

Authority: Toronto and East York Community Council Item TE34.30, as adopted by City of Toronto Council on August 25, 26, 27 and 28, 2014

CITY OF TORONTO

BY-LAW 1393-2017

To designate the property at 481 University Avenue (Maclean-Hunter Building, 1961) and 481 University Avenue, also known as 210 Dundas Street West (Maclean Publishing Company Building (1928) as being of cultural heritage value or interest.

Whereas the *Ontario Heritage Act* authorizes the Council of a municipality to enact by-laws to designate real property, including all buildings and structures thereon, to be of cultural heritage value or interest; and

Whereas authority was granted by City Council to designate the property municipally known as 481 University Avenue, including the Maclean-Hunter Building (1961) and 418 University Avenue, also known as 210 Dundas Street West, including the Maclean Publishing Company Building (1928), as being of cultural heritage value or interest; and

Whereas the Council of the City of Toronto has caused to be served upon the owners of the land and premises known as 481 University Avenue, including 210 Dundas Street West, and upon the Ontario Heritage Trust, Notice of Intention to designate the property, and has caused the Notice of Intention to be posted on the City's web site for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4.1. Notice requirements under the *Ontario Heritage Act*; and

Whereas no notice of objection was served upon the Clerk of the municipality; and

Whereas the reasons for designation are set out in Schedule A to this by-law;

The Council of the City of Toronto enacts:

1. The property at 481 University Avenue, including 210 Dundas Street West, more particularly described in Schedule B attached to this by-law, is designated as being of cultural heritage value or interest.
2. The City Solicitor is authorized to cause a copy of this by-law to be registered against the property described in Schedule B to this by-law in the proper Land Registry Office.
3. The City Clerk is authorized to cause a copy of this by-law to be served upon the owner of the property at 481 University Avenue, including 210 Dundas Street West and upon the Ontario Heritage Trust and to cause notice of this by-law to be posted on the City's web site for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4.1. Notice requirements under the *Ontario Heritage Act*.

Enacted and passed on December 8, 2017.

Frances Nunziata,
Speaker

Ulli S. Watkiss,
City Clerk

(Seal of the City)

SCHEDULE A
STATEMENT OF SIGNIFICANCE
REASONS FOR DESIGNATION

Maclean Publishing Company Building (1928)

Description

The property at 481 University Avenue containing the Maclean Publishing Company Building (1928), and also known as 210 Dundas Street West, is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values. Located on the northwest corner of Dundas Street West and Centre Avenue, the Maclean Publishing Company Building (1928) is a nine-storey commercial structure that was designed as a printing plant with offices above. The site was listed on the City of Toronto Inventory of Heritage Properties in 1976.

Statement of Significance

The Maclean Publishing Company Building (1928) has cultural heritage value for its design as a well-crafted representative example of a commercial complex from the interwar era blending an industrial facility at the base of an office building. Displaying the classical detailing indicative of its Modern Classical styling, the structure is particularly distinguished by its fenestration, including the monumental window openings at the base that blend functionality with design impact, as well as the classical embellishments at the fourth storey and the decorative treatment along the roofline that drew attention to the edifice when it was one of the first 'tall buildings' adjoining University Avenue.

The Maclean Publishing Company Building (1928) is valued for its associations with the publishing company founded by John Bayne Maclean in 1887. Anchoring the southeast corner of the company's compound adjoining University Avenue, in this location the 1928 building contributed to the growth of the business as the largest publisher in Canada during the 20th century of trade journals and national periodicals, including Maclean's and Chatelaine magazines, as well as the Financial Post newspaper. Renamed Maclean-Hunter Limited (1947-1996), the company evolved into a diversified media conglomerate and retained these premises until the early 1980s.

The value of the Maclean Publishing Company Building (1928) is also linked to Murray Brown, the Scottish-born, Toronto-based architect who prepared the plans. Brown's associations with the site dated to the pre-World War I era when he worked as a draftsman for Charles S. Cobb, the architect who designed the Edward Street printing plant (1919) for John B. Maclean. While Brown continued his solo practice with an array of commissions for all types of buildings, he is perhaps best known for Postal Station K, the recognized heritage site on Yonge Street in North Toronto.

Contextually, the Maclean Publishing Company Building (1928) is valued for its historical and visual links to the other buildings that form part of the publishing complex on the site, as well as to the adjoining neighbourhood. Constructed beside the original offices and printing plant (1910) on Centre Avenue and adjoining the Maclean-Hunter Building (1961) that faces University Avenue, the Maclean Publishing Company Building (1928) is an integral part of the company's

complex that was designed to fill the city block north of Dundas Street West along the east side of University Avenue, thereby contributing to the development and evolution in the 20th century of one of Toronto's most distinctive and prominent streets.

