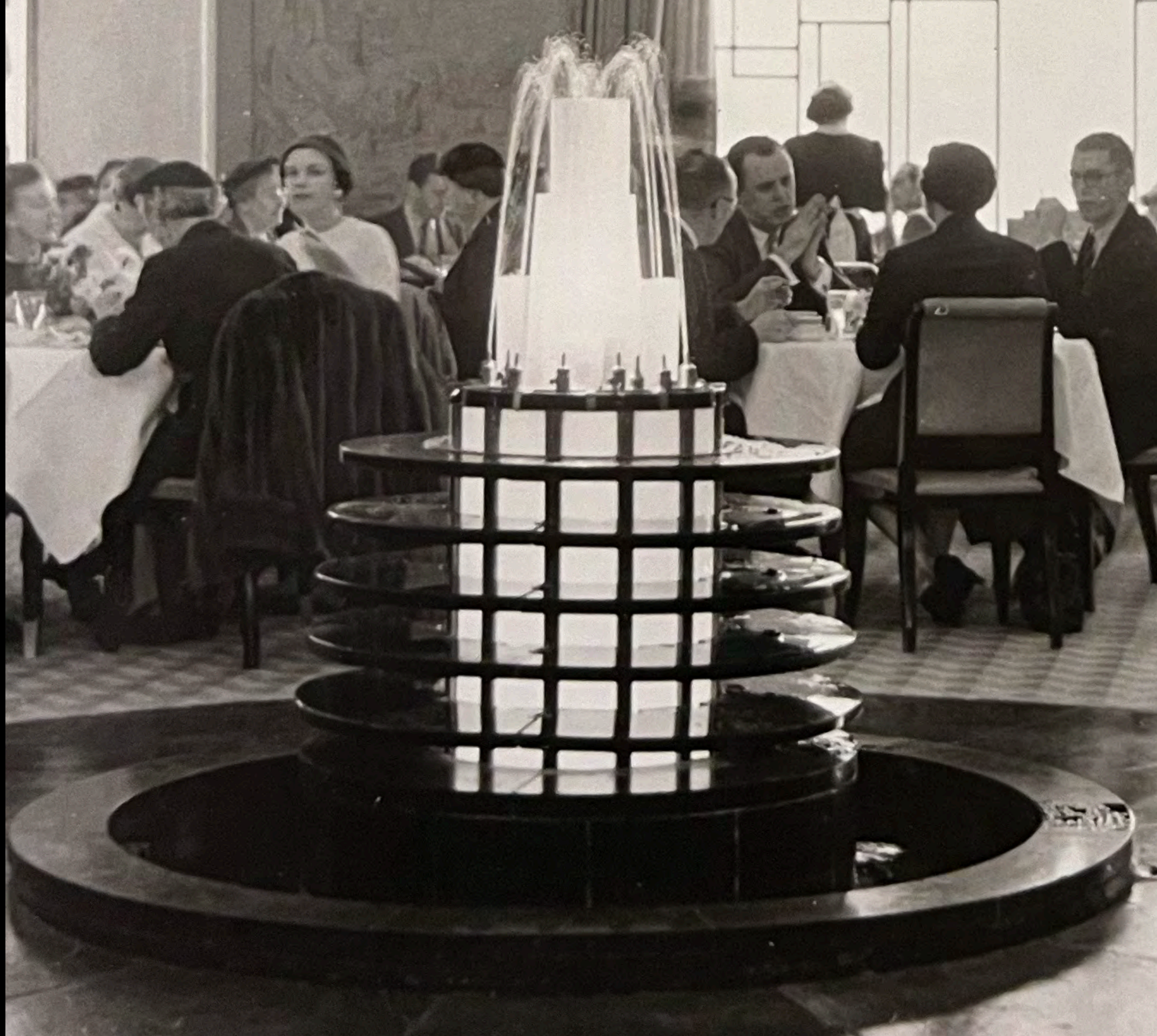
ROUND ROOM PRIOR TO CLOSURE





FOUNTAIN AS FOUND





FOUNTAIN SYSTEM

ERA

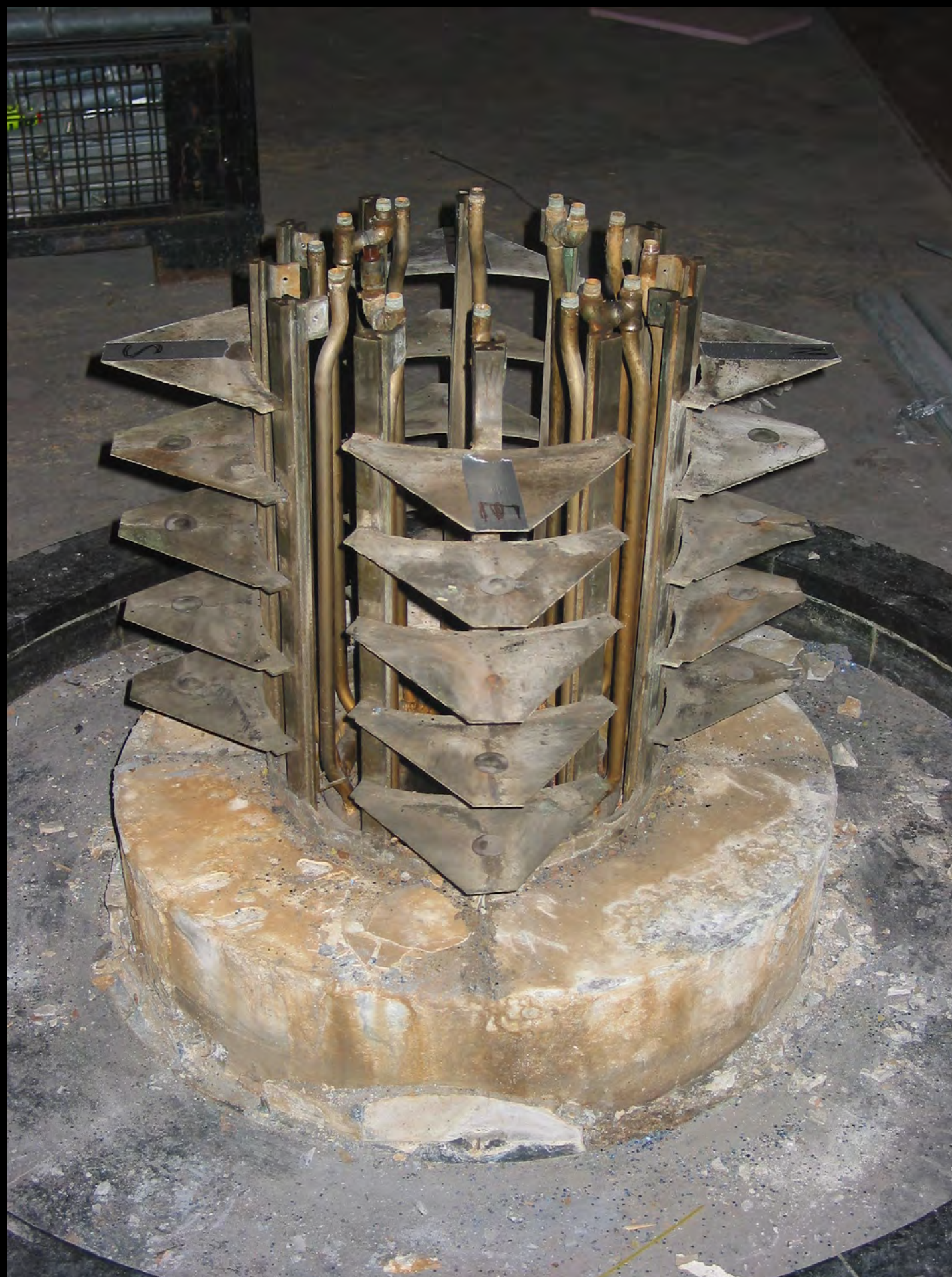




FOUNTAIN

