



*Celebrating Ten Years:
2014 to 2024*



Greetings from DUKE Heights BIA Chair, Dr. Lew Pliamm



As we all know, the DUKE Heights Business Improvement Area (BIA) is not the typical BIA you may find walking along College or Yonge or Queen Streets in Toronto. Instead, we are a vibrant commercial/retail/industrial hub with expanding mixed urban uses. We engage and serve over 4,000 businesses with over 32,000 employees.

We are thrilled that the DUKE Heights BIA is now celebrating an amazing tenth year! Established in 2014, we can look back with pride at our solid record of achievement, our robust engagement with government and our service with members and neighbouring communities. This publication is our way of commemorating and sharing what has made the DUKE Heights BIA a proud city-builder.

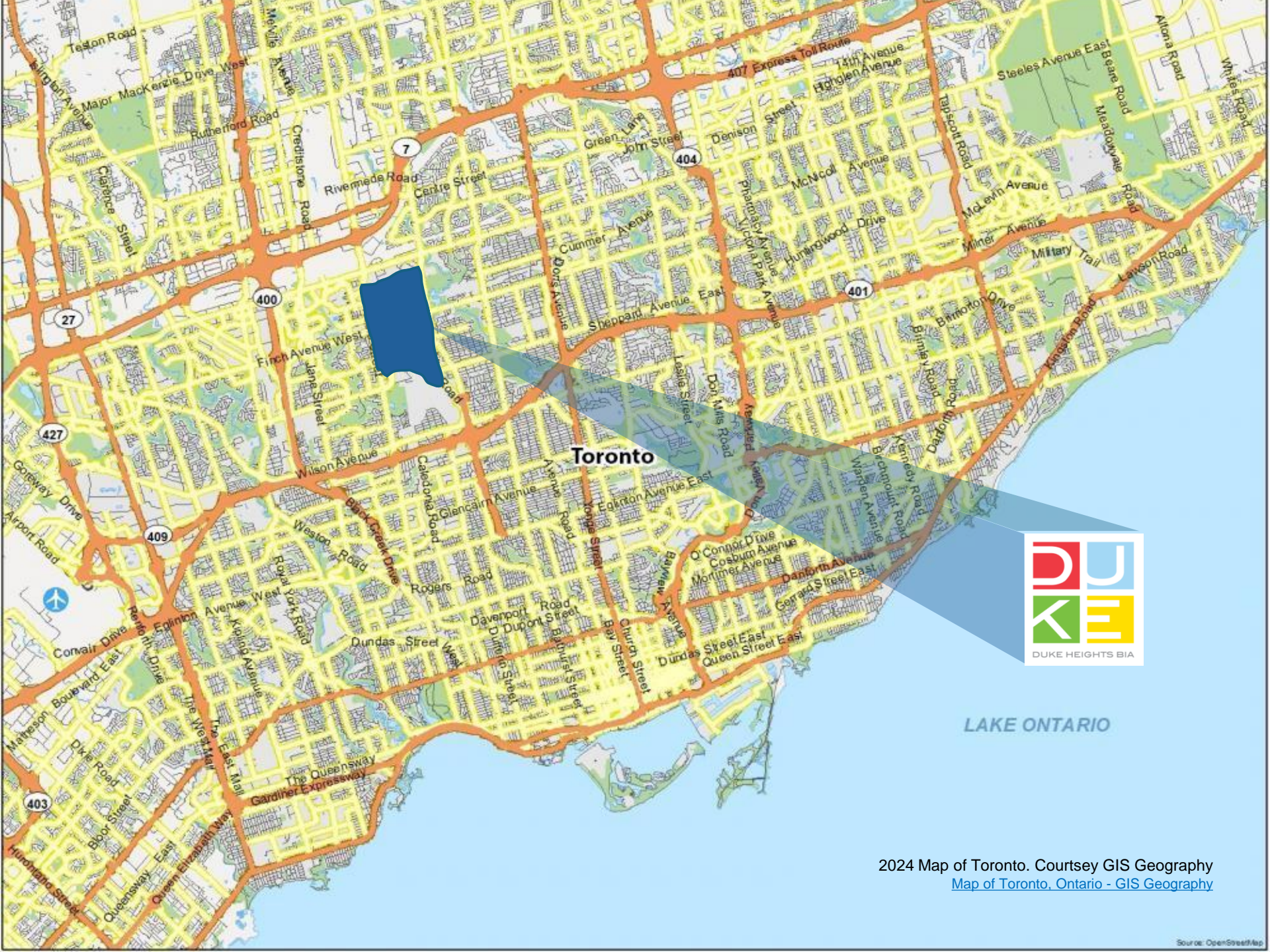
Enjoy learning about our past, celebrating our present and learning about our hopes for the future.

Sincerely,

Dr. Lew Pliamm
Chair, DUKE Heights BIA

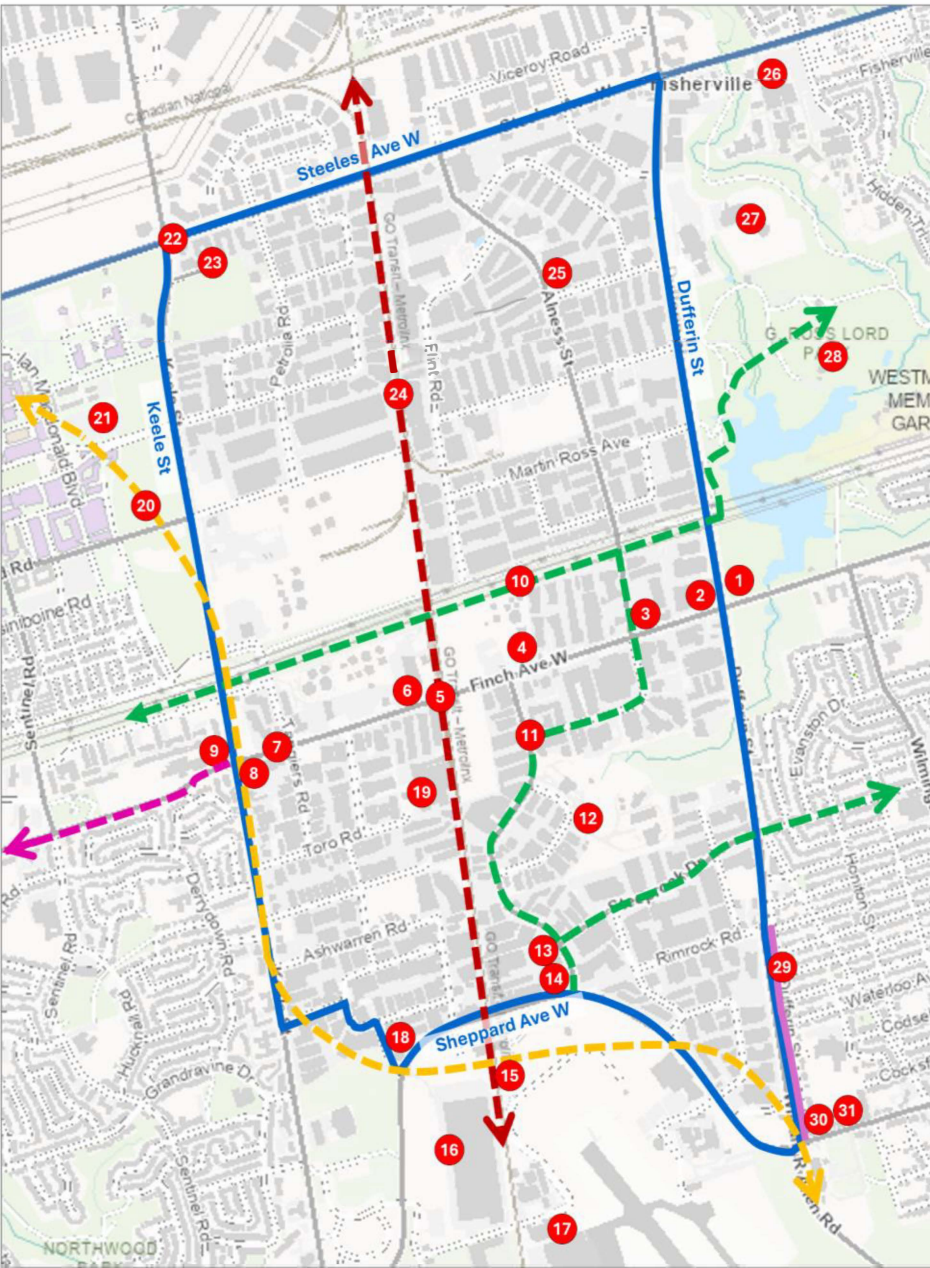
INDEX

Greetings from DUKE Heights BIA Chair, Dr Lew Pliamm	
Map of Toronto - 2024	
Key Points of Interest - DUKE Heights BIA	
Toronto and Area Watersheds – Humber and Don Watersheds - 2016	
The Beginnings...	
Our Natural History: What Nature Gave Us	
First Nations History: First Nations Settlement.....	
Map of the Five Great Lakes with Indigenous Nations Identified 1778	
Map: Carte des pays situés à l'ouest du Canada 1791	
Treaties: Brief Overview of the European Treaties with First Nations	
Map: Treaty Lands & Territory of the Mississauga of the Credit	
First Nation - 2015	
Brief History of European Settlement: 1800 to 1954	
Elia, Downsview and Dublin	
1837 Upper Canada Rebellion	
Local and National Railway History.....	
Ontario First Railway Line Rendering.....	
Map for the formerly known Township of York 1932.....	
Foster Cyclists' Road Map to the County of York 1896	
The Not-So-Distant Past...	
Where did the names Allen, Champagne, De Boer, Dufferin, DUKE Heights, Finch, FitzGerald, Keele, Petrolia, Sheppard and Steeles originate?	
Neighbours: G. Ross Lord Park, Huron Wendat Trail, Downsview, The Huron Wendat Settlement and The Parson Site & The Village at Black Creek	
How did the Area Transform into the Present Urban Reality? Spadina Subway Extension Present TTC Line 1, Finch West LRT Project.....	
DUKE Heights Business Improvement Years 2014 -2024	
DUKE Heights BIA Achievements	
DUKE Heights BIA Public Art and Realm	
DUKE Heights BIA Celebrations and Outreach.....	
DUKE Heights BIA Member Services.....	
DUKE Heights BIA Leadership.....	
DUKE Heights BIA Milestone Projects, Events and Awards	
Business Directory & Tenth Anniversary Celebration Book-QR Codes	
DUKE Heights BIA Board of Directors: 2023 – 2026 Term.....	
Special Thanks	
Land Acknowledgment	
Select Bibliography.....	
Contact Us.....	



