

# The transformation of Little Jamaica

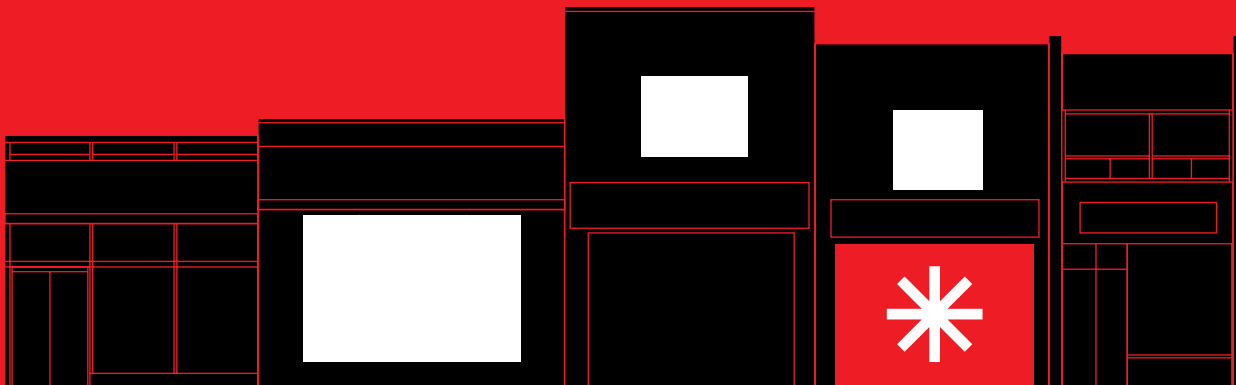
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## A Curbside Perspective

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Visual explorations of changes  
in cultural landscapes of 1969  
through 2021

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Matovu Kisakye Fredric

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# The transformation of Little Jamaica

## A Curbside Perspective

Master of Design Spring of 2022

York University

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Advisor: Dr. Shelley Hornstein



**Fig. 001**

Store closers that are a result of the Crosstown light rail construction. These stores are located West of the new Oakwood station, on the Northside of Eglinton Avenue West. The photograph was taken on August 15, 2021.

## Abstract

“The transformation of Little Jamaica: A curbside perspective” is a visual documentation of changes between Allen Road and Oakwood Avenue in Little Jamaica. The book visually maps cultural landscape elements in the study area and links cultural markers to specific groups living in the location from 1969 through 2021. “Cultural marker” is a term I used to describe elements that trigger memories and experiences in addition to being associated with a specific culture or set of values. The book uses a narrative to provide a human component in mapping the cultural landscape. For a business with cultural markers, the images comprise a front elevation of the built form supported by illustrations and photographs of the frontage. The book identifies the significant contributions of Caribbean immigrants to the study area and highlights the loss that occurs when developers erase these elements without documentation. The locations with cultural markers provide a sense of place to specific groups away from home. Finally, the book sets a foundation for a visual framework for studying changes in cultural landscapes in urban settings.



**Fig. 002**  
A mural that pays tribute to Jamaican music culture, is on the eastern wall of the Green P parking lot on Reggae Lane. The space doubles as the Afro Caribbean farmers' market in the summer. The photograph was taken on August 15, 2021.



**Fig. 003**  
 Eglinton Avenue West at Reggae Lane, facing west.  
 The photograph was taken on August 15, 2021.

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## Acknowledgments

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I would like to thank the MDes faculty for setting the foundation upon which I built this project and for all the advice and guidance provided during the critiques.

Finally, thanks to my family Alecia and Stephen, for putting up with my demanding schedule through the pandemic. I love you and could not have done this without you.



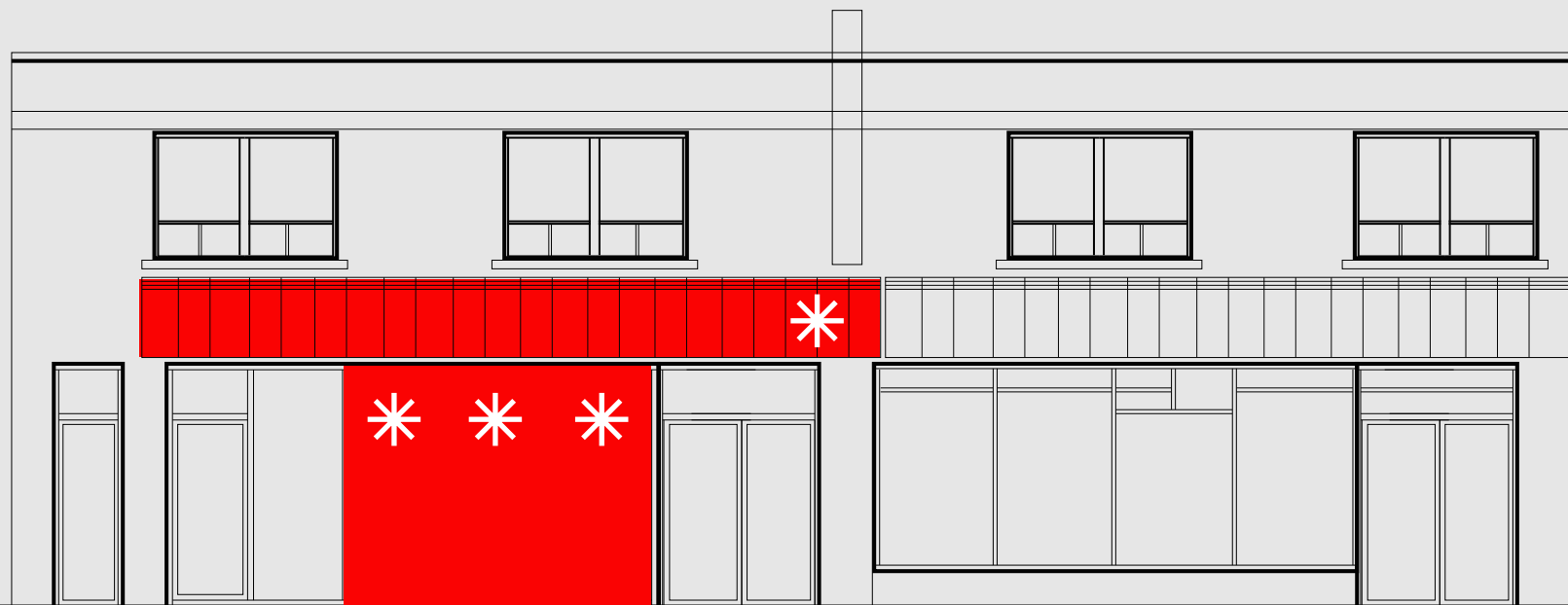
**Fig. 004**  
The South entrance/exit to the Oakwood Avenue Cross-town station is under construction. The photograph was taken on August 15, 2021.

## Part One

### Mapping the Frontage

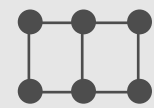
In *The Morphology of the Landscape*, the geographer Carl Sauer argues culture is the agent, the natural area as the medium, and a cultural landscape the result (Schein, p.661, 1997). Mapping Little Jamaica enabled us to see how different groups have altered the frontage of Eglinton Avenue West from 1969 through 2021. 1969 marked the first wave of immigrants of Caribbean descent to Canada, and the landscape highlights what the space looked like before the influx of immigrants.

Documentation of Little Jamaica matters because it creates a record of history before developers alter the structures. By October 19, 2021, the city had issued 116 building permits to developers in Little Jamaica. Forty-one of the 116 permits were in the planning stage as of October 19, with 71 allocated for building alterations (Samuel, 2021). The documentation of Little Jamaica allows its identity to persist through preserving collective stories, experiences, and memories (Linnea C. Sando, p.7, 2018). Projects like this one serve to maintain a piece of the history of Little Jamaica before its loss.



Business typologies provide another layer for checking for changes across periods and a quantifiable entity for statistical computation. The typologies include Accommodation, beauty and wellness, cafe, shop, services, vacant, religion, dine, and healthcare.

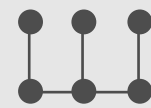
### Business Typologies along Eglinton Avenue West



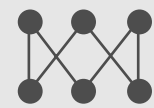
Accommodation



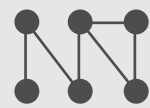
Beauty and Wellness



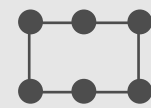
Cafe



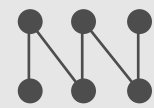
Shop



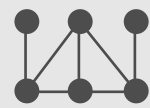
Services



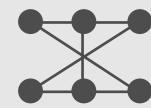
Vacant



Religion



Dine



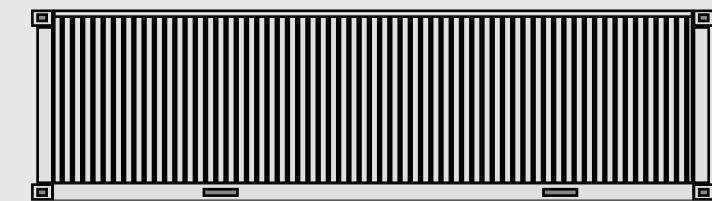
Healthcare

### Map Presentation

Part one of the book maps the frontage of Eglinton Avenue West between Allen Road and Oakwood Avenue using front elevations. Cultural markers and business typologies are graphics overlays on the map. The frontage is on two-page spreads, with the buildings on the south side of Eglinton Avenue West mapped out first from 1463 to 1573, followed by the north side from 1558 to 1466. The built forms from 1969 display as reflections of 2021. The built forms from the 1969 historical period are from comparing aerial photographs of this section from 1969 with the city of Toronto interactive map made in 2020

## Typologies and Legend

### Legend



A construction container symbol represents a structure for 1969 buildings whose details are not available in the public domain.

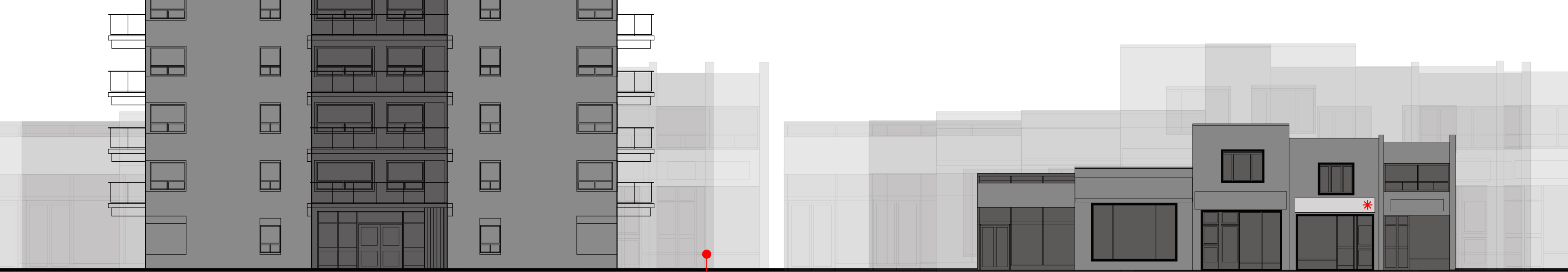


Cultural Marker

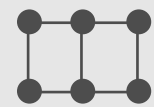
### Cultural Marker List

1475	Page: 027	1553	Page: 054
1481	Page: 029	1555	Page: 057
Green P	Page: 032	1559	Page: 062
1514	Page: 046	1561	Page: 061
1539	Page: 047	1569	Page: 063
1541	Page: 051		
1546	Page: 055		
1551	Page: 053		