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FOUNTAIN

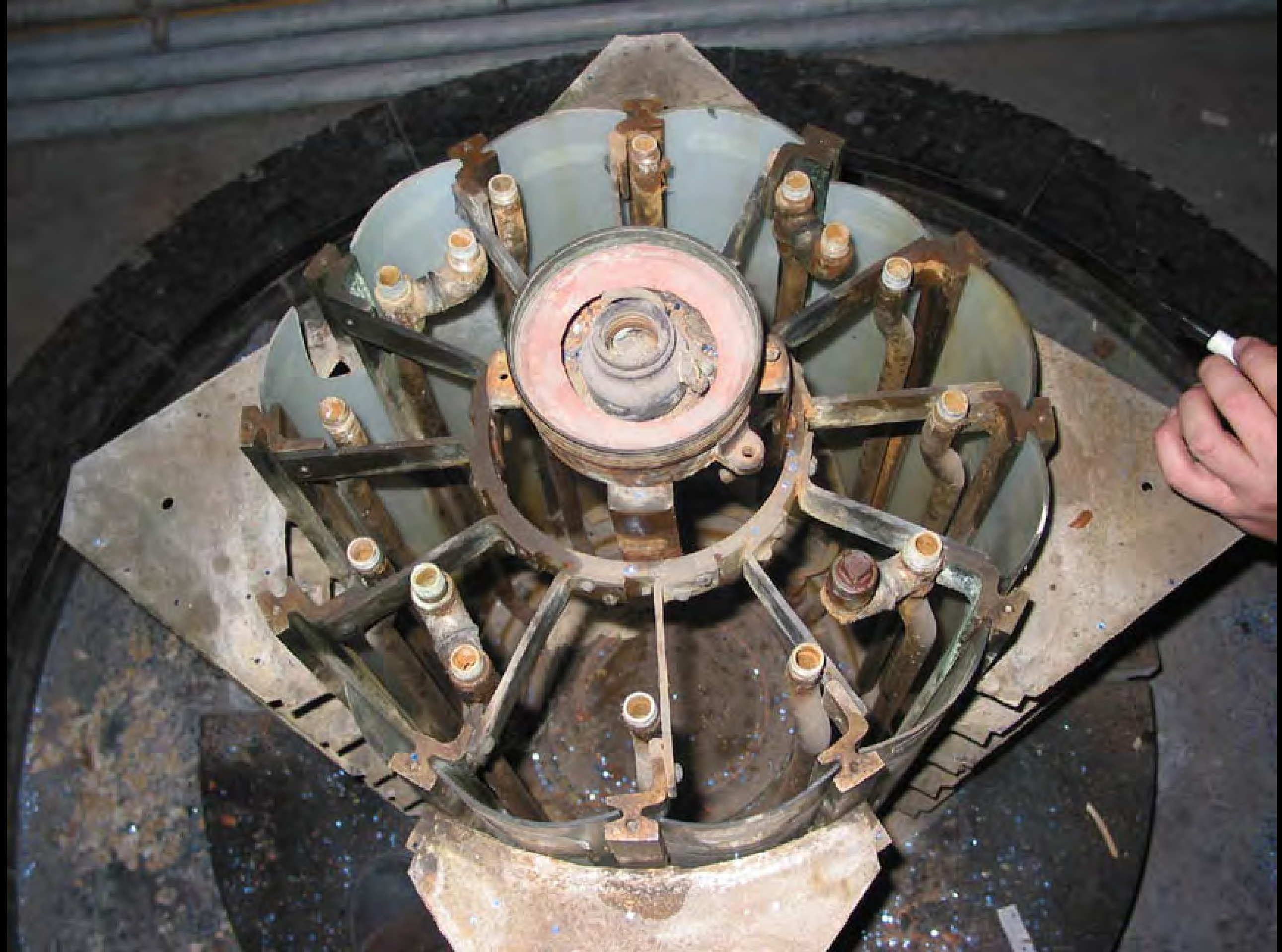
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FOUNTAIN OPALESCENT GLASS