LAKE ONTARIO

2024 Map of Toronto. Courtesy GIS Geography
[Map of Toronto, Ontario - GIS Geography](#)



1. DUKE Heights BIA Parkette
2. "Welcome to DHBIA" Gateway at Dufferin St and Finch Ave W
3. DUKE Radio Tower at 1026 Finch Ave W
4. Elia Church at 1130 Finch Ave W
5. Mural "The Beacon" on Finch Ave W at the Barrie GO Line
6. Imperial Oil Facility
7. "The Heights" Sculpture by Brandon Vickard
8. Finch West LRT Terminal Station (slated to be open by 2024)
9. Finch West Subway Station
10. Finch Hydro Corridor Recreational Bike Trail
11. Chesswood-Champagne-Alness Bike Route
12. City of Toronto Waste Disposal Drop-Off Depot
13. LiUNA! 506 Centre
14. Montecassino Hotel and Event Centre
15. Downsview Park Subway and Go Stations
16. Downsview Park
17. Downsview
18. Toronto Animal Services, North Shelter
19. International Union of Painters & Allied Trades Centre
20. Vaughan-University-Yonge Subway Line
21. York University
22. "Welcome to DHBIA" Gateway at Keele St and Steeles Ave W
23. Toronto Azzurri Soccer Club at Carmen Principato Way
24. Barrie GO Line
25. YEDI - York Entrepreneurship Development Institute HQ
26. Sanofi Pasteur
27. University of Toronto Institute for Aerospace Studies
28. G. Ross Lord Park
29. DUKE Heights Trail
30. Sculpture Dodecadandy by Artists J. Marman and D. Borins
31. Sheppard West Subway Station



DUKE Heights BIA boundaries

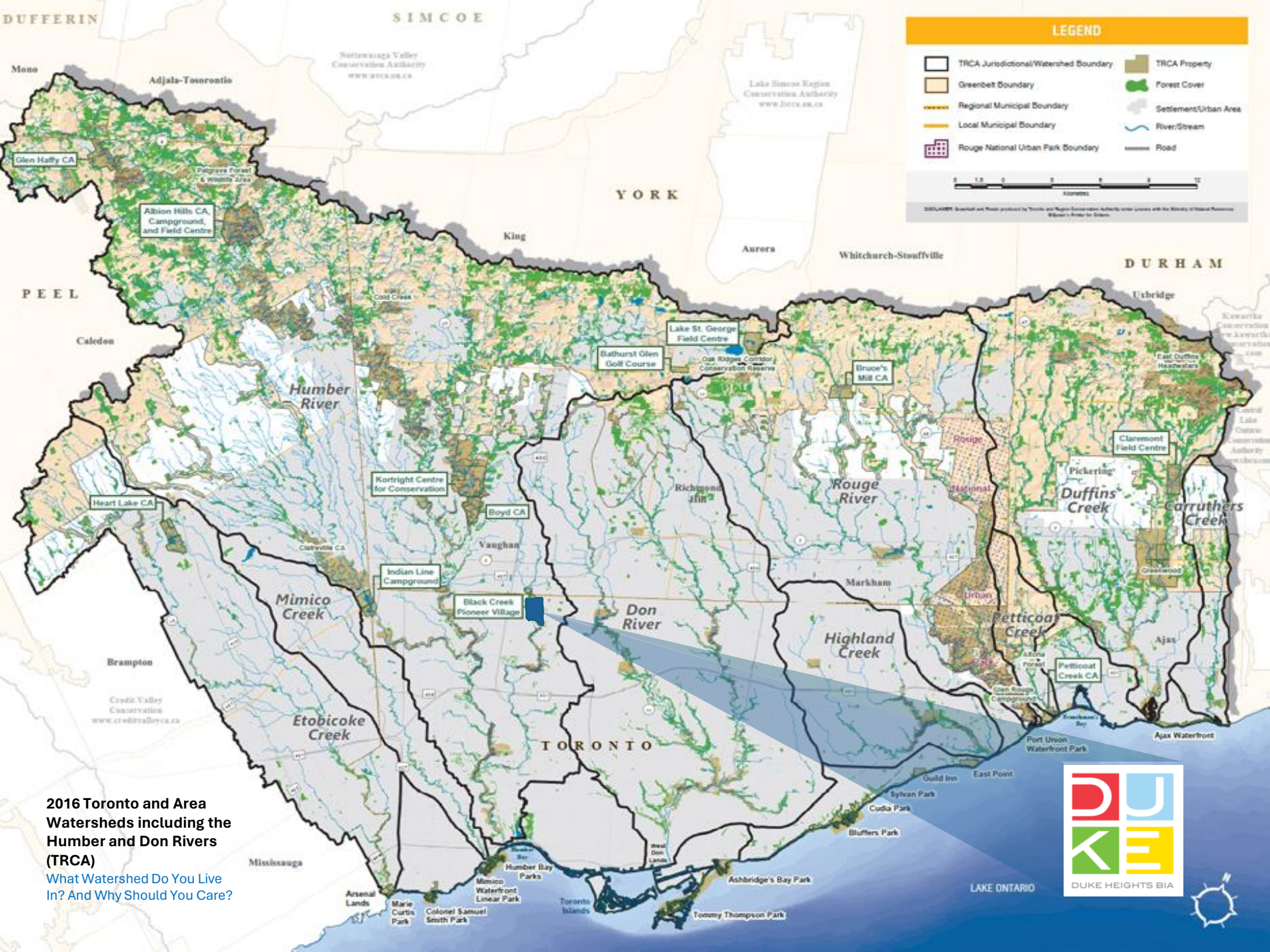
Some Cycling Routes

Subway Line

Finch West LRT Line

Barrie GO Line

DUKE Heights Trail



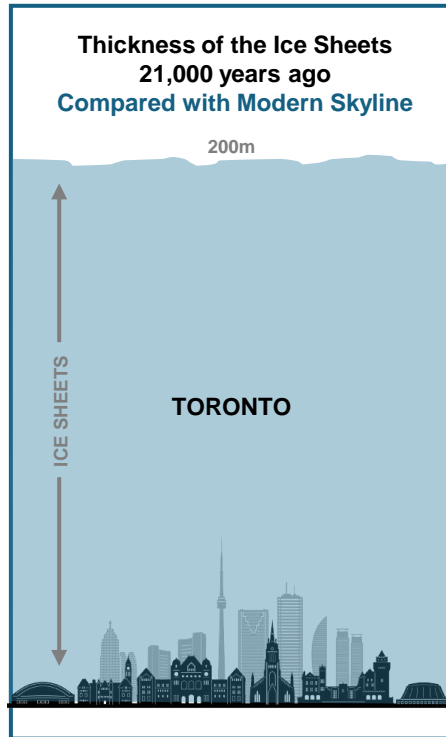
THE BEGINNINGS . . .

OUR NATURAL HISTORY: What Nature Gave Us

Toronto's geological history starts with the movement of glaciers. Toronto and the area was shaped over 21,000 years ago when the last glaciers, that stretched down through the United States, receded north leaving lakes, rivers and valleys in their wake.

With this movement of the ice sheets, the Oak Ridges Moraine was created. The Moraine was formed by high elevation deposits of sand and gravel caused by the meeting and parting of two glaciers. Over 160 kilometres long, the Moraine runs west- east between the Niagara Escarpment and the Trent River. Due to the Moraine's height, streams flow from the Moraine south towards Lake Ontario and north to Lake Simcoe, Georgian Bay and the Trent River.

The Humber and Don River watershed runs towards Lake Ontario and is a major reason why Indigenous people and European settlers were attracted to this area. The rivers and beds provided northern access by canoe and by foot. Waterways were prime trade routes and superb locations for settlement, food sources and production and forts.



2017 Fyon, Alan. Canada (Ontario) beneath our Feet
Glacial Lake Algonquin — Canada (Ontario) Beneath Our Feet

FIRST NATIONS HISTORY: First Nations Settlement

First Nations Peoples have a deep, continuing relationship from the beginning with the land which continues today. Before the Mississaugas and the Chippewa Nations, the land has been lived on by the Wendat (Huron), Anishinabe and Haudenosaunee (Iroquois) confederacies.



1880 Huron-Wendat group from Wendake in Québec
Courtesy of Parks Canada Directory of Federal Heritage Designations
https://www.pc.gc.ca/apps/dfhd/page_nhs_eng.aspx?id=1798

North York's First Nations documented legacy stretches back from before 1300 when the Huron People set up encampments along the Black Creek, Humber and Don Rivers banks. The rivers were used as transportation and trade routes with footpaths through the woods particularly on the eastern side of the Humber River (known as the Toronto Carrying Place). This route saved the Huron People from a much longer voyage over the Great Lakes as they traveled by canoe to the upper lakes of Huron and Superior. These trails facilitated trade, movement and settlement for Indigenous people, and later the French and English throughout Southern Ontario.

The wave of European exploration and colonisation began in the second half of the 16th Century. The routes became heavily used by French fur traders, settlers and missionaries. The independent fur traders Coureur des bois arrived in the 1600s and were joined by the state sponsored Voyageurs later in the century. By 1751, French fur trading had increased to such a volume that a 29 square metre Fort Rouillé was established east of the foot of the Humber River to protect the trading route and strengthen the French presence. The Fort was abandoned in 1759 during the Seven Year War. An historical monument marking its location was erected in 1876 and remains at Exhibition Place just south-west of the Bandshell.



1900 The Fort Rouille Monument was unveiled on its original site in 1887
TPL. Fort Rouille Monument Baldwin Collection of Canadiana PICTURES-R-2469
<https://digitalarchive.tpl.ca/objects/349342/fort-rouille-monument-unveiled-1887-c?ctx=50af1c1a1794d28d1e3dc2b317d206a5250e4b55&idx=6>



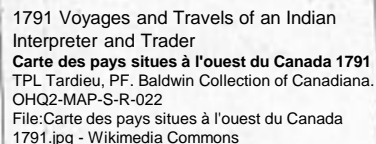
2024 Fort Rouillé Monument still stands at Exhibition Place, south of the Bandshell

AN EXACT MAP
of the
FIVE GREAT LAKES,
with Part of
PENNSYLVANIA, NEW YORK, CANADA
and
HUDSON'S BAY TERRITORIES.
From the best Surveys.
1778.



1778 Map of the Five Great Lakes with Indigenous Nations Identified
 TPL: Lodge, John.. Baldwin Collection of Canadiana 912-713-E87-SMALL
<https://digitalarchive.tpl.ca/objects/288080/an-exact-map-of-the-five-great-lakes-with-part-of-pensilvan?ctx=a323a5b3b8aa3b68cd84c3a6af01e28899a3ff954&idx=0>

1791.



Milles Géographiques.

Longitude de Londres.

TREATIES: Brief overview of the European Treaties with First Nations

From 1701, Toronto and area has been the subject of the Dish with One Spoon Wampum Belt Covenant, a treaty between the Anishinaabe, the Haudenosaunee and allied nations to peaceably share and care for the resources and protect the lands around the Great Lakes.

