

THE TORONTO EATON CENTRE: PHASE 1

On February 10, 1977, the Toronto Eaton Centre opened amid something approaching religious fervour. For generations of Torontonians, the old Eaton store (located opposite its friendly rival, R. Simpson Ltd) had become part of childhood and adult memories. Now, after more than a decade of false starts and, to quote Cadillac-Fairview president Neil Wood, "political problems, bylaws, opposition from established merchants and a church", Phase I of the ultimate 15-acre, \$250 million project is complete, containing a 9-level Eaton department store, a 430-foot, 3-storey covered mall containing 242,000 sq. ft., and nearly 100 shops on three levels plus four levels of parking, and a 26-storey tower at the north end of which Eaton's occupies 17½ floors.

The northeast corner of the Centre, known as Dundas Mall, includes a 3-tiered glass-roofed area. This serves as the major entrance to Eaton's and has a restaurant designed by architect Blake Millar, two levels under the open plaza

containing about 40 boutiques in 55,000 sq. ft. of retail space. This mall also serves as a pedestrian link between the Centre, the enlarged Dundas Street subway station, the tower and the parking garage on Dundas.

In this issue — a progress report — we look at Phase I only, comprising nearly 4 million sq. ft. Eventually, the final size will be 6 million sq. ft. and the Centre will extend from Dundas Street to Queen Street — once again linking the two rival stores. (The Simpson store has announced it will undergo extensive renovations). Phase II will contain about 300 stores and service outlets in the 550,000 sq. ft. mall, and when finished in 1979 will include parking garages for 1,650 cars, and 30-storey tower at the south end. A twin-level boulevard of about 35 shops will front on Yonge Street. Phase 3, the reintroduction of residential units into the project, is still enmeshed in the current OMB hearings.

The Centre is jointly owned by Cadillac Fairview Corporation Ltd. (60 per cent), the T. Eaton Co. Ltd. and the Toronto Dominion Bank each holding 20 per cent. The growth of the project over the years (some of the schemes are shown here) provided Toronto journalists with a perennial source of malice or sympathy — depending on the particular newspaper owner's financial and social allegiance. One such writer in Maclean's magazine in July, 1967, observed with a murky clairvoyance which must make her squirm in 1977:

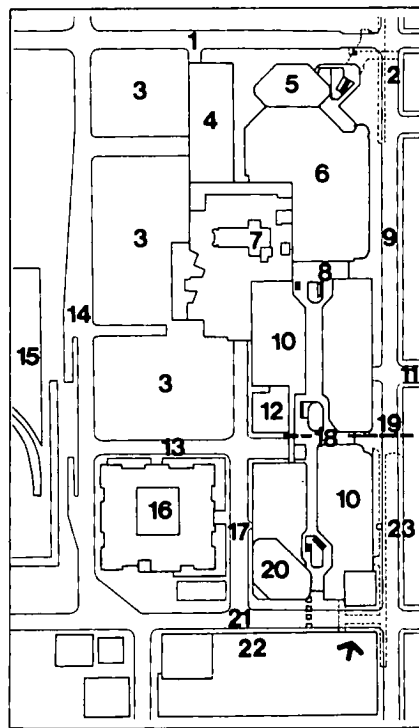
"Eaton's, of course, won't enlarge. As one of the world's largest family-controlled companies — whose owners are notoriously shy of publicity — it has never felt compelled to explain its actions to the public. . . . Another view is that Eaton's, with its century-old retailing tradition, simply can't bring itself to branch out into the risky and unfamiliar field of property development."

In 1969, the Toronto architectural firm of Bregman and Hamann was retained by the Fairview Corporation to assess the site potential of the land. Since that time the firm has been continuously involved with the project at many levels.

Eberhard Zeidler has discussed the decision process for the project

Architects: Development excluding Eaton store, Bregman & Hamann and the Zeidler Partnership. Structural engineers were C.D. Carruthers & Wallace Consultants Ltd; mechanical engineers, G. Granek & Associates and electrical engineers, Jack Chisvin & Associates Ltd. H.H. Angus & Associates also acted as consulting mechanical and electrical engineers in both the Centre and Eaton Store. Construction project management was by The Foundation Co. of Canada Ltd.

Architects for the Eaton Store: Chief architect, E.L. Hankinson with associate architects Parkin Millar & Associates and Bregman & Hamann as consulting architects and structural engineers. Mechanical and electrical engineers, Ellard-Willson Associates Ltd. Construction project management was by Eastern Construction Co. Ltd.



SITE PLAN: 1 Dundas Street. 2 Dundas Street subway. 3 Eaton Centre future development. 4 Dundas parking garage. 5 Number One Dundas tower. 6 Eaton's. 7 Holy Trinity Church. 8 Trinity Way. 9 Yonge Street. 10 three levels of retail, offices & parking above. 11 Shuter Street. 12 Salvation Army. 13 Albert Street. 14 Bay Street. 15 City Hall. 16 Old City Hall. 17 James Street. 18 Albert Way. 19 extent of first phase of construction. 20 Queen-James tower. 21 Queen Street. 22 Simpsons. 23 Queen-Albert Street subway.