



STAFF REPORT ACTION REQUIRED

King Street West Properties – Intention to Designate under Part IV, Section 29 of the Ontario Heritage Act and Amendment of Designating By-law

Date:	July 13, 2010
To:	Toronto Preservation Board Toronto and East York Community Council
From:	Acting Director, Policy & Research, City Planning Division
Wards:	Trinity-Spadina – Ward 20
Reference Number:	P:\2010\Cluster B\PLN\HPS\TEYCC\te 08 17 10\teHPS19

SUMMARY

This report recommends that City Council state its intention to designate under Part IV, Section 29 of the Ontario Heritage Act the properties listed in Recommendation No. 1 below, and to amend City of Toronto By-law No. 512-75 designating the property at 260 King Street West (Royal Alexandra Theatre) to revise the Reasons for Designation in accordance with the 2005 amendments to the Ontario Heritage Act.

At its meeting of April 27, 2010, the Toronto and East York Community Council adopted a motion requesting a staff report on the potential designation of the properties at 212, 220, 266-270 and 274 King Street West, which are listed on the City of Toronto Inventory of Heritage Properties. The Community Council also requested that staff report on any necessary amendments to the designating by-laws for the properties at 214 King Street West and 260 King Street West, including the amendment of a Heritage Easement Agreement for the latter site.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council state its intention to designate the following properties under Part IV, Section 29 of the Ontario Heritage Act:
 - a. 212 King Street West (Union Building)
 - b. 220 King Street West (Nicholls Building)
 - c. 266 King Street West (Reid Building)
 - d. 276 King Street West (Gillett Building)
 - e. 284 King Street West (Anderson Building)
 - f. 322 King Street West (Eclipse Whitewear Building)
2. If there are no objections to the designations in accordance with Section 29(6) of the Ontario Heritage Act, City Council authorize the City Solicitor to introduce the bills in Council designating the properties under Part IV, Section 29 of the Ontario Heritage Act.
3. If there are objections in accordance with Section 29(7) of the Ontario Heritage Act, City Council direct the City Clerk to refer the designations to the Conservation Review Board.
4. If the designations are referred to the Conservation Review Board, City Council authorize the City Solicitor and appropriate staff to attend any hearing held by the Conservation Review board in support of Council's decision on the designations of the properties.
5. City Council amend City of Toronto By-law 512-75 for the property at 260 King Street West to revise the Reasons for Designation in accordance with the 2005 amendments to the Ontario Heritage Act.
6. Should the owner appeal the amending of the designating by-law, City Council authorize the City Clerk to refer the proposed amendment to the Conservation Review Board.
7. Should the owner appeal the amending of the by-law, City Council authorize the City Solicitor and appropriate staff to attend at the Conservation Review Board in support of the proposed amendment.
8. City Council authorize the City Solicitor and appropriate staff to take such necessary steps to implement the foregoing.

Financial Impact

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

At its meeting in April 2010, the Toronto and East York Community Council passed a motion requesting a staff report to its June 2010 meeting regarding the potential for designation of the listed heritage properties at 212, 220, 266-70 and 274 King Street West, as well as any necessary amendments to the designating by-laws for the properties at 214 King Street West and 260 King Street West, including the amendment of the heritage easement agreement for the latter site. A staff report for information only was included on the agenda of the Toronto and East York Community Council meeting of June 22, 2010, explaining that staff were unable to complete the research and evaluation process by the requested date, but would report to the July meeting of the Toronto Preservation Board and the following meeting of the Community Council.

ISSUE BACKGROUND

Following research and evaluation, staff recommend that City Council state its intention to designate all of the previously listed properties on the north side of King Street West between Simcoe Street and John Street, including the properties at 284 King Street West and 322 King Street West, which are part of the same group of surviving early 20th century buildings in this extended block.

Staff also recommend that City Council amend the designating by-law for the property at 260 King Street West to update the Reasons for Designation and describe the cultural heritage values and heritage attributes of the site. A heritage easement agreement has been drawn up and is awaiting completion by the property owners. Because of the recent nature of the agreement, no amendment is required. The Revised Reasons for Designation (Attachment No. 15) match the Reasons for Identification for the Heritage Easement Agreement that were previously agreed to by the owners.

Staff do not recommend that City Council amend the designating by-law for the property at 214 King Street, because By-law 1230-2007 was passed on November 20, 2007 since the 2005 amendments to the Ontario Heritage Act, and the cultural heritage values and attributes of the site are adequately described.

COMMENTS

Staff have completed the attached Heritage Property Research and Evaluation Reports (Attachment Nos. 16-21) for the listed properties at 212, 220, 266, 276, 284 and 322 King Street West. A location map showing all of the properties is attached (Attachment No. 1), while location maps and photographs for the individual sites are found in Attachments Nos. 2-8. As a result of the assessments, staff have determined that the properties meet Ontario Regulation 9/06, the criteria prescribed for municipal designation for their design, associative and contextual values.

The Revised Reasons for Designation for the amending by-law for the property at 260 King Street West are attached (Attachment No.15). The Reasons for Designation for the properties at 212, 220, 266, 276, 284 and 322 King Street West are found in Attachments Nos. 9-14. The properties are worthy of designation for their cultural heritage values, and meet the provincial criteria prescribed for municipal designation under the categories

of design, associative and contextual values. Extending along the north side of King Street West from Simcoe Street to John Street, the group of surviving early 20th century warehouses contribute to the historical character of the King-Spadina neighbourhood, and also bookend the Royal Alexandra Theatre, which is a local landmark and a National Historic Site.

The Reasons for Designation (Statements of Significance), which are the public Notices of Intention to Designate, will be advertised on the City of Toronto's web site in accordance with the City of Toronto Act provisions, and served on the owners of the properties listed in Recommendations Nos. 1 and 5 and on the Ontario Heritage Trust according to the provisions of the Ontario Heritage Act.

CONTACT

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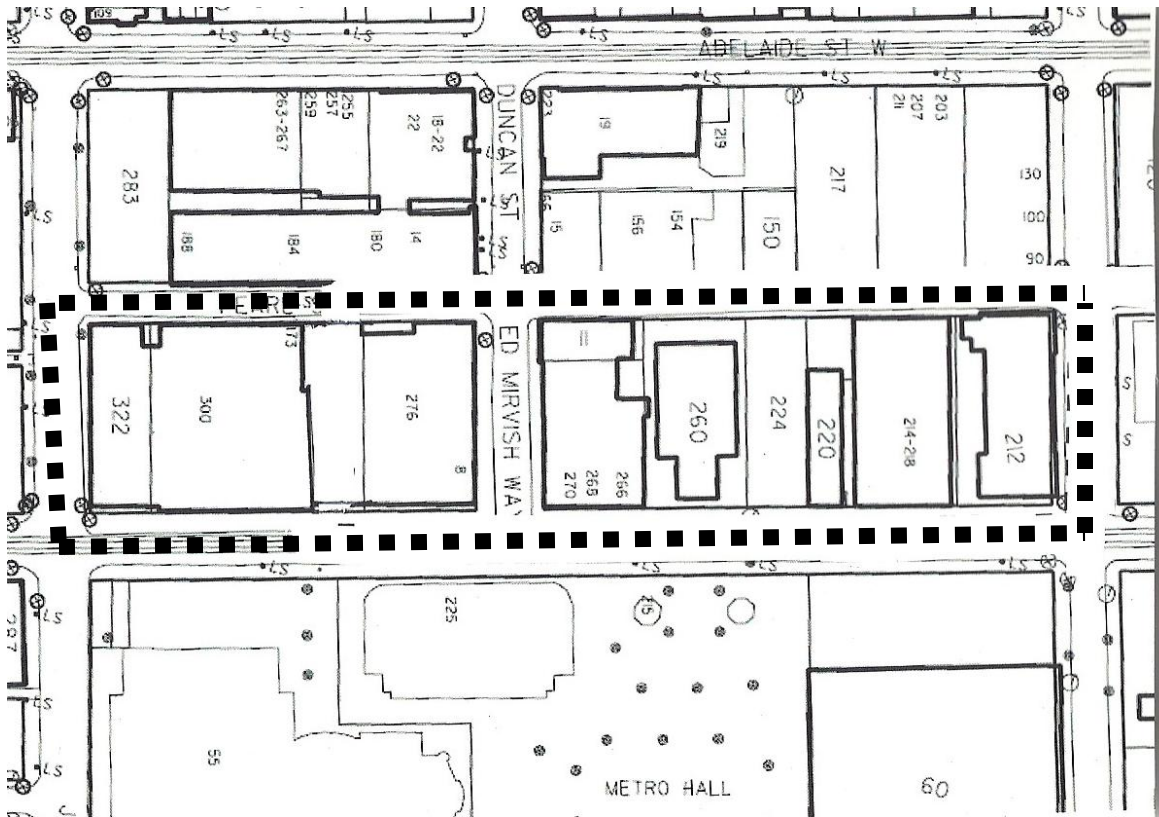
SIGNATURE

Kerri A. Voumvakis, Acting Director
Policy and Research
City Planning Division

ATTACHMENTS

Attachment No. 1 – Location Map, King Street West Properties
Attachment No. 2 – Location Map and Photograph, 212 King Street West
Attachment No. 3 – Location Map and Photograph, 220 King Street West
Attachment No. 4 – Location Map and Photograph, 260 King Street West
Attachment No. 5 – Location Map and Photograph, 266 King Street West
Attachment No. 6 – Location Map and Photograph, 276 King Street West
Attachment No. 7 – Location Map and Photograph, 284 King Street West
Attachment No. 8 – Location Map and Photograph, 322 King Street West
Attachment No. 9 – Reasons for Designation, 212 King Street West
Attachment No. 10 – Reasons for Designation, 220 King Street West
Attachment No. 11 – Reasons for Designation, 266 King Street West
Attachment No. 12 – Reasons for Designation, 276 King Street West
Attachment No. 13 – Reasons for Designation, 284 King Street West
Attachment No. 14 – Reasons for Designation, 322 King Street West
Attachment No. 15 – Revised Reasons for Designation, 260 King Street West
Attachment No. 16 – Research and Evaluation Report, 212 King Street West

Attachment No. 17 – Research and Evaluation Report, 220 King Street West
Attachment No. 18 – Research and Evaluation Report, 266 King Street West
Attachment No. 19 – Research and Evaluation Report, 276 King Street West
Attachment No. 20 – Research and Evaluation Report, 284 King Street West
Attachment No. 21 – Research and Evaluation Report, 322 King Street West

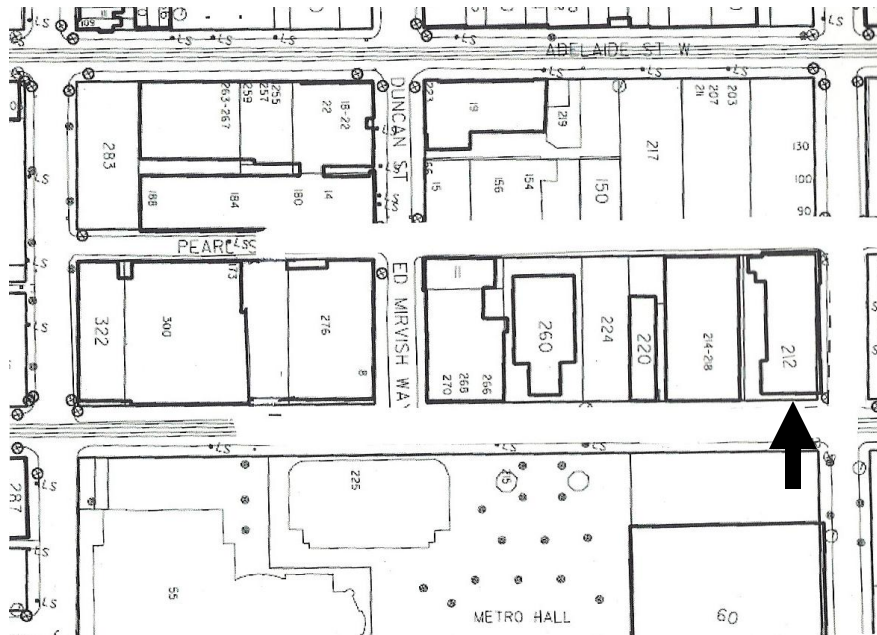


The subject properties on the north side of King Street West between Simcoe Street (east) and John Street (west) are within the area marked by the dotted outline.

This location map is for information purposes only;
the exact boundaries of the sites are not shown.