The Toronto Purchase of 1787-1805 (also known as Treaty 13) was negotiated in an attempt to clarify and confirm the terms of the Johnson-Butler Purchase of 1787 - 1788. The treaty covered a sale of 250,808 acres from the Mississaugas of the New Credit and the British Crown for \$9,500. Ultimately, Treaty 13 was contested, later discussions resulted in the Williams Treaties of 1923 and the compensatory settlements between the Government of Canada and the Mississaugas of the New Credit First Nation in 2010 and in 2015. Treaty negotiations continue to this day.

1911 Treaty 13 Map between The Mississauga New Credit and the British Crown

TPL Original Plan of the Toronto Purchase from the Indians, 1787-1805. 1911 Baldwin Collection of Canadiana.

MsX.1918.1.6

<https://digitalarchive.tpl.ca/search/Original%20Plan%20of%20the%20Toronto%20Purchase%20from%20the%20Indians%2C%201787-1805.%201911%20Baldwin%20Collection%20of%20Canadiana.%20%20MsX.1918.1.6>

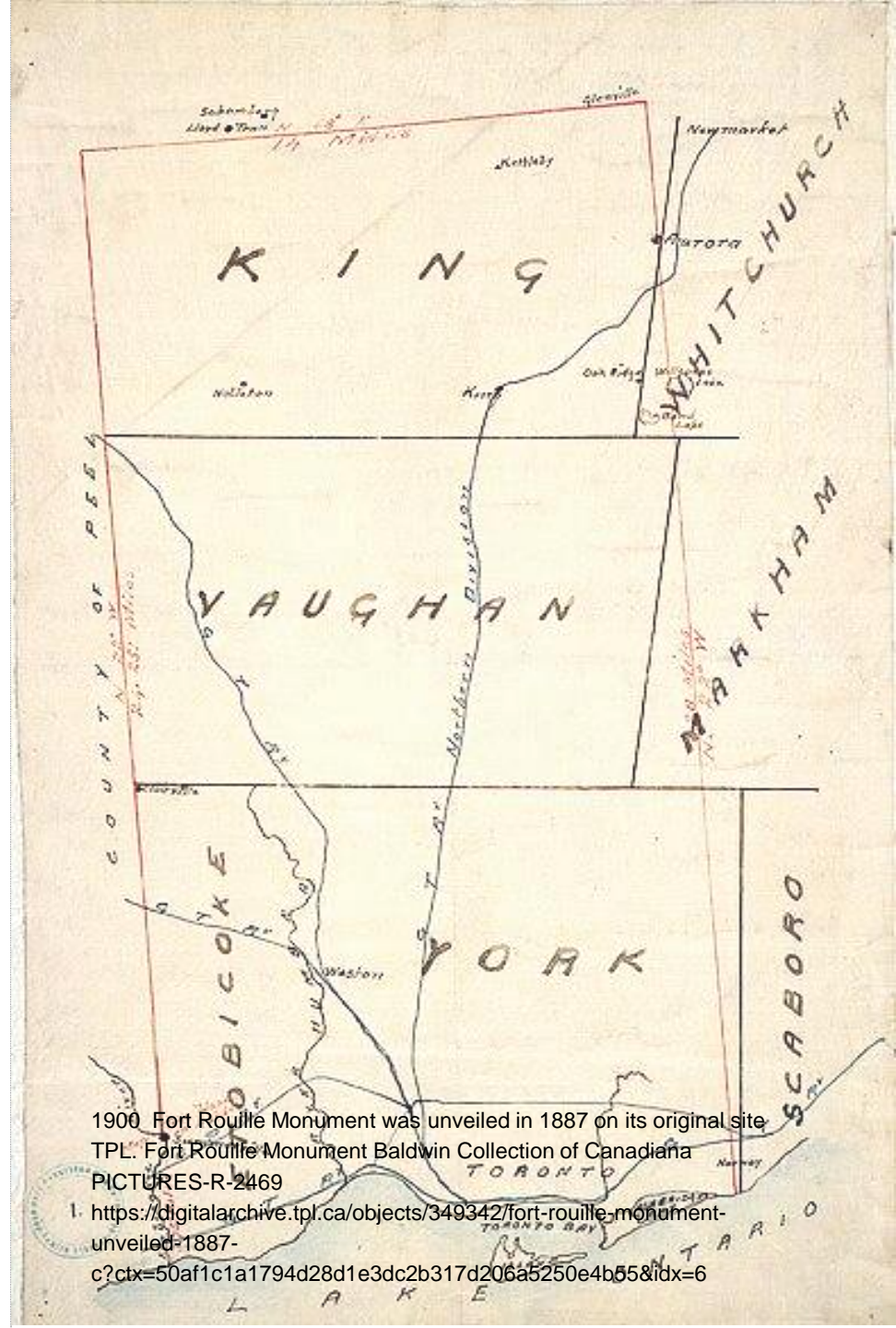
1900 Fort Rouille Monument was unveiled in 1887 on its original site

TPL. Fort Rouille Monument Baldwin Collection of Canadiana

PICTURES-R-2469

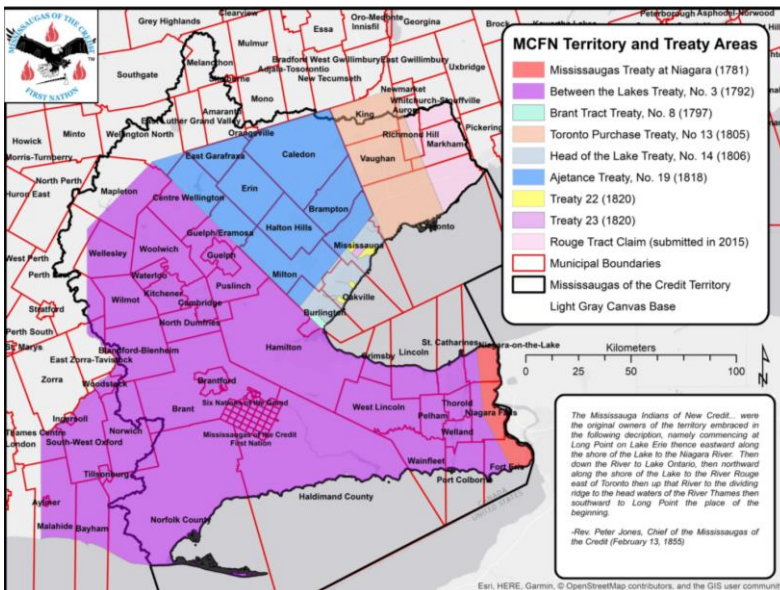
[https://digitalarchive.tpl.ca/objects/349342/fort-rouille-monument-unveiled-1887-](https://digitalarchive.tpl.ca/objects/349342/fort-rouille-monument-unveiled-1887-c?ctx=50af1c1a1794d28d1e3dc2b317d206a5250e4b55&idx=6)

[c?ctx=50af1c1a1794d28d1e3dc2b317d206a5250e4b55&idx=6](https://digitalarchive.tpl.ca/objects/349342/fort-rouille-monument-unveiled-1887-c?ctx=50af1c1a1794d28d1e3dc2b317d206a5250e4b55&idx=6)



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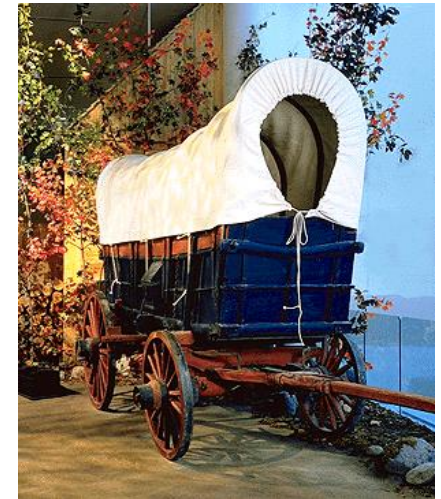
2015 Map: Treaty lands & Territory of the Mississauga of the Credit First Nation
<https://mncfn.ca/>

EUROPEAN SETTLEMENT HISTORY: 1800 to 1954

Elia, Downsview and Dublin

As Patricia Hart wrote in *Pioneering in North York* during the period between the 1800s and the Second World War, North York was little more than a constellation of tiny settlements separated by miles of farms

The majority of DUKE Heights BIA is in the former Elia, a farming community roughly bounded by Dufferin Street, Steeles Avenue West, Jane Street, and north of Sheppard Avenue West. In 1798, landowners, predominantly members of Governor Simcoe's Queen's Rangers, were freely granted newly surveyed "Crown Lots" for their military service. Shortly later, these lands were either sold or bartered to peoples of Germanic descent, many of the Mennonite faith, who migrated in Conestoga wagons from Pennsylvania to Upper Canada in the early 1800s.



2024 Conestoga Wagon: Canadian History Museum Musée Canadien De L' Histoire
https://www.historymuseum.ca/cmc/exhibitions/hist/canp1/images/ca15_2b.gif

Christian Troyer, a Mennonite Minister, claimed he traveled twelve times to Pennsylvania bringing a total of thirty five families to Upper Canada. By the mid-1820s, Scottish, Irish and English families joined the growing agricultural communities of North York.

Besides the unyielding farming life, the people of Elia donated land, funds and their labour for a church, a one-room school, the Canadian Order of Foresters' Hall and a post office while others ran the two sawmills and two blacksmith shops.

Influential members of the Kaisers, Stongs, Sniders and Grams families played leadership roles in ever changing county governance and administration. Simultaneously many Elia residents were active in the 1837 Rebellion of Upper Canada, the Temperance movement and the 1922 demand for a municipal separation from the County of York.