Business Typology



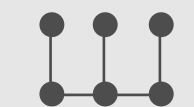
Business Name

**Winona Housing Co-op**

Services Rendered

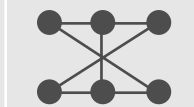
Residential Building

2021 Frontage



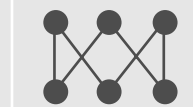
**Coffeetime**

Cafe



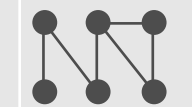
**Drug Pharmacy Center**

Pharmacy



**Sister Co Uniforms**

Uniforms and Apparel



**Carib Jewellery**

Jeweller

Address

**1463**

South Side

**1471**

**1473**

**1475**

**1475**

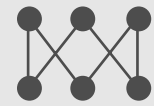
Services Rendered

Car Dealership

Business Name

**Eglinton Motor Sales**

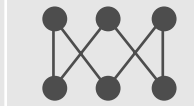
Business Typology



1969 Frontage

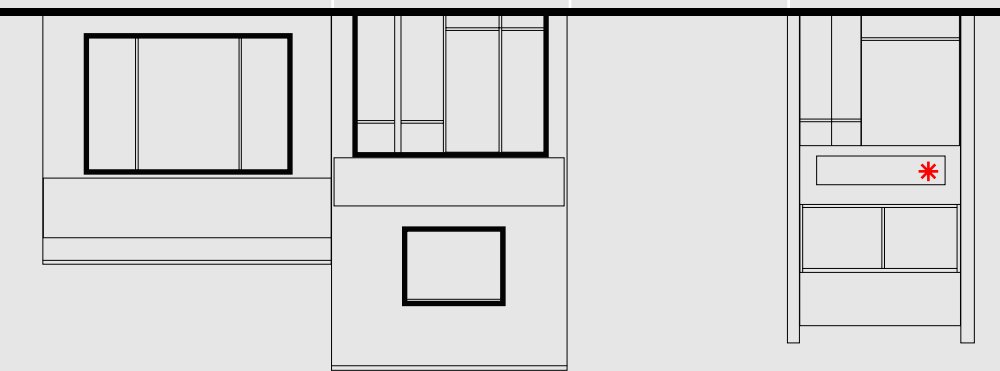
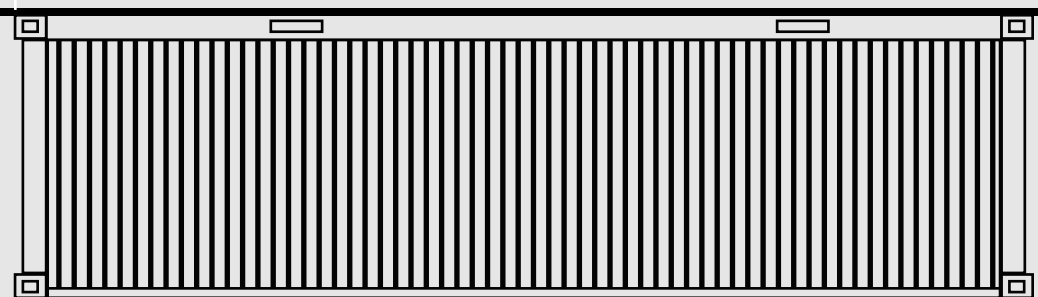
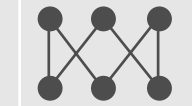
Convenient-Store

**Charles Variety Store**



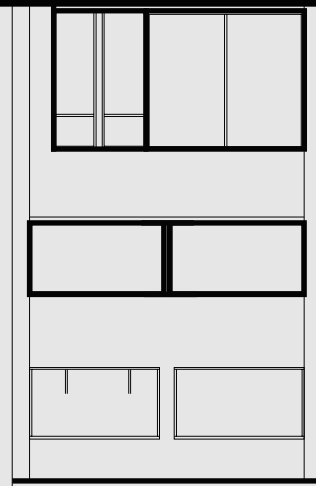
Tailors

**Italian Pant Shop**



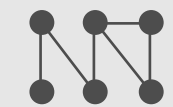
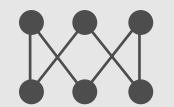
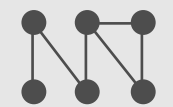


Business Typology										
Business Name	<b>King's Variety Store</b>	<b>Cellular World</b>	<b>Jeri's Filicanasian Restaurant</b>	<b>In Max Computer</b>	<b>Faxtech Computer</b>		<b>AGR Electronics</b>	<b>Styles Hair Salon</b>	<b>Lassman Studios</b>	<b>Wonder food Convenience</b>
Services Rendered	Convenient Store	Moneygram	Filipino Canadian Restaurant	Computer Sales	Computer Sales		Electronics Store	Hair Salon	Photo studio	Convenient Store
Address	<b>1477</b>	<b>1479</b>	<b>1481</b>	<b>1483</b>	<b>1485</b>	<b>South Side</b>	<b>1487</b>	<b>1489</b>	<b>1493</b>	<b>1495</b>
Services Rendered	Law office	Parking Lot	Parking Lot	Parking Lot	Parking Lot		Parking Lot	Parking Lot	Parking Lot	Parking Lot
Business Name	<b>Raymond Harry Barrister</b>									
Business Typology										





Business Typology



Business Name

**Petro Plus**

**Save on Tires**

**Green P Parking Lot**

**Afro Caribbean Farmers Market**

Services Rendered

Gas station

Tire Service Shop

Parking Lot

Every Sunday in the Summer

Address

**1529**

**1529**

**South Side**

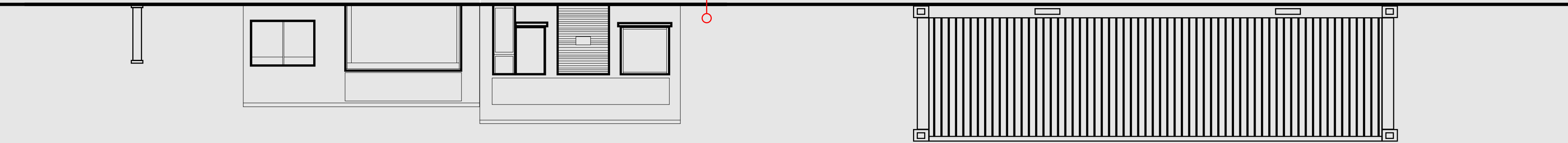
**1531**

Services Rendered

Business Name

Business Typology

**1969 Frontage**





Business Typology					
Business Name	<b>Win Studio</b>	<b>Spence Bakery</b>	<b>Sea Food King</b>	<b>Raps</b>	
Services Rendered	Studio	Bakery	Restaurant	Restaurant	

2021 Frontage

Address **1537** **1539** **1541** **1541** South Side

Services Rendered			Laundry Mart	Hardware and Gift shop	
Business Name			<b>Centennial Laundry</b>	<b>Pirruccio .D. Hardware</b>	
Business Typology					

1969 Frontage



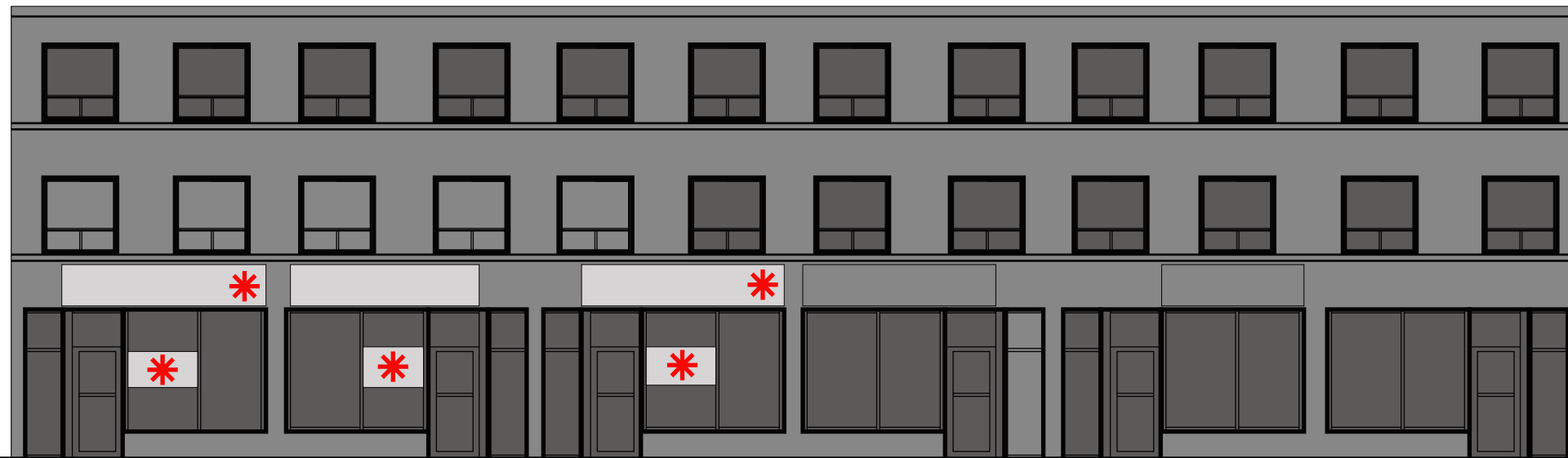
Business Typology						
Business Name	<b>Hot Pot</b>	<b>Top Stars Music Studio</b>	<b>Vogutique</b>		<b>Just Incredible</b>	<b>Monica's Cosmetics</b>
Services Rendered	Restaurant	Recording Studio	Store		Beauty Products	Beauty Products

Address **1545** **1547** **1549** **1551** **1553**

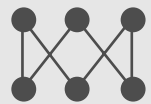
Services Rendered	Cleaners	Store		Hair Salon	Fabric store
Business Name	<b>York Town Cleaners</b>	<b>Marble Rest</b>		<b>La Strada Hair Style</b>	<b>Textile Town</b>
Business Typology					