LOCATION MAP AND PHOTOGRAPH:
212 KING STREET WEST

ATTACHMENT NO. 2

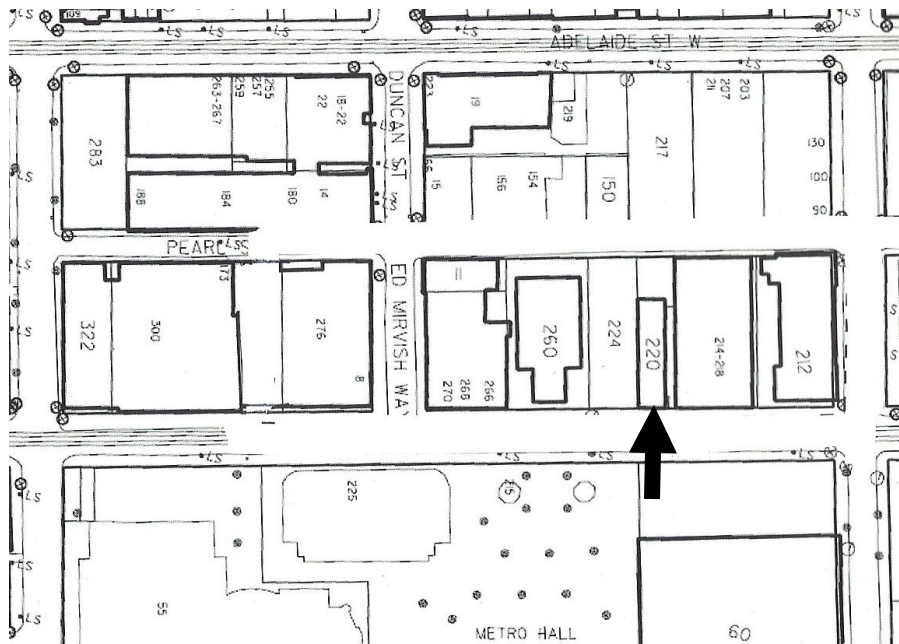


The **arrow** marks the location of the property at 212 King Street West



LOCATION MAP AND PHOTOGRAPH:
220 KING STREET WEST

ATTACHMENT NO. 3

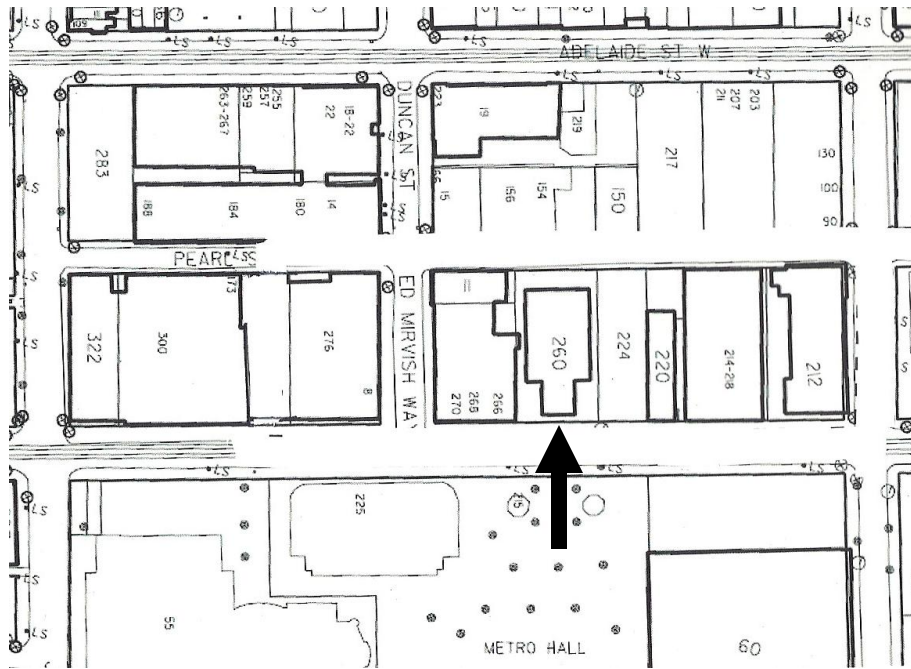


The **arrow** marks the location of the property at 220 King Street West

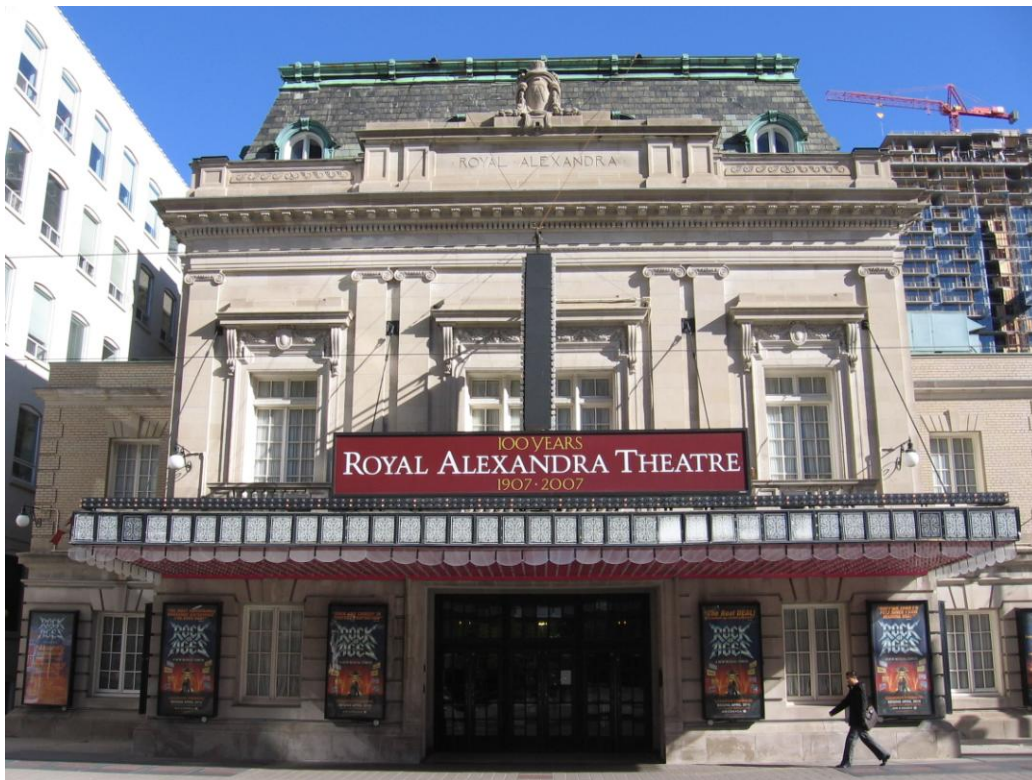


LOCATION MAP AND PHOTOGRAPH:
260 KING STREET WEST

ATTACHMENT NO. 4

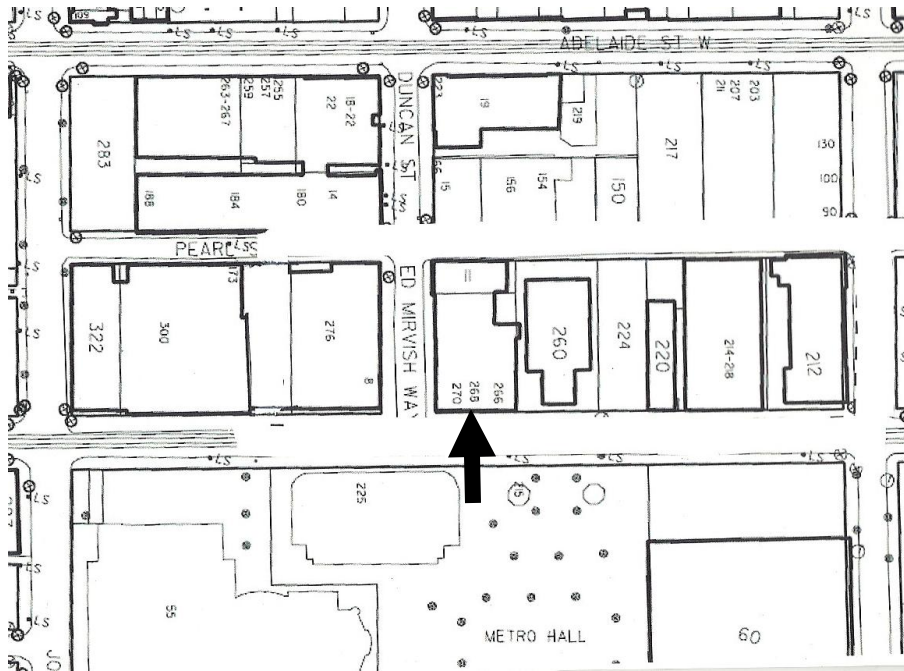


The **arrow** marks the location of the property at 260 King Street West

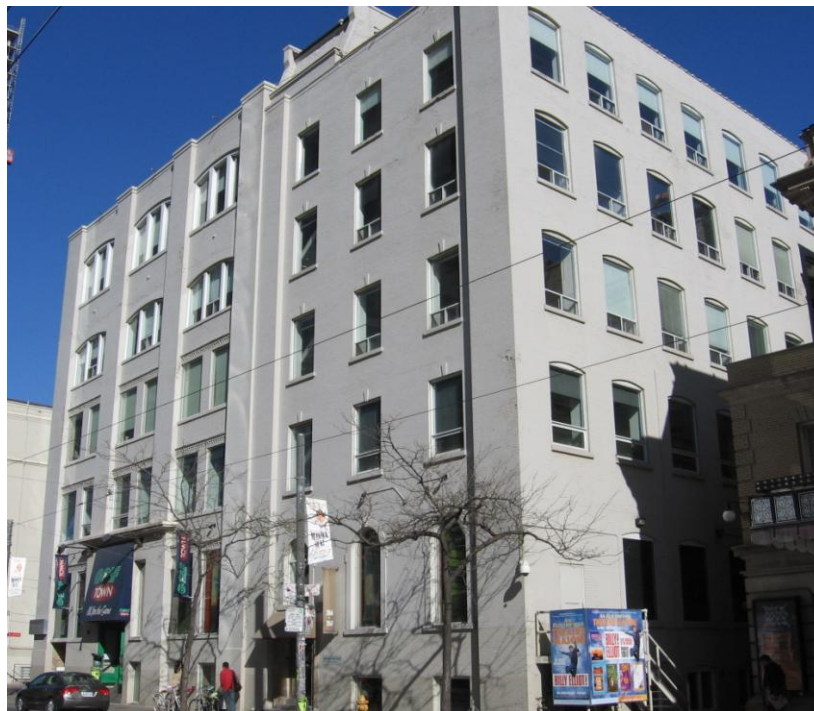


LOCATION MAP AND PHOTOGRAPH:
266 KING STREET WEST

ATTACHMENT NO. 5

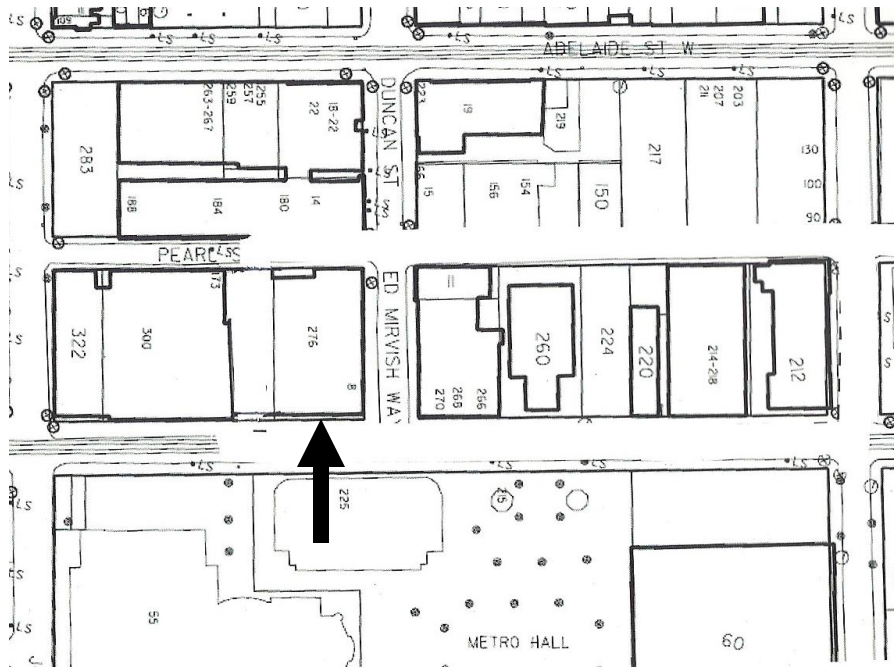


The **arrow** marks the location of the property at 266 King Street West (with the convenience addresses of #268 and #270 King)



LOCATION MAP AND PHOTOGRAPH:
276 KING STREET WEST

ATTACHMENT NO. 6

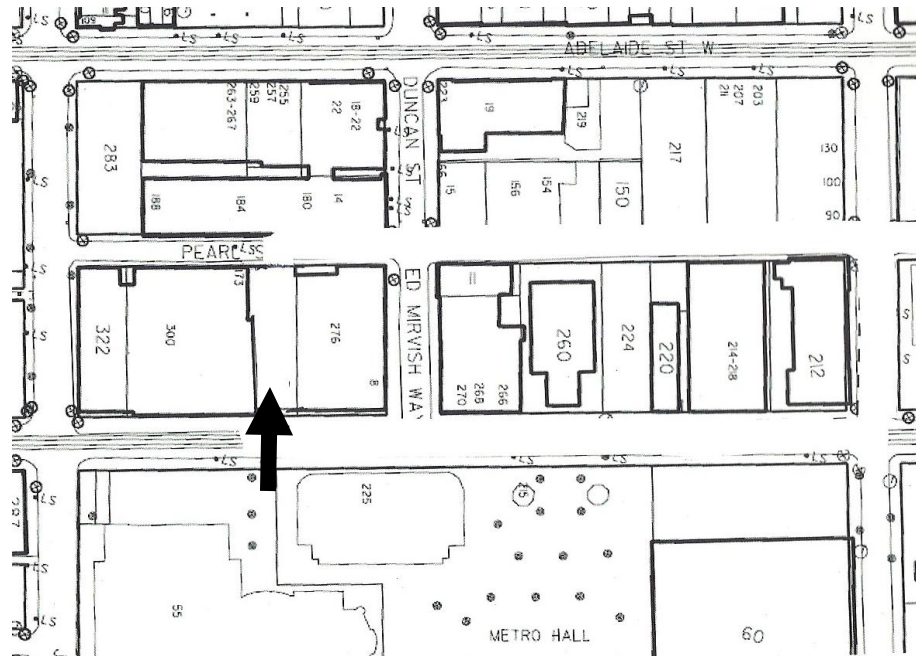


The **arrow** marks the location of the property at 276 King Street West



LOCATION MAP AND PHOTOGRAPH:
284 KING STREET WEST

ATTACHMENT NO. 7

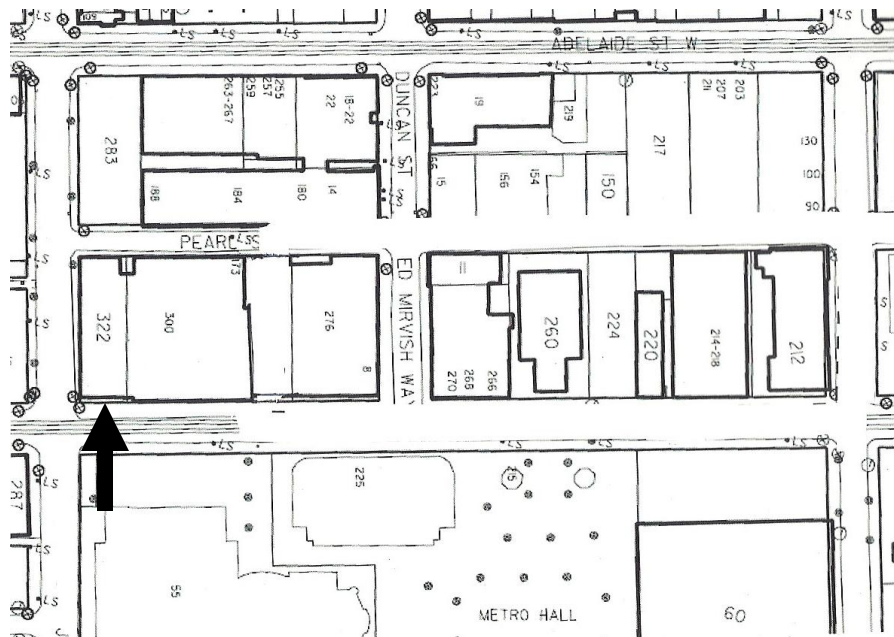


The **arrow** marks the location of the property at 284 King Street West



LOCATION MAP AND PHOTOGRAPH:
322 KING STREET WEST

ATTACHMENT NO. 8



The **arrow** marks the location of the property at 322 King Street West



REASONS FOR DESIGNATION: 212 KING STREET WEST ATTACHMENT NO. 9
(STATEMENT OF SIGNIFICANCE)

Union Building

Description

The property at 212 King Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. Located on the northwest corner of King Street West and Simcoe Street, the Union Building (1908) is a six-storey warehouse that was listed on the City of Toronto Inventory of Heritage Properties in 1973.

Statement of Cultural Heritage Value

The Union Building is historically associated with an organization of national significance. The warehouse was commissioned by the Canadian General Electric Company, which was founded in the late 19th century to manufacture and distribute electrical equipment during the period when electrical power was first generated for commercial and residential use. Canadian General Electric grew in stature as it oversaw a series of subsidiaries, and its first general manager, Frederic Nicholls, was appointed to the Canadian Senate in recognition of his pioneering work in Ontario's energy sector. The Union Building was originally occupied by the Canada Foundry Company, a subsidiary of CGE that produced structural steel products.

The notable Toronto architects Darling and Pearson designed the Union Building for the Canadian General Electric Company during their nearly 30-year partnership. As the designers of many of the city's landmark buildings, including the Royal Ontario Museum, the Toronto General Hospital's College Street Wing, and the head offices of the Canadian Bank of Commerce and the Bank of Montreal (in Toronto), Frank Darling was recognized as the first citizen of a British Dominion to receive the Royal Institute of British Architect's Gold Medal, while his partner, John Pearson, was the inaugural Canadian architect to accept an honorary Doctorate in Architecture from the University of Toronto. The pair's plans for the Canadian General Electric Company's head office helped set the standard for the classically-embellished warehouses that appeared on King Street West in the early 20th century.

The design value of the Union Building results from its richly embellished Edwardian Classical styling in combination with its rare terra cotta finishes. The Union Building is identified in the book, Terra Cotta: artful deceivers (1990, 87) as one of a select number of surviving edifices in Toronto exhibiting terra cotta. The handsome entrance portico and monumental cornice are the highlights of the building's classical detailing.

Contextually, the property at 212 King Street West contributes to the historical character of the King-Spadina neighbourhood that emerged as the city's manufacturing centre after the Great Fire of 1904 destroyed the earlier industrial sector. The Union Building was among the earliest warehouses constructed on Russell Square, the former Upper Canada College campus on King Street, west of Simcoe Street, marking the transition of the area from an institutional setting to an industrial precinct. Following the gradual departure of industries from King-Spadina in the decades after World War II, the Union Building was one of the warehouses converted to commercial uses as this section of King Street West became the heart of the city's Entertainment District.

The Union Building is historically, physically, visually and functionally linked to its setting on the northwest corner of King Street West and Simcoe Street, where it anchors the east end of a group of surviving early 20th century warehouses that share a complementary scale and appearance, most often with Edwardian Classical detailing. The Union Building adjoins two vintage warehouses to the west at #214 and #220 King, which were also developed for the Canadian General Electric Company and its subsidiaries. The Union Building and the neighbouring warehouses on King Street between Simcoe Street and John Street bookend the Royal Alexandra Theatre (1907), which is recognized as a National Historic Site.

Heritage Attributes

The heritage attributes of the property at 212 King Street West are:

- The original five-storey warehouse
- The scale, form and massing of the rectangular plan
- The brick cladding, and the brick, stone, terra cotta, metal and wood detailing
- The extended metal cornice with brackets and terra cotta marking the fifth-floor roofline (the sixth storey with the mansard roof is an addition)
- The cornices above the first floor and fourth storey
- The classical organization of the principal (south) façade, with a base, three-storey shaft, and an attic
- The first floor, with the banded brickwork, the round-arched openings with hood moulds and keystones, and the raised centrally-placed entrance in a stone surround with sidelights (the doors are not original)
- Protecting the south entry, the stone portico with paired columns, an entablature with triglyphs, and an ornate cartouche
- Above the first storey, the division of the shaft into three bays where terra cotta surrounds organize the flat-headed window openings with spandrel panels
- The attic storey, with single and three-part window openings that are separated by banding and incised panels with classical detailing
- The continuation of the fenestration and classical detailing from the south façade to the long east elevation on Simcoe Street, where the first bay on the south end projects and incorporates terra cotta surrounds

- On the west elevation, the first bay at the south end of the wall where the fenestration and classical treatment is repeated from the south façade
- The plaque, dating to 1929 and commemorating the area as the original location of Upper Canada College, which is mounted at the south end of the east elevation
- On the north (rear) wall on Pearl Street, the surviving classical pier

The sixth floor with the mansard roof is an addition that is not identified as a heritage attribute.

REASONS FOR DESIGNATION: 220 KING STREET WEST ATTACHMENT NO. 10
(STATEMENT OF SIGNIFICANCE)

Nicholls Building

Description

The property at 220 King Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. Located on the north side of King Street West between Simcoe Street and Ed Mirvish Way, the Nicholls Building (1910) is a six-storey warehouse that was listed on the City of Toronto Inventory of Heritage Properties in 1984.

Statement of Cultural Heritage Value

The property at 220 King Street was developed by Frederic Nicholls, a person of national significance in Canada. As a publisher, businessman, and politician, Nicholls assumed many roles, the most visible being his position as general manager of the Canadian General Electric Company, which was founded in the 1890s to manufacture electrical equipment. At the same time, Nicholls joined railway promoter William Mackenzie and entrepreneur (Sir) Henry Pellatt to form a private syndicate to provide electrical power generated at Niagara Falls to Toronto. While the formation of the publicly-owned Hydro-Electric Power Commission of Ontario ultimately ended the syndicate's role in power supply, Nicholls's involvement in the energy sector and other interests continued prior to his appointment to the Canadian Senate in 1917. Frederic Nicholls commissioned the self-named warehouse as the location of Factory Products Limited, a subsidiary of CGE that produced electrical supplies.

The Toronto architectural firm of Denison and Stephenson designed the Nicholls Building. The son of one of the city's founding families, Arthur R. Denison apprenticed with the Toronto architectural firm of Strickland and Symons before opening a solo practice. While Denison was well-versed in the design of all building types, he was noted for the commercial warehouses he devised beginning in the 1890s. Denison prepared the plans for the Nicholls Building during his partnership with George E. Stephenson near the end of his career.

The Nicholls Building is a well-crafted warehouse dating to the early 20th century that is distinguished by its Edwardian Classical styling and distinctive fenestration. As the narrowest of the group of warehouses constructed on the north side of King Street West between Simcoe Street and John Street, the recessed bay windows above the main entrance and, in particular, the multi-storey oriel window that projects from the east side elevation, are unique features that set the building apart from its neighbours.

Contextually, the Nicholls Building contributes to the character of the King-Spadina neighbourhood, which developed as the city's manufacturing centre following the destruction of the former industrial core in the Great Fire of 1904. The construction of the Nicholls Building on the south end of Russell Square, the original campus of Upper Canada College, continued the transition of the area from an institutional enclave to an industrial district. With the gradual departure of manufacturing interests from King-Spadina in the decades after World War II, the Nicholls Building was one of the warehouses converted to commercial uses as King Street, west of Simcoe Street, emerged as the heart of the city's Entertainment District.

The Nicholls Building is historically, physically, functionally and visually linked to its setting on King Street West, where it contributes to the collection of early 20th century warehouses, including the adjoining properties at #212 and #214 King that were also associated with the Canadian General Electric Company. With their complementary vintage, scale and early 20th century styling, primarily with Edwardian Classical features, the Nicholls Building and its neighbours on King Street West between Simcoe Street and John Street form an important group of heritage warehouses, and also bookend the Royal Alexandra Theatre, the National Historic Site at 260 King Street West.

Heritage Attributes

The heritage attributes of the property at 220 King Street West are:

- The six-storey warehouse
- The scale, form and massing of the long rectangular plan
- The red brick cladding, with textured and smooth stone applied to the base and for the decorative detailing
- The flat roofline, where the cornice has been altered
- The cornices extending above the first floor and fourth storey
- The classical organization of the principal (south) façade with a base, shaft and attic
- The two-storey three-bay base, where segmental-arched door and window openings are divided by stone piers and the main entry is inset in the left (west) bay
- On the three-storey shaft, the red brick piers that organize the flat-headed window openings with stone lintels in the second and third floors, including the recessed bay windows in the west bay, the segmental-arched window openings with hood moulds and keystones in the fourth storey, and the spandrels
- In the attic level, the round-arched openings with stone voussoirs that are placed between panelled pilasters with classical decoration
- On the east elevation, the four-storey oriel window with a decorated base at the south end of the wall, and the placement of the segmental-arched window openings with stone lintels and spandrels

REASONS FOR DESIGNATION: 266 KING STREET WEST ATTACHMENT NO. 11
(STATEMENT OF SIGNIFICANCE)

Reid Building

Description

The property at 266 King Street West (with convenience addresses of 268 and 270 King Street West) is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. The Reid Building is a complex of three buildings, with a five-storey warehouse (1904) at the northeast corner of King Street West and Ed Mirvish Way, a five-storey warehouse (1909) on the east side of Ed Mirvish Way, north of King Street West, and a five-storey warehouse on the north side of King Street West, east of Ed Mirvish Way (1913). The property was listed on the City of Toronto Inventory of Heritage Properties in 1984.

Statement of Cultural Heritage Value

The Reid Building is significant as one of the first industrial complexes developed on the north side of King Street, west of Simcoe Street, on the former Upper Canada College campus at Russell Square. The warehouse designed for the Featherbone Novelty Manufacturing Company in 1904 was acquired by the company's manager, Alexander T. Reid, who financed the two adjoining buildings. The 1913 warehouse was associated with the Toronto publishing house of McClelland and Stewart, which was founded in 1906 as McClelland, Goodchild and Stewart and subsequently occupied quarters at #266 King.

Historically, the property at 266 King Street West is also associated with Toronto businessman Edwin "Honest Ed" Mirvish (1914-2007), who revitalized King Street West with his restoration of the Royal Alexandra Theatre in the early 1960s. Over the following decades, Ed Mirvish Enterprises acquired many of the warehouses along the street, including the Reid Building, which was one of the first to house restaurants that attracted theatre patrons. After the revitalization of the Royal Alexandra and the conversion of the adjoining buildings, Roy Thomson Hall (1982) and the Princess of Wales Theatre (1993) opened on King Street West. Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way to honour the entrepreneur's contributions to the cultural life of the neighbourhood.

The Reid Building is linked to the practices of leading Toronto architectural firms of its era. The 1904 warehouse was designed by Toronto architect A. Frank Wickson, who was perhaps best known for his 1906 design (in association with Alfred A. Chapman) of the original Toronto Reference Library at College Street and St. George Street (more recently the Koffler Student Services Centre at the University of Toronto). While Wickson accepted commissions for all types of buildings, he was chosen to design the original

Reid Building following the completion of the Gillett Building (originally occupied by the Pure Gold Manufacturing Company, 1901) at #276 King, opposite the subject property.

The 1909 and 1913 additions to the Reid Building are associated with the architectural practice of Sproatt and Rolph. After gaining experience with many of Toronto's best-known firms, Henry Sproatt and Ernest Rolph formed a partnership in 1899 and, in the 35-year period that followed, designed numerous landmark buildings. Sproatt and Rolph were noted, in particular, for their designs on the University of Toronto campus, including Hart House and edifices for Victoria College (now Victoria University). Their extensive industrial portfolio involved projects for the T. Eaton Company, Christie, Brown and Company, and Neilson Chocolate Limited.

The Reid Buildings of 1904, 1909 and 1913 form a complex of warehouses that are united by their Edwardian Classical styling and high visibility at the northeast corner of King Street West and Ed Mirvish Way. While the adjoining warehouses on King Street West share a similar height, each structure is distinguished by its distinctive architectural detailing. The 1909 (north) addition on Ed Mirvish Way complements the original structure with its scale, brick cladding and detailing, and the pattern of the fenestration.

Contextually, the property at 266 King Street West contributes to the historical character of the King-Spadina neighbourhood as it developed after the Great Fire of 1904 as the city's new manufacturing sector. The Reid Building (1904) was among the first of the warehouses completed along King Street, west of Simcoe Street, on Upper Canada College's original campus at Russell Square, as the area evolved from an institutional enclave to an industrial precinct. With the gradual departure of manufacturing interests from King-Spadina in the decades after World War II, the Reid Building was one of the complexes converted to commercial uses as this section of King Street West became the centre of the city's Entertainment District

The Reid Building is historically, functionally, physically and visually linked to its setting on the north side of King Street West where it forms part of the collection of early 20th century warehouses between Simcoe Street and John Street. Anchoring the northeast corner of King Street West and Ed Mirvish Way, the Reid Building complements the neighbouring warehouses in historical vintage, scale and classical styling. On the east, the Reid Building (1913) overlooks the Royal Alexandra Theatre, which is a local landmark as well as a National Historic Site.

Heritage Attributes

The heritage attributes of the property at 266 King Street West are:

1904 warehouse (northeast corner of King Street West and Ed Mirvish Way)

- The warehouse that rise five stories above a raised base with window openings
- The scale, form and massing of the long rectangular plan with a flat roofline
- The brick cladding (now painted), and the brick, stone and wood detailing
- The division of the principal (south) facade into three bays by monumental piers that organize the door and window openings
- The pairs of flat-headed window openings in the first through the third floors, which are taller in the first storey, with corbelled detailing on the window surrounds
- In the fourth and fifth floors, the segmental-arched openings that contain three-part windows
- The raised entrance in the centre bay, which is placed in a stone surround, flanked by narrow window openings, and surmounted by an entablature
- On the west elevation facing Ed Mirvish Way, the symmetrical organization of the fenestration, where segmental-arched window openings are reduced in height in the upper stories

1909 warehouse (east side of Ed Mirvish Way, north of King Street West)

- The warehouse that rise five stories above a raised base with window openings
- The scale, form and massing of the long rectangular plan with a flat roofline
- The brick cladding (now painted), and the brick, stone and wood detailing
- On the west elevation facing Ed Mirvish Way, the symmetrical organization of the fenestration

1913 warehouse (north side of King Street West, east of Ed Mirvish Way)

- The warehouse, which is attached to the east wall of the 1909 Reid Building, and extends five stories over a raised base with window openings
- The scale, form and massing of the long rectangular plan beneath a flat roofline
- The brick cladding (now painted), with brick, stone and wood detailing
- The three-bay south façade, which is flanked by piers and contains an entrance and round-arched window openings with voussoirs and keystones in the first floor, and flat-headed window openings with flat arches and keystones in the upper stories
- On the east elevation, the symmetrical placement of the segmental-arched window openings

Gillett Building

Description

The property at 276 King Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. Located on the northwest corner of King Street West and Ed Mirvish Way, the Gillett Building comprises a four-storey warehouse (1901), which is adjoined on the west by a four-storey addition that was under construction in 1942. The site was listed on the City of Toronto Inventory of Heritage Properties in 1984.