Heritage Attributes

The heritage attributes of the property at 481 University Avenue (also known as 210 Dundas Street West) with the Maclean Publishing Company Building (1928) are:

- The building known historically as the Maclean Publishing Company Building (1928)
- The setback, placement and orientation of the structure on the northwest corner of Dundas Street West and Centre Avenue
- The scale, form and massing on the nine-storey plan
- The materials, with artificial stone, stone and brick
- The flat roofline, which is decorated by an arcade
- The south elevation on Dundas and the east elevation on Centre, which are similarly organized into five bays by piers
- The fenestration on the south and east elevations, with monumental segmental arched openings in the extended four-storey base, and a combination of segmental-arched and flat-headed window openings in the five upper stories
- The detailing at the fourth storey where the segmental-arched window openings have classically-detailed sills and are surmounted by spandrels with classical medallions
- The entrances on the south and east elevations, which are placed in the second bay from the west on the south wall and in the north bay on the east wall

481 University Avenue: Maclean-Hunter Building (1961)

Description

The property at 481 University Avenue containing the Maclean-Hunter Building (1961) is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values. The Maclean-Hunter Offices is a nine-storey commercial building that occupies the east side of University Avenue between Dundas Street West and Edward Street. The property was listed on the City of Toronto Inventory of Heritage Properties in 1976.

Statement of Significance

The Maclean-Hunter Building (1961) has cultural heritage value as a fine representative example of a commercial complex from the post-World War II era designed in the Modern Classical style with the scale, materials and features inspired by the urban design guidelines established for University Avenue in the 20th century. Extending across a city block where it overlooks the landscaped central boulevard of University Avenue, the office building is distinguished by the interplay of the stone cladding and fenestration on the principal façade and side elevations, as well as the decorative detailing with the rare sculptural panels depicting the theme of communication.

The property at 481 University Avenue is valued for its associations with Maclean-Hunter, which was the successor to the Maclean Publishing Company founded by John Bayne Maclean in 1887. As the largest publisher in Canada during the 20th century of trade journals, internationally-circulated periodicals and newspapers, in this location Maclean-Hunter became a diversified media conglomerate and occupied these premises until the early 1980s.

The value of the Maclean-Hunter Building (1961) is also linked to its association with the prolific Toronto architectural firm of Marani and Morris that was responsible for innumerable commercial buildings in Toronto during the post-World War II era, including the Bank of Canada Building (1958) on the opposite side of University Avenue. The significant Canadian sculptor, Elizabeth Wynn Wood designed the incised panels depicting communication themes in the latter part of her career when she undertook architectural commissions for landmark buildings.

Contextually, the Maclean-Hunter Building (1961) is valued for its historical and visual links to the other buildings that form part of the publishing complex on the site, as well as to the adjoining neighbourhood. When the Maclean-Hunter Building was completed in 1961, it was the final component of the enclave filling the city block bounded by University Avenue, Dundas Street West, Centre Avenue and Edward Street that included the original offices and printing plant on Centre Avenue, a second printing plant on Edward Street and the site's first 'tall building', combining a printing plant at the base of an office building on Dundas Street West. With its presence on University Avenue, the Maclean-Hunter Building is an integral part of the Maclean Publishing Company's complex that contributed to the development and evolution in the 20th century of University Avenue as one of Toronto's most distinctive and prominent streets.

The Maclean-Hunter Building (1961) has cultural heritage value in its role in defining, maintaining and supporting the character of University Avenue following the adoption of the University Avenue By-law (1931) that established guidelines directing the scale, materials and appearance of the commercial and institutional buildings along the ceremonial boulevard leading to Queen's Park. The Maclean-Hunter Building contributes to the group of custom-designed edifices characterizing University Avenue, including the Canada Life Building (1931) at 330 University, the Bank of Canada Building (1958) at 250 University, the Sun Life Assurance Company Building (1961) at 200 University, and the Toronto Courthouse (1966 with subsequent additions) at 361 University, which are recognized heritage properties in the City.

Heritage Attributes

The heritage attributes of the property at 481 University Avenue with the Maclean-Hunter Building (1961) are:

- The building known historically as the Maclean-Hunter Building (1961)
- The setback, placement and orientation of the building on the east side of University Avenue between Dundas Street West and Edward Street
- The scale, form and massing on the nine-storey plan
- The materials, with stone cladding and stone and glass detailing
- The flat roofline that is surmounted by a penthouse
- The organization of the principal (west) façade on University Avenue into three parts where the centre part projects as a shallow frontispiece with square window openings above the first storey and the flanking bays are devoid of openings

- The detailing on the west elevation, where the main entrance is centred in the first (ground) floor and flanked by single-storey pavilions
- On the north and south ends of the pavilions, the sculptural panels with figures portraying the theme of communication (the incised lines with gold leaf have eroded over time)
- The side elevations (north and south), where the fenestration from the west façade is repeated

SCHEDULE B
LEGAL DESCRIPTION

PIN 21199-0084(LT)

16 E/S UNIVERSITY AV, 17 E/S UNIVERSITY AV, 18 E/S UNIVERSITY AV, 19 E/S UNIVERSITY AV, 20 E/S UNIVERSITY AV, 16 W/S CENTRE AV, 17 W/S CENTRE AV, 18, W/S CENTRE AV, 19 W/S CENTRE AV, 20 W/S CENTRE AV PL 147 TORONTO (AKA CENTRE ST)

City of Toronto Province of Ontario
Registry Division of the Toronto Registry Office (No. 66)