2021  
Frontage



Business  
Typology

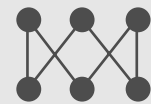


Business  
Name

**All Season  
Food**

Services  
Rendered

Store



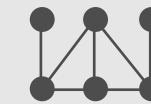
**Bed Bath  
and  
Electronics**

Store



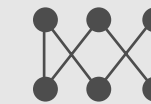
**Family  
Nails and  
Hair**

Nail and  
HairSalon



**The  
Entertainment  
Kitchen**

Restaurant



**YYZ Mobile**

Store

Address

**1555**

**1557**

South Side

**1559**

**1561**

**1563**

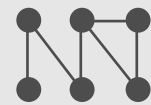
Services  
Rendered

Upholstry

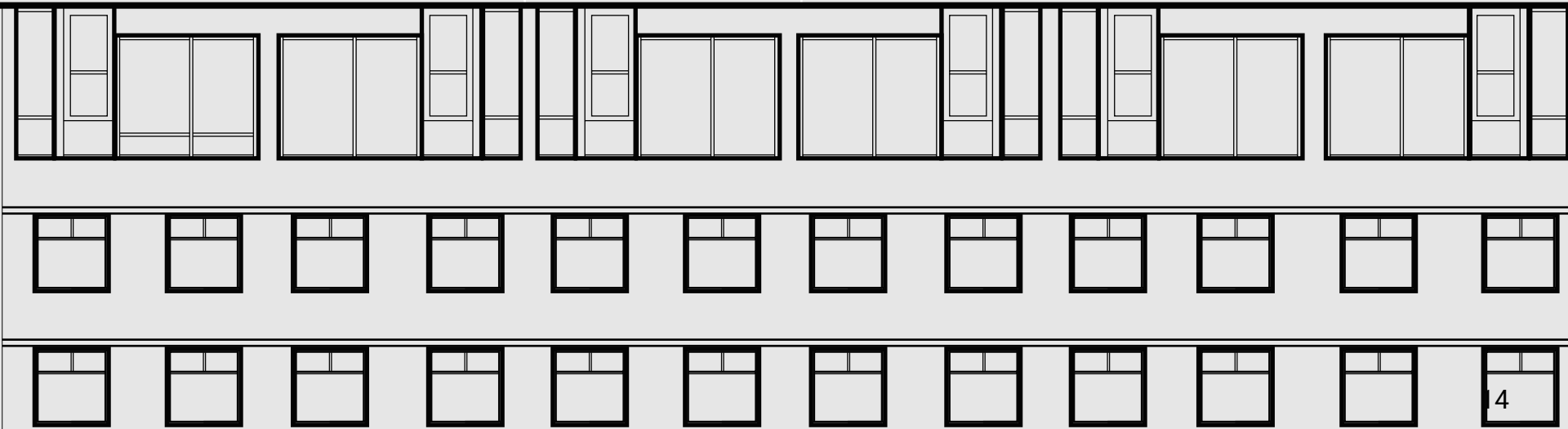
Business  
Name

**Europe  
Uphostering Co**

Business  
Typology

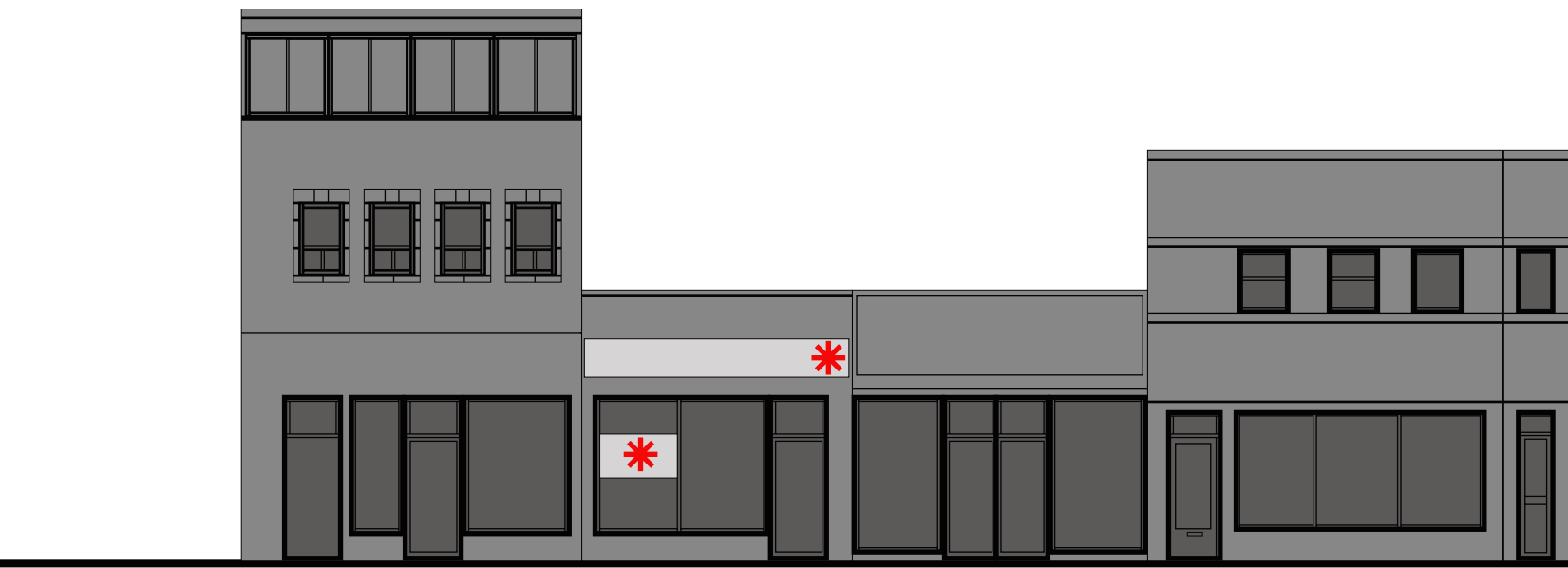


1969  
Frontage



# North Side Map

From address 1558 to 1466 Eglinton Avenue West



2021  
Frontage

Business Typology
Business Name
Services Rendered

<b>Randy's Takeout</b>
Takeout

<b>Electric shaver clinic sales</b>
Store

<b>Cash Money</b>
Money Transfer

Address

**1569**

**1571**

**1573**

North Side

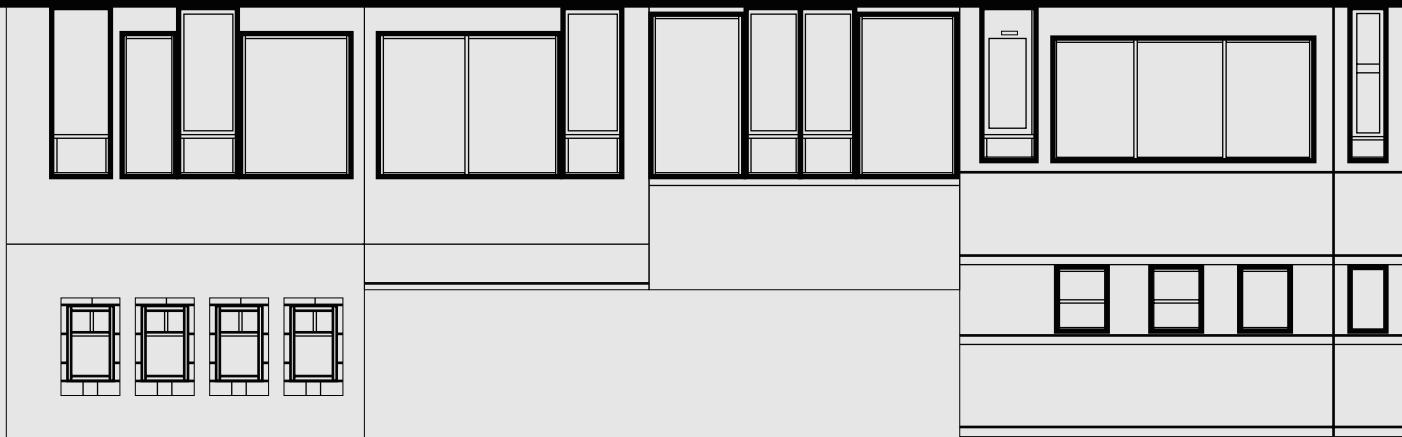
Services Rendered
Business Name
Business Typology

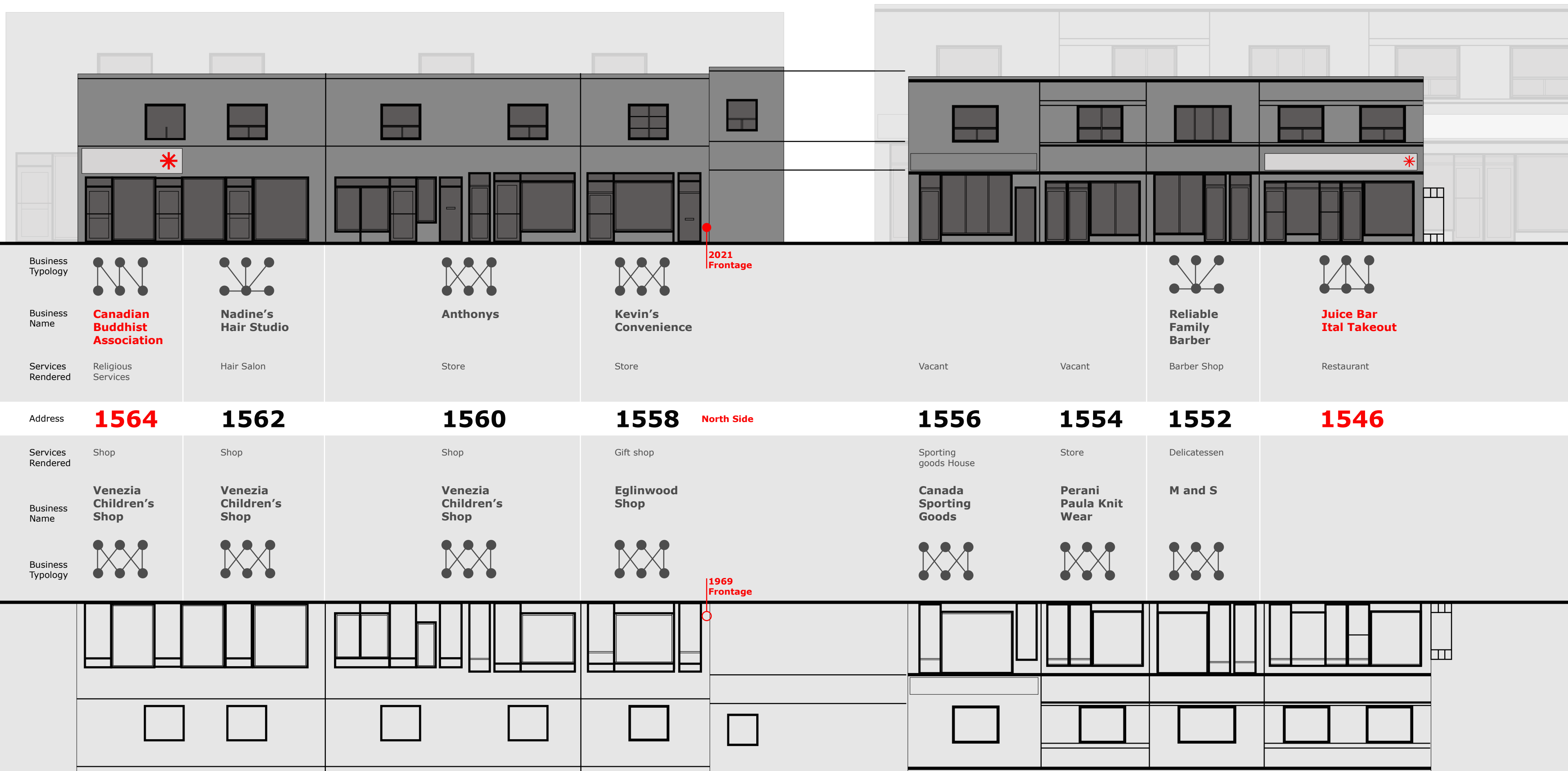
Variety Store
<b>O'Dowal Variety Store</b>

--

--

1969  
Frontage







Business Typology							
Business Name	<b>Sunshine Digital Photo and Video</b>	<b>Michael's Barber shop</b>	<b>Income Tax Doctor</b>	<b>Shahnor Hair Beauty</b>		<b>Coin Laundry</b>	<b>Trea Jah Ise Records and CDS</b>
Services Rendered	Digital Media	Hair Salon	Tax Services	Hair Salon		Laundry Mart	Gift Store
Address	<b>North Side 1536</b>	<b>1532</b>	<b>1530</b>	<b>1522</b>		<b>1520</b>	<b>1514</b>
Services Rendered		Mail order	Delicatessen	Hair Salon		Laundry Mart	Electric shaver sales
Business Name		<b>Progress Through Promotion</b>	<b>Johns Meat Poultry Delicatessen</b>	<b>Beauti Que Hair Dressing</b>		<b>Centennial Laundry</b>	<b>Electric Shaver Clinic</b>
Business Typology							

2021 Frontage

1969 Frontage







Business Typology  
 Business Name  
 Services Rendered

Business Typology  
 Business Name  
 Services Rendered

Business Typology  
 Business Name  
 Services Rendered

Business Typology  
 Business Name  
 Services Rendered

Business Typology  
 Business Name  
 Services Rendered

Business Typology  
 Business Name  
 Services Rendered

Address **1508**

Address **1506**

Address **1504**

Address **1502**

Address **1500**

Address **1490**

Services Rendered  
 Business Name  
 Business Typology

Services Rendered  
 Business Name  
 Business Typology

Services Rendered  
 Business Name  
 Business Typology

Services Rendered  
 Business Name  
 Business Typology

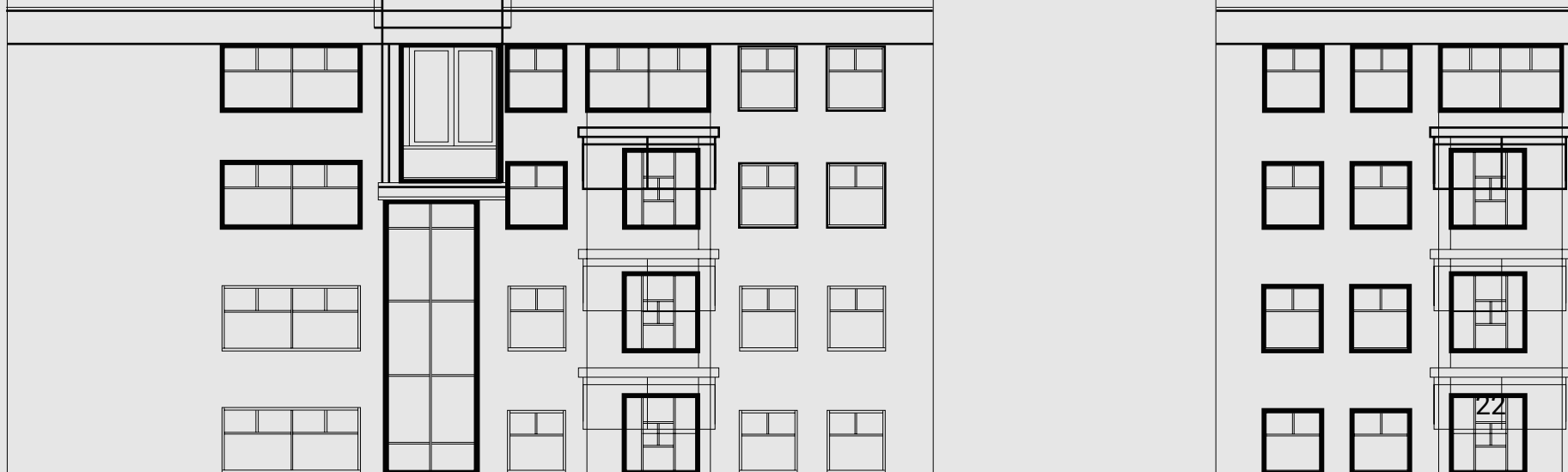
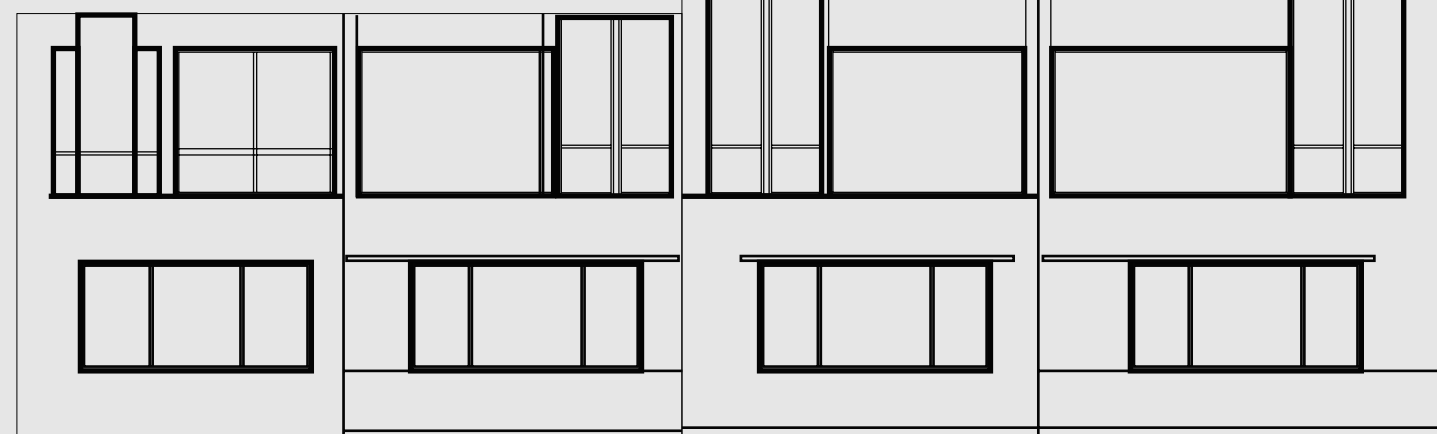
Services Rendered  
 Business Name  
 Business Typology