Statement of Cultural Heritage Value

The Gillett Building (1901) is notable as the first of the commercial warehouses completed on the former Upper Canada College grounds on King Street West between Simcoe Street and John Street. Commissioned by the Pure Gold Manufacturing Company, producers of baking powder and other food products, the site was acquired in 1904 by the E. W. Gillett Company, which also made baking ingredients and moved to this location after the Great Fire destroyed its previous factory. By World War I, the Russell Motor Car Company occupied the premises and, following the conflict, the Dominion Government's Custom House was located in the building. The complex was extended in 1942-43 with the completion of the west warehouse for the James Morrison Brass Manufacturing Company.

Historically, the property at 276 King Street West is also associated with Toronto businessman Edwin "Honest Ed" Mirvish (1914-2007), who revitalized King Street West with his restoration of the Royal Alexandra Theatre in the early 1960s. Over the following decades, Ed Mirvish Enterprises acquired many of the warehouses along the street, including the Gillett Building, converting most to restaurants that attracted theatre patrons. Following the revitalization of the Royal Alexandra and the conversion of the adjacent buildings, Roy Thomson Hall (1982) opened on the south side of King Street, and Ed Mirvish Enterprises commissioned the Princess of Wales Theatre (1993) at 300 King Street West. Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way in recognition of the entrepreneur's contribution to the cultural life of the neighbourhood.

The original Gillett Building (1901) was designed by Toronto architect A. Frank Wickson, during the decade he practiced alone before entering a partnership with A. H. Gregg. Prior to accepting the commission for this site, Wickson had gained experience in industrial design with his former partner, Norman B. Dick, when the pair prepared the plans for the series of warehouses for the Rawlinson Company on St. Joseph Street, west

of Yonge Street. The successor firm of Wickson and Gregg received a second project for the E. W. Gillett Company in 1906, a time when the firm was completing one of their best known works, the former Toronto Reference Library at College Street and St. George Street (in association with architect Alfred Chapman). Directly west of the 1901 edifice, the project for the west warehouse (1942) was awarded to Scottish-born architect, Murray Brown, who was reputed for his modern designs for bank branches, movie theatres and municipal buildings, including Postal Station K in North Toronto, which is a recognized heritage site.

While the Gillett Building (1901) is a representative example of an early 20th century warehouse with Edwardian Classical styling, it is distinguished architecturally by its classical styling and its distinctive fenestration, with tracery highlighting the round-arched window openings that crown the south facade. The west warehouse (1942) stands out on King Street with its unabashedly modern design, where the architect applied a grid-like pattern to incorporate the large-scale industrial windows. While the parts of the complex were designed in different periods, they complement one another with their shared scale.

Contextually, the Gillett Building contributes to the historical character of the King-Spadina neighbourhood, which emerged as the city's new manufacturing centre after the Great Fire of 1904. The Gillett Building was the first in the series of early 20th century warehouses built on Russell Square, the former campus of the Upper Canada College, as the area evolved from an institutional precinct to the industrial sector. Following the departure of manufacturing interests from King-Spadina in the decades after World War II, the Gillett Building was one of the warehouses converted to commercial uses as King Street, west of Simcoe, emerged as the heart of the city's Entertainment District.

The Gillett Building is linked visually, functionally, physically and historically to its setting on the northwest corner of King Street and Ed Mirvish Way, where it is part of the collection of surviving early 20th century warehouses in the extended block that share a complementary scale and appearance, many with Edwardian Classical styling. With the neighbouring warehouses, the Gillett Building provides a bookend to the Royal Alexandra Theatre, the National Historic Site at 260 King Street West.

Heritage Attributes

The heritage attributes of the property at 276 King Street West are:

1901 warehouse (northwest corner of King Street West and Ed Mirvish Way)

- The warehouse that rises four stories above a raised base with window openings
- The scale, form and massing of the long rectangular plan
- The brick cladding (now painted), and the brick and stone detailing
- The cornices, with one marking the flat roofline and another dividing the attic storey

- The classical organization of the principal (south) façade with a base, shaft and attic
- The south façade, which is organized into three bays with a projecting centre section
- In the centre bay, the classical detailing of the lower storey where piers support the entablature that extends above the central door and the large segmental-arched window openings flanking it
- The main entrance, which is raised and recessed in a segmental-arched door surround with double doors and a transom
- Protecting the entry, the classically-detailed Tuscan portico with stone columns and an arched pediment
- Above the entry in the centre bay, the flat-headed window openings in the second and third floors, which are arranged individually and in pairs, and the round-arched window openings in the attic level that incorporate pairs of round-arched window openings and circular tracery
- In the outer bays, the placement of single segmental-arched windows in the lower floors, with round-arched openings in the attic storey
- On the long east elevation facing Ed Mirvish Way, the symmetrical placement of the fenestration, which combines flat-headed, segmental-arched and round-arched openings

1942 warehouse (north side of King Street West, west of Ed Mirvish Way)

- The warehouse extending four stories above a raised base with window openings to a flat roofline
- The scale, form and massing of the long rectangular plan
- The brick cladding and trim (now painted)
- The principal (south) façade, which projects slightly south of the 1901 warehouse to its east and features a grid-like organization of large-scale flat-headed window openings that are reduced in height from the first to the fourth stories
- The east elevation, where only the southernmost bay is exposed, which incorporates an entry at the basement level

REASONS FOR DESIGNATION: 284 KING STREET WEST ATTACHMENT NO. 13
(STATEMENT OF SIGNIFICANCE)

Anderson Building

Description

The property at 284 King Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. Located on the north side of King Street West between Ed Mirvish Way and John Street, the Anderson Building (1915) is a five-storey warehouse that was listed on the City of Toronto Inventory of Heritage Properties in 1984.

Statement of Cultural Heritage Value

The architectural significance of the Anderson Building comes from its application of terra cotta in combination with an exuberant Edwardian Classical design. The Anderson Building is a rare surviving example of a commercial warehouse with terra cotta cladding in Toronto where, because of the fragility of the material, relatively few examples remain, as documented in the book Terra Cotta: artful deceivers (1990, 94).

The design of the Anderson Building was executed by Scottish-born architect William Fraser, who gained attention in Glasgow when he won a competition in 1896 for a memorial commemorating the centenary of poet Robert Burns' death. In Canada, Fraser was invited to join the firm of George M. Miller and Company, a practice best known for its projects for the influential Massey family. Fraser assisted Miller with the commission for the highly visible Confederation Life Building on Richmond Street East before he was selected by the Canadian government as one of the practitioners overseeing the reconstruction of Halifax after the infamous explosion of 1917. While Fraser specialized in educational buildings after opening a solo practice in 1911, one of his most prominent commissions was for the Anderson-Macbeth Company.

Historically, the property at 284 King Street West is also associated with Toronto entrepreneur Edwin "Honest Ed" Mirvish (1914-2007), who revitalized King Street West with his restoration of the Royal Alexandra Theatre in the early 1960s. Over the following decades, Ed Mirvish Enterprises acquired many of the warehouses along the street, including the Anderson Building, converting them to commercial uses that attracted theatre patrons. Following the revitalization of the Royal Alexandra, Roy Thomson Hall (1982) opened on the south side of King Street, and Ed Mirvish Enterprises commissioned the Princess of Wales Theatre (1993) at 300 King Street West. Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way in recognition of the entrepreneur's contributions to the cultural life of the neighbourhood.

Contextually, the Anderson Building contributes to the historical character of the King-Spadina neighbourhood, which developed as the city's industrial sector following the destruction of the existing manufacturing district in the Great Fire of 1904. Commissioned by the Anderson-Macbeth Company, hat producers, the Anderson Building is part of the collection of surviving early 20th century warehouses that were built on Russell Square, which evolved from an institutional precinct housing the original Upper Canada College to an industrial enclave. Following the departure of manufacturing interests from King-Spadina in the decades after World War II, the Anderson Building was one of the warehouses converted to commercial uses as King Street, west of Simcoe, evolved as the centre of the city's Entertainment District.

The Anderson Building is physically, functionally, visually and historically linked to its setting on King Street West, where it is an integral member of the surviving group of warehouses between Simcoe Street and John Street that share a complementary scale and appearance, with primarily Edwardian Classical styling. Together with the neighbouring warehouses, the Anderson Building provides a bookend for the Royal Alexandra Theatre at #260 King, which is recognized as a National Historic Site.

Heritage Attributes

The heritage attributes of the property at 284 King Street West are:

- The five-storey warehouse
- The scale, form and massing of the long rectangular plan
- The glazed terra cotta, which is applied for the cladding and trim on the south facade
- The organization of the principal (south) façade into three bays with corner pavilions that extend above the flat roofline
- The cornice with modillion blocks along part of the south roofline, as well as the dentilled cornice above the first floor
- In the first storey, the flat-headed openings, with three tall windows centered between entrances with classically detailed surrounds, with a name band incorporated above the east (right) entry
- The symmetrical placement of the fenestration in the second through the fifth floors, with flat-headed window openings, apart from a trio of round-arched openings in the centre of the fourth storey
- The decorative detailing, with the shaped spandrel panels, the keystones and imposts on the round-arched window openings, the colonnettes separating the attic windows and, on the corner pavilions, the triangular pediments and other classical embellishments

Eclipse Whitewear Building

Description

The property at 322 King Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. Located on the northeast corner of King Street West and John Street, the Eclipse Whitewear Building is a four-storey factory (1903) that was listed on the City of Toronto Inventory of Heritage Properties in 1984.

Statement of Cultural Heritage Value

The Eclipse Whitewear Building is significant as one of the earliest warehouses constructed on the former Upper Canada College campus on Russell Square, where the company produced children's and ladies' underwear for over half a century.

The property at 322 King Street West is connected historically with the architectural firms that designed and restored the building. The original plans were prepared by the Toronto architectural firm of Gregg and Gregg, headed by brothers William Rufus Gregg and Alfred Holden Gregg, who executed many well-known buildings both in partnership and working with other practitioners. In 1970, the Eclipse Whitewear Building was acquired by two internationally significant architects, South African-born A. J. (Jack) Diamond and American Barton Myers, who refurbished the warehouse for the firm's offices during their short-lived partnership.

Following the property's restoration by Diamond and Myers, it was acquired by Toronto entrepreneur Edwin "Honest Ed" Mirvish (1914-2007), who revitalized King Street West with his restoration of the Royal Alexandra Theatre in the early 1960s. Over the following decades, Ed Mirvish Enterprises acquired many of the warehouses along the street, including the Eclipse Whitewear Building, converting them to commercial uses that served the patrons of the Royal Alexandra Theatre. After the revitalization of the Royal Alexandra, Roy Thomson Hall (1982) opened on the south side of King Street, and Ed Mirvish Enterprises commissioned the Princess of Wales Theatre (1993) at 300 King Street West. Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way in recognition of the entrepreneur's contributions to the cultural life of the neighbourhood.

While the Eclipse Whitewear Building is characteristic of the early 20th century warehouses of its vintage, it stands out with its Edwardian Classical detailing and repetition of the round-arched motif in the south entrance and the arcade of window openings above it and along the John Street elevation.

Contextually, the Eclipse Whitewear Building contributes to the historical character of the King-Spadina neighbourhood, which developed as the city's new manufacturing sector after the Great Fire of 1904. By World War I, the former Upper Canada College campus at Russell Square on King Street, west of Simcoe Street, was transformed from an institutional precinct to an industrial enclave of warehouses, including the Eclipse Whitewear Building at the west end of the block. Following the departure of industries from King-Spadina in the decades after World War II, the Eclipse Whitewear Building was converted to commercial uses as this section of King Street West became the core of the city's Entertainment District.

The Eclipse Whitewear Building is visually, functionally, historically and physically linked to its surroundings on King Street West where it anchors the northeast corner of John Street. As a collection of surviving early 20th century warehouses that share a complementary scale and styling, primarily with Edwardian Classical features, the Eclipse Whitewear Building and its neighbours bookend the Royal Alexandra Theatre, a National Historic Site at 260 King Street West.

Heritage Attributes

The heritage attributes of the property at 322 King Street West are:

- The four-storey warehouse with a raised base with segmental-arched window openings
- The scale, form and massing of the long rectangular plan
- The brick cladding (now painted), and the brick, stone and wood detailing
- The cornice dividing the lower storey from the upper floors, and the corbelled brickwork along the flat roofline
- The organization of the principal (south) façade into three bays, with the projecting centre section
- The main entrance, which is elevated in the centre of the first floor and protected by a classically-detailed round-arched hood supported on columns with a name band (restored) above
- The secondary entrance in the outer (east) bay, which is protected by a round-arched hood and surmounted by a transom window
- The fenestration in the centre section and outer bays, combining flat-headed openings in the first floor, segmental-arched openings in the second and third stories and, in the upper floor, round-arched openings with corbelled brick detailing
- The piers organizing the window openings in the upper stories
- On the west elevation on John Street, the symmetrical placement of the fenestration with segmental-arched openings
- The commemorative plaque for the original Toronto General Hospital (situated northwest of King Street West and John Street in the early 19th century), which is mounted at the west end of the south wall

Royal Alexandra Theatre

The Revised Reasons for Designation are intended to replace the Reasons for Designation in By-law No. 512-75 to describe the property's cultural heritage values and attributes as required by the 2005 amendments to the Ontario Heritage Act.

Description

The property at 260 King Street West is designated under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value. Located on the north side of King Street West between Simcoe Street and Ed Mirvish Way, the Royal Alexandra Theatre (1907) is a theatre complex. Commemorated by the Government of Canada as a National Historic Site, the Royal Alexandra Theatre is also recognized on the Canadian Register of Heritage Properties. The site was listed on the inaugural City of Toronto Inventory of Heritage Properties in 1973, and was among the first properties in the City of Toronto designated under Part IV, Section 29 of the Ontario Heritage Act by By-law No. 512-75 in 1975.

Statement of Cultural Heritage Value

Design or Physical Value

The Royal Alexandra Theatre is a rare example of an early 20th century theatre with Beaux-Arts inspired styling that displays a high degree of craftsmanship and technical achievement. Recognized as one of a select number of "New York style" theatres built in Canada, its design was purportedly inspired by the New Amsterdam Theatre. The interior features an elaborate decorative program reflecting the Louis XVI style, based on late 18th century Neoclassicism and drawn from Greek and Roman architecture.

The property demonstrates technical achievement as one of the original "fireproof" theatres in North America using hollow clay tile partitioning and floor construction. To improve sightlines and acoustics, the interior columns were eliminated, the balcony and gallery (now known as the upper balcony) cantilevered, and the floors steeply raked. When constructed, ice was stored beneath the auditorium to assist in cooling the premises, purportedly making the Royal Alexandra the first "air conditioned" theatre in Canada.

Historical or Associative Value

The Royal Alexandra Theatre is important to the City of Toronto and beyond as an institution intimately linked with the social history of Canada through the development of its theatrical arts. Originally designed to host touring productions from London's West End and New York's Broadway, over the last century the Royal Alexandra has offered a

succession of over 3000 live theatrical performances, ranging from opera and ballet to musical comedies and drama. The stage has welcomed local and internationally revered performers, including Mary Pickford, Anna Pavlova, Al Jolson and Edith Piaf. Following its restoration by Ed Mirvish Enterprises, the facility has served as the setting for Canadian works and productions, as well as co-productions with national and international artistic companies. The Royal Alexandra is known as the oldest legitimate theatre in continuous operation in North America.

The Royal Alexandra is linked to people who are identified with the commercial and cultural development of Toronto. The theatre was commissioned by a syndicate headed by Cawthra Mulock, a successful businessman from an important political family (his father, Sir William Mulock, served as Canada's Post Master General) who was dubbed "Toronto's youngest millionaire." In 1963, Toronto entrepreneur and philanthropist, Edwin Mirvish (1914-2007), rescued the theatre from potential demolition. Identified with his well-known department store, "Honest Ed's," Mirvish refurbished the Royal Alexandra, engaging noted designer Herbert Irvine to restore the Edwardian interiors. In recognition of Mirvish's contributions to the cultural life of the King-Spadina neighbourhood, where his company refurbished many of the early 20th century warehouses, Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way.

The Royal Alexandra Theatre also reflects the practice of the important Toronto architect John M. Lyle (1872-1945). Following training at the Ecole des Beaux Arts in Paris, Lyle worked with architectural firms in New York City, including Carrere and Hastings who received commissions in Toronto and were involved as consultants in the planning stages for the Royal Alexandra. With the success of this project, Lyle opened a solo practice in Toronto and developed a successful career that included local landmarks like Union Station (as part of an architectural team) and the Runnymede Library.

Historically, the Royal Alexandra Theatre features a famous interior mural entitled "Venus and Attendants Discovering the Sleeping Adonis (or Aphrodite)", executed by Canadian painter Frederick Sprouston Challener (1869-1959). A graduate of and teacher at the Ontario College of Art, Challener was a founder of the Society of Mural Decorators. Among Challener's best known projects are murals at the Ontario Legislature, King Edward Hotel and Ottawa's Chateau Laurier, as well as works for "The Canadian War Memorials," the Canadian government's official war art program commemorating World War I.

Contextual Value

The Royal Alexandra Theatre is a landmark in Toronto. Based in part on the successful rejuvenation of the Royal Alexandra Theatre and the adjoining buildings on the north side of King Street West, in 1982 Roy Thomson Hall was completed across the street as the performance venue for the Toronto Symphony Orchestra and Mendelssohn Choir. In the early 1990s, Ed Mirvish Enterprises commissioned the Princess of Wales Theatre on King Street, west of the Royal Alexandra Theatre. As a result, the section of King Street

between Simcoe Street (east) and John Street (west) became the centre of the City's Entertainment District.

Heritage Attributes

The heritage attributes on the **exterior** of the property at 260 King Street West are:

- The theatre complex
- The steel-framed structure with stone and brick cladding and detailing
- The scale, form and massing
- The plan, which is organized into three parts with an entrance block with the reception and administration areas at the front (south), a central auditorium, and a fly tower with staging facilities to the rear (north)
- The two-storey entrance block where the south wall is organized into three parts with side wings (the second stories on the wings are additions) and decorated with brick quoins, stone keystones and cornices
- The main entrance, which is centered and recessed in the lower wall and has three sets of double doors with wood frames and multi-paned transoms in decorative pressed metal surrounds
- Flanking the entry, the flat-headed window openings containing double multi-paned sash windows with voussoirs and keystones
- The marquee above the entry, with a sign reading "ROYAL ALEXANDRA THEATRE" (the marquee is not original but has been in place for over 40 years)
- In the second storey of the entrance block, the French doors, the intricate classical detailing, and the cornice supporting a stepped parapet with a balustrade, cartouche and inscription, "ROYAL ALEXANDRA"
- Covering the entrance block, the mansard roof with segmental-arched dormers
- The side walls (east and west) of the entrance block, which feature stone cladding and, in the lower floor, flat-headed classically-detailed window openings
- Behind the entrance block, the auditorium where the exposed portion of the south façade and the side (east and west) elevations have brick cladding, dentilled cornices, and a parapet that is stepped on the south end
- Rising at the rear (north) end of the complex, the fly tower, which has brick cladding on all elevations with cornice detailing

The door and segmental-arched window openings on the rear (north) wall are not identified as heritage attributes.

The heritage attributes on the **interior** of the property at 260 King Street, and found in the main-floor lobby and foyer (with offices and lounges on either side), the auditorium with its orchestra level, balcony, gallery and stage, and the lounges on the second floor and below the auditorium, are:

- The richly embellished materials, with walnut, marble, plaster, tile and metal finishes, and details drawn from Classical architecture

- The lobby located inside the south entrance doors, with the ticket windows, coved ceiling, and the floor with the initials “RA”
- Flanking the lobby, the box office and interior offices on the east and the lounges on the west, which were altered during the 1963 renovations and have wood wainscoting and surrounds, plaster cornice mouldings and, in the Queen Anne Room (west), a fireplace
- Separating the lobby from the foyer to the north, the wood doors and transoms with glazing
- In the foyer, the plaster cornice mouldings, the wood doors and panelling and, on the east and west sides, the staircases leading to the promenade level
- On the second floor, the lounge with the Classically-inspired detailing beneath a coved ceiling
- Behind (north of) the foyer, the auditorium, which is organized into three parts with the orchestra, balcony and gallery (or upper balcony) under coved ceilings with mouldings
- The side walls (east and west) in the auditorium, which display wood wainscoting and double doors (the hardware on the emergency access doors is original)
- At the north end of the auditorium, the stage that is outlined by a proscenium arch with curved corners and mouldings with figural and floral images.
- Surmounting the proscenium arch, the large painted and framed mural depicting a meeting between the Greek and Roman personifications of love
- Flanking the stage, the four private box seats that are arranged in two tiers and surmounted by painted decoration incorporating the words “COMEDY” (east) and “TRAGEDY” (west)
- The mouldings along the edges of the box seats, balcony and gallery where elaborate the Classical imagery includes theatrical masks, musical instruments and the initials “RA”
- Beneath the auditorium, the lower-level lounge (is a later addition that complements the original design) with the panelling, mouldings, cornices and ceiling treatment

The seating configuration and seats in the auditorium are not included as heritage attributes. The shallow area behind the stage is divided into two levels of anterooms that contain no heritage attributes. On the interior of the building, the fixtures are replacements that are not identified as heritage attributes.

