

ATTACHMENT NO. 4H

**HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT**



**WILLIAM WHITEHEAD HOUSE  
76 HOWARD STREET, TORONTO**

Prepared by:

Heritage Preservation Services  
City Planning Division  
City of Toronto

May 2010

## 1. DESCRIPTION



76 Howard Street (left) in 1913 (the neighbouring buildings have been demolished)  
(Source: City of Toronto Archives, Fonds 200, Item 120, April 8, 1913)

<b>76 Howard Street: William Whitehead House</b>	
ADDRESS	76 Howard Street (north side, east of Edgedale Road)
WARD	28 (Toronto Centre-Rosedale)
LEGAL DESCRIPTION	Plan D295, Lot 8
NEIGHBOURHOOD/COMMUNITY	Howard Street Neighbourhood
HISTORICAL NAME	William Whitehead House
CONSTRUCTION DATE	1887
ORIGINAL OWNER	William Whitehead, commissions merchant
ORIGINAL USE	Residential (single detached house)
CURRENT USE*	Residential (multi-residential building) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	Not identified <sup>1</sup>
DESIGN/CONSTRUCTION	Brick cladding; brick, stone & wood detailing
ARCHITECTURAL STYLE	Queen Anne Revival
ADDITIONS/ALTERATIONS	1949, converted to multiple residence
CRITERIA	Design/Physical & Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	May 2010

<sup>1</sup> The building was constructed during the period when there is a gap in the surviving building permits retained by the City. The name of the architect was not found through a review of periodicals and newspapers

## 2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 76 Howard Street, and applies evaluation criteria to determine whether it merits designation under Part IV, Section 29 of the Ontario Heritage Act. The conclusions of the research and evaluation are found in Section 4 (Summary).

### i. HISTORICAL TIMELINE

Key Date	Historical Event
1879	Plan D295 is registered by Allan McLean Howard, further subdividing the lands on the north side of Howard Street, east of Glen Road
1886	William Whitehead purchases vacant Lot 8
1887	In September, the tax assessment rolls record Whitehead as the owner of an "unfinished house" on Lot 8
1888	A year later, Whitehead is the occupant of the house at 76 Howard (according to the tax assessment rolls and city directory)
1890	76 Howard is illustrated on Goad's Atlas
1949	Building application is filed to convert the dwelling into a three-unit apartment house
1974	Toronto City Council lists the property at 76 Howard Street on the City of Toronto Inventory of Heritage Properties

### ii. HISTORICAL BACKGROUND

#### Howard Street Neighbourhood

The property at 76 Howard Street is located in the Howard Street neighbourhood, which developed as part of the residential enclave southeast of Bloor Street East and Sherbourne Street. The origins of the area date to the late 18<sup>th</sup> century when it was one of the 100-acre "Park Lots" extending between present-day Queen Street and Bloor Street that were awarded to associates of the Provincial government as the setting of country estates. Park Lot 4 was granted to John White and, following his death in a notorious duel with John Small, his estate transferred the acreage to members of the Ridout family. Working with the neighbouring landowner, in 1845 Thomas Gibbs Ridout authorized construction along the west boundary of a road that became Sherbourne Street. This opened the area to residential development, and part of the tract was subdivided in 1852 when surveyor and architect John Howard laid out building lots northeast of Sherbourne Street and East (now Howard) Street. The earliest surviving houses in the area date to the 1870s. The 1884 Goad's Atlas (an extract of which is reproduced in Section 6 of this report) shows the build up of the Howard Street neighbourhood to that point. By the early 20<sup>th</sup> century, a dozen plans of subdivision – some of which were further divisions of earlier registered plans – were in place for the lands as development spread east of Sherbourne to Parliament Street. During this era, the area was among the desirable upscale residential neighbourhoods accessible to downtown Toronto, and its buildings reflected contemporary architectural styles. Within the community, St. Simon the Apostle (Anglican) Church was joined by a school and fire hall (later demolished). The Howard Street neighbourhood provided a link to Rosedale via the "iron bridge" on Glen Road north of Howard Street.

With the construction of the Prince Edward (Bloor Street) Viaduct during World War I, Bloor Street was extended east of Sherbourne Street. While this development brought streetcar service directly to the Howard Street neighbourhood, it also removed the ravine setting that had previously formed the north edge of the area (as illustrated on Goad's Atlases), along with some of the residential buildings. Following World War II and the growth of middle class suburbs around the city, the neighbourhood along Howard Street went into a decline and many of the single family residences were converted into rooming houses. This situation coincided with trends in post-war planning that favoured the replacement of low-scale dwellings with high-rise buildings to meet the demand for rental housing in Toronto. Beginning in the 1950s, a development consortium acquired the majority of the properties in the area bounded by Bloor, Sherbourne, Wellesley and Parliament as the site of St. Jamestown, a collection of nearly 20 publicly and privately owned apartment towers. The proximity of St. Jamestown to the Howard Street neighbourhood is illustrated on the maps reproduced in Section 6 of this report. With the removal of the majority of the building stock, the William Whitehead House is a surviving reminder of the historical setting of the area.