Services Rendered  
 Business Name  
 Business Typology

2021 Frontage

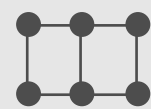
North Side

1969 Frontage





Business Typology

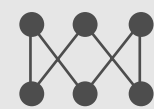


Business Name

**Marlinton Apts**

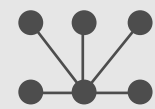
Services Rendered

Residential Building



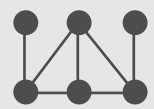
**CNC Computers**

Computer Sales



**Celebrity Hair Touch**

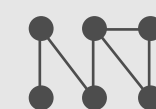
Hair Salon



**Celebrity Vegetarian Cuisine**

Restaurant

2021 Frontage



**Liberty Tax**

Tax Services



**Proline.com**

Online Gambling

Address

**1480**

**1478**

**1476**

**1474**

North Side

**1472**

**1466**

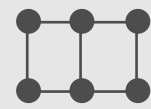
Services Rendered

Residential Building

Business Name

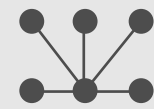
**Oakyn Court Apts**

Business Typology



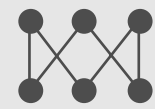
Hair Salon

**Sunshine Beauty Salon**



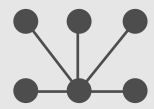
Electronic Parts

**Empire Scientific Co**



Electronic Parts

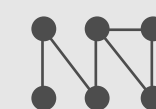
**Pats Barber Shop**



1969 Frontage

Cleaning Services

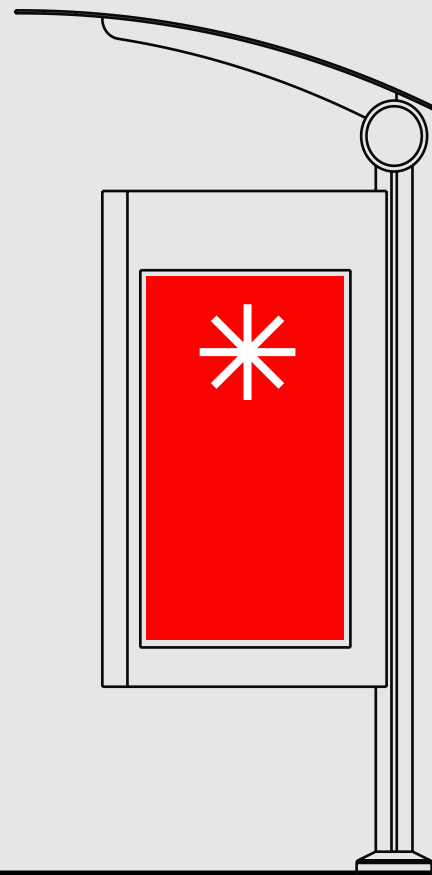
**Star Cleaners**



Realestate sales

**Rotenberg Harry**





## Part Two

### Cultural Landscape Elements

Part two shows the details of cultural markers identified in part one of the book. The term cultural landscape was introduced to the United States by Carl Sauer from the German cultural geography. Otto Schluter had used it to refer to "human interaction and action on the primeval landscape through time" (Rapoport, p.34, 1992). Sauer supplemented Schluter's definition by using the term to refer to human interaction with the natural landscape. Historical-cultural geographer Richard H. Schein calls cultural landscapes material phenomena. Cultural landscape elements like built form, circulation, and land use provide a visible background and context against which all cultural markers are read and understood. "Cultural marker" is a term I used to describe elements that trigger memories and experiences in addition to being associated with a specific culture or set of values.

Why is mapping the area of study important? The answer lies in the theory of sequent occupance put forward by geographer Derwent Whittlesey, who argued that successive societies leave behind their cultural imprint as a collection of evidence about human character and experiences (Mathewson, p.3, 2017).

So mapping the cultural markers and landscape elements in this area allows us to learn about the experiences and character of both the current and previous occupants. Therefore mapping the frontage reveals values critical to this community, and the cultural markers give us individual stories of the businesses.

## 1475 Eglinton Avenue West



### Built Form:

The building detail extends to the sidewalk with no step-back

Opaque facade dividers separate the different facades

### Cultural Marker(s):

Type:  
Primary signage decal

Description:  
Filipiniana, Barong

### Signage:

The primary signage is at the top of the entrance as part of the City of Toronto City retail guidelines

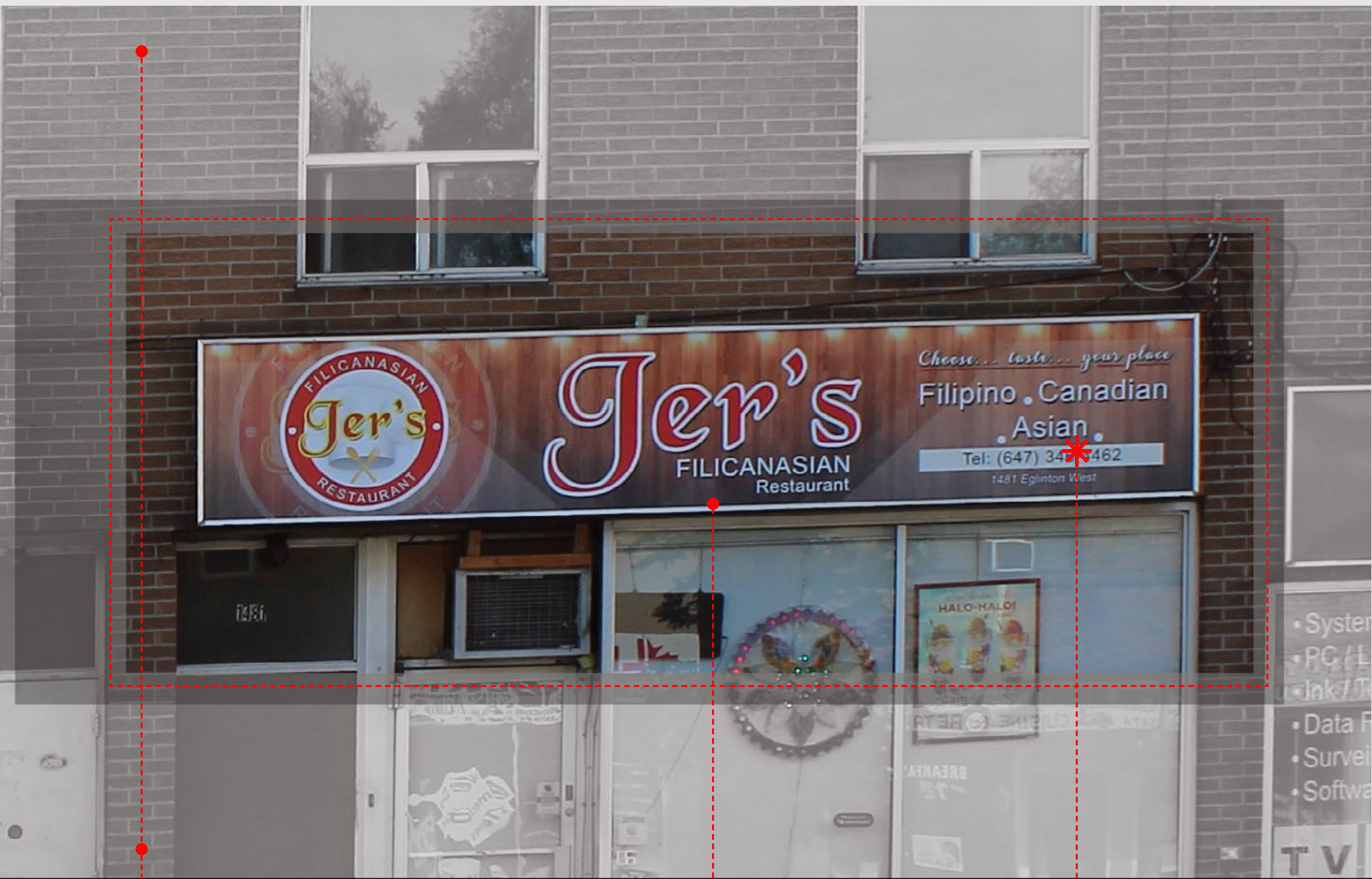
**Fig. 006**  
1475 Eglinton Avenue West photograph showing cultural markers and cultural landscape elements on October 10, 2021.



**Fig. 007**  
1471, 1473, and 1475 Eglinton Avenue West photograph showing the frontage on October 10, 2021.

Sister Co uniforms is a clothing store that provides nursing uniforms, PSW uniforms, filipiniana, barong, ladies' wear, and face masks. According to mybrong.com, an online store founded in 1999 in Los Angeles to supply barongs worldwide, the barong is traditional men's wear that dates back to before the Spanish arrived in the Philippines. The Philippines president made the dress famous between 1955 and 1957 and chose to wear the traditional shirt at all official ceremonies.

## 1481 Eglinton Avenue West



**Built Form:**  
The building detail extends to the sidewalk with no step-back  
  
Opeque facade dividers separating the different facades

**Signage:**  
The primary signage is at the top of the entrance as part of the City of Toronto City retail guidelines

**Cultural Marker(s):**  
**Type:**  
Primary signage decal  
  
**Description:**  
Filipino, Canadian, Asian Restaurant

**Fig. 008**  
1481 Eglinton Avenue West photograph shows both cultural markers and cultural landscape elements on October 10, 2021.



**Fig. 009**  
1477, 1479, 1483, and 1485 Eglinton Avenue West photograph shows the Frontage on October 10, 2021.

Jeri's Filicanasian restaurant serves Filipino dishes all day. The menu includes Tapsilog, Samsilog, Bangsilog, Chicken Adobo, Pork Humba, and Beef Caledenela. Tapsilog is three words tapa(cured meat), sinangag(fried garlic rice), and itlog(egg). Vivian Del Rosario, 1986, coined the name tapsilog when she opened a canteen in Quezon city Philippines (Limos, 2019). Del Rosario's customers were drivers on a tight budget.



## Case study

### Green P parking lot

The case study focuses on the Green P parking lot that doubles as a farmer's market in the summers. It's an example of a space dedicated to culture and history on Eglinton Avenue West. Places like the Afro Caribbean Farmer's market contribute to celebrating the diversity of the city of Toronto. The creation or identification of places like this is an ongoing process (Gregg Lintern, p. 71 2019), and so should be the documentation. This section will examine the cultural markers at this site and how they contribute to our understanding of the history of Little Jamaica. The artwork includes a mural by artist Adrian Hayles, a banner for the Afro Caribbean Farmer's market, and a "Toronto Reggae's Roots" heritage plaque. The vendors in the photographs participated in the Afro Caribbean Farmer's market in August of 2021. The vendors featured included RHYZ, Toronto Black Farmers, Aviah whole foods, Cheesekaekes, and ZMB imports.