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



UNION BUILDING
212 KING STREET WEST, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

July 2010

1. DESCRIPTION



Illustration, Canadian General Electric Building, now known as the Union Building
(Source: Toronto Historical Board Collection)

212 King Street West: Union Building/Canadian General Electric Building (1908)	
ADDRESS	212 King Street West (northwest corner of Simcoe Street)
WARD	Ward 20 (Trinity-Spadina)
LEGAL DESCRIPTION	Plan 223E, Part Block D
NEIGHBOURHOOD/COMMUNITY	King-Spadina
HISTORICAL NAME	Union Building
CONSTRUCTION DATE	1908
ORIGINAL OWNER	Canadian General Electric Company
ORIGINAL USE	Commercial (offices and warehouse)
CURRENT USE*	Commercial (restaurant and offices) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	Darling & Pearson, architects
DESIGN/CONSTRUCTION/MATERIALS	Brick and stone cladding; brick, stone, wood, metal & terra cotta trim
ARCHITECTURAL STYLE	Edwardian Classicism
ADDITIONS/ALTERATIONS	1953: bridge connecting #212 & #214 King; 1950s, 1970s & 1980s: alterations to entrances
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	July 2010

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 212 King Street West, 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
1902 Apr	The Canadian General Electric Company's acquisition of part of the former Upper Canada College campus on King Street, west of Simcoe Street, is announced in <u>The Toronto Daily Star</u>
1902 May	According to land records, University of Toronto trustees ¹ sell the property at the northwest corner of King Street West and Simcoe Street to the Canadian General Electric Company in a transaction that remained unregistered until December 1903
1904 Aug	CGE is first recorded in the tax assessment rolls as the owner of vacant property on the north side of King Street, west of Simcoe Street
1907 Apr	The <u>Contract Record</u> announces the pending construction of a five-storey building on the subject property
1907 July	CGE applies for a building permit for its new office building according to newspaper reports
1908 Aug	An "unfinished building" owned by the Industrial Realty Company of Canada, a subsidiary of the Canadian General Electric Company, at the northeast corner of King and Simcoe is recorded in the City's tax assessment rolls
1908 Dec	The new Canadian General Electric Company Building, designed by architects Darling and Pearson, is profiled in the December 1908 issue of <u>Construction</u> magazine
1912	The Canadian General Electric Company Building is first illustrated on Goad's Atlas for 1910 updated to 1912
1973	Now known as the Union Building, the site is listed on the inaugural City of Toronto Inventory of Heritage Properties

ii. HISTORICAL BACKGROUND

King-Spadina Neighbourhood

The property at 212 King Street West is part of the King-Spadina Neighbourhood, the area that developed north of Front Street West between Simcoe Street and Bathurst Street, with King Street West and Spadina Avenue as its major commercial arteries. The origins of the district date to the late 18th century after the founding of the Town of York and the extension of that community westward as New Town. In the early 1800s, the relocation of the Provincial Legislature (Third Parliament Buildings, 1829-32) to Simcoe

¹ The lands were the original location of Upper Canada College, which was founded as a private boys' school in 1829 and, eight years afterward, placed under the control of King's College, the forerunner to the University of Toronto

Place on Front Street West was accompanied by high-end residential development that drew community leaders to the neighbourhood.² Founded in 1829, two years later Upper Canada College opened an expansive campus on Russell Square, the tract on the north side of King Street West, west of Simcoe Street. After the private boys' school moved to its present site on Lonsdale Road in 1891, representatives of the University of Toronto (which formed the College's Board of Governors) organized the subdivision and sale of the original property.

In the early 20th century when the Great Fire of 1904 destroyed the existing manufacturing district along Front Street near Bay Street, Toronto's industrial sector was relocated to the King-Spadina neighbourhood. The area was chosen for its proximity to the city centre, the availability of streetcar service for workers, and the presence of the steam railways, which had arrived in Toronto in the mid 1800s and constructed tracks and shipping facilities. The evolution of King-Spadina in the late 19th and early 20th centuries can be traced on the Goad's Atlases, extracts from which are included in Section 6 of this report.

Despite the upheavals of the Great Depression of the 1930s followed by World War II, King-Spadina remained an active industrial area until the 1950s when the combination of large tracts of land, lower taxes and new highways for truck transport drew manufacturers to Toronto's suburbs. Although the clothing industry continued its dominance in the neighbourhood (which was later dubbed the Fashion District) many of the former warehouses stood vacant as the area's industrial zoning restricted other uses.³ The revitalization of King Street, west of Simcoe began in the 1960s when Toronto entrepreneur Edwin "Honest Ed" Mirvish restored the Royal Alexandra Theatre and converted many of the adjoining warehouses into eating establishments that served the theatre's patrons. By the close of the 20th century, Roy Thomson Hall (1982) and the Princess of Wales Theatre (1993) opened on this section of King Street West, which was named Toronto's Entertainment District.

Union Building/Canadian General Electric Company Building

The building at 212 King Street West was commissioned by the Canadian General Electric Company Limited, which was founded in 1892 to consolidate the Canadian operations of a number of international conglomerates that generated and supplied electricity and produced electrical equipment. By 1895, the company's Canadian investors had assumed majority control. The newly constituted operation was headquartered in Toronto, where its first major undertaking was the supply of energy to the Toronto Railway Company, operators of the city's first electric-powered transit system. During Canadian General Electric's formative years, the company was headed

² The institutional character of the area continued through the 19th century with Government House, the official residence of the Lieutenant-Governor of Ontario, completed in 1870 on the southwest corner of King Street West and Simcoe Street, opposite Upper Canada College

³ In 1996, the former City of Toronto adopted the King-Spadina Part II Plan, which relaxed land-use controls in the neighbourhood

by Frederic T. Nicholls, a businessman, publisher and politician who was a pioneer in Ontario's energy industry.

In April 1902, The Toronto Daily Star reported that “the Canadian General Electric Company has bought a section of the old Upper Canada College grounds, and will erect a fine large building on the corner of Simcoe and King streets (sic).”⁴ No building activity occurred on the site until the summer of 1907, when the July 24th edition of the same newspaper noted that the company had applied for a building permit to erect a five-storey office building on the subject property. The premises were described as “recently completed” when the site was photographed and profiled in the December 1908 edition of Construction magazine.

Beginning in 1908, the City Directories recorded the Canada Foundry Company as the principal occupant of the new building. A subsidiary of Canadian General Electric, the Canada Foundry Company had its manufacturing complex on Lansdowne Avenue, south of Davenport Road, but apparently retained offices on King Street until the World War I era. This coincided with Canadian General Electric's construction of the neighbouring office building and warehouse at 214 King Street West in 1917, with the company and another of its subsidiaries, Canadian Allis-Chalmers Limited, occupying both structures.

Canadian General Electric retained the property at #212 King until the mid 1950s. Following the refurbishment of the nearby Royal Alexandra Theatre (1907) in the early 1960s, the Canadian General Electric Building and the other warehouses in the block attracted commercial tenants that catered to theatre patrons. The site is more recently known as the Union Building.⁵

Darling and Pearson, Architects

The Toronto architectural partnership of Darling and Pearson designed the Canadian General Electric Company Building (1908). The firm's principal, Frank Darling (1850-1923) was educated in Toronto where he apprenticed with the noted Toronto architect Henry Langley. Beginning in 1869, Darling worked in the offices of the preeminent English architects George Edmund Street and Sir Arthur Blomfield, who were both regarded for their designs in the popular High Victorian Gothic style of the era. Darling returned to Canada in 1873 and, apart from a brief solo period in the late 1870s, worked with a series of associates for the remainder of his career. All of his partnerships benefited from Darling's role as official architect for Trinity College, the commissions from the Anglican Diocese he received as the son of a well-known Toronto clergyman, and his long affiliation with the Bank of Montreal and the Bank of Commerce (forerunner to the Canadian Imperial Bank of Commerce). In the 1880s, when Darling shared a practice with Samuel Curry, their employees included English-born architect John Pearson (1867-1940). Pearson's work on the Victoria Hospital for Sick Children (1889,

⁴The Toronto Daily Star (April 29, 1902),9

⁵ The CGE Building at 214 King Street West was designated under Part IV, Section 29 of the Ontario Heritage Act by By-law No. 1230-2007

the College Street predecessor to today's Hospital for Sick Children) purportedly resulted in his elevation to full partner, along with colleague Henry Sproatt. The firm was renamed Darling and Pearson in 1897. While Darling and Pearson's best-known commissions included city's first skyscrapers at Yonge and King, the Toronto General Hospital's College Street Wing, and the Royal Ontario Museum, the Canadian General Electric Building on King Street West was mentioned among his commissions of note in the tributes that followed Darling's death in 1923.

iii. ARCHITECTURAL DESCRIPTION

The Union Building is designed with features of Edwardian Classicism applied to an early 20th century warehouse. Its appearance is the result of the developments of the previous century, when new technologies, specifically steel frame construction and elevators, allowed buildings to grow increasingly taller. These advancements were coupled with the influence of the Chicago's World Columbian Exposition of 1893, which featured the "White City" of Beaux-Arts inspired and classically-detailed buildings. By the close of the 1800s, office buildings and warehouses hid their structural components and, in the case of manufacturers, production facilities behind facades that were embellished with classical elements. Edwardian Classicism emerged as the prevalent style in Canada, when it was particularly favoured for commercial and public buildings in the period leading up to World War I.⁶ In Toronto, this turning away from the architectural excesses of the Victorian era in favour of the dignified elegance and order of Edwardian Classicism coincided with the Great Fire of 1904, which provided an opportunity for architects to apply the style in the new manufacturing district. Edwardian Classicism is exhibited in the design of the Union Building, where the principal façade and the adjoining elevations follow a tripartite with a base, shaft and cornice inspired by the classical column. The contemporary elements of the building are found in the ample fenestration (a characteristic of both the style and the era)⁷ and its rare application of terra cotta for the decorative detailing.

Originally rising five stories, the Union Building has a long rectangular plan with the narrow end forming the principal (south) façade on King Street West (the mansard roof containing the sixth floor was added in 1985⁸). The fifth-floor roofline is marked by an elaborate metal and terra cotta cornice with brackets. Above the first-floor base that features channelled brickwork, the shaft displays terra cotta detailing. On the south façade, the main entrance is raised and centrally placed in a stone surround with sidelights (the doors are not original). A classically-detailed portico with paired columns, an entablature with triglyphs, and an elaborate cartouche protects the entrance, which is flanked by rounded-arched window openings with stone hood moulds and keystones. The three-storey shaft contains flat-headed window openings that are placed individually and in trios with spandrel panels. In the centre of the wall, the windows are framed in terra cotta surrounds. The attic storey displays banded brickwork, with classically-

⁶ Maitland, 121

⁷ Blumenson, 166

⁸ Building Records, City of Toronto, #225057

detailed incised panels separating the window openings. The combination of the fenestration and classical motifs is continued on the east elevation facing Simcoe Street and in the south bay of the west wall. A plaque, dating to 1929 and commemorating the history of Upper Canada College, is mounted on the east elevation. On the rear (north) wall facing Pearl Street, a pier with carved initials is a surviving element from earlier construction.⁹

iv. CONTEXT

The property at 212 King Street West is located on the northwest corner of Simcoe Street. It anchors the east end of the block between Simcoe Street and Ed Mirvish Way (formerly Duncan Street between King Street West and Pearl Street) where it adjoins the Canadian General Electric Building (1917) at #214 King and the Nicholls Building (1910) at #220 King. The Union Building at #212 King overlooks St. Andrew’s Presbyterian Church (1884) on the southeast corner of King and Simcoe, and faces Roy Thomson Hall (completed 1982) near the southwest corner of the intersection. The latter properties, along with the neighbouring Canadian General Electric Building (1917) at #214 King and the Roy Alexandra Theatre (1907) at #260 King, are designated under Part IV, Section 29 of the Ontario Heritage Act.

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.

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

Representative of a Style and Type with a Rare Material that Displays a High Degree of Craftsmanship – While the Union Building at 212 King Street West is typical of the early 20th century warehouses in the King-Spadina neighbourhood in its application of the Edwardian Classical style, it is distinguished by its high degree of craftsmanship. The richly embellished classical detailing, particularly the monumental cornice and distinctive entrance portico, is combined with rare terra cotta finishes. As

⁹ The location of this pier is shown on the Goad’s Atlases for 1912 and 1923 (both revised from 1910) that are included in Section 6

identified in the book, Terra Cotta: artful deceivers, the Union Building is one of a select number of surviving edifices in Toronto exhibiting terra cotta.¹⁰

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X
ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	NA
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	X

Organization and Person - The Union Building is historically associated with an organization and person of national importance. The warehouse was commissioned by the Canadian General Electric Company, which was founded in the late 19th century to manufacture and distribute electrical equipment during the period when electrical power was first generated for commercial and residential use. Canadian General Electric grew in stature as it acquired a number of subsidiaries, and its first general manager, Frederic Nicholls, was appointed to the Canadian Senate in recognition of his work in Ontario’s early energy sector. The Union Building was originally occupied by the Canada Foundry company, a subsidiary of CGE that produced structural steel products.

Architect – The notable Toronto architects Darling and Pearson prepared the plans for the Union Building for the Canadian General Electric Company during their partnership of nearly 30 years. As the designers of many of the city’s landmark buildings, including the Royal Ontario Museum, the Toronto General Hospital’s College Street Wing, and the head offices of the Canadian Bank of Commerce and the Bank of Montreal (in Toronto), Frank Darling was recognized as the first citizen of a British Dominion to receive the Royal Institute of British Architect’s Gold Medal, while his partner, John Pearson, was the inaugural Canadian architect to accept an honorary Doctorate in Architecture from the University of Toronto. The pair’s plans for the Canadian General Electric Company’s head office at #212 King helped set the standard for the classically-embellished warehouses that appeared on King Street West in the early 20th century.

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 – Contextually, the property at 212 King Street West contributes to the historical character of the King-Spadina neighbourhood that emerged as the city’s manufacturing centre after the Great Fire of 1904 destroyed the earlier industrial sector. The Union Building was among the earliest warehouses constructed on Russell Square, the former Upper Canada College campus on King Street, west of Simcoe Street, marking the transition of the area from an institutional setting to an industrial precinct.

¹⁰ Terra Cotta: artful deceivers, 87

Following the gradual departure of industries from King-Spadina in the decades after World War II, the Union Building was one of the warehouses converted to commercial uses as this section of King Street West became the heart of the city's Entertainment District.

Surroundings – The Union Building is historically, visually, physically and functionally related to its surroundings in the King-Spadina neighbourhood where it anchors the east end of the group of surviving early 20th century warehouses that share a complementary scale and appearance, most often with Edwardian Classical detailing. With its position on the corner of Simcoe Street, the Union Building adjoins two vintage warehouses to the west at #214 and #220 King, which were also developed for the Canadian General Electric Company and its subsidiaries. The Union Building and the neighbouring warehouses on King Street between Simcoe Street and John Street flank the Royal Alexandra Theatre (1907) at #260 King, which is a National Historic Site and a local landmark.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 212 King Street West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value. Anchoring the northwest corner of King Street West and Simcoe Street, the Union Building (1908) is a well-crafted early 20th century warehouse that is distinguished by its Edwardian Classical styling and terra cotta finishes. The property is associated historically with one of Canada's most recognized companies that contributed to the development of the country's energy sector and was led during its formative years by entrepreneur and politician Frederic Nicholls, as well as the notable Toronto architectural firm of Darling and Pearson, which prepared the plans for the building. The Union Building contributes to the character of the King-Spadina neighbourhood as it developed after 1900 as the city's manufacturing centre, and is linked to its surroundings where it anchors the east end of a collection of surviving early 20th century warehouse complexes.

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Building Permit #12951 (August 4, 1917), 214 King Street West

Building Records, Toronto and East York, 212 King Street West, 1911-2000

City of Toronto Directories, 1900 ff.

Drawing, Canadian General Electric Building, Toronto Historical Board Collection

Goad's Atlases, 1884-1923

Photographs, City of Toronto Archives, Fonds 1231, Item 2165, and Fonds 124, Item 7365

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Photograph, Toronto Reference Library, Item B12-34b

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“Five storey building to cost \$400,000,” Contract Record (10 April 1907), 8
“General Electric Company’s new building,” Construction (December 1908), 23 and 57-59
“Gets the permit”, Toronto Daily Star (July 24, 1907), 6
“Journalist Frederic Nicholls lived better electrically,” Toronto Star (November 15, 1980), F15
“The Late Frank Darling,” Construction (June 1923), 204-207

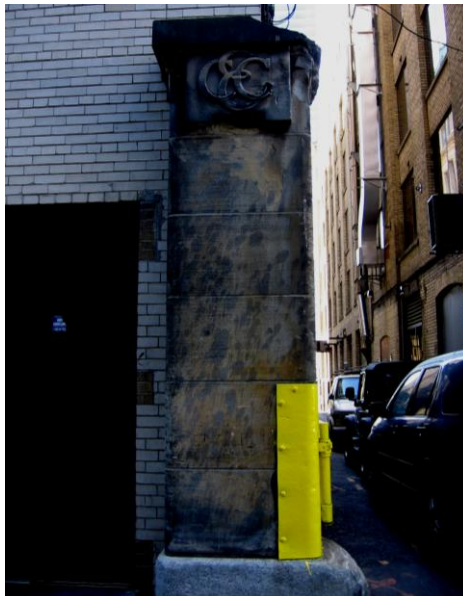
On-line Sources

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“Frank Darling,” Entry in Dictionary of Scottish Architects, www.scottisharchitects.org.uk
“Frederic Thomas Nicholls,” entry in Dictionary of Canadian Biography, Vol. XV, www.biographi.ca

6. IMAGES



Principal (south) façade of the Union Building (the sixth floor with the mansard roof is an addition)



Photograph showing the classically-detailed pier that survives at the northwest corner of the building on Pearl Street (the neighbouring Canadian General Electric Building at 214 King Street West is on the right)



This plaque commemorating the site of the original Upper Canada College is located on east wall of the Union Building



Historical photograph of Upper Canada College, showing the main campus (with the buildings facing south toward King Street West) where the Union Building was constructed in 1908 (Source: Toronto Reference Library, Item B12-34b)



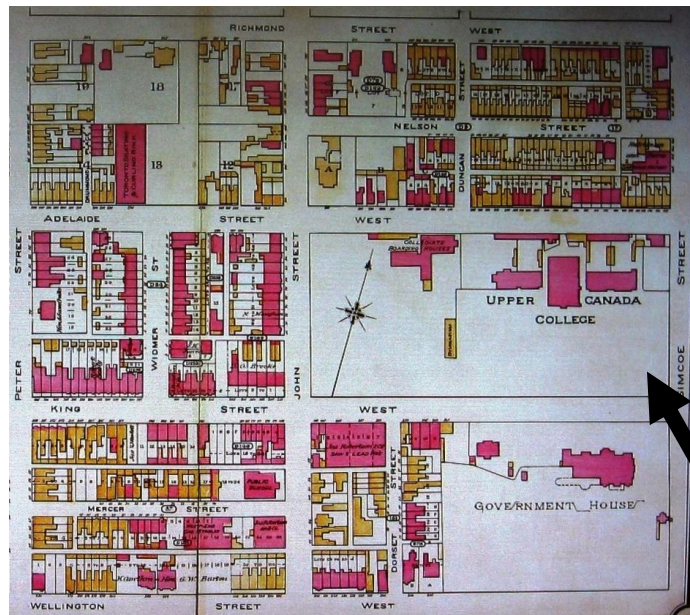
Photograph dated circa 1908 showing part of the recently constructed Union Building on the right, where it overlooked Government House on the southwest corner of King Street West and Simcoe Street (Source: Library and Archives Canada, Item 25593)



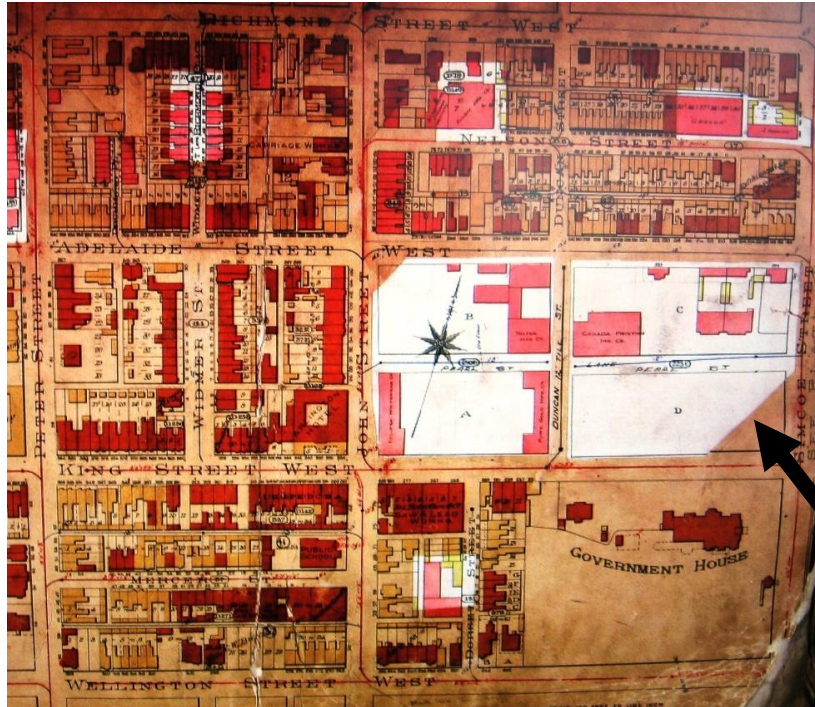
View of King Street West, looking east past Simcoe Street, and showing the entrance to the Union Building at #212 King (left) in April 1930 (Source: City of Toronto Archives, Fonds 1244, Item 7365)