1902 Farmers on Keele St near Wilson Ave performing road work known as Statute Labour: a tax requiring public works by male landowners in lieu of cash

TPL North York Local History Collection. North York Library. North York History Photographic Collection. NYHS00234

<https://digitalarchive.tpl.ca/objects/357199/farmers-doing-statute-labour-in-front-of-william-parsons-hou?ctx=ada6f8ed202c4c05b5a8ef59a2b71ab391ae1f39&idx=0>



1897 John Charles Snider with Family and House, Keele St and Finch Ave W
TPL Baldwin Collection of Canadiana PICTURES-R-6544

<https://digitalarchive.tpl.ca/internal/media/dispatcher/2144055/preview>

[Rashed is this link to a clearer photo?](#)

<https://digitalarchive.tpl.ca/internal/media/dispatcher/2144055/preview?>



1873-1956 Elia Public School on Keele St is the inspiration for the public art: The Heights
 TPL. 1955 Salmon, James. Elia Public School. Balwin Collection of Canadiana. PICTURES-R-6197
<https://digitalarchive.tpl.ca/objects/349922/elia-public-school-18731956-keele-st?ctx=cb3c6d5d644c41a00aec3d2f68bb6301b0dd186a&idx=0>



1931 Elia Methodist Church, 1130 Finch Ave near the Barrie GO Line
 CTA. Boyd Senior, John. Fonds 1548, Series 393, Item 23433
[https://gencat4.eloquent-systems.com/webcat/request/Action?ClientSession=592bd434:18f7fc8b16e:-7d4a&TemplateProcessID=6000_3355&CMD_\(SearchRequest\)\[12\]=&PromptID=&ParamID=&RequesterType=SearchTemplate&browseData=1&bCachable=1&Keyword=0&POI1_51520=Elia%20church&POI30_51522=119](https://gencat4.eloquent-systems.com/webcat/request/Action?ClientSession=592bd434:18f7fc8b16e:-7d4a&TemplateProcessID=6000_3355&CMD_(SearchRequest)[12]=&PromptID=&ParamID=&RequesterType=SearchTemplate&browseData=1&bCachable=1&Keyword=0&POI1_51520=Elia%20church&POI30_51522=119)

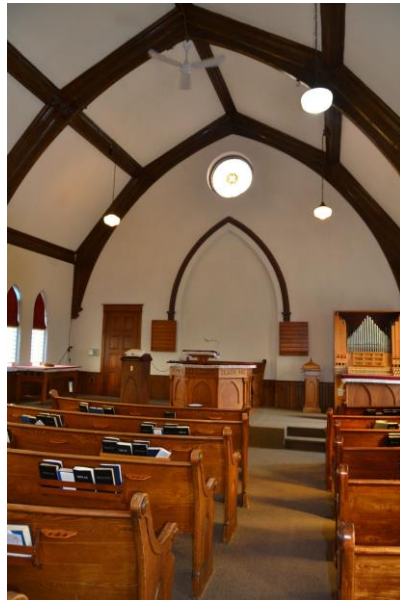


1955 Elia Church, 1130 Finch Ave W near the Barrie Go Line
 TPL. Chirnside, Ted. "Elia Methodist Church, Finch Avenue West, n. side, w. of Alness Street" North York Local History Collection. North York Library. North York History Photographic Collection. #689.



1906 Elia Women at Snider Family Barn Raising, Keele St and Finch Ave W
 TPL. North York Local History Collection. North York Library. North York Historical Society Scrapbooks, Book 5. Lot 20, Con 3W. Finch Avenue West. #958.

Women organised temperance meetings, fundraisers for school supplies, church upgrades, Red Cross and Fred Victor Mission relief, socials and dinners at their homes and farmers' fields, Elia's school, church and local Canadian Foresters' Hall. To buy pews for Elia's church, women sewed a quilt a day every day for a month which was sold for \$2.00 apiece. Many years later, the wooden church pews are still used.



2024 Interior of Reformed Hungarian Church, 1130 Finch Ave W (formerly Elia Church)



2024 Interior of Reformed Hungarian Church, 1130 Finch Ave W (formerly Elia Church)

Downsview, another early farming community to the southwest of Elia and Dublin, was named after John Perkins Bull's farmstead. It is called **Downs View** for the breathtaking views past the downs which derives from the old English word, hill to the City. Bull cleared his 200-acre farm and years later turned the Downs View house also into a courthouse, a jail and a place for religious services. Downs View still stands as a heritage-designated house at 450 Rustic Road, near Keele Street and Hwy 401.



1955 Downs View at Keele St and Highway 401
TPL. Courtesy of Hiking the GTA
<https://hikingthegta.com/tag/john-perkins-bull/>

Dublin was a crossroads farming community centred at Sheppard Avenue West and Dufferin Streets on Elia's southern edge. Named after William Duncan's farm and under Duncan's leadership, Dublin steadily grew with a one-room school, church, general store, shoemaker shop, post office and tollgate leading to the well traveled road to the mills at the north. However, some of Dublin was not farmed which left stretches of bush. The small community's western edge was cut off for Downsview Airport's airstrip when De Havilland closed Sheppard Avenue.



William Duncan's House
TPL Hart, Patricia. William Duncan House. Built 1831.
North York Local History Collection. North York Library.
North York Historical Society Scrapbooks, Book 5. Lot 16
Con 3W. #364.

1837 Upper Canada Rebellion

After the War of 1812, discontent spread with the undemocratic leadership in Upper Canada by an elite political, social and commercial clique based in Toronto known as the Family Compact. Though never as a united force as the Family Compact, the Reform Movement's base, especially in the Northern York farming communities, was farmers and tradespeople who also were adherent supporters of journalist and politician William Lyon Mackenzie. Their small uprising in December 1837 was quickly put down by Loyalist militia. However, the Rebellion historically was important as it led to the creation of the Durham Report that articulated Britain's support for the Reformers' demand for responsible government and a recommendation for the unification of Upper and Lower Canada.

Local and National Railway History

In 1853, The Ontario, Simcoe and Huron railway line radically changed the relationships between farming communities, the Toronto centre and beyond the York County boundaries by providing a rapid transportation of people, goods, mail and supplies.



Circa 1880 Ontario's **First** railway followed a portage route and now is the Barrie GO line TPL. Ontario, Simcoe & Huron Railroad, Engine No. Baldwin Collection of Canadiana. JRR1115

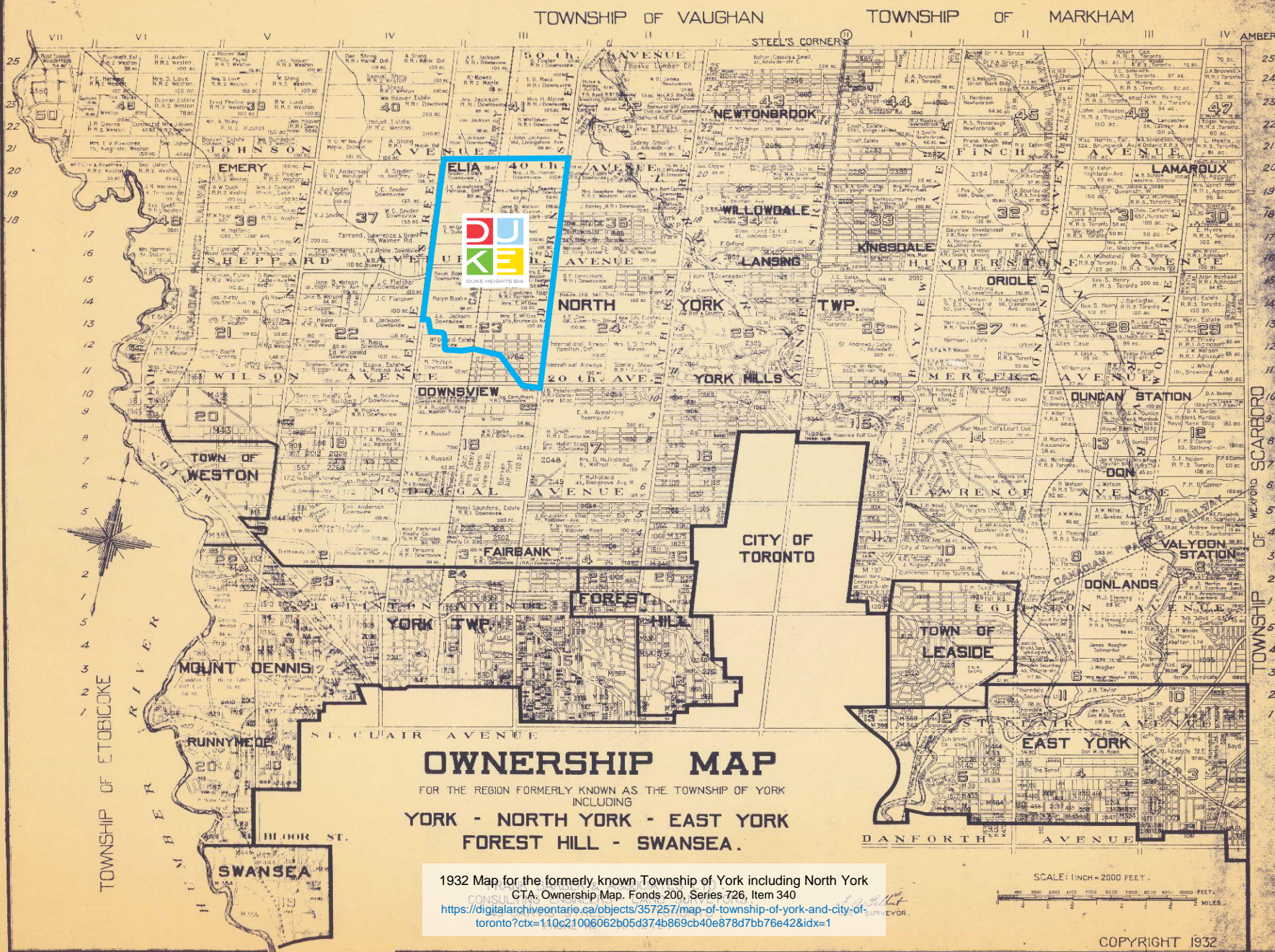
<https://digitalarchiveontario.ca/objects/267658/ontario-simcoe--huron-railroad-engine-no?ctx=f823a276ec068de89d7886a8fadd2356c72d8c4d&idx=49>