**Fig. 010**  
1531 Eglinton Avenue West photograph showing the Green P parking lot on August 15, 2021. The space doubles as the Afro Caribbean farmers market in the summer.

## 1531 Eglinton Avenue West



**Fig. 011**  
1531 Eglinton Avenue West photograph showing the mural on the west-facing wall on October 10, 2021.

**Cultural Marker(s):**

Type:  
Public Art (Mural)

Description:  
A 1200 square feet mural  
celebrating Toronto city  
reggae music and  
Caribbean culture

According to the city of Toronto planners, public art tells the history of a site and contributes to its character and identity (Gregg Lintern, p. 71, 2019). Adrian Hayles painted the mural on the eastern wall. This location was a hangout for famous musicians who visited the recording studios in the 70s and 80s. Dan Taekema, a staff reporter for the Toronto Star newspaper in 2015, stated that the mural was part of the project that sort to bring back music to the lane. Councilor Josh Collee spearheaded this project. (Taekema, 2015).

## 1531 Eglinton Avenue West



**Fig. 012**  
1531 Eglinton Avenue West photograph showing Toronto's reggae roots heritage plaque on August 15, 2021.

**Cultural Marker(s):**

Type:  
Heritage Plaque

Description:  
A plaque in honor of Toronto's reggae roots, commissioned in 2015 by Heritage Toronto

Although this plaque exists at 1531 Eglinton Avenue West, a search of the "Toronto Heritage Search" website in March of 2022 yielded no results. The location is neither listed (shortlisted for consideration for heritage status) nor registered as a heritage site. However, the city acknowledges that heritage sites tell stories about the events that have shaped our city and that integrating these places into urban design creates a shared sense of place (Gregg Lintern, p. 71, 2019).





Join us for the first  
**Afro • Caribbean  
Farmers' Market**

Every Sunday  
from July 4  
to Oct 3, 2021

from **11am**  
**3pm**

1531 Eglinton Ave W  
Green P Car Park

Presented By:  
York-Eglinton BIA+

INTERNATIONAL MARKET  
Eglinton Av W  
1862

AFRO-CARIBBEAN  
FARMERS' MARKET  
Toronto

**Cultural Marker(s):**

Type:  
Vinyl Banner

Description:  
Afro Caribbean Farmer's Market

Above is a permanent vinyl banner on the south wall of the Green P parking lot advertising the Afro Caribbean Farmer's Market. Lori Beazer, a resident of the area next door to Little Jamaica and currently serving as the marketing manager, started the Afro Caribbean farmer's market in 2017. The first location was a parking lot at Jane Street and Wilson Avenue in Toronto (Lavoie, 2021).

**Fig. 013**  
1531 Eglinton Avenue West photograph on October 10, 2021, shows an Afro Caribbean Farmers Market vinyl banner on the North facing wall.



**Cultural Marker(s):**  
Type:  
Farmers Market Vendors  
  
Description:  
Imported Fruits and vegetables,  
bbq sauces, cheesecake, and more.

The farmers' market is an excellent example of placemaking in Toronto. The city planners acknowledge that cultural heritage like the Afro Caribbean Farmer's market is essential for sustainable placemaking (Gregg Lintern, p.72, 2019).

**Fig. 014**  
Vendors at the Afro Caribbean Farmers Market on August 15, 2021.



**Cultural Marker(s):**  
 Type:  
 Vinyl Banner  
 Description:  
 Rooted in the culture of African and southern U.S. foodways

RHYZ is a Toronto-based company started by Alex Fields and his brother. The company provides food products that are a fusion of Southern U.S. sauces and West African spices.

**Fig. 015**  
 1531 Eglinton Avenue West photograph showing Afro Caribbean Farmers Market vendor RHYZ on August 15, 2021.



**Cultural Marker(s):**  
 Type:  
 Vinyl Banner  
 Description:  
 Toronto Black Farmers

According to the organization's website (torontoblackfarmers.ca), Toronto Black Farmers provides fresh, locally grown food that is culturally relevant to families in need who are disproportionately black. Noel Livingston and Jacqueline Dwyer Mes founded the collective. The collective resides in the greenhouse field at Keele Street and Sheppard Avenue West.

**Fig. 016**  
 1531 Eglinton Avenue West photograph showing Afro Caribbean Farmers Market vendor Toronto Black Farmers on August 15, 2021.



**Cultural Marker(s):**  
 Type:  
 Vinyl Banner  
 Description:  
 Avaih Whole Foods

Founded in 2014, Aviah Whole Foods (afrocaribbeanfarmersmarket.com) offers affordable produce by purchasing in bulk and passing the savings onto the customers. In seven packages, the company provides healthy meals to seniors, students, and professionals.

**Fig. 017**  
 1531 Eglinton Avenue West photograph showing Afro Caribbean Farmers Market vendor Aviah Whole Foods on August 15, 2021.



**Cultural Marker(s):**  
 Type:  
 Screen printed fabric  
 Description:  
 Cheesekaekes

Cheesekaeke (blackrestaurantweeks.com) is a Brampton-based dessert shop that specializes in cheesecakes. The business is a female Black-owned business built around community and philanthropy. The company offers catering services to groups, live entertainment, patio/outdoor dining, and vegetarian options.

**Fig. 018**  
 1531 Eglinton Avenue West photograph showing Afro Caribbean Farmers Market vendor Cheesekaekes on August 15, 2021.

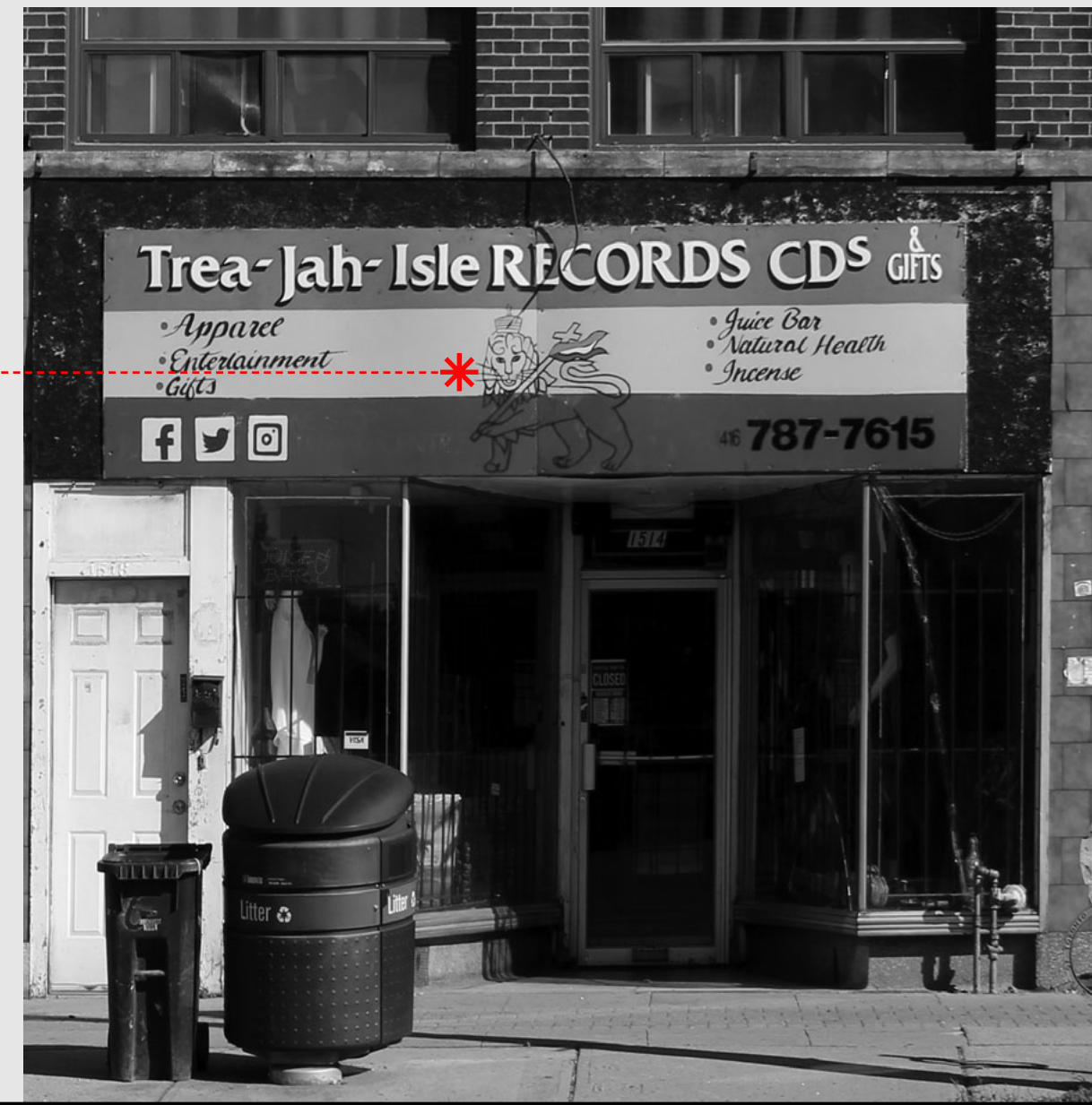


**Cultural Marker(s):**  
 Type:  
 Vinyl Banner  
 Description:  
 ZMB Imports

ZMB Imports (afrocaribbeanfarmers-market.com) is a family-owned business in Toronto that imports fresh, affordable, authentic Caribbean produce.

**Fig. 019**  
 1531 Eglinton Avenue West photograph showing Afro Caribbean Farmers Market vendor ZMB Imports on August 15, 2021.

## 1514 Eglinton Avenue West



**Cultural Marker(s):**  
 Typ:  
 Primary Signage  
 Description:  
 Iconic symbol

Treja Jah Ise records is a reggae music store that sells rare reggae vinyl records to customers worldwide (Gupta, 2019). The store was taken over by Natty B in 1997 after he purchased it from Nana Mclean. As vinyl record sales declined, Natty set up a recording studio in the basement to meet the shortfall.

**Fig. 020**  
 1514 Eglinton Avenue West photograph showing Treja-Jah-Ise Records Frontage on October 10, 2021.



**Fig. 021**  
1539 Eglinton Avenue West photograph showing Spence Bakery on August 15, 2021.

**Built Form:**

The building detail extends to the sidewalk with no step-back

Opaque facade dividers separating the different facades

The frontage of the bakery is emphasized by recessing the entrance

Primary signage at the top of the entrance. This is part of the city of Toronto retail guidelines

**Cultural Marker(s):**

Type:  
Window and Wall decals

Description:  
Spence's Three Star  
West Indian Bakery

Jerk Chicken

Raps Authentic Jamaican  
Dishes since 1982



**Fig. 022**  
1539 Eglinton Avenue West photograph showing Spence Bakery service window on August 15, 2021.

Barrel BBQs are essential in the preparation of jerk chicken. According to kitchenproject.com, "jerk" refers to how meat is seasoned and slow-smoked over a wood fire. Similar practices date back to the Arawak Indians who settled in Jamaica before the arrival of the Spanish explorers. The barrel BBQ is, therefore, a distinctly Jamaican product.

## 1539 Eglinton Avenue West



**Cultural Marker(s):**

Type:  
Object

Description:  
Barrel BBQ

**Fig. 023**  
1539 Eglinton Avenue West photograph showing Spence Bakery barrel BBQ on August 15, 2021.



**Fig. 024**  
1537, 1539, and 1541 Eglinton Avenue West photograph showing the frontage on October 10, 2021.

**1541 Eglinton Avenue West**



**Built Form:**

The building detail extends to the sidewalk with no step-back

Opaque facade dividers separating the different facades.

The frontage of the Takeout restaurant is emphasized by recessing the entrance.

A canopy is used to provide three-dimensional articulation of the storefront entrance.