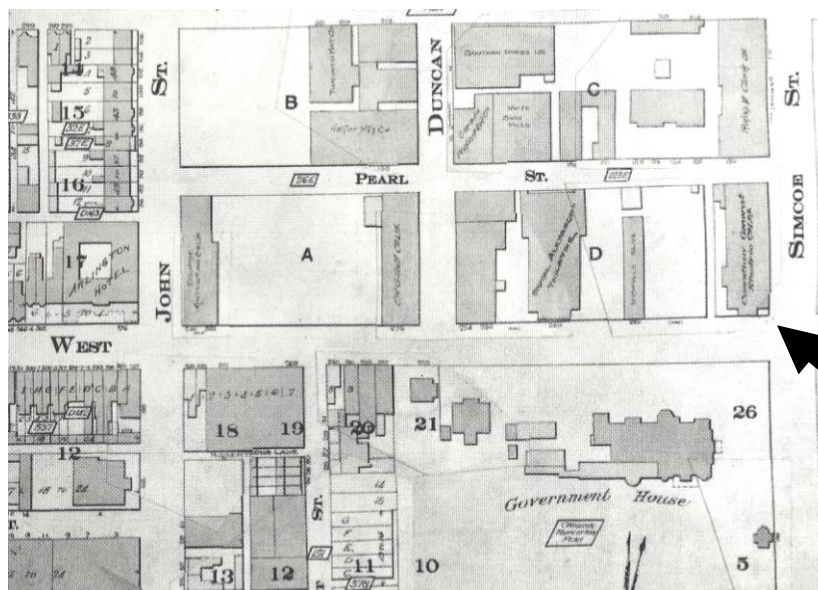
View of King Street West, looking west from Simcoe Street, and showing the entrance to the Canadian General Electric Building at #212 King (right) in July 1927 (Source: City of Toronto Archives, Fonds 1231, Item 2165)



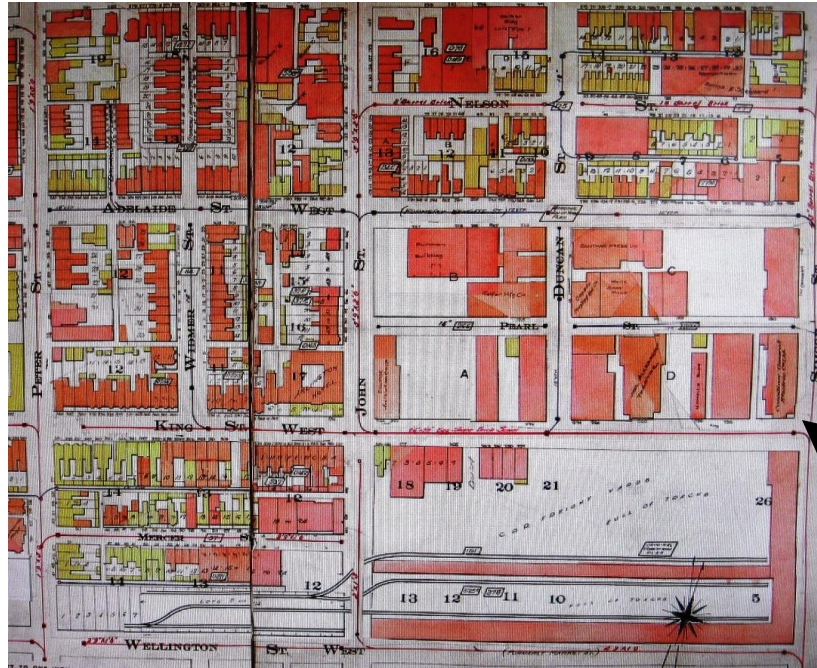
Excerpt, Goad's Atlas, 1884, showing King Street West before the relocation of Upper Canada College. The future site of #212 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1903, showing the removal of most of the buildings associated with Upper Canada College, and the introduction of the first warehouses along King Street West. The future site of #212 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1910 revised to 1912, showing the Union Building at #212 King and the development of the adjacent block to date (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1910 revised to 1923, showing the King Street West warehouses in place, including the Union Building on the northwest corner of King and Simcoe. The two adjoining buildings to the west (the smaller one is marked "Nicholls Building") were associated with Canadian General Electric (Source: City of Toronto Archives)

BUILDING PERMIT
 Department of City Architect and Superintendent of Building

No.

File No. 12951

Toronto, Aug 4 1917

Permission is hereby granted to Mr. Canadian General Electric Co.
 Address 214 King Street West to erect Brick Warehouse
 on North side of King St between
 near John St in accordance with terms of application on file in this
 Department for said building.

Estimated cost 10000.00 Fee 35.50

This permit is granted on the express condition that the said building, etc., shall in all respects conform to the provisions to By Law 6401 of the City of Toronto, regulating the construction of buildings, etc.

This permit lapses on the expiry of six months from the date of issue unless active work under it is sooner commenced.

J. S. [Signature]
 City Architect and Supt. of Building

To obtain permission to occupy the street or sidewalk during construction, present this permit at the office of the Commissioner of Works.

or pavement, obtain the correct grade from the Engineer's Office of the Works Department, announcing any change.

This Permit does not include any openings in sidewalk or encroachment past line of street.

Building Permit #12951 (August 4, 1917) for the Canadian General Electric Company's second building at #214 King Street West (Source: City of Toronto Archives)

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



NICHOLLS BUILDING
220 KING STREET WEST, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

July 2010

1. DESCRIPTION



South facade of the Nicholls Building

220 King Street West: Nicholls Building	
ADDRESS	220 King Street West (north side, west of Simcoe Street)
WARD	Ward 20 (Trinity-Spadina)
LEGAL DESCRIPTION	Plan 223E, Part Block D
NEIGHBOURHOOD/COMMUNITY	King-Spadina
HISTORICAL NAME	Nicholls Building
CONSTRUCTION DATE	1910
ORIGINAL OWNER	Factory Products Limited
ORIGINAL USE	Commercial (offices & warehouse)
CURRENT USE*	Commercial (restaurant & offices) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	Denison & Stephenson, architects
DESIGN/CONSTRUCTION/MATERIALS	Brick and stone cladding; brick, stone and trim
ARCHITECTURAL STYLE	Edwardian Classicism
ADDITIONS/ALTERATIONS	1945: tunnel to #214 King; 1981-82: alterations to south entrance, basement entry, & penthouse addition
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	July 2010

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 220 King Street West, 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
1902 Apr	The Canadian General Electric Company's acquisition of part of the former Upper Canada College campus at King Street West and Simcoe Street is announced in the April 29 th edition of <u>The Toronto Daily Star</u>
1902 May	In a transaction that remained unregistered until December 1903, Frederic Nicholls, General Manager of Canadian General Electric, purchases property on the north side of King Street West, west of Simcoe Street, from the Trustees of the University of Toronto ¹¹
1904 Aug	Nicholls is recorded in the City's tax assessment rolls as the owner of the vacant lot on the north side of King Street, west of Simcoe Street
1910 Mar	Nicholls sells the property to Factory Products Limited, a subsidiary of CGE
1910 Apr	Nicholls receives building permit #19584 for a five-storey brick warehouse, with Denison & Stephenson listed as the architects
1910 Sept	An "unfinished building" on the subject property is recorded in the tax assessment rolls
1910	The Toronto City Directory for 1911, reflecting information compiled by the end of 1910, records the "Nicholls Building" in place at 220 King Street West
1912	The Nicholls Building is first illustrated on Goad's Atlas for 1910 updated to 1912
1984	The property at 220 King Street West is listed on the City of Toronto Inventory of Heritage Properties

ii. HISTORICAL BACKGROUND

King-Spadina Neighbourhood

The property at 220 King Street West is part of the King-Spadina Neighbourhood, the area that developed north of Front Street West between Simcoe Street and Bathurst Street, with King Street West and Spadina Avenue as its major commercial arteries. The origins of the district date to the late 18th century after the founding of the Town of York and the extension of that community westward as New Town. In the early 1800s, the relocation of the Provincial Legislature (Third Parliament Buildings, 1829-32) to Simcoe Place on Front Street West was accompanied by high-end residential development that

¹¹ The lands were the original location of Upper Canada College, which was founded as a private boys' school in 1829 and, eight years later, placed under the control of King's College, the forerunner to the University of Toronto

drew community leaders to the neighbourhood.¹² Founded in 1829, two years later Upper Canada College opened an expansive campus on Russell Square, the tract on the north side of King Street West, west of Simcoe Street. After the private boys' school moved to its present site on Lonsdale Road, representatives of the University of Toronto (which formed the College's Board of Governors) organized the subdivision and sale of the original property.

In the early 20th century after the Great Fire of 1904 destroyed the existing manufacturing district along Front Street near Bay Street, Toronto's industrial sector was re-established in the King-Spadina neighbourhood. The area was chosen for its proximity to the city centre, the availability of streetcar service for workers, and the presence of the steam railways, which had arrived in Toronto in the mid-1800s and constructed tracks and shipping facilities. The evolution of King-Spadina in the late 19th and early 20th centuries can be traced on the Goad's Atlases, extracts from which are included in Section 6 of this report.

Despite the upheavals of the Great Depression of the 1930s followed by World War II, King-Spadina remained an active industrial area until the 1950s when the combination of large tracts of land, lower taxes and new highways for truck transport drew manufacturers to Toronto's suburbs. Although the clothing industry continued its dominance in the neighbourhood (which was later dubbed the "Fashion District") many of the former warehouses stood vacant as the area's industrial zoning restricted other uses.¹³ The revitalization of King Street, west of Simcoe began in the 1960s when Toronto entrepreneur Edwin "Honest Ed" Mirvish restored the Royal Alexandra Theatre and converted many of the adjoining warehouses into eating establishments that served the theatre's patrons. By the close of the 20th century, Roy Thomson Hall (1982) and the Princess of Wales Theatre (1993) opened in this section of King Street West, which was named Toronto's Entertainment District.

Nicholls Building

In 1902, Frederic Nicholls, general manager of the Canadian General Electric Company, purchased land on the north side of King Street West, west of Simcoe Street, from the trustees of the University of Toronto. While Nicholls sold the site to Factory Products Limited (a CGE affiliate) in March 1910, he received the building permit for the five-storey warehouse the next month. The City's tax assessment rolls indicate that the building was under construction in September 1910, with Factory Products Limited listed as the owners and occupants of the "Nicholls Building" beginning in 1911. During this period, publisher Hugh C. Maclean and the offices of the architectural periodical, The Canadian Contract Record were among the tenants in the Nicholls Building. A subsidiary of Canadian General Electric that manufactured electrical supplies, Factory

¹² The prevalent institutional character of the area continued through the 19th century when Government House, the official residence of the Lieutenant-Governor of Ontario, was completed in 1870 on the southwest corner of King Street West and Simcoe Street, opposite Upper Canada College

¹³ In 1996, the former City of Toronto adopted the King-Spadina Part II Plan, which relaxed land-use controls in the neighbourhood

Products Limited retained and occupied the site until 1920 when the property was transferred to the parent company.

Denison and Stephenson, Architects

The Toronto architectural firm of Denison and Stephenson prepared the plans for the Nicholls Building. Arthur R. Denison (1857-1923) was a member of one of Toronto's founding families and, in that capacity, was educated at Upper Canada College's King Street West campus. After apprenticing with Toronto architects Stewart and Strickland (who specialized in factories and schools), Denison embarked on a solo career, apart from a brief association with architect George W. King in the early 1890s. While Denison accepted a range of projects, among the first warehouses he designed in 1898 was for the W. R. Brock & Company at Wellington Street West and Bay Street, a firm that later relocated to King Street West, west of the Nicholls Building. In 1906, Denison began a partnership with George E. Stephenson that endured until the end of his career.

iii. ARCHITECTURAL DESCRIPTION

The Nicholls Building is designed with features of Edwardian Classicism applied to an early 20th century warehouse. Its appearance is the result of the developments of the previous century, when new technologies, specifically steel frame construction and elevators, allowed buildings to grow increasingly taller. These advancements were coupled with the influence of the Chicago's World Columbian Exposition of 1893, which featured the "White City" of Beaux-Arts inspired and classically-detailed buildings. By the close of the 1800s, office buildings and warehouses hid their structural components and, in the case of manufacturers, production facilities behind facades that were embellished with classical elements. Edwardian Classicism emerged as the prevalent style in Canada, when it was particularly favoured for commercial and public buildings in the period leading up to World War I.¹⁴ In Toronto, this turning away from the architectural excesses of the Victorian era in favour of the dignified elegance and order of Edwardian Classicism coincided with the Great Fire of 1904, which provided an opportunity for architects to apply the style in the new manufacturing district. Edwardian Classicism is exhibited in the design of the Union Building, where the principal facade follows a tripartite with a base, shaft and cornice inspired by the classical column. The contemporary elements of the building are found in the ample fenestration (a characteristic of both the style and the era),¹⁵ which includes the unusual four-storey oriel window on the east elevations that is positioned to overlook King Street West.

Rising six stories, the structure features a long rectangular plan. The building combines textured and smooth stone on the raised two-storey base, with red brick cladding on the upper floors, and brick and stone detailing. The flat roofline is marked by a cornice that has been altered. The base is divided into three bays by stone columns, with the main entrance inset beneath a cornice in the left (west) bay. The door and window openings

¹⁴ Maitland, 121

¹⁵ Blumenson, 166

are segmental-arched. On the three-storey shaft above, red brick piers organize the fenestration and spandrels. The flat-headed window openings in the second and third floors have stone sills, and distinctive bay windows are recessed in the west bay. The fourth storey has segmental-arched window openings with hood moulds and keystones. A cornice separates the attic level, where round-arched window openings with stone voussoirs are placed between panelled and decorated pilasters. The distinctive four-storey oriel window with a decorated base that projects at the south end of the east elevation is a highlight of the design.

iv. CONTEXT

The property at 220 King Street West is located on the north side of King Street West in the block between Simcoe Street (east) and Ed Mirvish Way (the south end of Duncan Street, west). The Nicholls Building is adjoined on the east by two early 20th century warehouses, while a vacant lot separates it from the Royal Alexandra Theatre to the west.¹⁶ To the south, the Nicholls Building overlooks the open space at the east end of Metro Hall.

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.

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

Representative Example of a Style and Type with a High Degree of Craftsmanship –
 The Nicholls Building is a highly-detailed example of an early 20th century commercial warehouse with Edwardian Classical styling that is distinguished by its distinctive fenestration. As the narrowest of the group of warehouses constructed on the north side of King Street West between Simcoe Street and John street, the recessed bay windows

¹⁶ The vacant property at 224 King Street has never been developed. The land formed part of the tract that Frederic Nicholls purchased from the trustees of the University of Toronto in 1902, which he sold to George F. McGuire three years later. McGuire retained the land until 1944 when his executors sold it to 224 King Street West Limited, which remained the owner when the City’s tax assessment rolls were compiled in 2009.

above the main entrance and the multi-storey oriel window that projects from the east side elevation are unique features that set the building apart from its neighbours.

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X
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	X

Person - The property at 220 King Street was developed by Frederic Nicholls, a person of national significance in Canada. As a publisher, businessman, and politician, Nicholls assumed many roles, the most visible being his position as general manager of the Canadian General Electric Company, which was founded in the 1890s to manufacture and generate electrical equipment. At the same time, Nicholls joined railway promoter William Mackenzie and entrepreneur and visionary (Sir) Henry Pellatt to form a private syndicate to provide Toronto businesses and citizens with electrical power generated at Niagara Falls. While the formation of the publicly-owned Hydro-Electric Power Commission of Ontario ultimately ended the syndicate’s role in power supply, Nicholls continued to develop his business interests prior to his appointment to the Canadian Senate in 1917. Frederic Nicholls commissioned the self-named warehouse as the location of Factory Products Limited, a subsidiary of CGE that produced electrical supplies.

Architect - Toronto architectural firm of Denison and Stephenson designed the Nicholls Building. The firm was headed by Arthur R. Denison, the son of one of the city’s founding families, who apprenticed with the Toronto architectural firm of Strickland and Symons before opening a solo practice. While Denison was well-versed in the design of all building types, beginning in the 1890s he was noted for commissions showcasing commercial warehouses. Denison prepared the plans for the Nicholls Building during his partnership with George E. Stephenson near the close of his career.

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 – Contextually, the Nicholls Building contributes to the character of the King-Spadina neighbourhood, which developed as the city’s manufacturing centre following the destruction of the former industrial core in the Great Fire of 1904. The construction of the Nicholls Building on the south end of Russell Square, the original campus of Upper Canada College, continued the transition of the area from an institutional enclave to an industrial district. With the gradual departure of manufacturing interests from King-Spadina in the decades after World War II, the Nicholls Building was one of the

warehouses converted to commercial uses as King Street, west of Simcoe Street, emerged as the heart of the city's Entertainment District.

Surroundings – The Nicholls Building is historically, physically, visually and functionally linked to its setting on King Street West, where it contributes to the collection of early 20th century warehouses, including the adjoining properties at #212 and #214 King that were also associated with the Canadian General Electric Company. With their complementary vintage, heights and early 20th century styling, primarily with Edwardian Classical features, the Nicholls Building and its neighbours form an important group of heritage warehouses, and also bookend the Royal Alexandra Theatre, the National Historic Site at 260 King Street West.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 220 King Street West has cultural heritage value. Located on the north side of King Street West, west of Simcoe Street, the Nicholls Building is a well-crafted example of Edwardian Classical design applied to an early 20th century warehouse according to the plans of architects Denison and Stephenson, which is particularly distinguished by its fenestration, with the ornate oriel window on the east elevation. While it contributes to the historical context of the King-Spadina neighbourhood where it is linked to its setting as part of an important collection of heritage warehouses on King Street West, the Nicholls Building is historically associated with the Canadian General Electric Company and its general manager, Frederic Nicholls, who was a pioneer in the development of Ontario's energy sector.