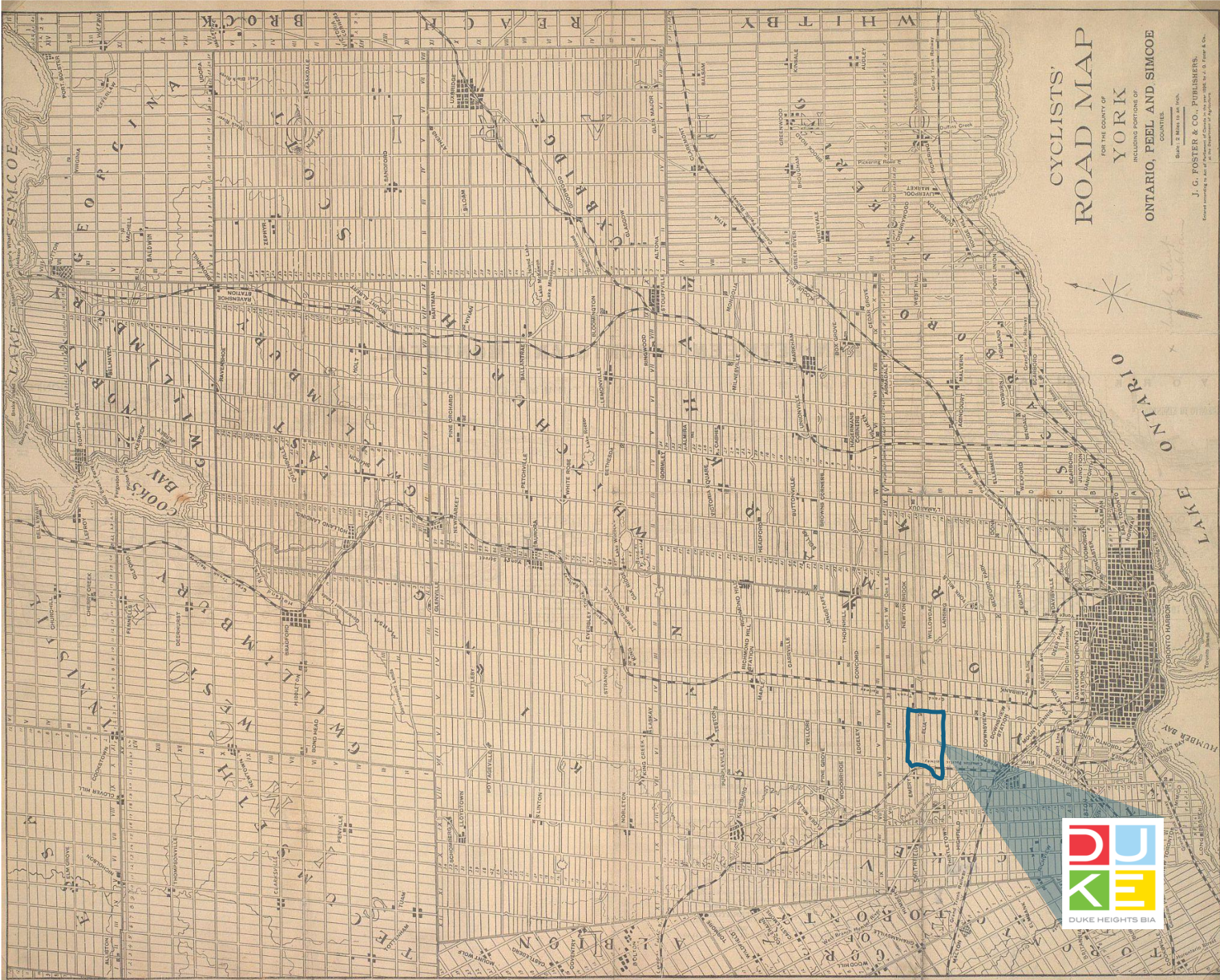
The **first** railway in Ontario, The Ontario, Simcoe and Huron Railway, also known as The Northern, was laid on an established portage route from Lake Ontario to Lakes Simcoe and Huron. Successive railway companies ran the line: The Northern gave way to the Grand Trunk Railway in 1860. The Grand Trunk eventually merged with the Canadian National Railway. Today, GO transit expanded its commuter service northward from Union Station past the City of Barrie to Allandale, Ontario.

Ontario's First Railway Line



Circa late 1800s Broadside promoting the Ontario, Simcoe & Huron Railway
<https://www.trha.ca/resources/111015.Toronto.1st.Railway.by.Derek.Boles.pdf>





DUKE HEIGHTS BIA

THE NOT SO DISTANT PAST . . .

Where did the names Allen, Champagne, De Boer, Dufferin, DUKE Heights, Finch, Fitzpatrick, Keele, Petrolia, Sheppard and Steeles originate?

William Randall Allen (1919-1985) was a lawyer, Alderman, Controller and Chair of the Municipality of Metropolitan Toronto (1962-1969). An accomplished City builder, Allen was a force behind Toronto's master plan of "superhighways" and public transit lines to meet dramatic suburban growth. The grassroots "Stop Spadina" resulted in the shortened Allen Road completion in 1975..



of Toronto Archives, Fonds 1257, F1257_s1057_jt5007

1962
Metropolitan
Chair William R.
Allen
Metro Chairman
William R. Allen at
the Chairman's
desk.
CTA. Fonds
1257, Series 1057,
Item 5007.

Champagne Drive takes its name from the Canada Dry Bottling Plant that featured innovative mass production techniques. Both the drive and the Champagne Centre take their names from Canada Dry's signature line, The Champagne of Ginger Ales.



Circa 1930s Canada Dry Billboard
CTA. Photographer Unknown. Fonds 1488, Series 1230, Item 4244.



Circa 2010 Champagne Centre, 2 Champagne Dr
<https://champagnecentre.com/gallery/>

Gerrit de Boer (1947-) built and operated his 60,000-foot flagship store and warehouse - Idomo Furniture - from 1992 to 2011 at Sheppard Avenue West and Dufferin Street. Over the ten years that followed, the vacated Idomo lands were transformed into smaller shops and offices as well as seven condominium towers.



2008 Gerrit de Boer at the former Idomo Furniture Store

Wilkes, Jim. "Idomo magnate goes on an energy crusade." Toronto Star. 26 June 2008
https://www.thestar.com/news/gta/idomo-magnate-goes-on-energy-conservation-crusade/article_9eb41397-551b-5526-844b-42bf307afeb6.html



Lord Dufferin (1826-1902) was Canada's third Governor-General, an accomplished linguist who championed Quebec rights, visited the then-existing seven provinces and created the Dufferin Medal for sports and scholarship (now the Governor General Academic Medal).

Circa 1870
 Lord Dufferin
 Topley Studio. Library and Archives Canada // Bibliothèque et Archives Canada / PA-025474
https://www.pc.gc.ca/apps/dfhd/pag_e_nhs_eng.aspx?id=1527&i=76451

The **DUKE Heights BIA**, originally named the Dufferin/Finch BIA, was renamed in 2015. The DUKE Heights BIA name is composed of the first two letters of Dufferin Avenue (**DU**) and first two of Keele Street (**KE**) as well as the word **Heights** as the BIA is at the highest elevation in the City of Toronto.



2019
 DUKE
 HEIGHTS
 BIA
 Tour de
 DUKE
 Heights
 Community
 Bike Race

John Finch (1800-1855) was a respected innkeeper who leased the infamous Bird in the Hand Hotel from Upper Canada Reformer, John Mackenzie. In 1847, Finch built the two storey frame Finch's Hotel at the intersection with Yonge Street.



1847 John Finch was the renowned Bird in the Hand Hotel's innkeeper
 TLP. B.J. Gloster. The Bird in the Hand Inn. 1847. Pictures - R- 6553. Baldwin Collection of Canadiana.

Dr. John Gerald FitzGerald

(1882-1940) was a pathologist, bacteriologist, public health reformer, educator and author. Supporting his research of the prevention of deadly infectious diseases, philanthropist Albert Gooderham funded the creation of the Connaught Laboratories Farm in 1915, now Sanofi Pasteur at 1755 Steeles Ave W.



1912 Dr. John Gerald FitzGerald
<https://www.jamesfitzgerald.ca/what-disturbs-our-blood>



William C Keele (1798-1872) was an attorney who founded the Carleton Racetrack near Dundas Street West and Keele Street which hosted popular horse races. Though demolished in 1882, the track was renowned for hosting the first Queens' Plate in 1860.

Circa 1860s Tintype of William Conroy Keele

https://www.findagrave.com/memorial/7836704/william_conroy-keele/photo#view-photo=33253818

Petrolia likely refers to Petroleum. The 1857 discovery of oil in what today is southwestern Ontario's town of Petrolia is often credited with the start of the industry throughout North America.

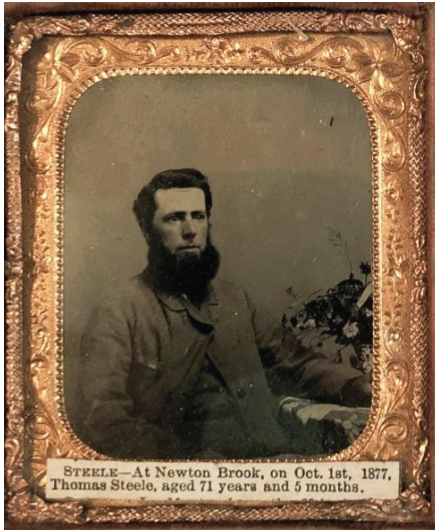
Joseph Shepard (1756-1837) was a fur trader, soldier, veteran of the War of 1812, highway overseer and mill operator. Most historians agree that the road between Shepard's homestead and sawmill became known as Sheppard's Avenue. Though Shepard died before the rebellion, Shepard's family also were strong supporters of William Lyon MacKenzie during and after the 1837 Upper Canada Rebellion.



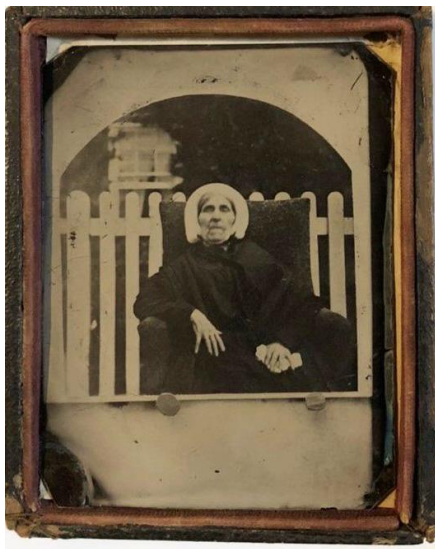
1968 Joseph Shepard's house built around 1835: 90 Burndale Ave

<https://digitalarchiveontario.ca/objects/267137/joseph-shepard-house?ctx=e6bea58ea30ae947eca7d3d0ed63b896d3037688&idx=13>

Thomas Steele (1806-1877) was a farmer and proprietor of Steele's Hotel (sometimes referred to as the Green Bush Inn) at the corner of Yonge Street. With many local North York farmers, business- and tradespeople, the Steeles gathered at his hotel in support of William Lyon Mackenzie's 1837 Upper Canada Rebellion.



Circa 1865 Tintype of Thomas Steele
Courtesy of Toronto Region Conservation
Authority
BCPV Collection, 1977.14.38 | Portrait of
Thomas Steele, circa 1865



Circa 1865 Unusual Portrait of Steele's
Family Member
Courtesy of Toronto Region Conservation
Authority
BCPV Collection, 1977.14.31 | Unusual Portrait
of Steele's Family Member, circa 1865

NEIGHBOURS: G. Ross Lord Park

The Park was founded and named for the then Toronto and Region Conservation Area Chair **G. Ross Lord**. Created in 1972 at three hundred and fifty acres, the Park is home to one of Toronto's largest dams, four kilometres of trails, two cricket pitches, three soccer fields, projects supporting wildlife habitats, accessible access to the Don River and a charitable organisation, Community Association for Disabled Riders (CARD).



2024 Community
Association for
Disabled Riders'
barn in G Ross
Lord Park, view
south of Steeles
Ave W
<https://card.ca/the-facility/>

NEIGHBOURS: Huron Wendat Trail

In 2013, the Huron-Wendat's ancestral presence was formally honoured with the unveiling of a series of Toronto Heritage plaques dedicated to sharing their century-long presence. The plaques are found along the "Huron-Wendat Trail" - a five-kilometre trail along the Finch Hydro Corridor between Keele St and Jane St.