**Cultural Marker(s):**

Type:  
Window decal and Poster

Description:  
Authentic Jamaican Dishes since 1982

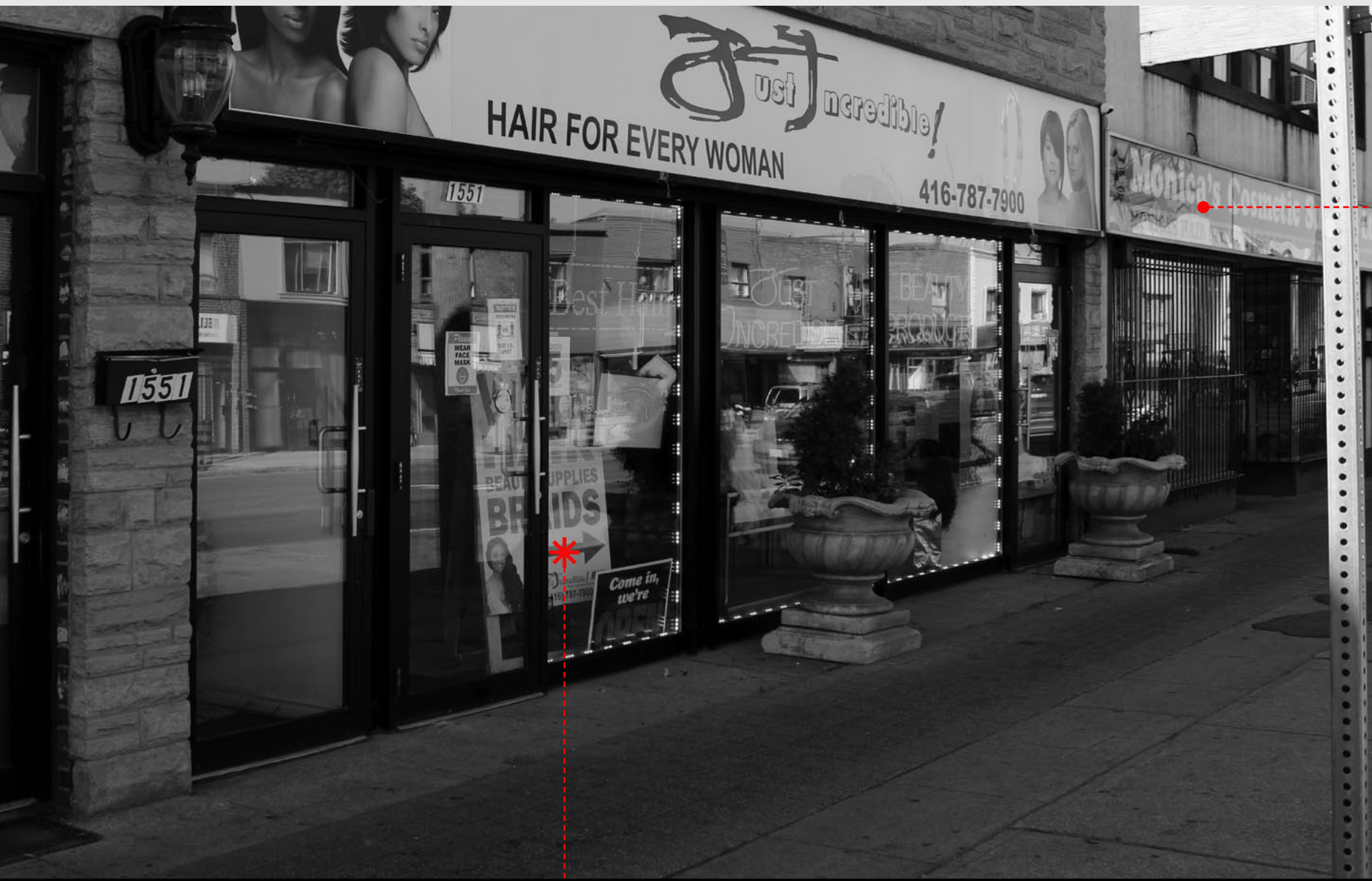
**Fig. 025**  
1541 Eglinton Avenue West photograph showing Rap's takeout restaurant on August 15, 2021.



**Fig. 026**  
1541 Eglinton Avenue West photograph showing Rap's takeout restaurant branding on August 15, 2021.



**1553 Eglinton Avenue West**



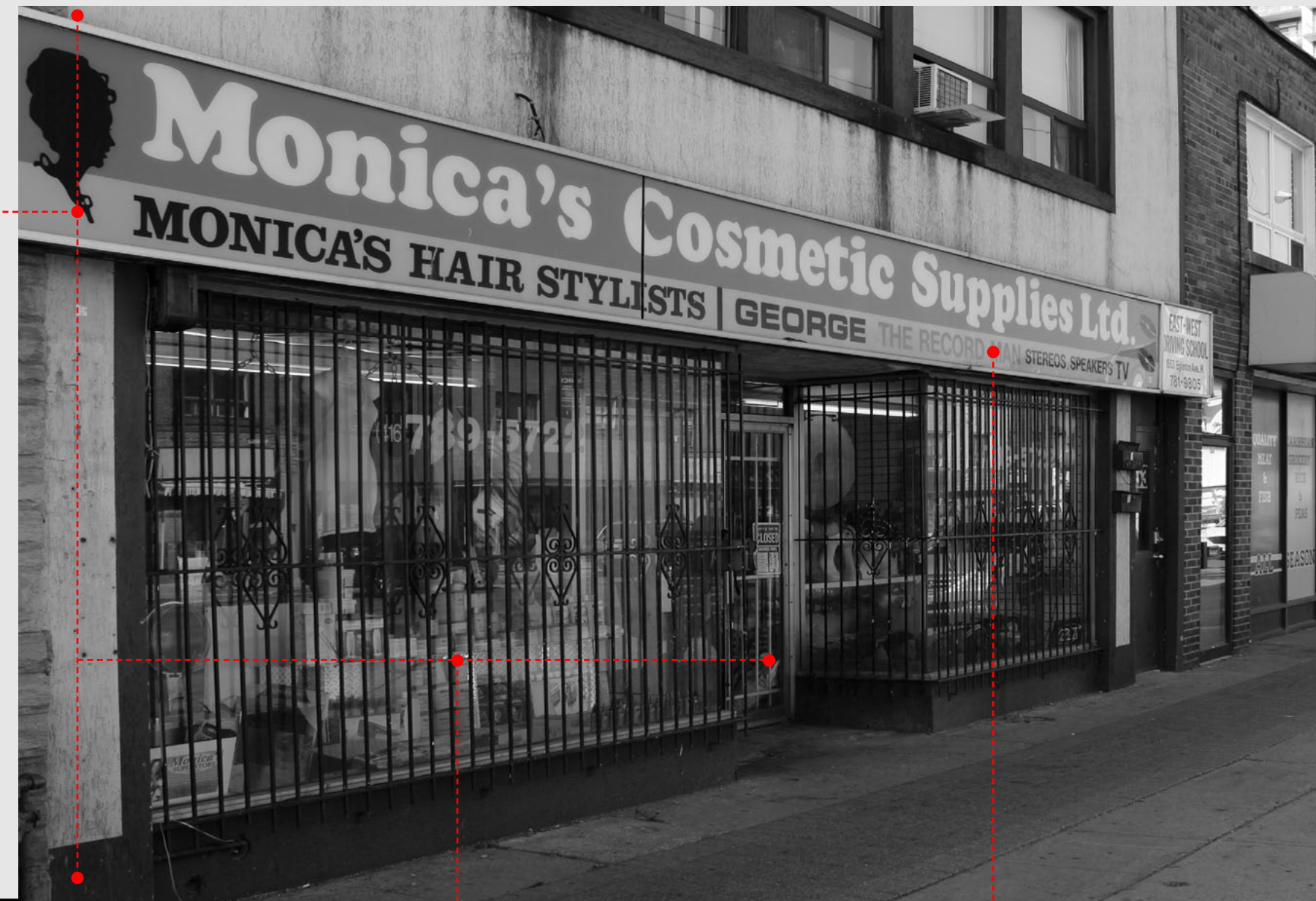
**Cultural Marker(s):**

Type:  
Curbside signage

Description:  
Braids and Beauty  
supplies

Just Incredible Hair carries an extensive collection of wigs, braids, extensions, and hair products popular with people of African descent. A comprehensive range of products is found online at [justincrediblehairs.com](http://justincrediblehairs.com)

**Fig. 027**  
1551 Eglinton Avenue West photograph showing Just Incredible on August 15, 2021.



**Built Form:**

The building detail extends to the sidewalk with no step-back

Opeque facade dividers separating the different facades

The frontage of the store is emphasized with metalwork detail and the entrance is also recessed for emphasis.

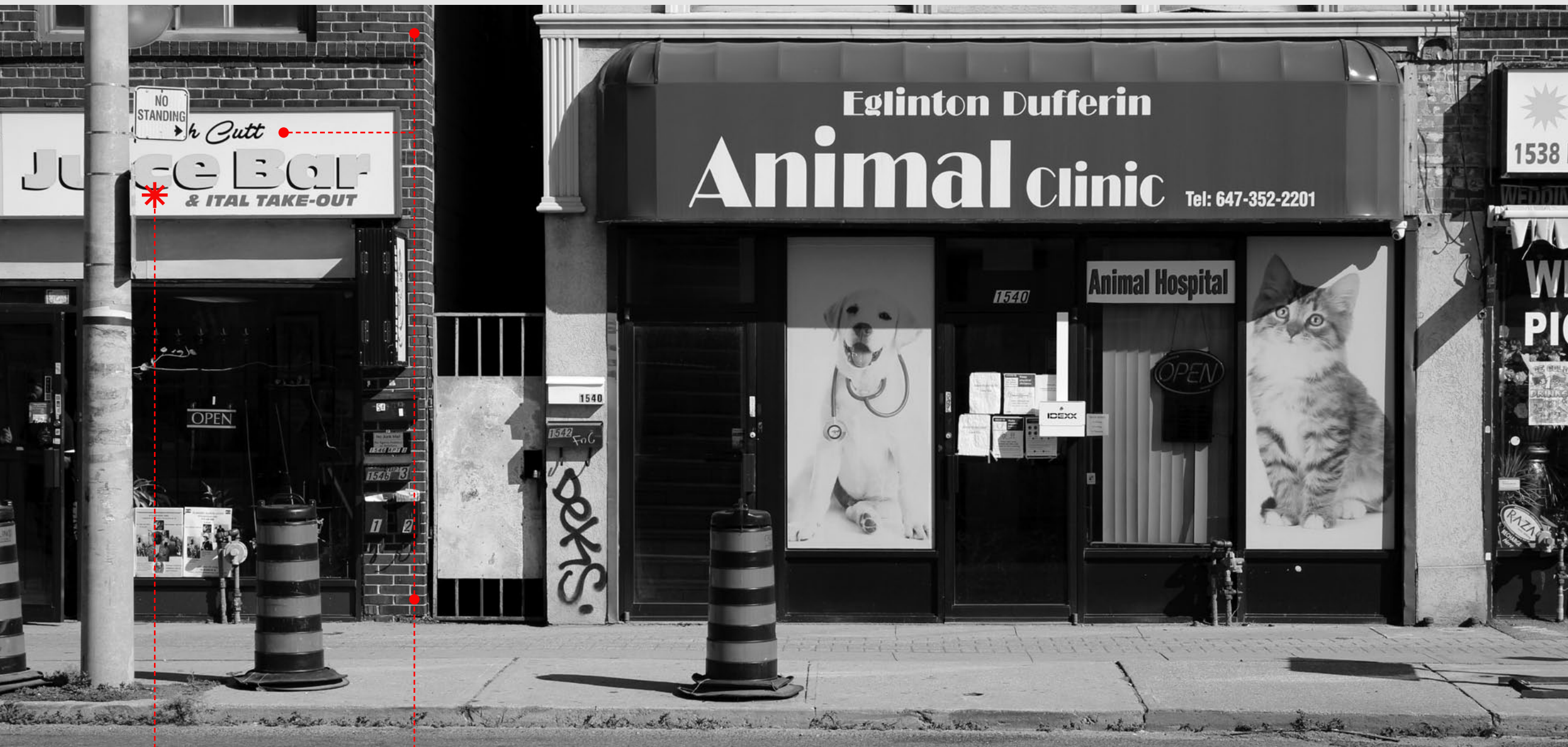
**Signage:**

The primary signage is located at the top of the entrance. This is part of the City of Toronto City retail guidelines

**Fig. 028**  
1553 Eglinton Avenue West photograph showing Monica's Cosmetic Supplies Limited on August 15, 2021.

## 1546 Eglinton Avenue West

Fresh Cut Juice bar ([freshcutjuicebar.com](http://freshcutjuicebar.com)) provides organic tropical juices to Toronto residents. The juice served includes mango & ginger, june plum & ginger, sorrel, soursop, beet & cucumber, and pineapple & ginger.