5. SOURCES

Archival Sources

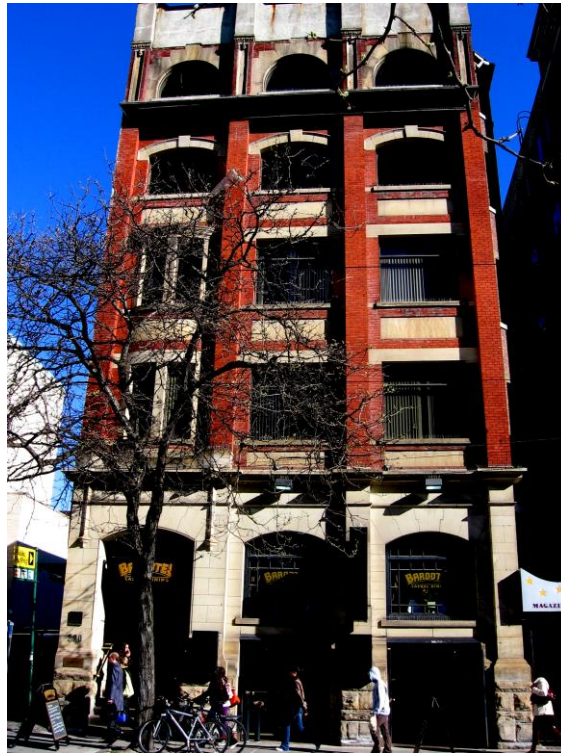
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Photograph, Library and Archives of Canada, Item 25592

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6. IMAGES



Principal (south) façade of the Nicholls Building



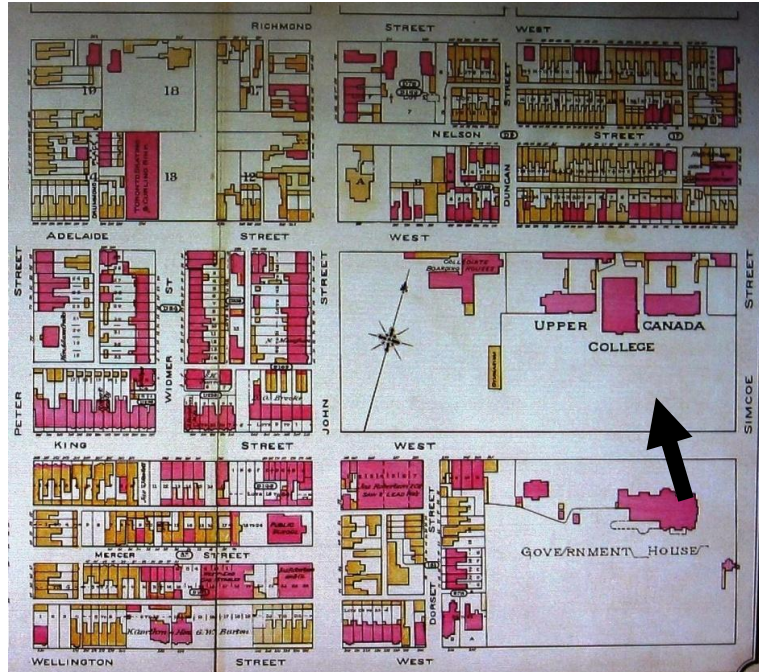
Historical photograph of Upper Canada College, showing the main campus (with the buildings facing south toward King Street West), where the Nicholls Building was constructed in 1910 (Source: Toronto Reference Library, Item B12-34b)



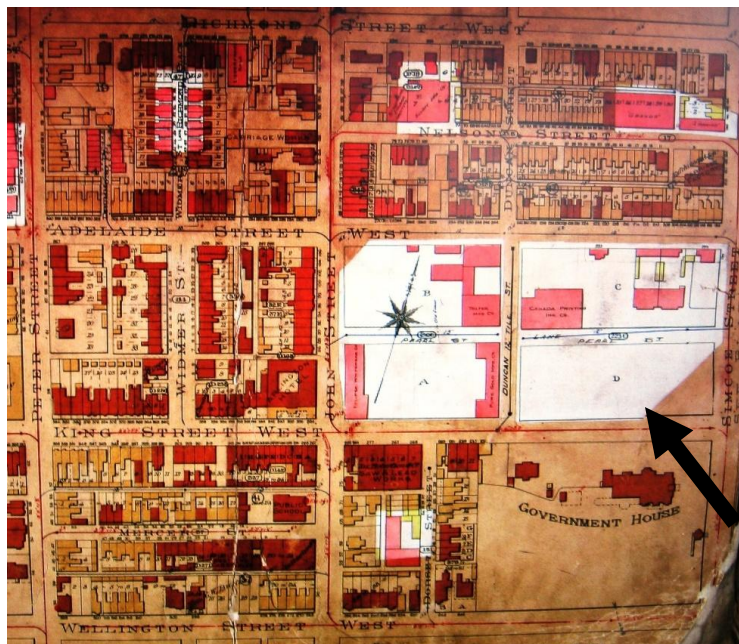
View of the Nicholls Building (left) on the north side of King Street West, opposite Government House (which fills the centre of the photograph), in 1912 (Source: Library and Archives Canada, Item 25592)



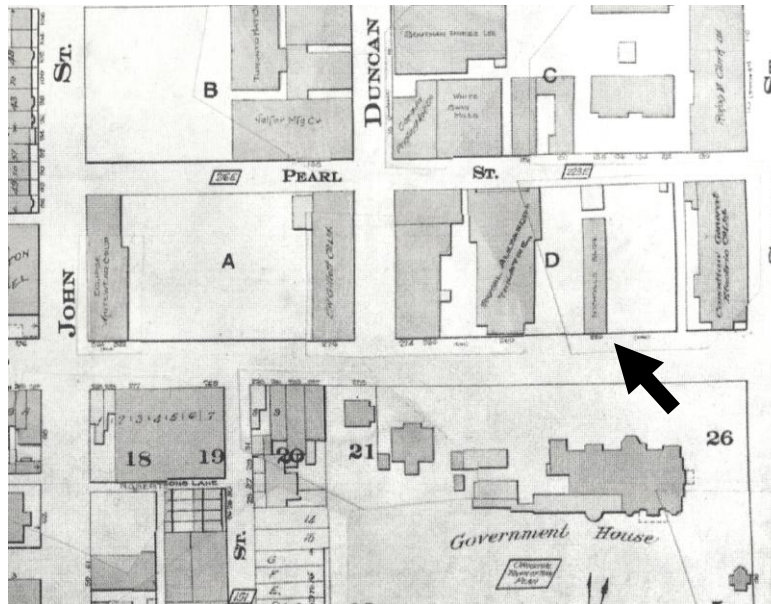
View of King Street West, looking west from Simcoe Street, and showing the Nicholls Building mid-block in July 1927 (Source: City of Toronto Archives, Fonds 1231, Item 2165)



Excerpt, Goad's Atlas, 1884, showing King Street West before the relocation of Upper Canada College. The future site of #214 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1903, showing the removal of most of the buildings associated with Upper Canada College, and the introduction of the first warehouses along King Street West. The future site of #212 King is marked by the arrow (Source: City of Toronto Archives)



Extract, Goad's Atlas, 1910 revised to 1912, showing the Nicholls Building in place at #220 King and the development of King Street West to date (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1910 revised to 1923, showing the King Street West warehouses in place, including the Nicholls Building at #220 King. The two adjoining buildings to the east were also associated with Canadian General Electric

BUILDING PERMIT

No. 9584

Plan No.
Lot No.

Toronto, APR 4 1910

Permit granted to

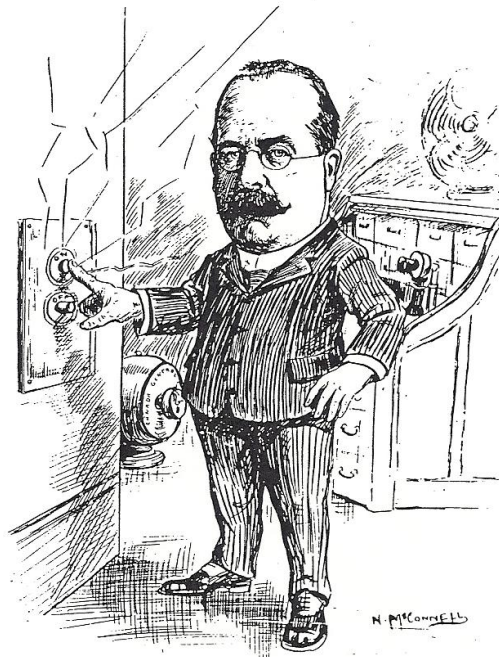
Mr. Frederic Nicholls 210 King St. W.
 To erect a 5-story brick and stone Warehouse
near Simcoe St.

on 210 King St. W.
 Architect A. R. Dennis & Stephenson
 Builder Davidson & Sons
 Cost of Building, \$ 34,000
 Plans and Specifications approved by _____

No. of Block Plan _____ NRB
 Limit 0 Water, \$ _____

This Permit does not include any openings in sidewalks or encroachment past line of street

Building permit #9584 (April 4, 1910) for the property at 220 King Street West (Source: City of Toronto Archives)



Frederic Nicholls, illustration from "Torontonians As We See 'Em," 1905.

Illustration of Frederic Nicholls in 1905, reproduced in Bright Lights, Big City, 1991, 18

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



REID BUILDING
266 KING STREET WEST, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

July 2010

1. DESCRIPTION



Above: Reid Building, with 1904 (left) and 1909 (centre) warehouses, showing the west elevations on Ed Mirvish Way (the brick-clad building on the left is not part of the property)

Cover: 1909 warehouse (left) and 1913 warehouse (right), showing the south façades on King Street West

266 King Street West: Reid Building	
ADDRESS	266 King Street West (northeast Ed Mirvish Way)
WARD	Ward 20 (Trinity-Spadina)
LEGAL DESCRIPTION	Plan 223E, Part Block D
NEIGHBOURHOOD/COMMUNITY	King-Spadina
HISTORICAL NAME	Reid Building
CONSTRUCTION DATE	1904: 5-storey warehouse, northeast corner of King Street West and Ed Mirvish Way (convenience address: 268 King Street West) 1909: 5-storey warehouse, east side of Ed Mirvish Way, north of King Street West (convenience address: 270 King) 1913: 5-storey warehouse, King Street West, east of Ed Mirvish Way (convenience address: 266 King)
ORIGINAL OWNER	Alexander T. Reid
ORIGINAL USE	Commercial/industrial (offices & warehouses)
CURRENT USE*	Commercial (offices) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	1904: warehouse, A. Frank Wickson, architect; 1909 & 1913: warehouses, Sproatt & Rolph, architects
DESIGN/CONSTRUCTION/MATERIALS	Brick cladding; brick, stone and wood trim
ARCHITECTURAL STYLE	Edwardian Classicism
ADDITIONS/ALTERATIONS	1965-66: converted to restaurants
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	July 2010

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 266 King Street West, 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
1904 Apr	The Featherbone Novelty Manufacturing Company buys land on the northeast corner of King Street West and Duncan Street (now Ed Mirvish Way) from private investors as recorded in land records
1904 June	A T Reid, manger of Featherbone, receives a building permit for a four-storey brick warehouse at Duncan Street and King Street West, with A. Frank Wickson identified as the architect
1904 Aug	The building is under construction according to the City's tax assessment rolls
1904 Dec	Featherbone sells the site to Alexander T. Reid
1906 Aug	Reid is the assessed owner of vacant land between the existing building and the Royal Alexandra Theatre to the east, as recorded on the tax assessment rolls
1908 Aug	The site of the former Featherbone Building is now occupied by the AT Reid Company, according to the tax assessment rolls and city directories
1909 Aug	AT Reid and Company receives a building permit for a five-storey factory on "Duncan near King," with Sproatt & Rolph named as the architects
1912	Goads Atlas for 1910 revised to 1912 shows the collection of buildings owned by Reid on the northeast corner of King Street West and Duncan Street
1913 Mar	AT Reid and Company receives a building permit for a five-storey brick factory on King Street, listing Sproatt & Rolph as the architects
1913 Aug	The tax assessment rolls record an "unfinished building" between the Royal Alexandra Theatre (east) and the existing A T Reid & Company Building on the corner of King and Duncan
1914 Aug	The two Reid Buildings on the King Street frontage are in place at #266-268 & #270-274 King according to the tax assessment rolls
1984	The property at 266 King Street West (with convenience addresses of #268 & #270 King and 11 Ed Mirvish Way) is listed on the City of Toronto Inventory of Heritage Properties

ii. HISTORICAL BACKGROUND

King-Spadina Neighbourhood

The property at 266 King Street West is part of the King-Spadina Neighbourhood, the area that developed north of Front Street West between Simcoe Street and Bathurst Street, with King Street West and Spadina Avenue as its major commercial arteries. The origins of the district date to the late 18th century after the founding of the Town of York and the extension of that community westward as New Town. In the early 1800s, the relocation of the Provincial Legislature (Third Parliament Buildings, 1829-32) to Simcoe Place on Front Street West was accompanied by high-end residential development that

drew community leaders to the neighbourhood.¹⁷ Founded in 1829, two years later Upper Canada College opened an expansive campus on Russell Square, the tract on the north side of King Street West, west of Simcoe Street. After the private boys' school moved to its present site on Lonsdale Road in 1891, representatives of the University of Toronto (which formed the College's Board of Governors) organized the subdivision and sale of the original property.

In the early 20th century when the Great Fire of 1904 destroyed the existing manufacturing district along Front Street near Bay Street, Toronto's industrial sector was re-established in the King-Spadina neighbourhood. The area was chosen for its proximity to the city centre, the availability of streetcar service for workers, and the presence of the steam railways, which had arrived in Toronto in the mid-1800s and constructed tracks and shipping facilities. The evolution of King-Spadina in the late 19th and early 20th centuries can be traced on the Goad's Atlases, extracts from which are included in Section 6 of this report.

Despite the upheavals of the Great Depression of the 1930s followed by World War II, King-Spadina remained an active industrial area until the 1950s when the combination of large tracts of land, lower taxes and new highways for truck transport drew manufacturers to Toronto's suburbs. Although the clothing industry continued its dominance in the neighbourhood (which was later dubbed the Fashion District) many of the former warehouses stood vacant as the area's industrial zoning restricted other uses.¹⁸ The revitalization of King Street, west of Simcoe began in the 1960s when Toronto entrepreneur Edwin "Honest Ed" Mirvish restored the Royal Alexandra Theatre and converted many of the adjoining warehouses into eating establishments that served the theatre's patrons. By the close of the 20th century, Roy Thomson Hall (1982) and the Princess of Wales Theatre (1993) opened on this section of King Street West, which was named Toronto's Entertainment District.

Reid Building

The property at 266 King Street West contains a complex of structures collectively known as the Reid Building. In April 1904, the Toronto Daily Star reported the "purchase of the lot at the northeast corner of Duncan and King streets (sic), by the Featherbone Company, for their new factory."¹⁹ Three months later, a building permit for a four-storey warehouse was issued to Alexander T. Reid, general manager of the Featherbone Novelty Manufacturing Company, which produced "ladies' belts."²⁰ The

¹⁷ The institutional character of the area continued through the 19th century when Government House, the official residence of the Lieutenant-Governor of Ontario, was completed in 1870 on the southwest corner of King Street West and Simcoe Street, opposite Upper Canada College

¹⁸ In 1996, the former City of Toronto adopted the King-Spadina Part II Plan, which relaxed land-use controls in the neighbourhood

¹⁹ Toronto Daily Star (April 30, 1904), 2

²⁰ Although Building Permit #693, dated June 17, 1904 and reproduced in Section 6, describes a "four-storey" warehouses, it refers to the five-storey building at the northeast corner of present-day King Street West and Ed Mirvish Way.

building, at the northeast corner of present-day King Street West and Ed Mirvish Way, and designed according to plans prepared by Toronto architect A. Frank Wickson, was recorded as “unfinished” when the tax assessment rolls were compiled in August 1904. At the end of the year, Reid purchased the site from Featherbone.²¹ According to archival documents, the five-storey building on the east side of Ed Mirvish Way represented the second phase of construction, after a building permit was issued in 1909. Four years later, the warehouse on King Street, east of Ed Mirvish Way, was built. The 1909 and 1913 edifices were designed by Toronto architects Sproatt and Rolph according to the building permits. Following Reid’s death in the late 1920s, his executors retained the properties until 1943. Ed Mirvish Enterprises acquired the site in 1965, two years after the company purchased and refurbished the adjoining Royal Alexander Theatre. The Reid Building, along with other warehouses on King Street in the block between Simcoe Street and Ed Mirvish Way, subsequently housed restaurants and other services catering to theatre patrons.

A. Frank Wickson, Architect

The first Reid Building (1904), originally known as the Featherbone Novelty Manufacturing Company Building, was designed by Toronto architect Arthur Frank Wickson (1861-1936). Wickson worked for the local architectural firm of Darling and Curry until 1890 when he formed a partnership with architect Norman B. Dick. Following Dick’s untimely death five years later, Wickson practiced alone for a decade, during which time his projects included the Pure Gold Manufacturing Company Building (1901, and now known as the Gillett Building) on the northwest corner of King Street West and Ed Mirvish Way, opposite the subject property. Wickson opened an office with Alfred Holden Gregg in 1905, beginning a partnership that lasted for more than 30 years.

Sproatt and Rolph, Architects

The local Toronto architectural partnership of Sproatt and Rolph prepared the plans for the 1909 and 1913 warehouses. Henry Sproatt (1866-1934) received training in the office of architect A. R. Denison (who designed the neighbouring Nicholls Building at #220 King in partnership with George E. Stephenson in 1910) before working in New York City. He was a member of the firm of Darling, Sproatt and Pearson in the early 1890s before he formed a partnership in 1901 with Ernest Rolph (1871-1958), a draughtsman in the latter practice. While the pair accepted commissions for a range of projects, their best known work includes projects on the University of Toronto’s campus, particularly their acclaimed Collegiate Gothic design for Hart House.

²¹ The vacant lot owned by Reid between the first Reid Building and the future site of the Royal Alexandra Theatre (1907) to the east was noted in the assessment roll of August 1906

iii. ARCHITECTURAL DESCRIPTION

The Reid Building is a complex of three warehouses that share features of Edwardian Classicism, the most popular style for commercial buildings in the pre-World War I era whose influence continued after the conflict.²² The appearance of the Reid Building resulted from developments in the 19th century, when innovative technologies, specifically steel frame construction and elevators, allowed buildings to grow increasingly taller. These advancements were coupled with the influence of the Chicago's World Columbian Exposition of 1893, which featured the "White City" of Beaux-Arts inspired and classically-detailed buildings. By the end of the 1800s, office buildings and warehouses hid their structural components and, in the case of manufacturers, production facilities behind facades that were embellished with classical elements. The introduction of the style coincided with Toronto's Great Fire of 1904, providing an opportunity for architects to embrace its simplicity, elegance and order in the warehouses that marked the new manufacturing district.

Edwardian Classicism is exhibited in the design of the warehouses comprising the Reid Building, where classical piers organize the generous fenestration that is one of the hallmarks of the style,²³ and the detailing is restricted to the window openings and entrances. The 1904 and 1913 warehouses are united by their similar scale and high visibility on King Street West, and are complemented by the 1909 addition on Ed Mirvish Way.

1904 Warehouse (northeast corner of King Street West and Ed Mirvish Way)

The 1904 warehouse rises five stories above a base with window openings. Featuring a long rectangular plan beneath a flat roofline, the structure is clad with red brick (now painted) and trimmed with brick, stone and wood.²⁴ The principal (south) façade is divided into three bays by monumental piers that organize the door and window openings. The first three floors contain flat-headed window openings that are taller in the lower floor and feature corbelled detailing and recessed spandrel panels. In the fourth and fifth stories, segmental-arched openings contain three-part windows. The main entrance is raised and centered in the first floor where it is flanked by narrow window openings and surmounted by an entablature. On the west elevation facing Ed Mirvish Way, the segmental-arched window openings are symmetrically placed in the wall and reduced in height from the lower floor upward. The east wall adjoins the 1913 warehouse.

²² Maitland, 121

²³ Blumenson, 166

²⁴ The 1913 warehouse is pictured in the archival photograph included in Section 6 of this report, showing the original red brick cladding

1909 Warehouse (east side of Ed Mirvish Way, north of King Street West)

The five-storey warehouse dating to 1909 is attached to the rear (north) wall of the original 1904 structure, and complements it with its brick cladding (now painted) and the placement and detailing of the window openings on the west façade. Its flat roofline is slightly lower than the 1904 warehouse. To the north, the four-storey brick-clad warehouse at the southeast corner of Ed Mirvish Way and Pearl Street is not related to the subject properties.²⁵

1913 Warehouse

The five-storey warehouse dating to 1913 has a raised base with window openings. Displaying a long rectangular plan beneath a flat roofline, the structure is clad with brick (now painted) and trimmed with brick, stone and wood. Monumental piers flank the principal (south) façade, where the main entry is placed beside and surmounted by round-arched window openings in the first storey. The openings, including the flat-headed windows in the upper stories, are highlighted with voussoirs and keystones. Segmental-arched window openings are symmetrically placed on the east elevation, while the west wall adjoins the 1909 warehouse.

iv. CONTEXT

The Reid Building is located on the northeast corner of King Street West and Ed Mirvish Way (formerly the south end of Duncan Street). The 1904 and 1913 warehouses (with the north wing dating to 1909) on King Street West are adjoined on the east by the Royal Alexandra Theatre (1907), and further east, the three warehouses at #212, #214 and #220 King, which date to the early 20th century and were associated with the Canadian General Electric Company. On the opposite (northwest) corner of King Street West and Ed Mirvish Way, the Gillett Building anchors the east end of the block that extends west to John Street and contains a group of warehouses from the same era, as well as the Princess of Wales Theatre. Looking south across King Street West, the Reid Building faces the open space between Metro Hall and Roy Thomson Hall.

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.

²⁵ The building, identified as 11 Duncan Street (Ed Mirvish Way) and completed following the issuance of a building permit in November 1906, was designed by Toronto architects Wickson and Gregg for the Fleming Atwell Printing Company.

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

Representative Example of a Style and Type – The Reid Building, with the 1904, 1909 and 1913 components, forms a complex of warehouses that are united by their classical styling and high visibility at the northeast corner of King Street West and Ed Mirvish Way. While the 1904 and 1913 warehouses on King Street West share a similar height, each structure is distinguished by distinctive architectural detailing, while the north addition (1909) features a complementary scale, cladding, and fenestration.

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X
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	X

Organization - The Reid Building is significant as one of the first industrial complexes developed on the north side of King Street on Russell Square, the former Upper Canada College campus located west of Simcoe Street. The 1904 warehouse was designed for the Featherbone Novelty Manufacturing Company and subsequently acquired by the company’s manager, Alexander T. Reid, who financed the two adjoining buildings to the south and east. The 1913 warehouse is associated with the Toronto publishing house of McClelland and Stewart, which was founded in 1906 as McClelland, Goodchild and Stewart and subsequently occupied quarters at #266 King.

Person - Historically, the property at 266 King Street West is associated with Toronto businessman Edwin “Honest Ed” Mirvish (1914-2007), who revitalized King Street West with his restoration of the Royal Alexandra Theatre in the early 1960s. Over the following decades, Ed Mirvish Enterprises acquired many of the warehouses along the street, including the Reid Building, which was one of the first to house restaurants catering to theatre patrons. Following the revitalization of the Royal Alexandra and the conversion of the adjoining buildings, Roy Thomson Hall (1982) opened on the south side of King Street, and Ed Mirvish Enterprises commissioned the Princess of Wales Theatre (1992) at 300 King Street West. Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way to honour the entrepreneur’s contributions to the cultural life of the neighbourhood.

Architect - The original Reid Building at the northeast corner of King Street West and Ed Mirvish Way was designed by Toronto architect A. Frank Wickson, who is perhaps

best known for his 1906 design (in association with Alfred A. Chapman) of the former Toronto Reference Library at College Street and St. George Street (more recently the Koffler Student Services Centre at the University of Toronto). While Wickson accepted commissions for all types of buildings, he was chosen to design the original Reid Building following the completion of the Gillett Building (originally occupied by the Pure Gold Manufacturing Company, 1901) at #276 King Street West, opposite the subject property.

The 1909 and 1913 additions to the Reid Building are associated with the architectural practice of Sproatt and Rolph. After gaining experience with many of Toronto’s best-known firms, Henry Sproatt and Ernest Rolph formed a partnership in 1899 and, in the 35-year period that followed, designed numerous landmark buildings. Sproatt and Rolph were noted, in particular, for their designs on the University of Toronto campus, including Hart House and edifices for Victoria College (now Victoria University). Their extensive industrial portfolio included projects for the T. Eaton Company, Christie, Brown and Company, and Neilson Chocolate Limited.