FOUNTAIN

ERA





FOUNTAIN

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FOUNTAIN

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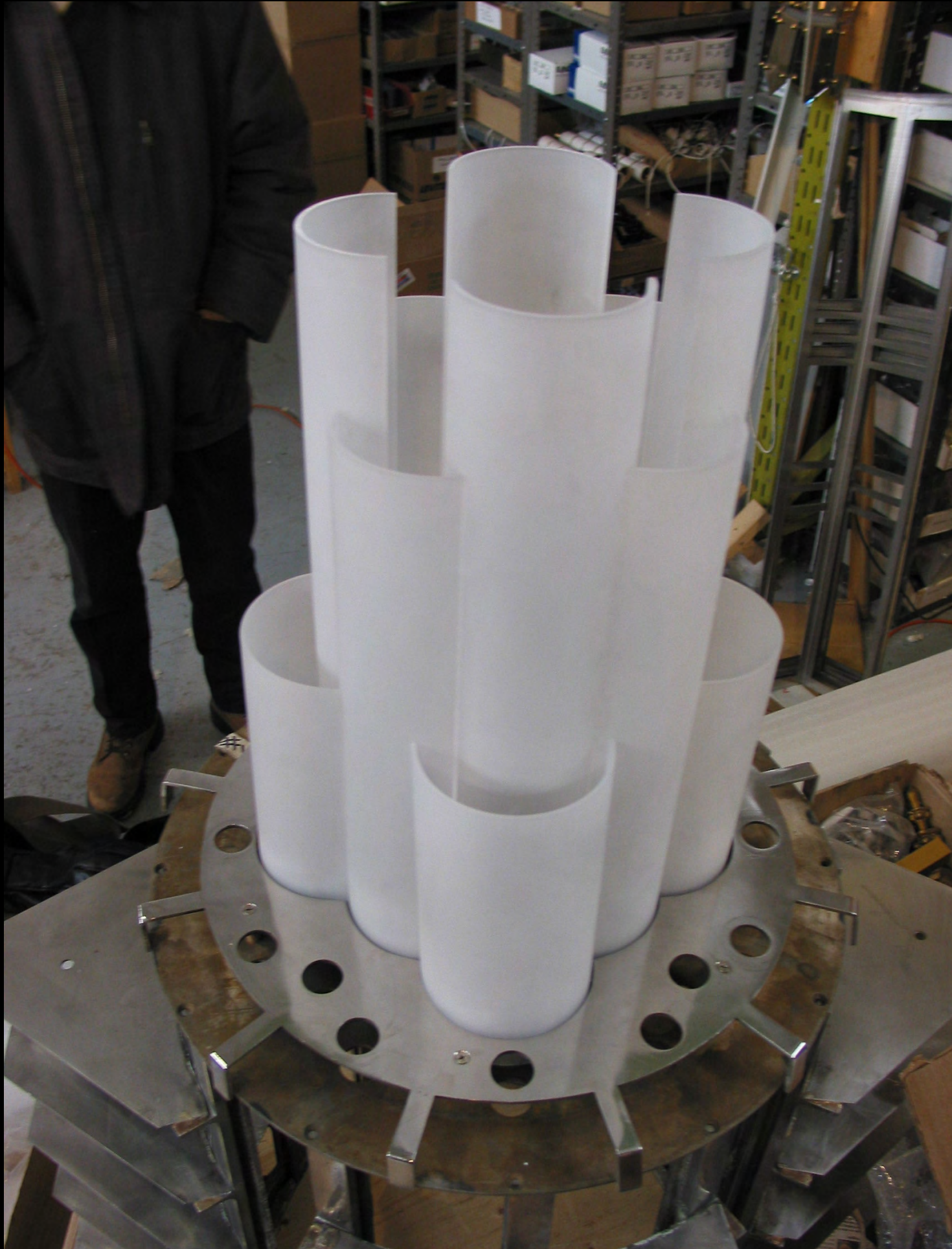
FOUNTAIN DECK