2024
Huron Wendat
Trail

NEIGHBOURS: Parc Downsview Park

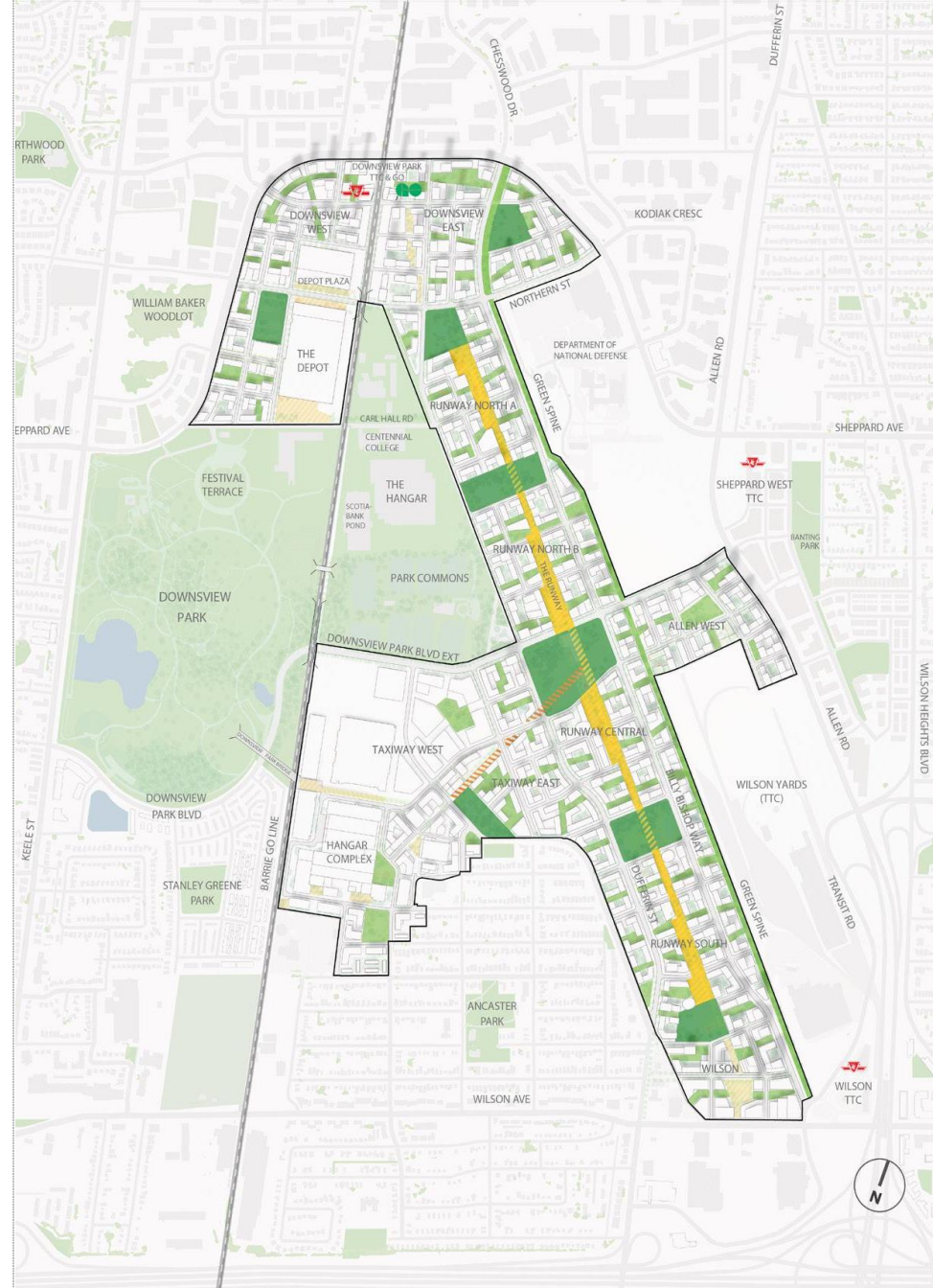
At one of the highest points in Toronto, the two hundred and fifty-acre Parc Downsview Park has a richly unique history of the transformation of Indigenous lands to farming communities to a military base to an aviation centre and - in 2005 - to a Federally owned urban park managed by Canada Lands Company CLC Limited. Current plans include housing for over 50,000 people in addition to employment uses including a business and vendor's depot, an aerospace hub, urban agriculture and sports facilities.



1983
Downsview Airport
TPL. Supremo, Boris.
Aviation - Airports -
Canada - Ontario -
Toronto. Toronto Star
TSPA_0002850F
<https://digitalarchiveontario.ca/objects/362401/aviation--airports--canada--ontario--toronto--downsview?ctx=3389c7d70e51e73ff7b357a5ad8d7dea69a4ee4b&idx=2>



1944
A Mosquito airplane at a signalized crossing at de Havilland's runway at Dufferin Street

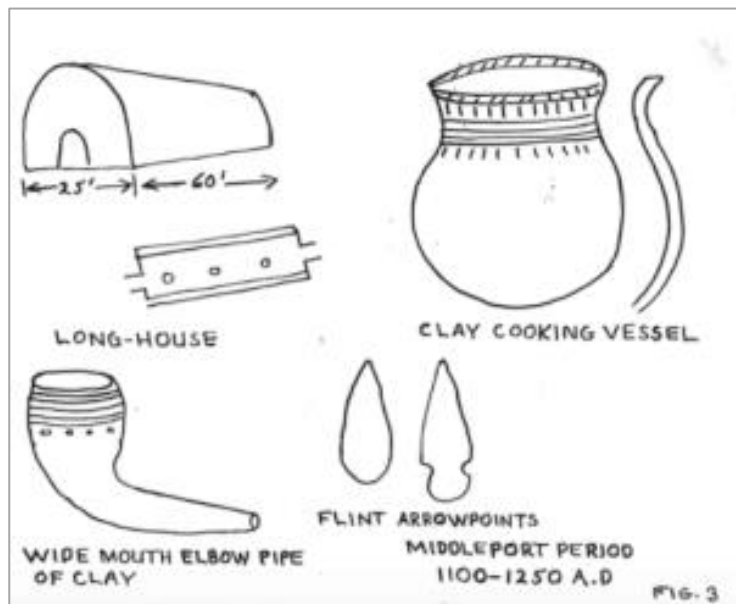


2023 Framework Map for Parc Downsview Park
Courtesy Canada Lands and Northcrest Developments

NEIGHBOURS: PARSONS SITE: Huron-Wendat Settlement 1350s

The first excavation of a Huron-Wendat settlement was in 1952 by Dr J. Norman Emerson of the University of Toronto. Located under the Finch Hydro Corridor and Toronto Regional Conservation Area and north-west of Keele Street and Finch Avenue West, the Parsons Site Archaeological excavation revealed the existence of an ancient village including the remains of ten longhouses, subterranean sweat lodges, west and east portions of a palisade, and the remains of four midden (refuse) areas. Over 6,000 artefacts were removed and subsequently analysed.

The Huron-Wendat's use of the Carrying Place trail along the Humber River likely became occasional after 1600, due to the impact of contagious diseases from Europe, famine and conflict. Displaced from their homeland by 1650, many Huron-Wendat moved to the Quebec City area where they remain today.



Drawings of a few of the 6,000 items removed from the Parsons Site
John Morrison 1982: Artefacts from the Parsons Site
<http://scarboroughhistorical.ca/archeological-sites/>



Toronto Heritage Plaque, west of Murray Ross Pkwy and Sentinel Rd
<https://asiheritage.ca/asi-media/huron-wendat-day-with-heritage-toronto/>



Toronto Heritage Plaque, west of Murray Ross Pkwy and Sentinel Rd
<https://asiheritage.ca/revisiting-the-parsons-site/>

NEIGHBOURS: Village At Black Creek (Formerly Pioneer Village) Village): 1000 Murray Ross Parkway

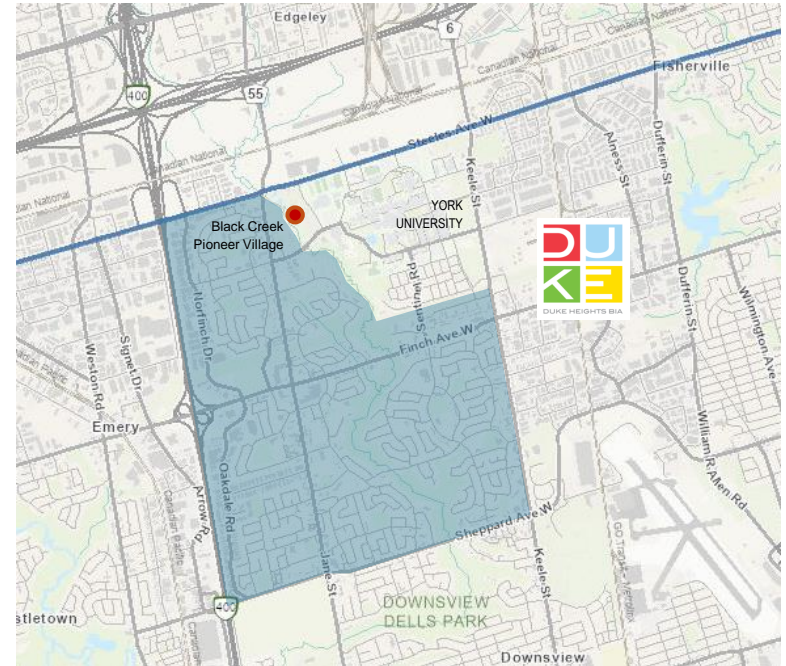
The Village at Black Creek, formerly Black Creek Pioneer Village, opened as an open-air history museum in 1960 with buildings relocated from towns throughout Ontario. Operated by the Toronto and Region Conservation Authority, the original intent was to increase an appreciation of the symmetry between settlement and nature as well the importance of conservation and local history. With over forty heritage buildings staged with period furniture, appliances and objects with many from the settlements of Elia and North York. Along with their new name, additional exhibits will be added incorporating local Indigenous history.



1954
Fisherville
Presbyterian Church
at original site,
Dufferin St and
Steeles Ave W is
now located at the
Village by Black
Creek
TPL. Solmon, James V.
Fisherville Church.
Baldwin Collection of
Canadians. S 1-312,
James Solman



2024
Interior of a
Doctor's House
relocated to The
Village at Black
Creek



2024 The Village at Black Creek is located south of Steeles Ave between Jane St and Keele St - follow the signs to the Village at 1000 Murray Ross Parkway
<https://map.toronto.ca/torontomaps/>



2024 Entrance to The Village at Black Creek on Murray Ross Pkwy

How did the Area Transform into the Present Urban Reality?

In 1953, the Municipality of Metropolitan Toronto was created to administer common services for the City of Toronto, the townships of East York, Etobicoke, North York, Scarborough and York. In 1967, North York became a borough, a City in 1980 and part of the amalgamated City of Toronto in 1998.