### William Whitehead House

The property at 76 Howard Street is located on the north side of the street, east of Edgedale Road, on acreage that was subdivided in 1879 as Plan D295 by Allan McLean Howard, a prominent land developer in the east end of Toronto. The subdivision was slow to develop, as illustrated on Goad's Atlas for 1884. In October of 1886, William Edes Whitehead acquired vacant Lot 8 and, by the following autumn, he was recorded in the tax assessment rolls as the owner of an "unfinished house" on the site. Whitehead advertised his services in the city directories of the time as a commissions' merchant & manufacturers' agent who represented English industrialists in Toronto. He resided temporarily at #30 Howard before moving into his new residence.

#### iii. ARCHITECTURAL DESCRIPTION

The William Whitehead House is designed in the Queen Anne Revival style that was popular for residential buildings in Toronto at the end of the 19<sup>th</sup> century. The Queen Anne Revival drew elements from the medieval and early Renaissance architecture of 16<sup>th</sup>- and 17<sup>th</sup>-century Britain and combined them in designs that were increasingly flamboyant rather than historically accurate. Introduced to Toronto in 1883 with Haddon Hall, the residence of department store entrepreneur Robert Simpson, the style featured picturesque compositions with a mixture of materials, projecting gables and porches, and a variety of window shapes. In examples like the William Whitehead House, "the new taste for gables and the penchant for asymmetry...allowed houses to be shifted so that their principal axes were perpendicular to the street, rather than parallel to it."<sup>2</sup>

Located on the north side of Howard Street, the William Whitehead House is set back from the thoroughfare with its long 2½-storey asymmetrical plan aligned with the lot lines rather than the street. The detached single-storey structure is clad with red brick (portions of which have been

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<sup>2</sup> Kalman, 615

painted), and trimmed with brick, stone, wood and terra cotta under a cross-gable roof. The narrow principal (south) façade is organized in two bays, with the main entrance recessed in the right (east) bay behind a brick porch with a round-arched opening and classical detailing applied in terra cotta. The entry is surmounted by a flat-headed window opening. In the left (west) bay, a two-storey bay window is placed under a projecting gable with paired round-arched window openings and classical detailing in woodwork and shingles. The east elevation has flat-headed window openings, with a half-round opening in the gable, features that are repeated on the west elevation, which also displays a bay window.

iv. CONTEXT

Found in the Howard Street neighbourhood, the William Whitehead House is located on the north side of Howard Street where it stands as the only surviving building in the block between Edgedale Road (west) and Parliament Street (east). When constructed, the house was adjoined by other dwellings (as illustrated on Goad’s Atlas and in the archival photograph included in this report), which have been demolished. With their loss, the building stands out in the streetscape, where it is viewed from many vantage points and faces St. Jamestown and the entrance to Rose Avenue to the south.

3. EVALUATION CHECKLIST

The following evaluation applies Ontario Regulation 9/06 made under the Ontario Heritage Act: Criteria for Determining Cultural Heritage Value or Interest. While the criteria are prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, the City of Toronto uses it when assessing properties for inclusion on the City of Toronto Inventory of Heritage Properties. The evaluation table is marked “N/A” if the criterion is “not applicable” to the property or X if it is applicable, with explanatory text below.

<b>Design or Physical Value</b>	
i. rare, unique, representative or early example of a style, type, expression, material or construction method	<b>X</b>
ii. displays high degree of craftsmanship or artistic merit	<b>X</b>
iii. demonstrates high degree of scientific or technical achievement	<b>N/A</b>

**Representative Example of a Style and Type with a High Degree of Craftsmanship** – The William Whitehead House is a late 19<sup>th</sup> century house form building with decorative Queen Anne Revival styling that contributes to its architectural significance. The dwelling is distinguished by its classical and medieval-inspired details, its stone and terra cotta detailing, and the sprawling plan, which can be viewed from many vantages points with the removal of the neighbouring buildings.

<b>Historical or Associative Value</b>	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	<b>N/A</b>

ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	N/A
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	N/A

No historical or associative values have been identified for the property at 76 Howard Street.

Contextual Value	
i. important in defining, maintaining or supporting the character of an area	X
ii. physically, functionally, visually or historically linked to its surroundings	X
iii. landmark	N/A

**Character** – The William Whitehead House is part of the collection of surviving heritage buildings dating to the late 19<sup>th</sup> and early 20<sup>th</sup> centuries that characterizes the Howard Street neighbourhood as it originated as a desirable upscale residential enclave east of Sherbourne Street and south of Bloor Street East. With St. Simon the Apostle (Anglican) Church as the centerpiece of the historic community, the development of the area along Howard Street and the adjoining streets from the 1870s to World War I can be traced through the remaining built form, of which the William Whitehead House is an integral part.