FOUNTAIN NOZZLES

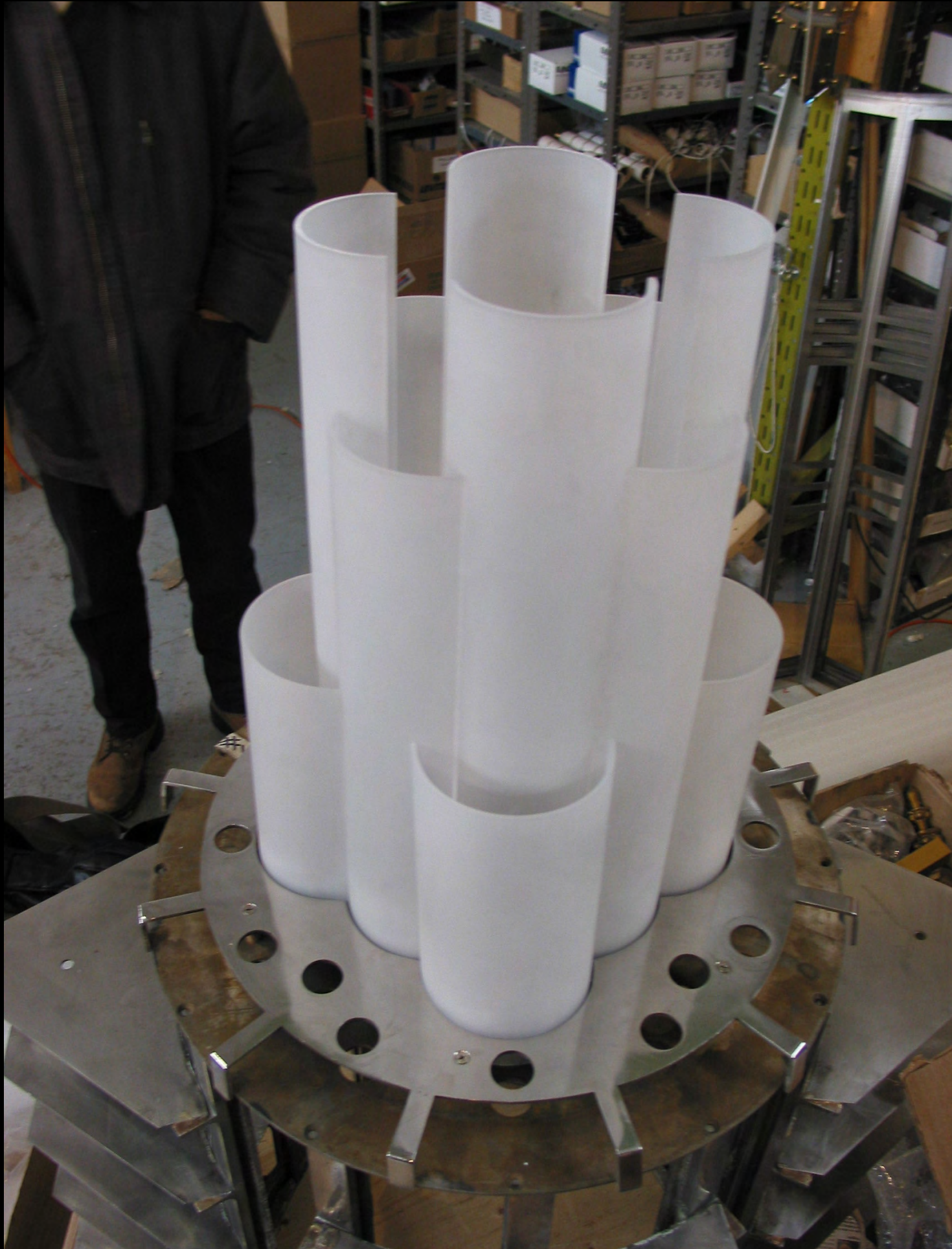




FOUNTAIN GLASS ASSEMBLY

**E R A**

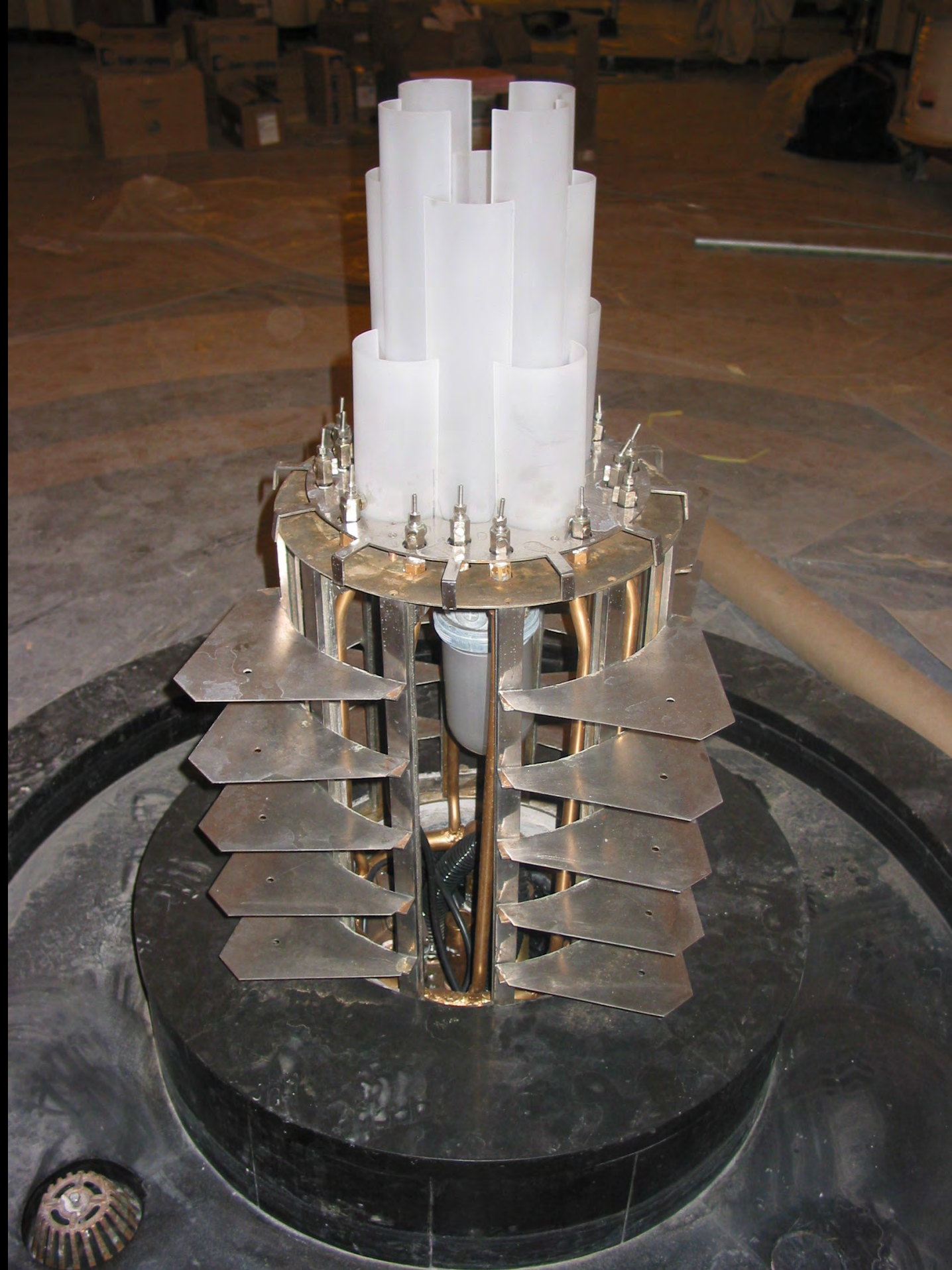




COMPARISON TO I'LE DE FRANCE

ERA





FOUNTAIN

ERA





FOUNTAIN ASSEMBLY

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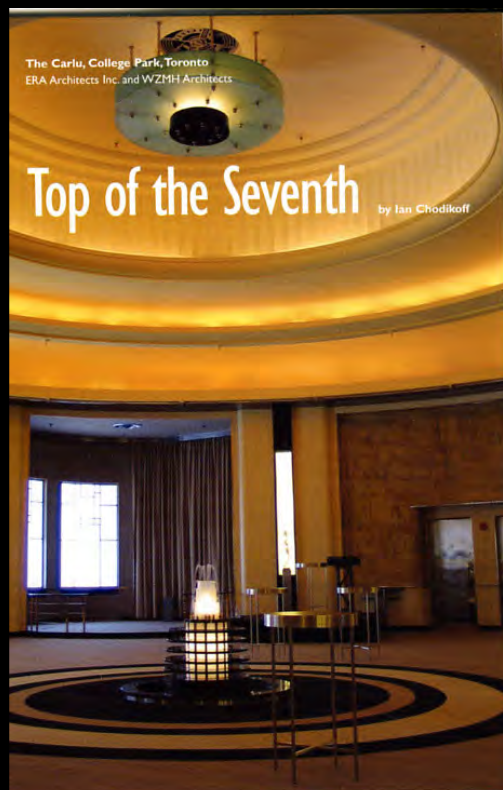
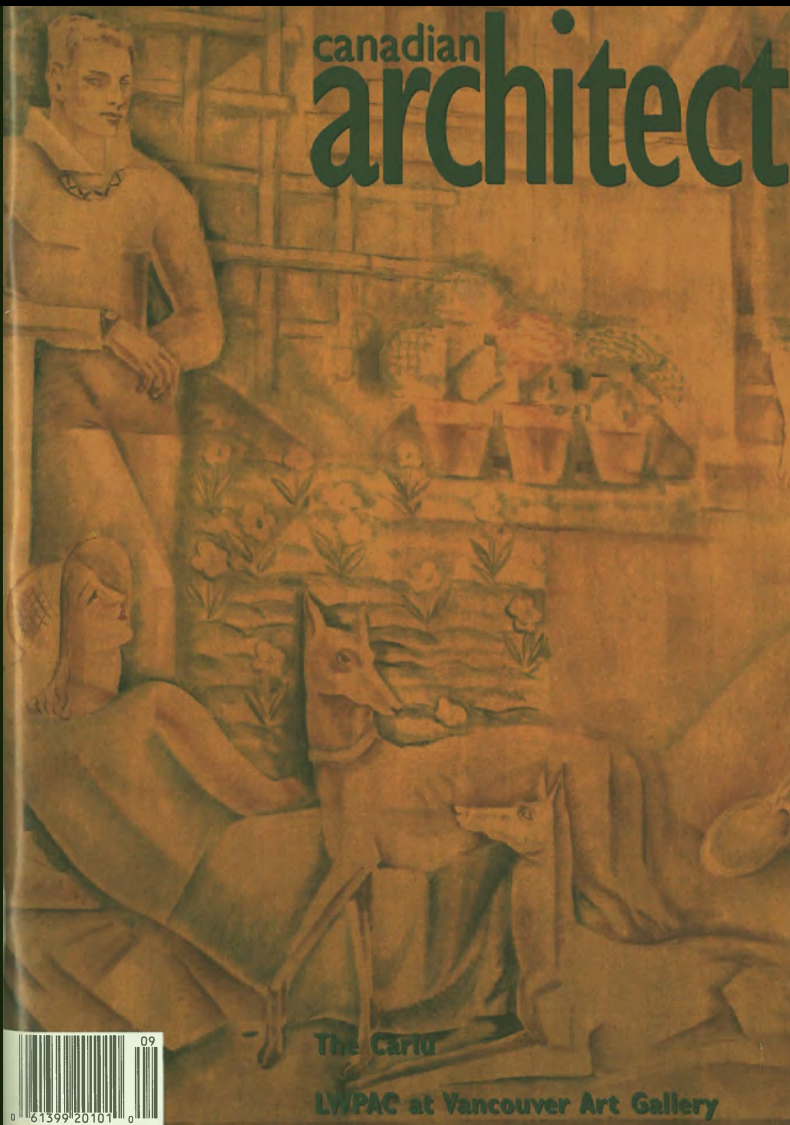




FOUNTAIN COMPLETED

ERA





The Carlu, College Park, Toronto  
ERA Architects Inc. and WZMH Architects

## Top of the Seventh by Ian Chodkoff

The reopening of the seventh floor of the old Eatons building at the corner of College and Yonge Streets, Toronto, was a process over 25 years in the making. It included considerable historical research and investigation that set out to understand the intentions in space, proportion, lighting and materiality of the original 1930s interiors. Being one of the few remaining Art Moderne interiors in Canada, the seventh floor of the old Eatons