### Cultural Marker(s):

Type:  
Primary Signage

Description:  
Ital Take-out

### Built Form:

The building detail extends to the sidewalk with no step-back

Opaque facade dividers separating the different facades

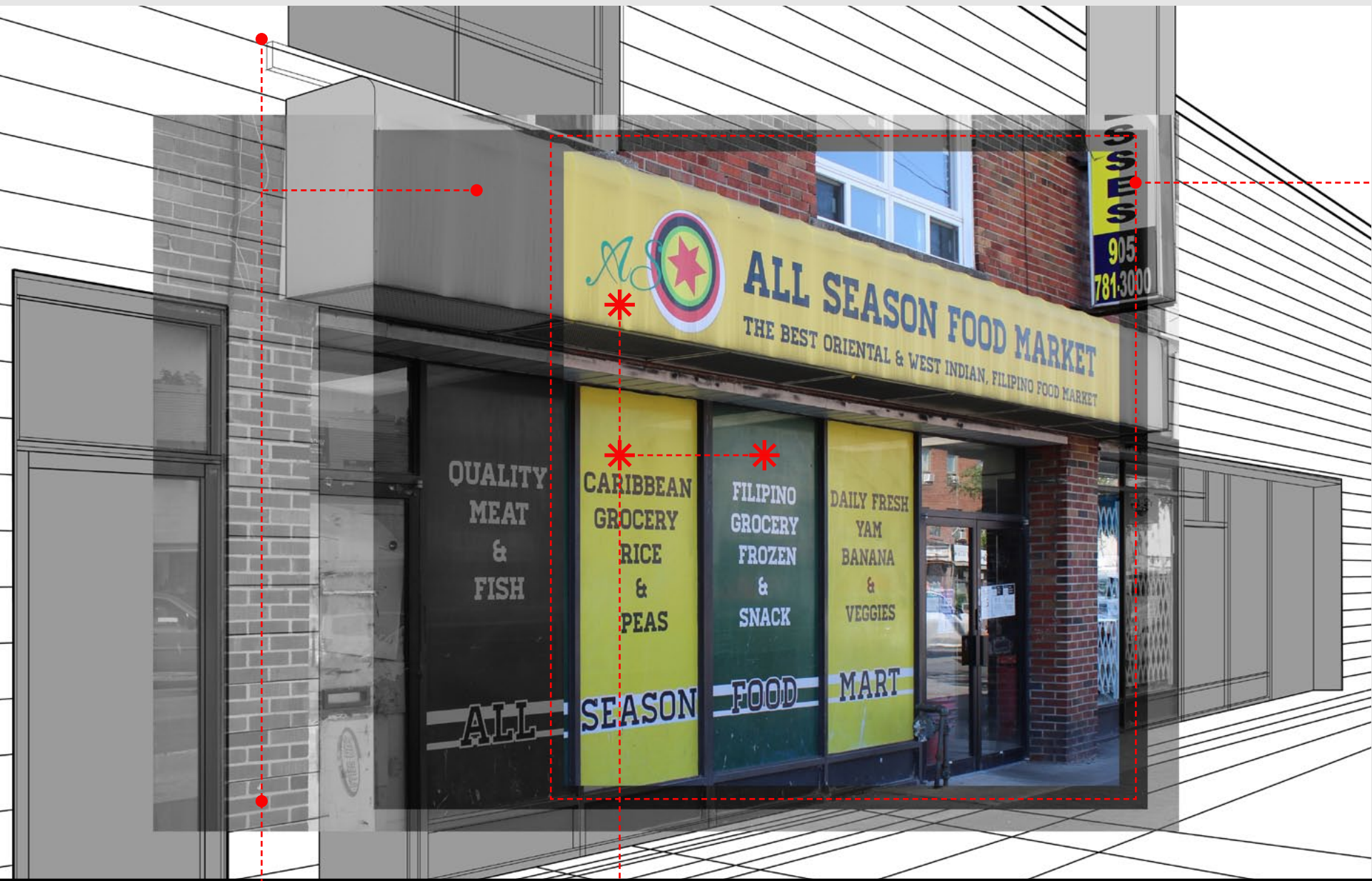
### Signage:

The primary signage is located at the top of the entrance. This is part of the City of Toronto City retail guidelines

### Fig. 029

1546 Eglinton Avenue West photograph showing Fresh Cut Juice Bar on August 15, 2021.

**1555 Eglinton Avenue West**



**Built Form:**

The building detail extends to the sidewalk with no step back

Opeque facade dividers separating the different facades

A canopy is used to provide three-dimensional articulation of the storefront entrance

**Cultural Marker(s):**

Type:  
Window decals

Description:  
Caribbean, Oriental West Indian, and Filipino Food Market

All Season Food Market is a licensed food retail store that caters to residents of the Caribbean, Filipino and West Indian descent.

**Fig. 030**  
1555 Eglinton Avenue West photograph showing All Season Food Market on August 15, 2021.

## 1564 Eglinton Avenue West

According to the organization's google business profile, the Canadian Korean Buddhists Association is a registered Canadian charity (BN:882538960 RP 0001). The space provides a conference room, reference library, and meeting rooms for members to meet and have tea.



### Cultural Marker(s):

Type:  
Primary Signage, Window  
Decal

Description:  
Canadian Korean Buddhists  
Association

**Fig. 031**  
1564 Eglinton Avenue West photograph  
showing Canadian Korean Buddhists  
Association on August 15, 2021.

**1569 Eglinton Avenue West**



**Built Form:**  
The building detail extends to the sidewalk with no step back

Opeque facade dividers separating the different facades

**Cultural Marker(s):**  
Type:  
Primary Signage, Window Decal

Description:  
West Indian and Canadian Dishes

**Fig. 032**  
1561 Eglinton Avenue West photograph showing The Entertainment Kitchen on August 15, 2021.



**Cultural Marker(s):**  
Typ:  
Window Decal

Description:  
Ethiopian Script

The window decal of Family nails hair salon is Amharic, an Ethiopian script derived from the Ge'ez writing system and spoken by 32,000,000 people. According to the Ethiopian Association Toronto, there are 45000 - 50000 Ethiopians in the GTA.

**Fig. 033**  
1559 Eglinton Avenue West photograph showing Family Nails and Hair Salon on August 15, 2021.

## 1569 Eglinton Avenue West

Randy Fung, his brother, and his best friend founded Randy's takeout. Randy's takeout has been serving Jamaican patties to Toronto city residents since 1979. At its peak, customers came in from all over the GTA to buy authentic Jamaican patties, contributing to the foot traffic that benefited the other businesses around the Eglinton Avenue and Oakwood Avenue intersection. In February of 2022, the takeout closed its doors due to the Crosstown construction and COVID 19 lockdowns.



### Built Form:

The building detail extends to the sidewalk with no step back

Opeque facade dividers separating the different facades

### Cultural Marker(s):

Type:  
Primary Signage

Description:  
Tasty Jamaican Dishes - Patties

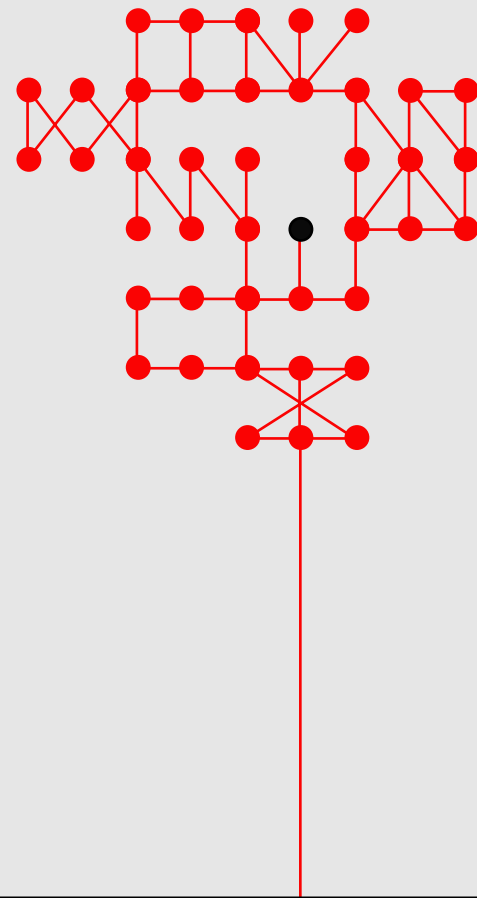
**Fig. 034**  
1569 Eglinton Avenue West photograph showing Randy's takeout on August 15, 2021.

## Part Three

### Statistics

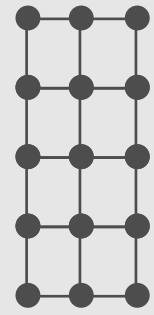
---

This section looks at the changes along Eglinton Avenue West through a statistics lens. The visualization shows us what has changed and by how much. The goal of the visualization is to provide more context to qualitative data in the first two sections of the book. Beauty and wellness numbers match the barbershops and hair salons in Little Jamaica. The number of shops has not changed since 1969 because the neighborhoods to the north and south of Eglinton Avenue between Allen Road and Oakwood Avenue have not changed in terms of income and class.



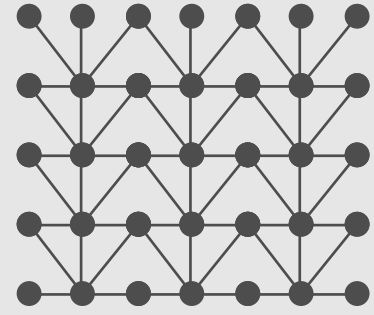
## Changes in Typologies

**04**



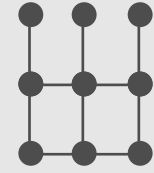
Accomodation

**12**



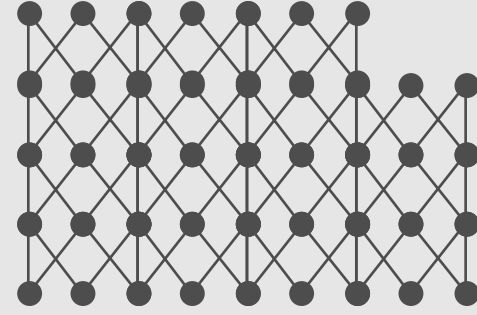
Beauty & Wellness

**02**



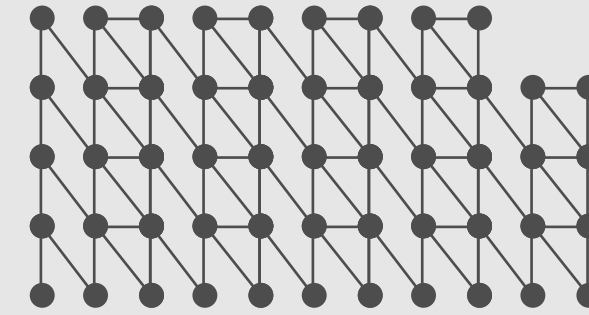
Cafe

**19**



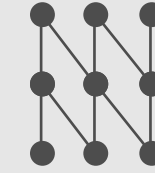
Shop

**19**



Services

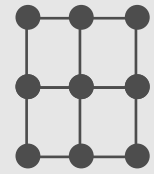
**02**



Religion

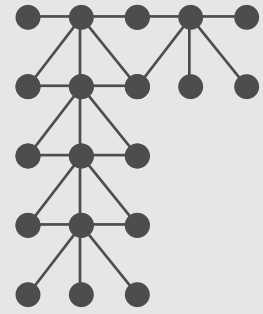
Number of  
businesses  
in 2021

**02**



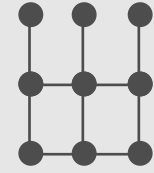
Accomodation

**05**



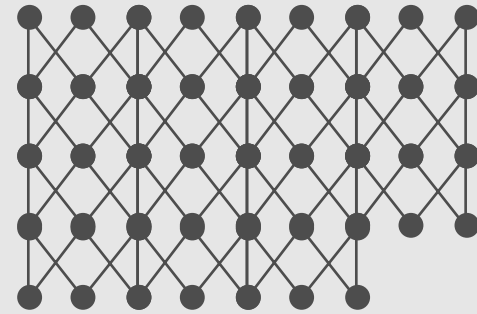
Beauty & Wellness

**00**



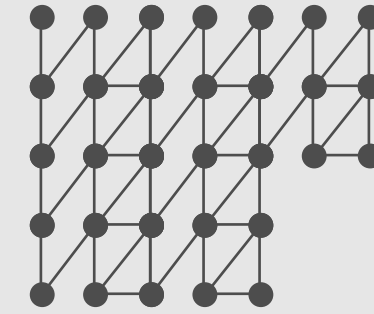
Cafe

**19**



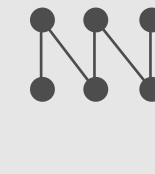
Shop

**11**



Services

**01**



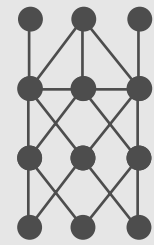
Religion

Number of  
businesses  
in 1969



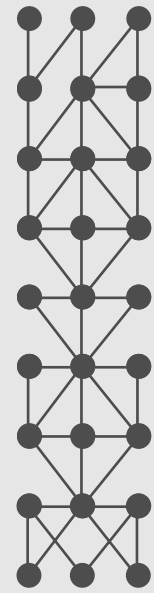
## identifying cultural markers by group

This visualization compiles the different groups explicitly called out on cultural markers identified in the study area. Eighteen cultural markers are identified between Allen Road and Oakwood avenue. This project identified seven main groups: Filipino, Jamaican, Caribbean, Asian, European, West Indian, and Korean. Some of the groups identified are mixed groups like Caribbeans and West Indians, including Jamaicans. So one can argue that the number of Jamaicans is more significant than what is shown in the graphic. This section of Little Jamaica had more cultural markers associated with Jamaican than any other group, further supporting calling the area Little Jamaica.