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 property at 266 King Street West contributes to the historical character of the King-Spadina neighbourhood as it developed after the Great Fire of 1904 as the city’s new manufacturing sector. The Reid Building was among the first of the warehouses completed along King Street, west of Simcoe Street, on Upper Canada College’s original campus at Russell Square, as the area evolved from an institutional enclave to an industrial precinct. Following the gradual departure of manufacturing interests from King-Spadina in the decades after World War II, the Reid Building was one of the complexes converted to commercial uses as this section of King Street West became the centre of the city’s Entertainment District

Surroundings – The Reid Building is historically, visually, physically and functionally linked to its setting on the north side of King Street West where it forms part of the collection of early 20th century warehouses between Simcoe Street and John Street. Anchoring the northeast corner of King Street West and Ed Mirvish Way, the Reid Building complements the neighbouring warehouses in its historical vintage, scale and classical styling. On the east, the Reid Building overlooks the Royal Alexandra Theatre, which is a local landmark as well as a National Historic Site.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 266 King Street West has cultural heritage value. Located on the northeast corner of King Street West and Ed Mirvish Way (formerly Duncan Street), the Reid Building is a group of three early 20th century warehouses that were designed with

Edwardian Classical features by leading architectural firms of the era. As one of the first industrial complexes developed on the former Upper Canada College campus, the Reid Building contributes to the historical character of the King-Spadina neighbourhood as it evolved from an institutional precinct to an industrial area, and is also linked to its setting on King Street West where it forms part of a collection of warehouses from the early 1900s. The acquisition of the buildings by entrepreneur Ed Mirvish followed his restoration of the Royal Alexandra Theatre, which revitalized King Street West as the city's Entertainment District.

5. SOURCES

Archival Sources

Abstract Indices of Deeds, Plan 223 E, Part Block D
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Building Records, Toronto and East York, 266 King Street West, 1965-2001
City of Toronto Directories, 1900 ff.
Goad's Atlases, 1884-1923
Photographs, City of Toronto Archives, Fonds 1231, Item 2165, and Fonds 1244, Item 3035
Photograph, Toronto Reference Library, Item B12-34b

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"Frank Wickson", Entry in Biographical Dictionary of Canadian Architects, 1850-1950, www.dictionaryofcanadianarchitects.org
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"Gillett's buy a fine factory," Toronto Daily Star (April 30, 1904), 2
"Henry Sproatt," Entry in Biographical Dictionary of Canadian Architects, 1850-1950, www.dictionaryofcanadianarchitects.org
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Maitland, Leslie, Jacqueline Hucker, and Shannon Ricketts, A Guide to Canadian Architectural Styles, 1992
McHugh, Patricia, Toronto Architecture: a city guide, 2nd ed., 1989
"New contracts," Toronto Daily Star (September 17, 1904), 5

6. IMAGES



Photograph of the Reid Building at the northeast corner of King Street West and Ed Mirvish Way, showing the south (right) façades of the 1904 (centre) and 1913 (right) warehouses, with the north warehouse (1909) visible on the far left



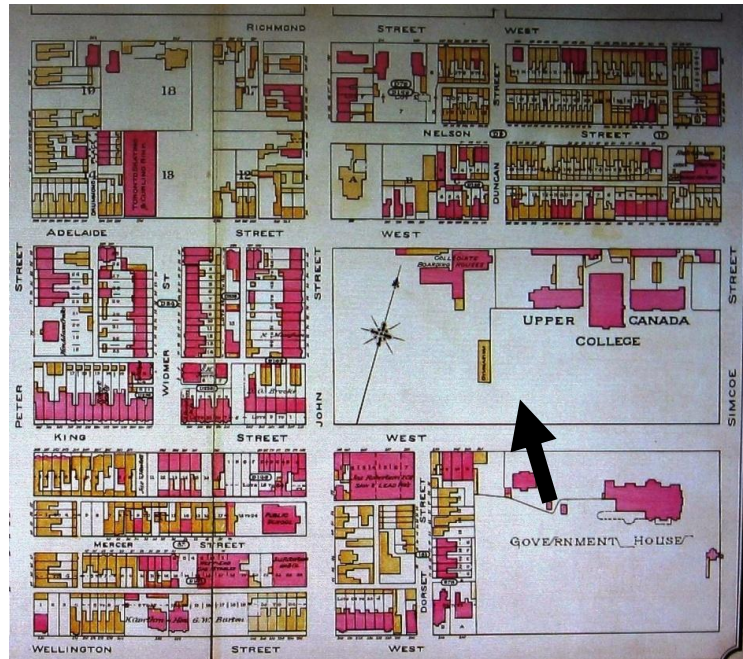
Historical photograph of Upper Canada College, showing the main campus (with the buildings facing south toward King Street) where the Reid Building was constructed in three phases in 1904, 1909 and 1913 (Source: Toronto Reference Library, Item B12-34b)



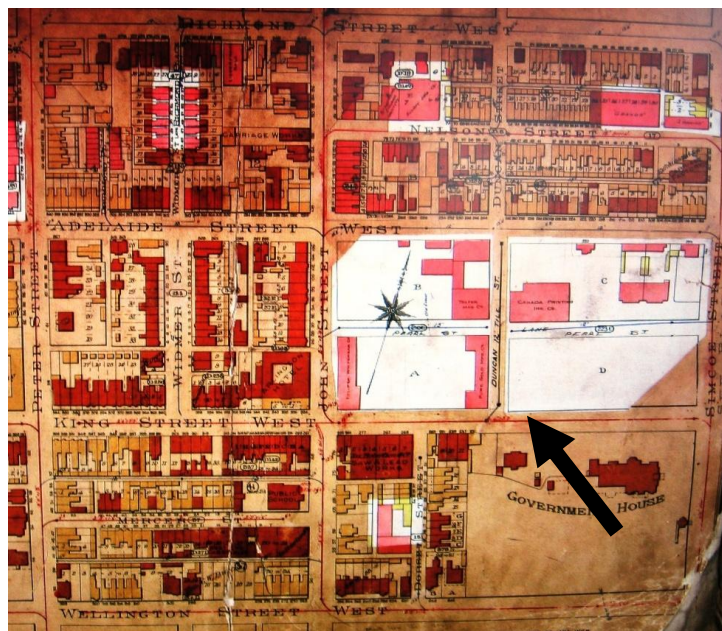
Photograph dated 1909, showing the second Reid Building (1909) in the background on the left (with Government House in the foreground) (Source: City of Toronto archives, Fonds 1244, Item 3035)



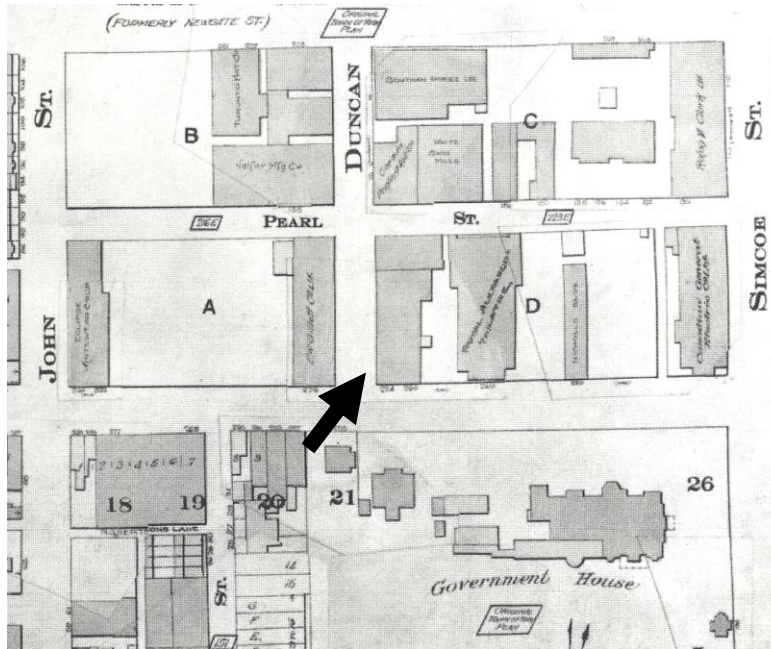
View of King Street West, looking west from Simcoe Street, and showing the Reid Building in July 1927, where the segmental-arched window openings on the east elevation of the 1913 warehouse are visible (Source: City of Toronto Archives, Fonds 1231, Item 2165)



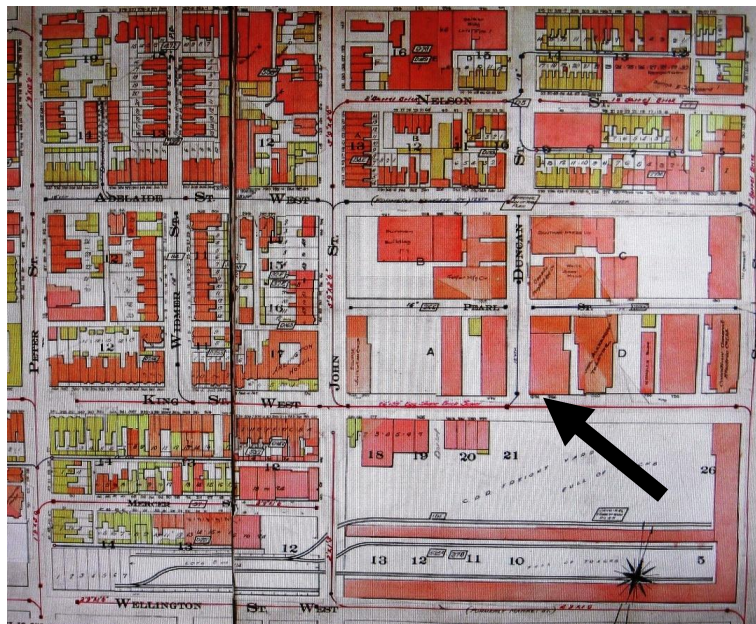
Excerpt, Goad's Atlas, 1884, showing King Street West before the relocation of Upper Canada College. The future site of #266 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1903, showing the removal of most of the buildings associated with Upper Canada College, and the introduction of the first warehouses along King Street West. The future site of #266 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1910 revised to 1912, showing the Reid Building prior to the construction of the 1913 warehouse (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1910 revised to 1923, showing the King Street West warehouses in place, including the Reid Building complex at the northeast corner of King and Duncan, west of the Royal Alexandra Theatre (Source: City of Toronto Archives)

BUILDING PERMIT

No. 693 Plan No. _____
Lot No. _____

Toronto, JUN 17 1904 190

Permit granted to
Mr. A. J. Reid
To erect a Four Storey Brick Warehouse
on Cor Duncan & King St
Architect A. L. Wickham
Builder Holby Bros.
Cost of Building, \$ 30,000.00
Plans and Specifications approved by _____
City Architect

No. of Block Plan _____
Limit A. Water, \$ _____

This permit does not include any openings in sidewalk or encroachment past line of Street.

Building Permit #693 (June 17, 1904) for the original Reid Building (Source: City of Toronto Archives)

BUILDING PERMIT

No. 16658 Plan No. _____
Lot No. _____

Toronto, JUL 30 1909 190

Permit granted to
Mr. A. J. Reid & Co. King & Duncan
To erect a 5 storey brick factory
on near King St
Duncan St
Architect Sprunt & Ralph
Builder W. Hughes
Cost of Building, \$ 22,000
Plans and Specifications approved by _____
No. of Block Plan _____
Limit A. Water, \$ _____

This Permit does not include any openings in sidewalks or encroachment past line of Street.

Building Permit #16658 (July 30, 1909) for the five-storey building on the east side of Ed Mirvish Way (formerly Duncan Street), north of King Street West (Source: City of Toronto Archives)

This Permit does not include any openings in sidewalk or encroachment past line of street

BUILDING PERMIT

Plan No. _____
 Lot No. _____

DEPARTMENT OF CITY ARCHITECT AND SUPERINTENDENT OF BUILDING

No. 2353 Toronto, March 10 1913

Permission is hereby granted to Mr. A J Rourke & Co Ltd

Address 166 King St W to erect 5 storey brick building

on the W side of 14 King St W

near _____ in Limit a in accordance with plans and specifications approved by this department.

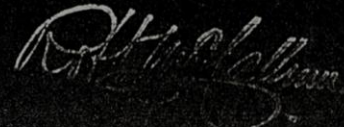
Architect Spirit & Ralph Estimated Cost, \$ 35,000

Builder J A Wiskott Ltd Permit Fee, \$ 19.75

NOTICE—To obtain permission to occupy the street or sidewalk during construction, present this permit at the office of the City Engineer.

This permit is granted on the express condition that the said building, etc., shall in all respects conform to the provisions to By-Law 4861 of the City of Toronto, regulating the construction of buildings, etc.

This permit lapses on the expiry of six months from the date of issue unless active work under it is sooner commenced.


 City Architect and Superintendent of Building

Building Permit #2353 (March 10, 1913) for the east extension on King Street West
 (Source: City of Toronto Archives)

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



GILLETT BUILDING
276 KING STREET WEST, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

July 2010

1. DESCRIPTION



Principal (south) facade on King Street West of the Gillett Building (1901)

276 King Street West: Gillett Building	
ADDRESS	276 King Street West (northwest corner of Ed Mirvish Way)
WARD	Ward 20 (Trinity-Spadina)
LEGAL DESCRIPTION	Plan 216E, Part Block A
NEIGHBOURHOOD/COMMUNITY	King-Spadina
HISTORICAL NAME	Gillett Building
CONSTRUCTION DATE	1901 (east building)
ORIGINAL OWNER	Thomas B. Greening
ORIGINAL USE	Commercial/Industrial (warehouse)
CURRENT USE*	Commercial (offices) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	A. Frank Wickson, architect
DESIGN/CONSTRUCTION/MATERIALS	Brick and stone cladding; brick, stone & wood trim
ARCHITECTURAL STYLE	Edwardian Classicism
ADDITIONS/ALTERATIONS	1942: west warehouse, Murray Brown, architect; 1972 ff., alterations for restaurants
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	July 2010

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 276 King Street West, 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
1901 Oct	Thomas B. Greening, manager of the Pure Gold Manufacturing Company of Toronto, receives a building permit for a four-storey warehouse at the northwest corner of King Street West and Ed Mirvish Way (formerly Duncan Street), identifying A. Frank Wickson as the architect
1902 Aug	The Pure Gold Manufacturing Company is the owner and occupant of the completed building according to the tax assessment rolls
1904 Apr	The <u>Toronto Daily Star</u> reports that the EW Gillett Company has acquired the Pure Gold Manufacturing Company's King Street West property
1904 Oct	The EW Gillett Company purchases the property according to land records
1905 Aug	The EW Gillett Company occupies the building when the tax assessment rolls are compiled
1907 May	The EW Gillett Company receives a building permit for a four-storey warehouse, with Wickson & Gregg listed as the architects
1910 Oct	Representatives of the University of Toronto sell additional land on King Street West to the EW Gillett Company ²⁶
1912 June	The EW Gillett Company sells the complex to William R. Brock
1912	The building is first illustrated on Goad's Atlas of 1910, updated to 1912
1942 Jan	A permit is issued for the excavation of the foundations for the west addition, according to specifications drawn up by architect Murray Brown
1984	The property at 276 King Street West is listed on the City of Toronto Inventory of Heritage Properties

ii. HISTORICAL BACKGROUND

King-Spadina Neighbourhood

The property at 276 King Street West is part of the King-Spadina Neighbourhood, the area that developed north of Front Street West between Simcoe Street and Bathurst Street, with King Street West and Spadina Avenue as its major commercial arteries. The origins of the district date to the late 18th century after the founding of the Town of York and the extension of that community westward as New Town. In the early 1800s, the relocation of the Provincial Legislature (Third Parliament Buildings, 1829-32) to Simcoe Place on Front Street West was accompanied by high-end residential development that

²⁶ The lands were originally developed for Upper Canada College, which was founded as a private boys' school in 1829 and, eight years later, placed under the control of King's College, the forerunner to the University of Toronto

drew community leaders to the neighbourhood.²⁷ Founded in 1829, two years later Upper Canada College opened an expansive campus on Russell Square, the tract on the north side of King Street West, west of Simcoe Street. After the private boys' school moved to its present site on Lonsdale Road in 1891, representatives of the University of Toronto (which formed the College's Board of Governors) organized the subdivision and sale of the original property.

In the early 20th century when the Great Fire of 1904 destroyed the existing manufacturing district along Front Street near Bay Street, Toronto's industrial sector was re-established in the King-Spadina neighbourhood. The area was chosen for its proximity to the city centre, the availability of streetcar service for workers, and the presence of the steam railways, which had arrived in Toronto in the mid-1800s and constructed tracks and shipping facilities. The evolution of King-Spadina in the late 19th and early 20th centuries can be traced on the Goad's Atlases, extracts from which are included in Section 6 of this report.

Despite the upheavals of the Great Depression of the 1930s followed by World War II, King-Spadina remained an active industrial area until the 1950s when the combination of large tracts of land, lower taxes and new highways for truck transport drew manufacturers to Toronto's suburbs. Although the clothing industry continued its dominance in the neighbourhood (which was later dubbed the Fashion District) many of the former warehouses stood vacant as the area's industrial zoning restricted other uses.²⁸ The revitalization of King Street, west of Simcoe began in the 1960s when Toronto entrepreneur Edwin "Honest Ed" Mirvish (1914-2007) restored the Royal Alexandra Theatre and converted many of the adjoining warehouses into eating establishments that served the theatre's patrons. By the close of the 20th century, Roy Thomson Hall (1982) and the Princess of Wales Theatre (1993) opened on this section of King Street West, which was named Toronto's Entertainment District.

E.W. Gillett Company

The property at 276 King Street West contains a pair of structures that are together historically known as the Gillett Building. The original four-storey warehouse on the northwest corner of King Street West and Ed Mirvish Way (formerly Duncan Street) was constructed for the Pure Gold Manufacturing Company following the issuance of a building permit in October 1901 that identified A. Frank Wickson as the architect. Three years later, following the Great Fire of 1904, the Toronto Daily Star reported that "The E. W. Gillett Company, who were burned out in the big fire, have purchased the fine substantial factory and warehouse of the Pure Gold Manufacturing Company, built a few years ago on the northwest corner of King and Duncan streets, which was formerly a portion of the old Upper Canada College grounds...The Gillett Company are to take

²⁷ The institutional character of the area was continued through the 19th century when Government House, the official residence of the Lieutenant-Governor of Ontario, was completed in 1870 on the southwest corner of King Street West and Simcoe Street, opposite Upper Canada College

²⁸ In 1996, the former City of Toronto adopted the King-Spadina Part II Plan, which relaxed land-use controls in the neighbourhood

possession of the building in a few months....”²⁹ A subsequent building permit for the site was issued in 1907, naming Wickson and Gregg as the architects.

In 1912, the Gillett Company sold the property to William R. Brock, who rented the premises to the Russell Motor Car Company in the World War I era and afterwards to the federal government as the location of the Custom House. During World War II, when the site was occupied by the James Morrison Brass Manufacturing Company, architect Murray Brown designed the adjoining (west) warehouse. The property was later acquired by Ed Mirvish Enterprises, which purchased and refurbished the Royal Alexander Theatre at 260 King Street West. The Gillett Building, along with other warehouses in the block between Simcoe Street and John Street subsequently housed restaurants that catered to theatre patrons.

Arthur Frank Wickson, Architect

The original Gillett Building was designed for the Pure Gold Manufacturing Company by Toronto architect A. Frank Wickson, whose successor firm of Wickson and Gregg was issued a building permit for the same site. Arthur Frank Wickson (1861-1936) worked with Toronto architects Darling and Curry prior to 1890 when he formed a partnership with Norman B. Dick. Following Dick’s untimely death in 1895, Wickson worked alone for a decade before joining Alfred H. Gregg in a practice that exceeded 30 years. In 1904, Wickson prepared the plans for the Pure Gold Manufacturing Company’s new facility on College Street³⁰ and, in the same year, received the commission for the Featherbone Novelty Manufacturing Company’s warehouse at 266 King Street West.

Murray Brown, Architect

The west addition to the Gillett Building was constructed according to specifications drawn up by architect Murray Brown and dating to the early 1940s. Born in Scotland and trained at the Royal Academy in London, Brown spent two years working with architect Charles S. Cobb after his arrival in Toronto in 1914. During this period, Cobb’s office won the sought-after commission to design the City’s Registry Office, a local landmark that stood on the site of present-day Toronto City Hall. With this auspicious beginning to his career in Toronto, Brown opened a solo practice and produced notable government buildings, movie theatres and commercial buildings with Modern styling.

iii. ARCHITECTURAL DESCRIPTION

The Gillett Building is comprised of two warehouses that were constructed 30 years apart and, as a result, are products of their particular architectural periods.

²⁹ Toronto Daily Star (April 30, 1904), 2

³⁰ Building Permit 772 (June 28, 1904)

1901 warehouse (northwest corner of King Street West and Ed Mirvish Way)

The Gillett Warehouse dating to 1901 is an early 20th century warehouse with features Edwardian Classicism. Its appearance is the result of the developments of the previous century, when new technologies, specifically steel frame construction and elevators, allowed buildings to grow increasingly taller. These advancements were coupled with the influence of the Chicago's World Columbian Exposition of 1893, which exhibited the "White City" of Beaux-Arts inspired and classically-detailed buildings. By the close of the 1800s, office buildings and warehouses hid their structural components and, in the case of manufacturers, production facilities behind facades that were embellished with classical elements. Edwardian Classicism emerged as the prevalent style in Canada, when it was particularly favoured for commercial and public buildings in the period leading up to World War I.³¹ In Toronto, this turning away from the architectural excesses of the Victorian era in favour of the dignified elegance and order of Edwardian Classicism coincided with the Great Fire of 1904, which provided an opportunity for architects to apply the style in the new manufacturing district. Edwardian Classicism is exhibited in the design of the Gillett Building (1901), where the principal facade follows a tripartite with a base, shaft and cornice inspired by the classical column. The contemporary elements of the building are found in the ample fenestration (a characteristic of both the style and the era),³² which includes the distinctive windows incorporating tracery.