in the College Park building represents a unique social space in this country. The Carlu, the series of rooms named after designer Jacques Carlu, was originally opened in 1930 and was entombed in the mid-1970s after Eatons moved its flagship store to the new Eaton Centre further south on Yonge Street. It was through the combination of an enlightened client and optimistic market conditions that the Carlu's restoration of its spaces began a new chapter in the appreciation of an important piece of Toronto's heritage. In its first incarnation, the Carlu was technically advanced

for its time. The challenge for ERA Architects was to preserve the original architectural intentions that related to technological innovation without ending up with an anachronistic expression of interior architecture technology.

The seventh floor is divided into several spaces: the Round Room, Clipper Rooms, Foyer and Auditorium. The interior architecture had, from the outset, a didactic approach. It represented a truly wonderful example of Art Moderne in Toronto. Architect Jacques Carlu was quite successful in developing a style that made a transition toward Modernism through his work on many department stores, ocean liners and places where people could socialize. Carlu's method and approach to the seventh floor was driven by a desire to develop well-considered surfaces that would incorporate new technology and would include a conscious decision to incorporate a streamlined and economical aesthetic that defined the Art Moderne movement. Carlu's careful pro-



© COURTESY ERA ARCHITECTS INC.



A series of Art Moderne spaces are given new life.

gram of lighting, materiality, colour and texture was used to define surfaces and spaces that would form the basis of creating a particular mood, showcasing culture and elevating the senses of the average citizen arriving at the department store.