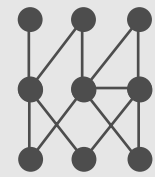
Filipino

**03**



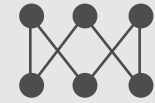
Jamaican

**08**



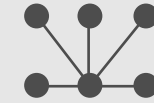
Caribbean

**02**



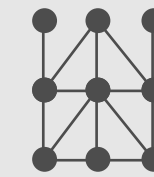
Asian

**01**



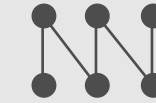
Ethiopian

**01**



West Indian

**02**



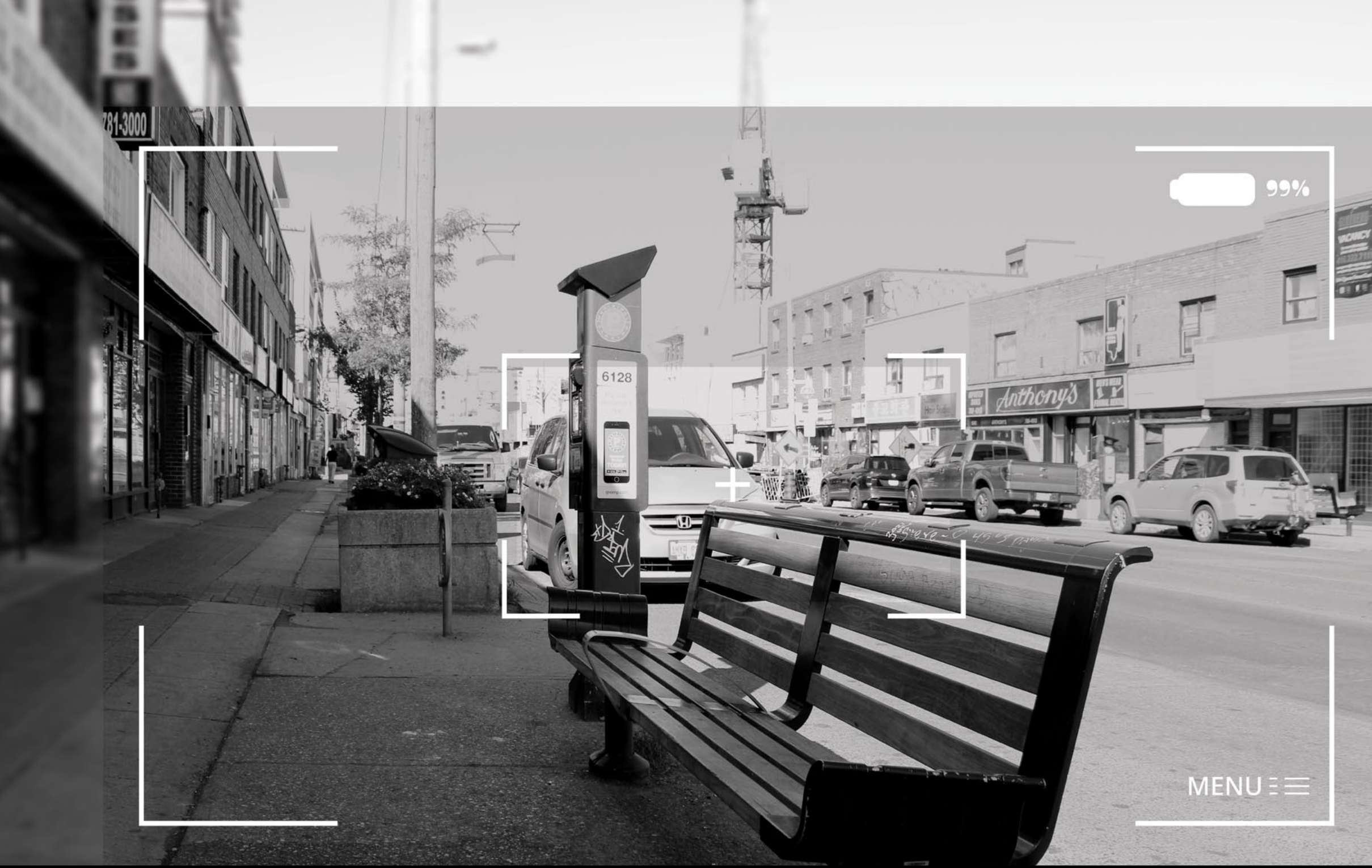
Korean

**01**

Business Typologies with cultural markers

Groups in Little Jamaica

Number of businesses targeting a specific group in 2021



## Part Four

### Photo documentation

This section documents the frontage of the study area using photography. The north and south frontages are recorded separately. The goal is to provide a broader context of the area maps in part one.

The photographs' cultural landscape elements and markers are read using a hermeneutic approach. The approach states that photographs require semantic and semiotic interpretation to derive meaning (Pauwels & Mannay, p.766, 2019). The philosopher Charles Sanders Peirce, an early formulator of semiotic theory, identified photographs as signs because they represent something (Lees-Maffei & Maffei, 2019). Therefore, semiotics is used to comprehend formal aspects of photographs. In Little Jamaica, the formal elements are the cultural landscape elements and cultural markers. Formal here refers to the elements implemented by bylaw, code, or community agreement. The photo spreads are linked to the corresponding map in part one by page number to provide context.

The camera specifications used for all the photographs are given below:

<b>Camera:</b>	Canon EOS Rebel T7
<b>F-Stop:</b>	F/11
<b>Exposure Time:</b>	1/25 sec
<b>ISO Speed:</b>	ISO-100
<b>Focal Length:</b>	18 mm
<b>Flash Mode:</b>	No Flash
<b>Exposure:</b>	Landscape Mode



**Fig. 035**  
1471-1473 Eglinton Avenue West  
photograph showing the frontage on  
August 15, 2021.

**Location :** South Side  
**Map :** Page 006  
**Cultural Marker(s):** Primary Signage: Sister Co Uniforms



**Fig. 036**  
 1477-1485 Eglinton Avenue West  
 photograph showing the frontage on  
 August 15, 2021.

**Location :** South Side  
**Map :** Page 007  
**Cultural Marker(s):** Primary Signage: Jeri's Filicanasian Restaurant



**Fig. 037**  
1487-1495 Eglinton Avenue West  
photograph showing the frontage on  
August 15, 2021.

**Location :** South Side

**Map :** Page 008

**Cultural  
Marker(s):** None



**Fig. 038**  
1529 Eglinton Avenue West photograph  
showing the frontage on August 15, 2021.

**Location :** South Side

**Map :** Page 009

**Cultural  
Marker(s):** None



**Fig. 039**  
1531 Eglinton Avenue West photograph  
showing the Green P parking lot on  
August 15, 2021.

**Location :** South Side

**Map :** Page 010

**Cultural  
Marker(s):** Toronto's Reggae Roots plaque, A mural celebrating Toronto's Reggae Music,  
Afro Caribbean Farmer's Market vinyl banner.



**Fig. 040**  
1537-1545 Eglinton Avenue West  
photograph showing the frontage on  
August 15, 2021.

**Location :** South Side  
**Map :** Page 011  
**Cultural  
Marker(s):** Window decals, Wall vinyl decals, Barrel BBQ





**Fig. 041**  
 1545-1547 Eglinton Avenue West  
 photograph showing the frontage on  
 August 15, 2021.

**Location :** South Side

**Map :** Page 012

**Cultural Marker(s):** Primary Signage of Just Incredible and Monica's Cosmetics, Side walk signage, Metal detail on the frontage of Monica's Cosmetics.



**Fig. 042**  
 1555-1557 Eglinton Avenue West  
 photograph showing the frontage on  
 August 15, 2021.

**Location :** South Side  
**Map :** Page 013  
**Cultural Marker(s):** Canopy of All Season Food market, Window decals



**Fig. 043**  
 1558-1563 Eglinton Avenue West  
 photograph showing the frontage on  
 August 15, 2021.

**Location :** South Side

**Map :** Page 0014

**Cultural Marker(s):** Window decals on the Family Nails and Hair salon, Primary signage of The Entertainment Kitchen, Window decals of The Entertainment Kitchen



**Fig. 044**  
1558-1564 Eglinton Avenue West  
photograph showing the frontage on  
August 15, 2021.

**Location :** North Side  
**Map :** Page 017  
**Cultural Marker(s):** Primary Signage of the Canadian Korean Buddhists Association. Window decals



**Fig. 045**  
 1542-1547 Eglinton Avenue West  
 photograph showing the frontage on  
 August 15, 2021.

**Location :** North Side  
**Map :** Page 018  
**Cultural Marker(s):** Primary Signage of the juice bar and Ital take-out



**Fig. 046**  
 1522-1536 Eglinton Avenue West  
 photograph showing the frontage on  
 August 15, 2021.

**Location :** North Side

**Map :** Page 019

**Cultural  
 Marker(s):** None



**Fig. 047**  
 1514-1520 Eglinton Avenue West  
 photograph showing the frontage on  
 August 15, 2021.

**Location :** North Side  
**Map :** Page 020  
**Cultural Marker(s):** Primary Signage of Trea-Jah-Isle Records



**Fig. 048**  
 1502-1508 Eglinton Avenue West  
 photograph showing the frontage on  
 August 15, 2021.

**Location :** North Side

**Map :** Page 021

**Cultural  
 Marker(s):** None





**Fig. 049**  
1500-1502 Eglinton Avenue West  
photograph showing the frontage on  
August 15, 2021.

**Location :** North Side

**Map :** Page 022

**Cultural  
Marker(s):** None



**Fig. 050**  
1474-1480 Eglinton Avenue West  
photograph showing the frontage on  
August 15, 2021.

**Location :** North Side

**Map :** Page 023

**Cultural** None

**Marker(s):**



**Fig. 051**  
1466-1472 Eglinton Avenue West  
photograph showing the frontage on  
August 15, 2021.

**Location :** North Side

**Map :** Page 024

**Cultural  
Marker(s):** None

## Conclusion

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Little Jamaica is a place of significance to immigrants of Caribbean descent. This book visually explores changes in the cultural landscape between Allen Road and Oakwood Avenue. Using the Organization of Built Environment Framework put forth by Amos Rapoport, the book maps the frontage of the areas of study and identifies cultural markers and cultural landscape elements, revealing a deep history of the immigrants of Jamaican descent. This book highlights two main questions: Why should we care about Little Jamaica? Why should we care about cultural markers? Mapping the cultural markers and landscape elements allowed us to learn about the experiences and character of both the current and previous occupants. The book also highlighted how ethnic clusters like the Afro Caribbean Farmers market are a means of preserving cultural practices, as stated by Carl Sauer. These clusters are more than just markets; they provide business opportunities catering to specific groups of people. So finding out that the Green P parking lot at 1531 Eglinton Avenue West with a heritage plaque is not part of the city registry was disconcerting because it means that the city can sell the land to a developer who will do whatever they want in the area. Issues like this are part of why this book is essential. In the process of the study, Little Jamaica lost another cultural marker. Randy's takeout closed its doors after forty years due to issues with the decade-old Crosstown light rail transit construction and COVID 19 lockdowns. The closing of Randy's raises questions about what to do to preserve institutions like this? I hope that this research enables us to think deeply about the communities we would like to live in and how we can keep their history in an ever-changing environment.

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