Following the Second World War boom, North York and the DUKE Heights communities, once Indigenous and farmland, saw a rapid expansion of housing, industry, retail, aviation, political, recreational and educational uses.

The North York District Plan 10 was the first Official Plan to be adopted by Metropolitan Toronto for the area bounded by Dufferin Street, Steeles Avenue West, Humber River and Highway 401. However, rapid development out-paced the planning process with eighty percent of the area built shortly after the plan was finally adopted in 1969.

Also in the 1950s, Ontario Hydro built a series of transmission lines around Toronto including the thirty-eight-kilometre corridor parallel to Finch Avenue West from Highway 400 to the City of Pickering's Darlington Nuclear Power Plant. These Hydro corridors are large swaths of land with eighty-foot towers used primarily for the transmission and distribution of electrical energy.

Today, the **Finch Hydro Corridor** hosts hydro towers, pipelines, community gardens as well as the Huron-Wendat trail, TTC busway, walking, hiking and cycling trails. These cycling trails are a key component of the City of Toronto's 2016 Ten Year Cycling Network Plan while the York University Busway remains the only busway operating on a Hydro Corridor Right of Way.

Spadina Subway Extension- Present TTC Line 1

Although planning for an extended Spadina Subway line began in 1971, political and funding issues contributed to a long-awaited opening of Downsview Station - renamed as the Sheppard West - some twenty-five years later, in 1996. Construction of the needed line that serves DUKE Heights includes Sheppard West, Downsview Park, Finch West, York University, Pioneer Village, Highway 407 and Vaughan was completed in 2017.

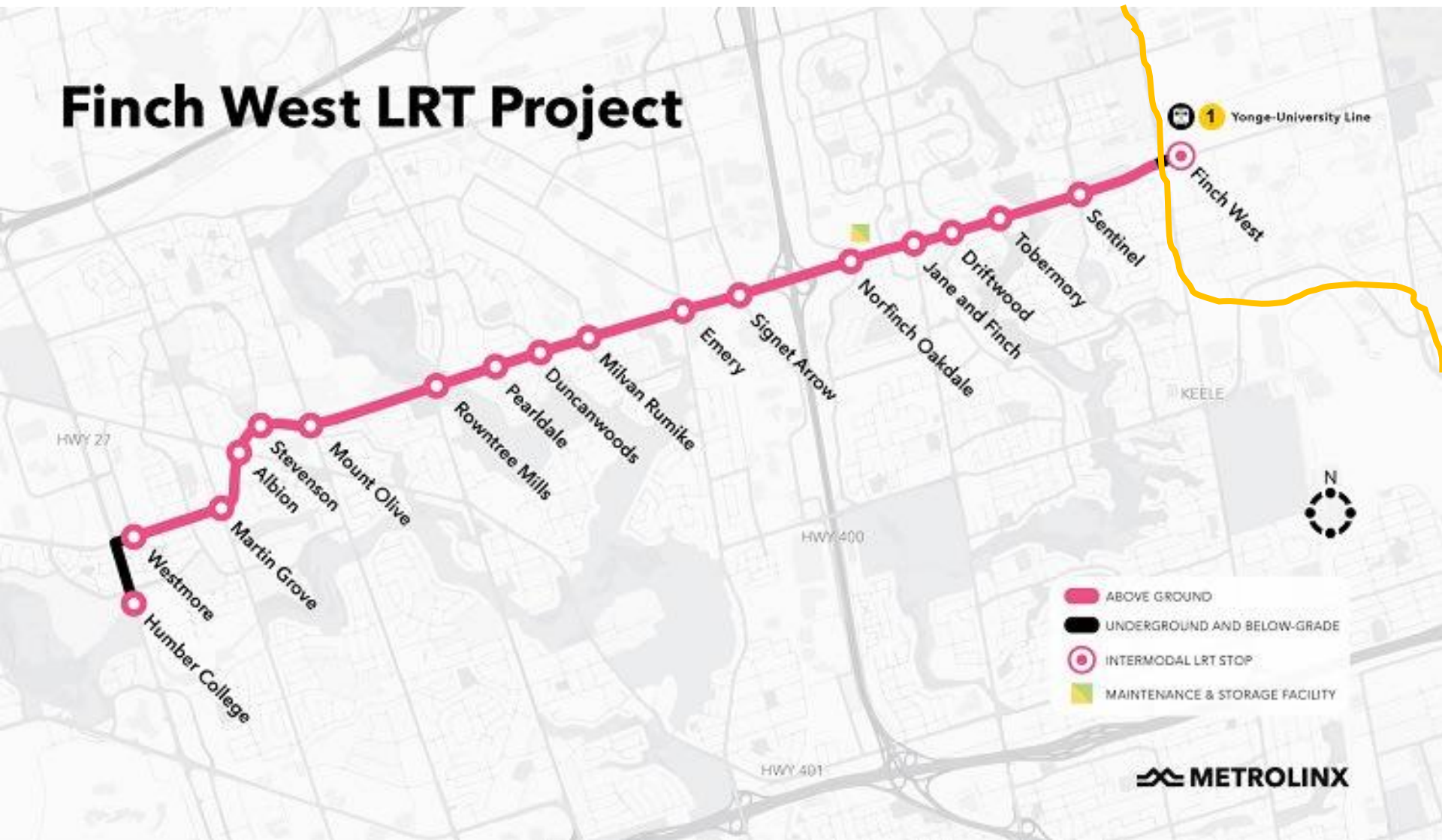


2013 The northbound from Downsview Park to Finch West at St. Regis Curve
Bateman, Chris. "This is what a new subway line looks like." *BlogTO* September 10, 2013. Accessed 5 May, 2024.
https://www.blogto.com/city/2013/09/this_is_what_a_new_subway_line_looks_like_in_toronto/



2013 Holey Boring Machine at Sheppard West Station driving north
Courtesy of Railway Technology and Toronto Transit Commission
<https://www.railway-technology.com/projects/toronto-york/?cf-view>

Finch West LRT Project



2023 Metrolinx drawing of the Finch West LRT
Metrolinx. Finch West LRT. accessed 4 May 2024

<https://www.metrolinx.com/en/projects-and-programs/finch-west-lrt>

DUKE HEIGHTS BIA YEARS - 2014 - 2024



The Business Improvement Area concept (BIA) is a Made-in-Toronto phenomenon. In 1970, Bloor West shopkeepers and property owners lobbied for an Ontario Municipal Legislation change that legally enabled BIAs formation and financial support with further access to municipal government resources.

Fast forward to 2014, our manufacturers, industrialists, retailers and property owners realised the potential area benefits by establishing their own BIA (named Dufferin-Finch BIA in the first year). For ten years now, the DUKE Heights BIA enthusiastically embraced tried and true business improvement tactics like holding festivals and installing banners, benches, cycling posts, pole wraps and murals.

In addition to these often rainbow-coloured improvements, the DUKE Heights BIA undertook collaborative projects. For instance, DUKE commissioned, installed and supported public art, greened our area with not only thousands of street trees but also added a living berm at Dufferin Street/Allen Roadway with a pedestrian trail and created twenty-five historic panels with wayfaring and watershed maps and our settlement history. Furthermore, DUKE designed/finished a new parkette at Dufferin St and Finch Ave W.

DUKE Heights BIA is the second largest BIA in Ontario and is situated between Dufferin Street & Keele Street and Steeles Avenue West & Sheppard Avenue West with over 4,000 businesses and 32,000 employees. We are the northernmost area of Toronto powering business growth and opportunities for the City and beyond. We work hard to promote the potential of the area, provide support to businesses in the area and inject new resources to tap into the potential of the community. Together, we plan to continue beautifying, adding and advocating for the prosperity of this vibrant new hub.

DUKE Heights BIA Achievements include:

Mural under the GO rail pass (2017)



2017 The Beacon - Mural on Finch under the Rail Pass



2017 The Beacon - Mural on Finch under the Rail Pass

Bell Box Mural Improvements (2021-2023)



2021 Bell Box Mural Project at 3938 Chesswood Dr

Restoration & Enhancement of the Heritage DUKE Heights BIA Radio Tower (2022)



DUKE Heights' Restored Radio Tower at 1026 Finch Ave W

Public Art: The Heights (2023)



"The Heights" Sculpture in the Finch Ave W median at Keele St by artist Brandon Vickard



2023 Bell Box Mural Project at 601 Magnetic Dr

DUKE Heights Public Realm Improvements include:

DUKE markers, benches, cycling rings, lighting and signs



DUKE marker,
bench, sign and
cycling ring

DUKE HEIGHTS BIA Pole Wraps



DUKE Heights' Pole Wrap near the GO Line by Murphy Caesar

DUKE Heights BIA Community Celebrations and Outreach (2015 - ongoing)



DUKE Eats Festival



DUKE on Ice Family Winterfest



Soupalicious DUKE Heights

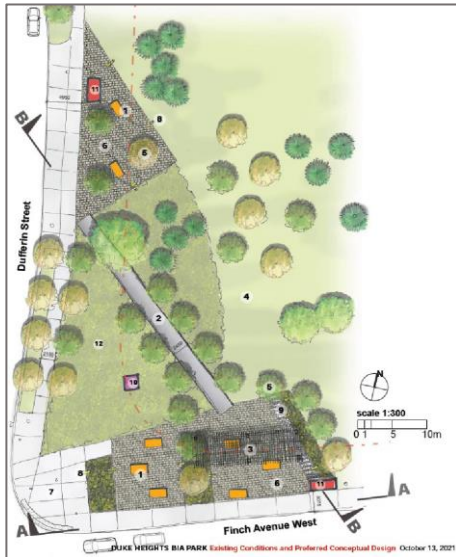


Tour de DUKE Heights- Children's Bike Giveaway & Race

Thousands of trees planted within DUKE Heights BIA (2021)