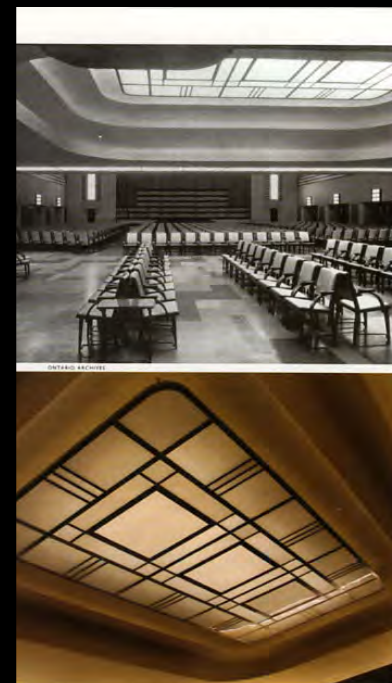
### Social Space

Lady Eaton envisioned a retail space that would serve a public purpose that transcended the commercial realm. She believed that architecture could educate the masses. When the Eatons' building was built on the corner of Yonge and College, Toronto's inventory of public spaces was weak, especially during the winter months where few spaces could offer an opportunity to spend an afternoon of leisure sheltered from the blistering cold. Eatons approached the retail challenge as an opportunity to create a series of internal galleries in which customers and by extension, the public, could shop freely while engaging in a

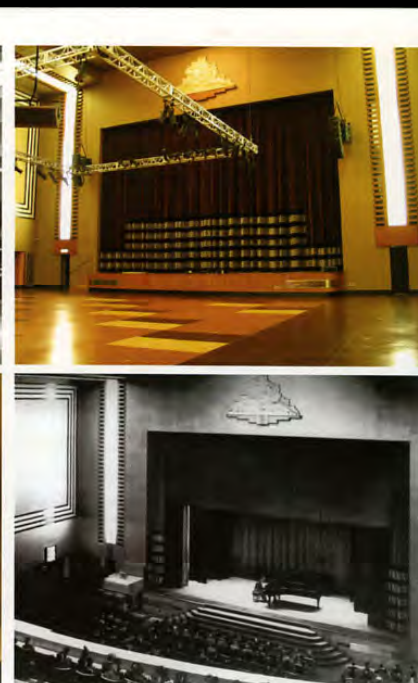
social activity. The seventh floor served as an example of the Eatons' vision of public life in Toronto that was essentially financed by the six floors of retail below. Lady Eaton understood the value of "mall culture" early on in Canada's retail history and well before Rem Koolhaas wrote his *Harvard Design School Guide to Shopping* (Taschen: 2001). Throughout the store, Eatons offered bare, functional elements including large freestanding vitrines that were elegantly detailed with metal details made of monel, a steel-nickel alloy that is highly resistant to corrosion. The store also contained large, well-lit and uninterrupted surfaces of marble. Stairwells were open in between floors where numerous escalators and elevators would lift shoppers up through the

building. At the seventh floor, one could attend lectures on the value of modern living and tasteful design, which served to educate the public about making intelligent and stylish purchases. While the goal of the pedagogical experience was ultimately geared to shopping, the seventh floor was also a destination where shoppers would be entertained while having tea and viewing the art for sale.

September 2003 33



ONTARIO ARCHIVES



ONTARIO ARCHIVES

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### The Process of Restoration

The Carlu is a national historic site whose heritage status had been legally challenged in the 1980s. A court ruling in 1986 concluded that the 1985 heritage by-law concerning the building included the seventh floor. The developer at the time had no means to restore it, and was legally bound to preserve it. The result was benign neglect, and the whole floor was closed to the public. When the latest process of restoration began, ERA Architects were required to preserve much of the original configuration of the 1930s while weighing the value of nostalgia, historical accuracy and contemporary considerations that were required to make the space viable, such as using some of the original back of house spaces for washrooms and public areas, most notably the Sky Room.

The project began in earnest during 2000, when Great West Life

decided to reopen the seventh floor. Since they had no tenant at the time, they hoped to do the work with a small budget of \$2,500,000. This figure proved to be unworkable. In August 2001, the client group and budget shifted when tenants came on board in the process. Jeff Roick and Mark Robert had a vision to turn the seventh floor space into a venue where private and public functions could be held. They brought with them experience, money and a clear vision. Mark came from Cadillac Fairview while Jeff was an event planner. The speed in which the project was conducted was a major complicating factor. The beginning of the contract documentation phase to the completion of the final project amounted to a period of roughly only eight months. While some work was done beforehand, the change in budget, client

34 canadian architect





College & Yonge St. Corner



Above Roof View



East View Over Yonge St.

