

# Toronto Colonnade Opens In The Fall To Serve "Traditional Bloor" Shopper

TORONTO — Bloor between Yonge and Avenue Rd., Toronto's street of more exclusive shops, is due for a shot in the arm next fall when about 30 retail outlets are due to open in the Colonnade, a 14-story building located near Bloor and University, opposite the Park Plaza Hotel, and at the point where Toronto's north-south and east-west subway routes will cross.

The stores will be located on the ground and mezzanine levels of the new building and will cater to the "traditional Bloor St. shopper who demands service, and quality," said developer Murray Webber.

The Colonnade as a whole is an attempt to create a city within a city. Total frontage is 480 ft. Its west end is anchored by a multi-story office building, almost complete. The eastern 350 ft. will comprise a complex of apartment suites, retail stores and parking facilities.

Starting from below ground, this is how the building stacks up:

**SUB-BASEMENT AND BASEMENT** — Parking space for 350 autos, available to apartment residents, office workers and shoppers.

**GROUND FLOOR** — Stores grouped around a central mall area and which can be entered either from the street or from the interior mall.

**FIRST FLOOR (Mezzanine)** — A group of salon-type stores also arranged along three sides of an interior court. The fourth side of this court will be filled with a 10,000 sq. ft. restaurant which, in turn will have a terrace overlooking Bloor St.

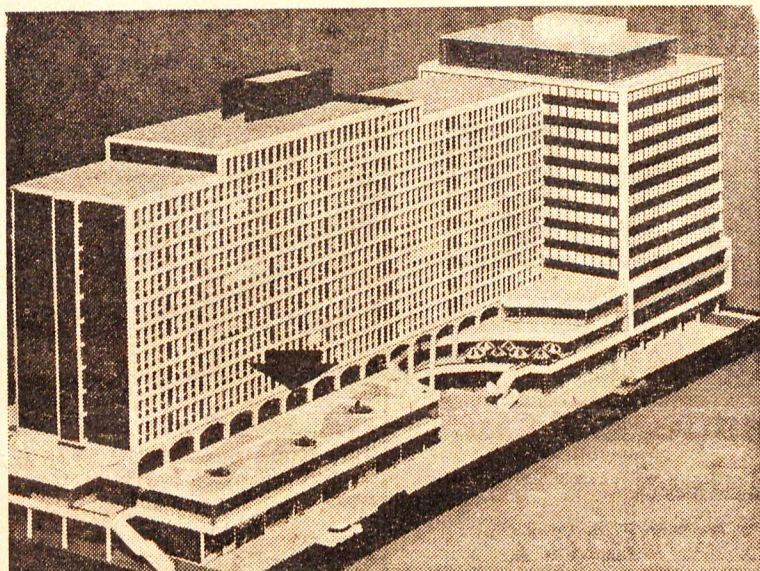
**SECOND FLOOR** — This forms the upper half of a two-story well. Large windows on this level permit a flood of natural light into the first floor court.

**ABOVE** — Ten floors to accommodate 200 residential apartments.

Escalators, elevators and stairways will link the parking and retail floors. More or less in the front centre of the building, a semi-circular forecourt is designed to create a significant entrance to the ground level. A staircase runs from this cutaway forecourt up to the outside terrace of the restaurant.

True hub of the retail and public floors of the Colonnade complex will be what is to be termed the Upper Colonnade, or the mezzanine court. Here will be located salon-type stores and the restaurant. Intention is that this area, with a terrazzo floored concourse, will resemble a hotel lobby more than a shopping centre. In the centre will be a large, broad-based focal point, anticipated to become a recognizable meeting point for Torontonians, and suitable for fashion shows or small concerts.

Retailers being sought for this level are ones "with individual flair and personality," say the developers. Their store



## 30 Stores In Building Complex

Ground and first floor levels of this building now under construction in Toronto, at Bloor and University, will accommodate about 30 specialty shops. The second floor level (arrowed) is designed to allow natural light into the upper level of shops. Its windows will form the top half of a two-story well, grounded on the first floor. Above the shops will be built 200 apartment suites. Accommodation for 350 parked autos will be provided in two basement levels.

fronts will be approved—"in terms of good taste"—by the project's architect, Gerald Robinson, to fit into the over-all pattern of elegance he is striving for.

There will be no chain or department stores, no supermarket and definitely no discount operation. Stores will follow the pattern of independent retailers already in existence along this stretch of Bloor. Instead of a supermarket, for instance, there will be a gourmet shop.

"Each shop will cater to the same category of customer which it is hoped will be attracted to the Colonnade," said Mr. Webber. "In this way, each store will generate business on a reciprocal basis with its neighbors."

To add to this cohesion, consideration is being given to the ultimate introduction of a Colonnade charge-plate system, to an Upper Colonnade label in apparel sold there, and to the use of Upper Colonnade bags and wrapping paper. A Colonnade symbol is being designed as well.

### Own delivery trucks

There is also the possibility that the Colonnade will have its own delivery trucks.

"With apartments, shops and a restaurant all located in the same structure, and with the entertainment and cultural and commercial facilities of the city just steps away, the Colonnade will be an almost self-contained community," said Mr. Robinson, adding that he believes it to be the first such integrated concept constructed in Canada and, possibly, in North America.

From the retail viewpoint, the Colonnade is designed to supplement and expand the existing Bloor St. concept of exclusivity, said Mr. Webber.

"Bloor St. is a street for browsing. The Colonnade retail outlets will encourage this," he said.