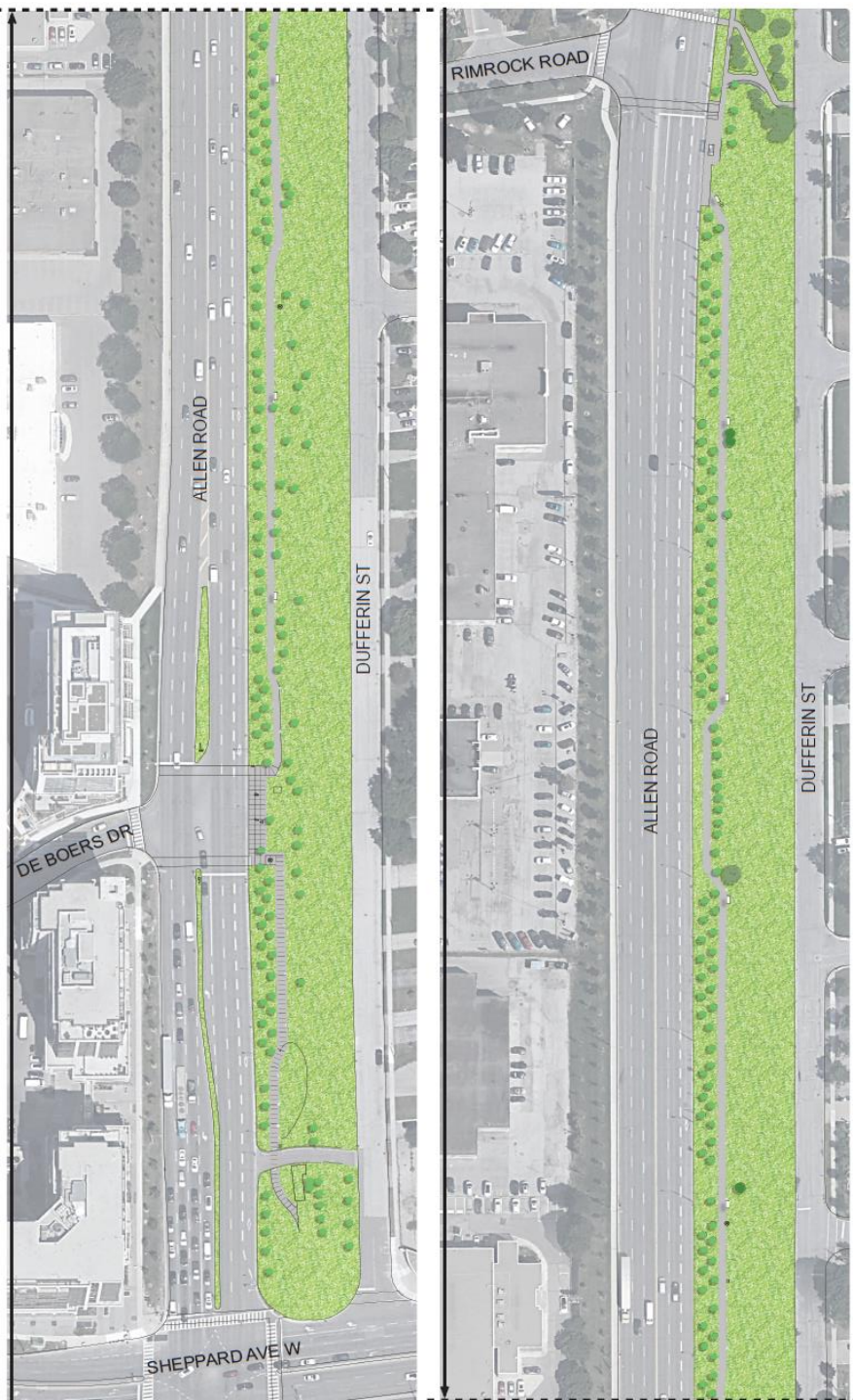
DUKE Heights Parkette (2024)



DUKE Heights Historical Panels (2024)

Photos of 2 out of the 25 Historical Panels are shown below.





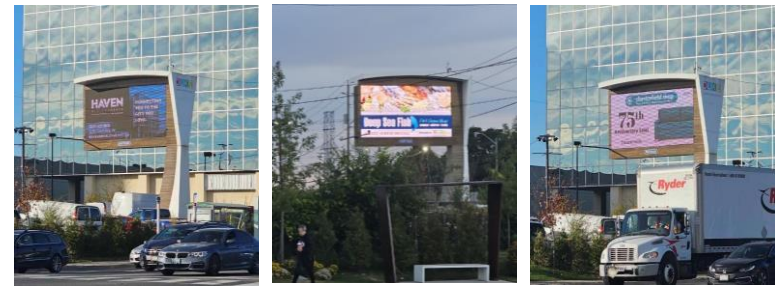
Connecting Communities Trail and Living Berm (2024)

DUKE Heights Member Services include:

Security Services



BIA-sponsored Billboard Ad Program



BIA-sponsored Online Advertising



Property Listing Opportunities



DUKE Heights BIA Leadership

Finch Goods Movement Study by the City of Toronto: 2023



Proposed Changes to the Zoning Conformity Bylaw: 2021



Upgrade in Hydro Services: a 7-year project with a \$50 Million Investment (2017)



DUKE Heights BIA also supported ...

Dodecadandy Public Art



Public Art at Sheppard Ave W and Dufferin St
Photo Courtesy: Artists
Jennifer Marman & Daniel Borins

Coming Soon in DUKE Heights BIA!

Animation and Streetscape Improvements: 2024-2025



Road and Cycling Improvements on Chesswood Dr, Champagne Dr and Alness St: 2024



Recognition: TABIA Awards

We proudly received ten Toronto Association of Business Improvement Areas (TABIA) awards for our efforts in branding, advocacy, commitment to finding creative solutions, markers, mural art, streetscaping, events, community engagement, BIA Gateway and Member Support.



DUKE Heights BIA – Milestone Projects, Events and Awards-2014-2024

Year	Projects/Awards	Details
2014	Dufferin/Finch BIA	BIA is created/operations begin 2014
2015	DUKE Heights BIA	BIA is renamed and rebranded
2016	TABIA – Branding Award	BIA rebrand (confirm with Joe)
2017	“The Beacon” Mural	Finch Ave. W. underpass
2017	TABIA – Mural Award for “The Beacon”	Artist – Dan Bergeron
2017	Advocacy for upgrade in Hydro Services	7 year – 50 million investments
2017	TABIA – Advocacy Award	Toronto Hydro (confirm with Joe)
2018	DUKE Banners	150 Banners installed throughout BIA
2018	DUKE Eats Festival	First DUKE Eats Event
2018	DUKE Law	Partnered with York U/Osgoode Law
2018	TABIA – Creative Solutions Award	Award for partnership programs
2018-2020	DUKE Markers Program	69 locations throughout the BIA
2019	TABIA – Streetscape Award	Award for DUKE Markers
2019	DUKE “Proposed Zoning Bylaw Recommendations”	Submitted to City of Toronto Planning
2019	DUKE Pole Wraps	121 Pole Wraps installed in BIA
2019	Finch Goods Movement Study	Collaboration with City, DUKE, Emery BIA
2019	DUKE on Ice Event	First DUKE on Ice event
2019	TABIA – Events Award	Award for DUKE on Ice Event
2019	Tour de DUKE Bike Event	First DUKE Bike Event
2020	DUKE Backpack Event	First DUKE Backpack giveaway
2021	CN Rail Finch Embankment Naturalization Project	NE, NW, SE embankments along Finch
2021	DUKE Streetscape Corner Improvements	18 sites - Keele Street and Finch Ave. W
2021	Zoning Conformity -Official Plan Employment Areas	BIA Advocacy
2021	BIA recommendations to review Zoning OPA	Motions passed Nov. 21, 2021, Council

DUKE Heights BIA – Milestone Projects, Events and Awards- 2014-2024 (continued)

Year	Projects/Awards	Details
2021-2023	Bell Box Mural Project	30 Bell Box Murals completed in BIA
2022	DUKE Tower	DUKE Tower completion and unveiling
2022	TABIA – Brand Award	Award for DUKE Tower
2022	DUKE “Soupalicious Event”	First Soupalicious Event
2022	TABIA – Community Engagement Award	Award for Soupalicious Event
2023	Dufferin/Finch Gateway Project	NW/SW corners Dufferin/Finch
2023	TABIA – Gateway Award	Award for Dufferin/Finch Gateway Project
2023	“The Heights” Public Artwork	Keele/Finch – Artist Brandon Vickerd
2023	TABIA – Member Support Award	Award Property listing platform on website
Upcoming		
2024	DUKE Heights BIA Parkette	NE Corner of Dufferin/Finch
2024	Connecting Communities Streetscape Improvement	Dufferin/Sheppard corridor
2024	Historical Panel Program	25 locations throughout the BIA
2024	DUKE Heights Business Improvement Area (BIA)	BIA Milestones 2014-2024
	10 Year Anniversary Commemorative Publication	
2024-2026	Animation and Streetscape Improvement	Finch Ave. W. and Keele St. improvements

We are DUKE Heights

DUKE Heights BIA Business Directory

Explore the different businesses in the area from restaurants to medical facilities, to furniture and more. DUKE Heights is not your usual shopping strip. It's a destination off the beaten path. The area is home to everything from boutique jewelry retailers to state of the art healthcare facilities and large scale industrial plants with global reach, and everything in between.

Visit <https://dukeheights.ca/explore/>

Or Scan the QR code



DUKE Heights BIA Board of Directors: 2023 – 2026



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Chair



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James Pasternak
City Councillor
Ward 6
York Centre



Anthony Perruzza
City Councillor
Ward 7
Humber River
Black Creek

Past DUKE Heights BIA Board of Directors Members:

Paolo Abate, Larry Dime and Kevin Marshall

Special thanks to:

City of Toronto Councillor James Pasternak, City of Toronto Councillor Anthony Perruzza, City of Toronto BIA Office and Staff, Don Bergeron and Gabriel Specter - The Beacon Mural Artists, Glenn Bonnetta - President, North York Historical Society (NYHS), Daniel Borins and Jennifer Marman - Dodecadandy Sculpture Artists, City of Toronto Archives, Leslie Cook - Toronto Region Conservation Authority, Matias de Dovitiis – TDSB Trustee & former BIA Executive Director, DUKE Heights BIA *Discover DUKE* Photographers - Murphy Caesar, Omar Hassan, Brett Ida and Sharon Yum, Envision Creates, James FitzGerald - Text and photograph of Dr. John Gerald FitzGerald, Forest and Field Landscape Architecture, Laura Ispas – former DUKE Heights BIA staff, Paul Marsala - STUDIO tla, North York History Collection - North York Library Toronto Public Library, Reverend Pal Peter Szabo and President Peter Kovacs - Reformed Hungarian Church and Brandon Vickerd -The Heights Sculpture Artist

DUKE Heights BIA Board of Directors 2024:

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BIA Staff:

Lia Martelluzzi, Joe Pantalone, Rashed Mahmud, Ann Ball and Atul Oka

Land Acknowledgement

Prior to European settlement, First Nations Peoples had a long-standing relationship with the land that continues today. Learning of our entangled histories keeps that memory alive as we collectively build our lives. North York and DUKE Heights BIA reside on land that is Michi Saagiig (Mississauga Anishinaabeg) territory. Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit, and the Williams Treaties signed with the Mississaugas and Chippewa bands. It has also been occupied by other Anishinaabe, Haudenosaunee, and Wendat confederacies. Since 1701, Toronto has been governed by the Dish with One Spoon treaty between the Anishinaabe, the Haudenosaunee, and allied nations to peaceably share and care for resources around the Great Lakes.

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For more information on sources please visit our website:
<https://dukeheights.ca/historical-panels/>

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