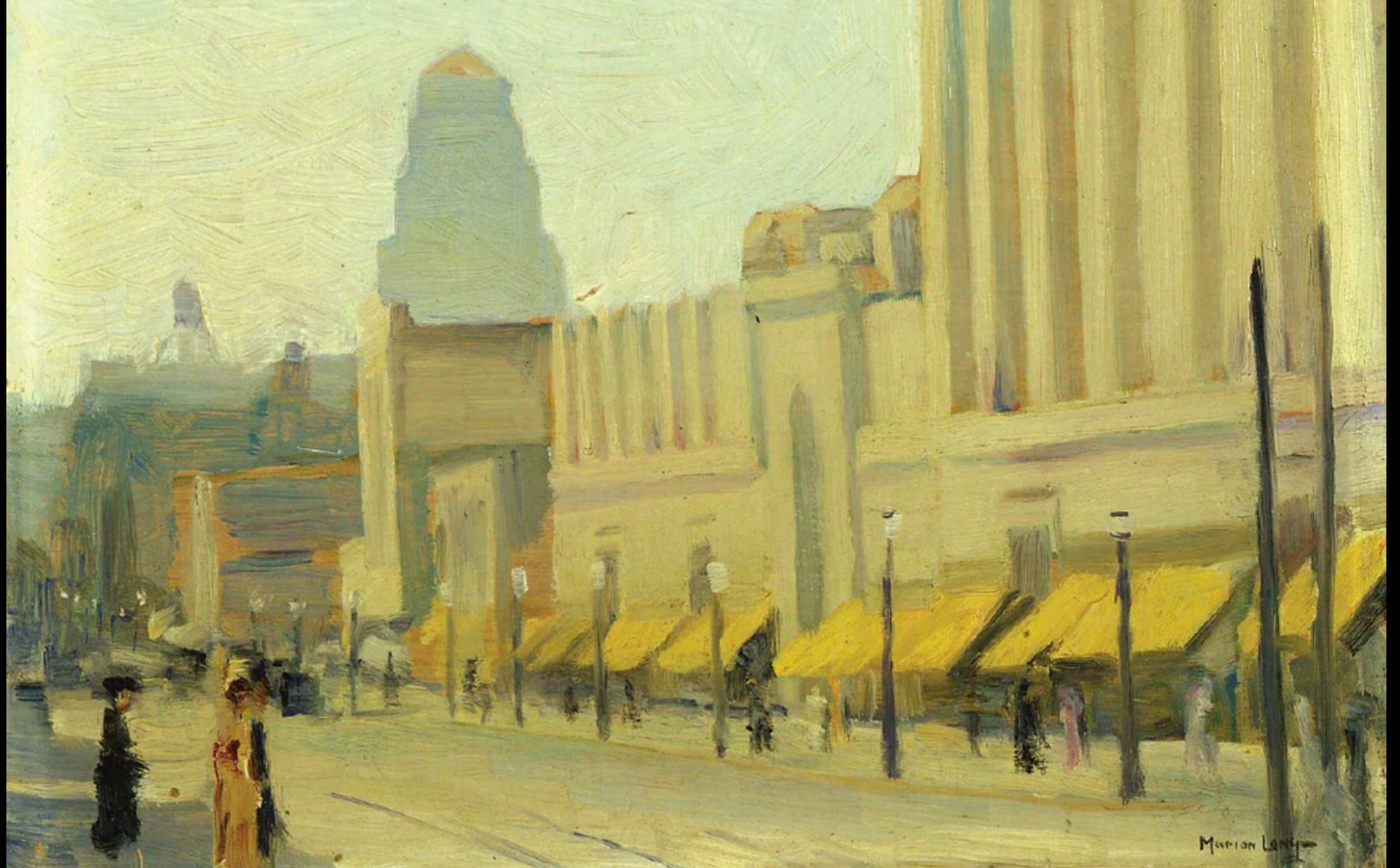


North-West Corner Over Co...









THE GAY YELLOW AWNINGS - MARION LONG



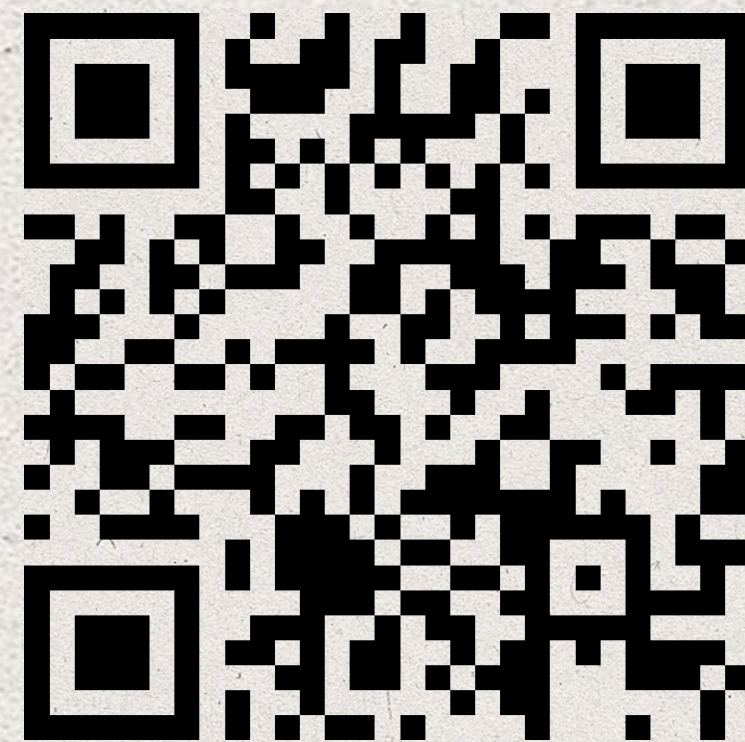


## CELEBRATING HERITAGE AS A DEPARTURE POINT

Given the heritage significance of College Park, its interiors, and the unrealized vision, there is a significant opportunity to reinvigorate the role of this very important site in the city.

Using heritage as a basis, we can celebrate the original vision and create a landmark, iconic destination.





COLLEGE  
PARK 100

SCAN THE QR CODE TO  
SUBMIT YOUR QUESTIONS