Turning to store hours, Mr. Webber said that surveys have shown that, on Bloor, there are far less pronounced peaks and valleys in the incidence of shopping visits and nothing like as pronounced variations as are found in shopping centres. People, mostly women of necessity, are browsing and shopping along Bloor at all periods of the day, he said.

Present plans call for the opening of the basement garage and the retail stores this fall, with the apartment levels to be completed by spring, 1963.

Reprinted from

# Style

Wednesday  
May 16, 1962

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The Colonnade, Toronto's first major mixed-use development, which opened 13 years ago on Bloor Street West, has been given a \$800,000 facelift by its owners, Revenue Properties Co. Ltd. of Toronto.

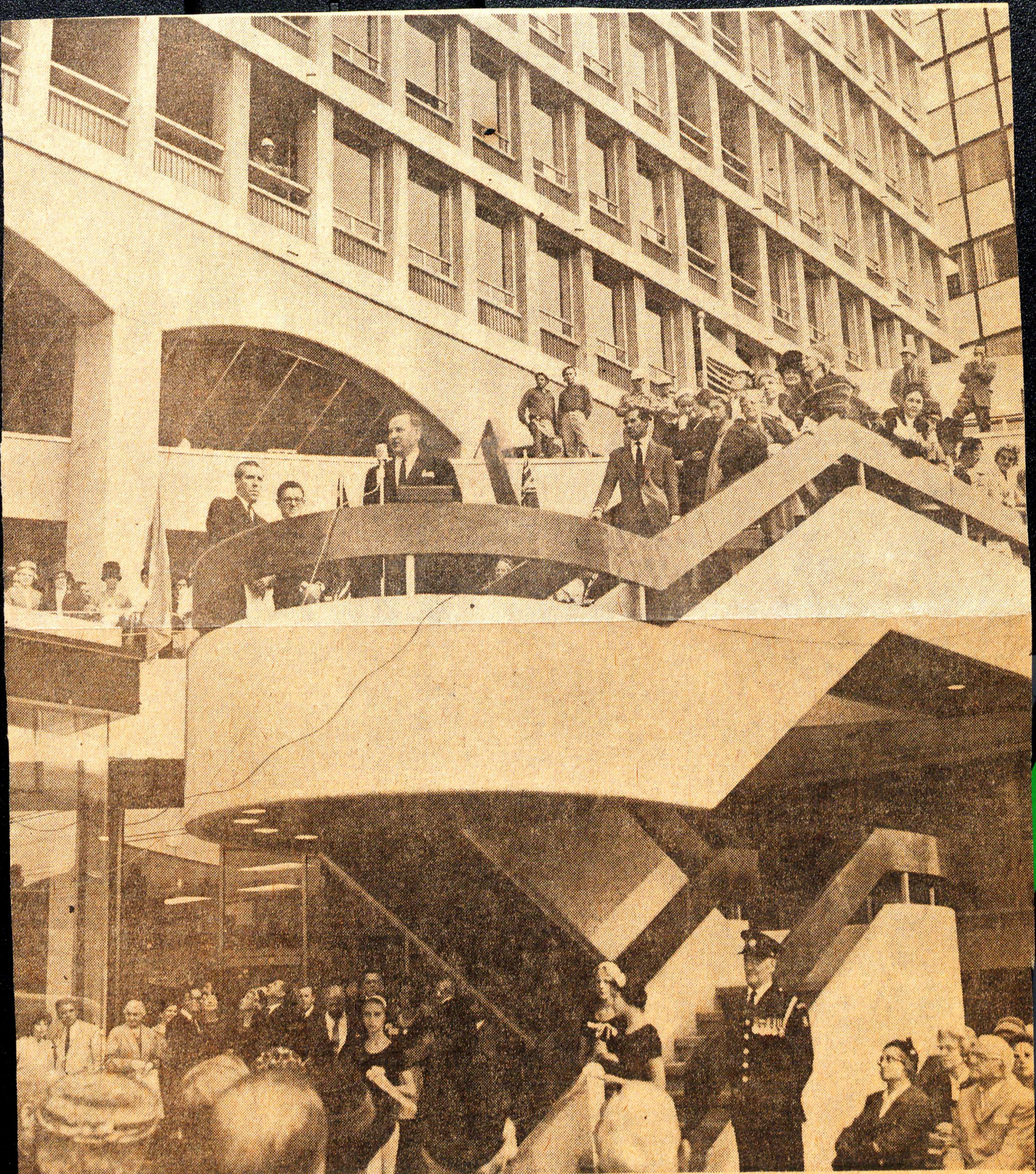
A new entrance on Bloor Street allows pedestrians to see that there are two levels of shopping in the complex, and a larger opening to the second floor provides a further visual attraction.

3 1976  
Colonnade facelift

**Realty Roundup**  
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According to Irwin Burns, president of One Thirty-One Bloor West Ltd., of Toronto, 65 of the 200 apartments in the Colonnade are rented. Rents range from \$125 a month for bachelor units to \$285 for the top three-bedroom apartments and \$1,200 for each of the two penthouses with patio and swimming pool. . . . Simmons Ltd.





OCT 17 1963

\$10,000,000 BUSINESS-RESIDENTIAL COMPLEX OPENS ON BLOOR ST.

The Colonnade, a 14-story complex of business premises and apartments on the south side of Bloor St. W. near Avenue Rd., was opened yesterday by Mayor Donald Summerville (at left, on balustrade). Alderman William Archer is seen at the microphone.

—Alex Gray.