**Surroundings** – The property at 76 Howard Street is historically and visually linked to its surroundings in the Howard Street neighbourhood where it anchors the east end of the collection of late 19<sup>th</sup>- and early 20<sup>th</sup>-century buildings comprising the heritage enclave. The William Whitehead House stands out on Howard Street, opposite the historical entrance to Rose Avenue, where it is the last remaining building on the north side of Howard between Edgedale Road and Parliament Street.

#### 4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 76 Howard Street has cultural heritage value as a late 19<sup>th</sup> century detached house form building designed in the Queen Anne Revival style. While the William Whitehead House has individual design merit, it also contributes contextually to the historical character of the Howard Street neighbourhood as the surviving late 19<sup>th</sup>- and early 20<sup>th</sup>-century residential enclave southeast of Sherbourne Street and Bloor Street East to which the house is visually and historically linked.

#### 5. SOURCES

##### Archival Sources

Abstract Indices of Deeds, Plan 360, Lots 5-6, and Plan E238, Part Block A  
 Assessment Rolls, City of Toronto, St. David’s Ward, 1886-91, and Ward 2, Division 2,

1892 ff.

Building Records, plans for alterations and additions to 76 Howard Street, 1914-1961

City of Toronto Directories, 1887 ff.

Goad's Atlases, 1884, 1890, 1894, 1899, 1903, 1910 revised to 1912, 1910 revised to 1923, and 1931 revised to 1941

Photograph, City of Toronto Archives, Fonds 200, Series 372, Bloor Street Viaduct, 1913-14

Underwriters' Insurance Atlas, 1931 revised to 1941

### Secondary Sources

"Amateur vaudeville," The Globe (April 20, 1916), 6

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Lundell, Liz, The Estates of Old Toronto, 1998

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6. IMAGES



Photograph, 76 Howard Street, April 2010





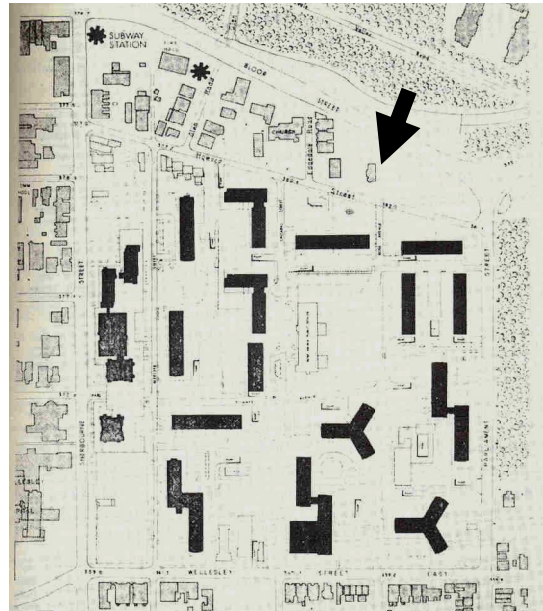
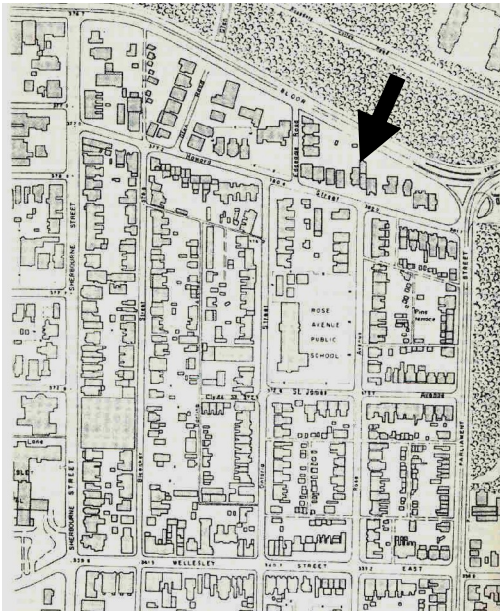
Extract, Goad's Atlas, 1884, showing the development of the neighbourhood to date (Source: City of Toronto Archives)



Extract, Goad's Atlas, 1890, showing the William Whitehead House at 76 Howard Street three years after it was constructed (Source: City of Toronto Archives)



Extract, Goad's Atlas, 1910 revised to 1923, showing the property at 76 Howard Street in context with its neighbours (Source: City of Toronto Archives)



Property data maps, showing the context of the William Whitehead House prior to and following the development of St. Jamestown (the arrows mark the locations of the William Whitehead House) (Source: Sewell, 164-165)