The Gillett Building (1901) rises four stories above an exposed base with window openings. Featuring a long rectangular plan under a flat roof, the structure is clad with brick (now painted) and trimmed with brick, stone and wood. The building displays the classical organization with a base, shaft and attic, with cornices along the roof and beneath the attic storey. The south facade is divided into three bays with a projecting centre section. In the lower storey, piers support a cornice that extends above the central entry and the flanking window openings. The main entrance, which is raised and recessed in a segmental-arched door surround with double doors and a transom, is protected by a classically-detailed Tuscan portico with stone columns and an arched pediment. The flat-headed window openings in the second and third floors are arranged in pairs in the centre bay. In the attic level, round-arched surrounds incorporate pairs of round-arched window openings and circular tracery. The outer bays display single segmental-arched windows in the lower floors, with round-arched openings in the attic storey. On the long east elevation facing Ed Mirvish Way, the fenestration is symmetrically placed, combining flat-headed, segmental-arched and round-arched openings.

³¹ Maitland, 121

³² Blumenson, 166

1942 warehouse (north side of King Street West, west of Ed Mirvish Way)

The 1942 addition to the Gillett Building reflects the Commercial Style introduced at the close of the 19th century, which was applied to large-scale warehouses well into the 20th, “whose flat roofs and orderly, sleekly framed, and many-windowed facades frankly represented their commercial purposes as well as skeletal construction.”³³ The style was developed in Chicago, and its influence spread to the warehouses of the King-Spadina neighbourhood. It represented a counterpoint to earlier commercial architecture, with its minimal detailing and the oversized window openings that emphasize void over solid.

The west warehouse (1942) extends four stories above a raised base with window openings. Covered by a flat roof and displaying a long rectangular plan, the structure is clad and trimmed with brick (now painted). The principal (south) façade projects slightly south of the 1901 warehouse to the east, and features a grid-like organization of large-scale flat-headed window openings that are reduced in height from the first to the fourth stories. The east elevation, where only the southernmost bay is exposed, incorporates an entry in the basement level.

iv. CONTEXT

The Gillett Building is located on the northwest corner of King Street West and Ed Mirvish Way (formerly the south end of Duncan Street). It anchors the east end of the block extending west to John Street that contains a group of surviving early 20th century warehouses, as well as the Princess of Wales Theatre. To the east, it faces the complementary Reid Building at the northeast corner of King Street West and Ed Mirvish Way, and overlooks Metro Hall 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.

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

³³ McHugh, 20

Representative Example of a Style and Type with a High Degree of Craftsmanship –

While the Gillett Building (1901) is a representative example of an early 20th century warehouse, it is distinguished architecturally by its Edwardian Classicism styling, particularly the classical treatment of the first floor and the entrance portico. In the attic storey, the round-arched window openings incorporating tracery are distinctive architectural features. The west warehouse stands out on King Street with its unabashedly modern design, where the architect applied a grid pattern to incorporate the large-scale industrial windows. While the parts of the complex were designed in different periods, they complement one another with their shared scale.

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X
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	X

Organization - The Gillett Building is significant as the first of the commercial warehouses completed on King Street West between Simcoe Street and John Street. Commissioned by the Pure Gold Manufacturing Company, producers of baking powder and other food products, the site was acquired in 1904 by the E. W. Gillett Company, which also made baking ingredients and whose previous premises had been destroyed in the Great Fire of the same year. By World War I, the Russell Motor Car Company occupied the site and, following the conflict, the Dominion Government’s Custom House was located in the building. The complex was extended with the completion of the west addition (1942-43) for the James Morrison Brass Manufacturing Building.

Person - The property at 276 King Street West is associated with Toronto businessman Edwin “Honest Ed” Mirvish, who revitalized King Street West with his restoration of the Royal Alexandra Theatre in the early 1960s. Over the following decades, Ed Mirvish Enterprises acquired many of the warehouses along the street, including the Gillett Building, converting most to restaurants. Following the revitalization of the Royal Alexandra and the conversion of the adjacent buildings, Roy Thomson Hall (1982) opened on the south side of King Street, and Ed Mirvish Enterprises commissioned the Princess of Wales Theatre (1992) at 300 King Street West. Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way in recognition of the entrepreneur’s contribution to the cultural life of the neighbourhood.

Architect - The original Gillett Building (1901) was designed by Toronto architect A. Frank Wickson, during the decade he practiced alone before entering a partnership with A. H. Gregg. Prior to accepting the commission for this site, Wickson had gained experience in industrial design with his former partner, Norman B. Dick, when the pair prepared the plans for the series of warehouse for the Rawlinson Company on St. Joseph Street, west of Yonge Street. As Wickson and Gregg, the successor firm received a second project for the E. W. Gillett Company in 1907, a time when Wickson was

completing one of his best known works, the former Toronto Reference Library on College Street and St. George Street (in association with architect Alfred Chapman).

The west warehouse dating to the early 1940s was executed by Scottish-born architect, Murray Brown, who was reputed for his modern designs for bank branches, movie theatres and municipal buildings, including Postal Station K in North Toronto, which is a recognized heritage site.

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 – Contextually, the Gillett Building contributes to the historical character of the King-Spadina neighbourhood, which emerged as the city’s new manufacturing centre after the Great Fire of 1904. The Gillett Building was the first of the series of early 20th century warehouses built on Russell Square, the former campus of the Upper Canada College, as the area evolved from an institutional precinct to the industrial sector. Following the departure of manufacturing interests from King-Spadina in the decades after World War II, the Gillett Building was one of the warehouses converted to commercial uses as King Street, west of Simcoe, emerged as the heart of the city’s Entertainment District.

Surroundings – The Gillett Building is historically, functionally, physically and visually linked to its setting on the northwest corner of King Street and Ed Mirvish Way, where it is part of the group of surviving early 20th century warehouses in the extended block that share a complementary scale and appearance, many with Edwardian Classical styling. With the neighbouring warehouses, the Gillett Building provides a bookend to the Royal Alexandra Theatre, the National Historic Site at 260 King Street West.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 276 King Street West has cultural heritage value. Located on the northwest corner of King Street West and Ed Mirvish Way (formerly Duncan Street), the Gillett Building is significant as the oldest of the warehouses along King Street, west of Simcoe Street. The Gillett Building contributes contextually to the historical character of the King-Spadina neighbourhood as it evolved from an institutional enclave to an industrial precinct and, more recently, the city’s Entertainment District. The warehouses are linked to their surroundings as integral members of the group of early 20th century commercial buildings on King Street. Historically, the Gillett Building is associated with the architects that designed the pair of warehouses, and with businessman Ed Mirvish, who refurbished them as part of the revitalization of King Street West.

5. SOURCES

Archival Sources

Abstract Indices of Deeds, Plan 216E, Part Block A
Assessment Rolls, City of Toronto, 1900 ff.
Building Permits #287 (October 3, 1901), #772 (June 28, 1904), and #7597 (May 16, 1907), City of Toronto Archives
Building Records, Toronto and East York, 276 King Street West, 1941-98
City of Toronto Directories, 1900 ff.
Goad's Atlases, 1884-1923
Photograph, City of Toronto Archives, Fonds 1231, Item 2165
Photograph, Library and Archives Canada, Item 25593
Photograph, Toronto Reference Library, Item B12-34b

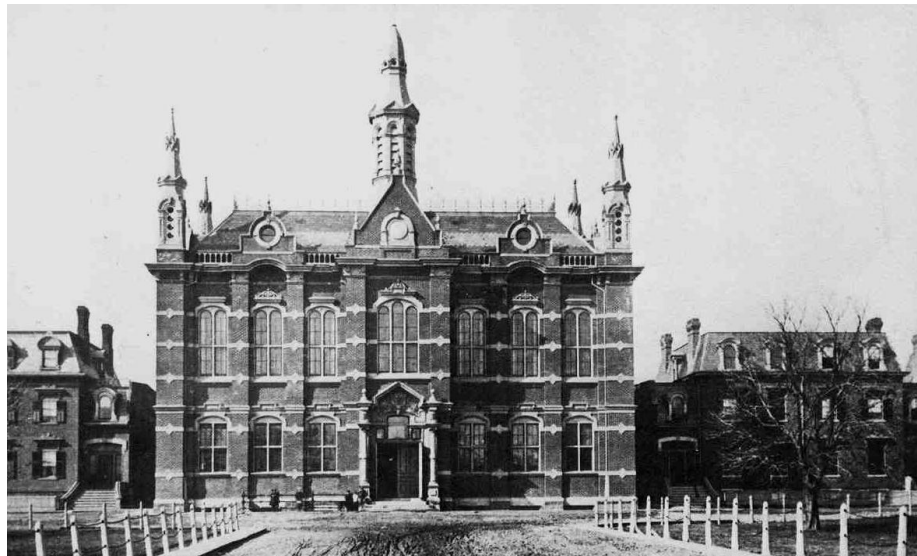
Secondary Sources

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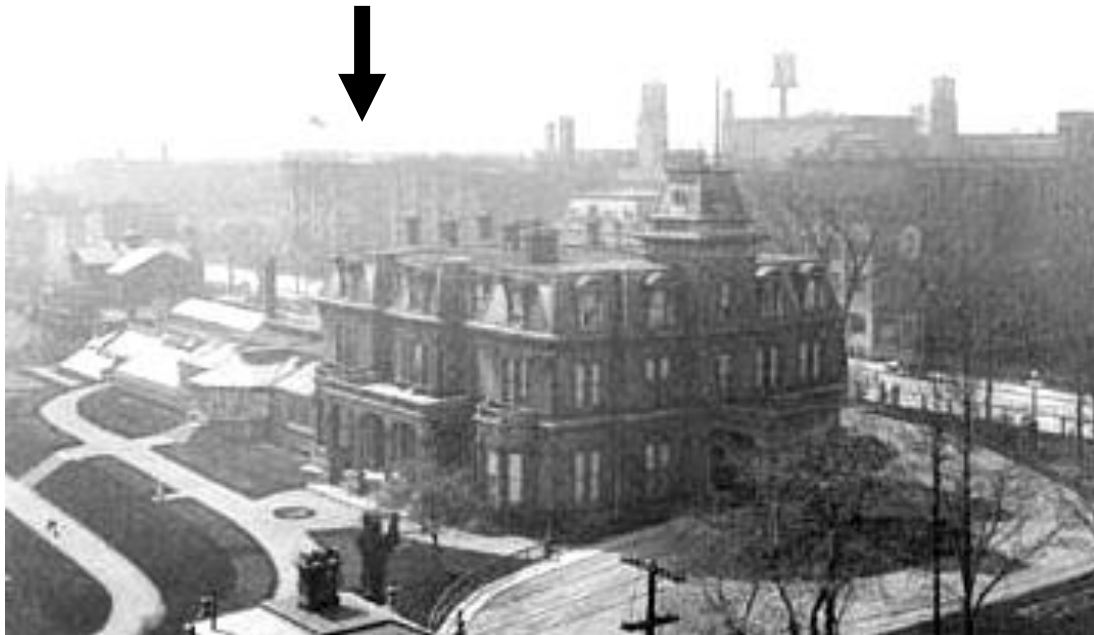
6. IMAGES



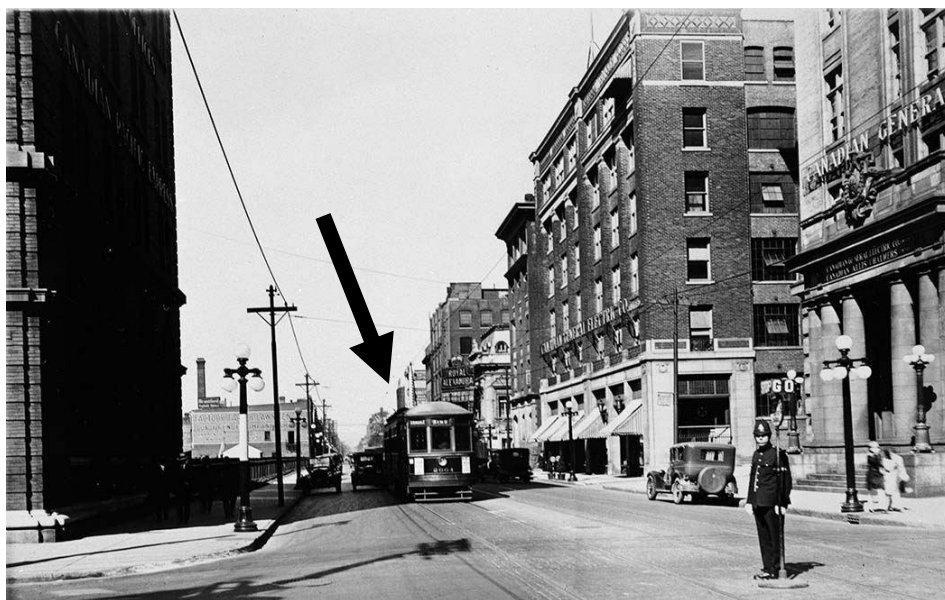
Photograph showing the south façade of the 1942 west addition to the Gillett Building



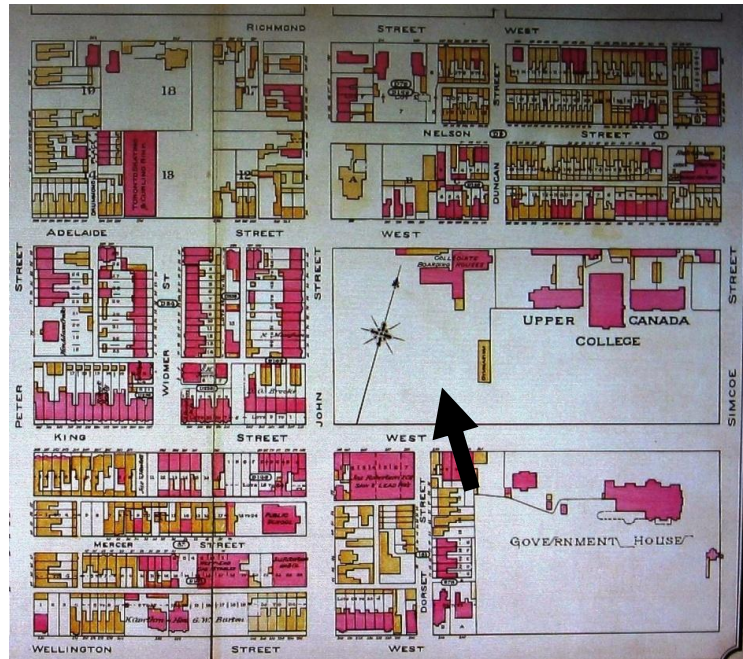
Historical photograph of Upper Canada College, showing the main campus (with the buildings facing south toward King Street) where the Gillett Building was constructed in 1901 (Source: Toronto Reference Library, Item B12-34b)



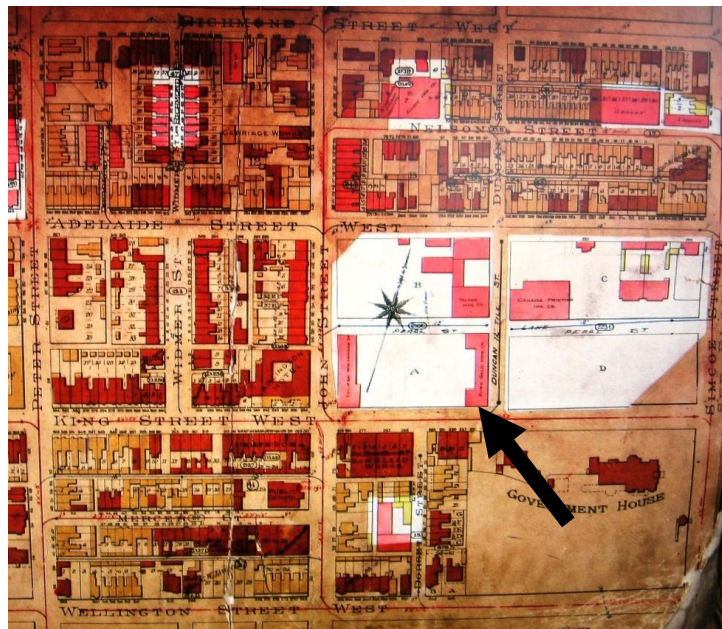
Photograph of Government House, showing the warehouses along King Street West in the background, with the Gillett Building toward the west end of the block, in 1908 (Source: Library and Archives Canada, Item 25593)



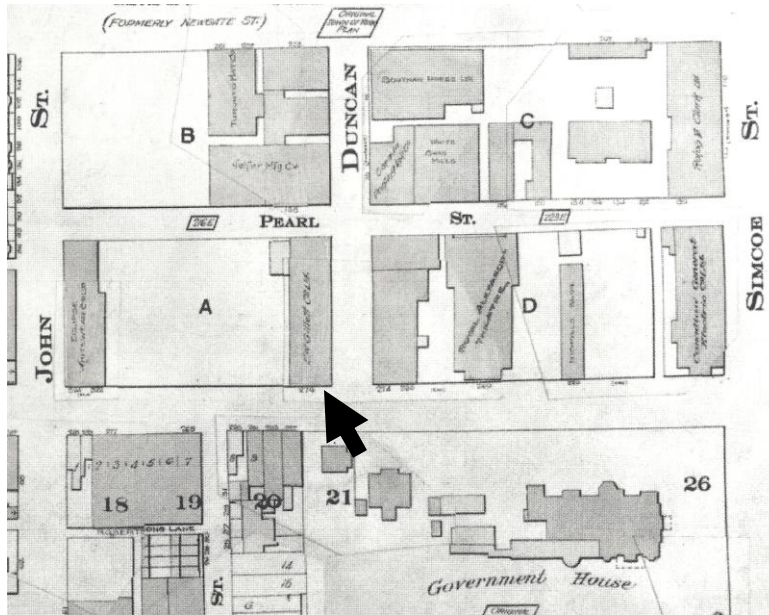
View of King Street West, looking west from Simcoe Street, and showing the Gillett Building at the west end of the block in July 1927 (Source: City of Toronto Archives, Fonds 1231, Item 2165)



Excerpt, Goad's Atlas, 1884, showing King Street West before the relocation of Upper Canada College. The future site of #276 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1903, showing the removal of most of the buildings associated with Upper Canada College, and the introduction of the first warehouses along King Street West, including the building at #276 King (Source: City of Toronto Archives)



Extract, Goad's Atlas, 1910 revised to 1910, showing the first Gillett Building in place (Source: City of Toronto Inventory of Heritage Properties)



Excerpt, Goad's Atlas, 1910 revised to 1923, showing the King Street West warehouses in place, including the Gillett Building at the northwest corner of King and Duncan (now Ed Mirvish Way) (Source: City of Toronto Archives)

BUILDING PERMIT.

No. **287**

TORONTO, OCT - 4 1901

Permit granted to

Mr. *Thos. B. Greening*

To erect a *Four story Brick*
Warehouse

near *John St*
on *E. King St*

Architect *A. Frank Wilson*

Builder *Holtby Bros.*

Cost of Building, \$ *20,000 00*

Building Permit #287 (October 3, 1901) for the first Gillett Building (Source: City of Toronto Archives)

BUILDING PERMIT

No. **7597**

Plan No. _____
 Lot No. _____

Toronto, MAY 16 1907 190

Permit granted to

Mr. *E. W. Gillet Co.* *King & Queen corner*

To erect a *4 story brick warehouse*

on *N.W. cor King & Queen Sts.*

Architect *Wilson & Gregg*

Builder *Page & Co.*

Cost of Building, \$ *12,000.00*

Plans and Specifications approved by _____

does not include any openings in sidewalk or encroachment past line of street

Building Permit #7597 (May 16, 1907) for the Gillett Building (Source: City of Toronto Archives)

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



**ANDERSON BUILDING
284 KING STREET WEST, TORONTO**

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

July 2010

1. DESCRIPTION



The Anderson Building is shown in the centre of the block on the north side of King Street West between Ed Mirvish Way (to the east, or right) and John Street (on the west, or left)

284 King Street: Anderson Building	
ADDRESS	284 King Street West (north side, between Ed Mirvish Way and John Street)
WARD	Ward 20 (Trinity-Spadina)
LEGAL DESCRIPTION	Plan 216E, Part Block A
NEIGHBOURHOOD/COMMUNITY	King-Spadina
HISTORICAL NAME	Anderson Building
CONSTRUCTION DATE	1915
ORIGINAL OWNER	Anderson-Macbeth Company Limited
ORIGINAL USE	Commercial/Industrial (warehouse)
CURRENT USE*	Commercial (offices) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	William Fraser, architect
DESIGN/CONSTRUCTION/MATERIALS	Terra cotta cladding & trim
ARCHITECTURAL STYLE	Edwardian Classicism
ADDITIONS/ALTERATIONS	None identified in Building Records
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	July 2010

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 284 King Street West, 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
1914 June	The Governors of the University of Toronto sell land on King Street West to the Anderson-Macbeth Company Limited ³⁴
1914 Dec	Building permit #15202 is issued for the structure, with William Fraser identified as the architect
1915 Aug	The building is in place and occupied by the Anderson-Macbeth Company when the tax assessment rolls are compiled
1923	The Anderson Building is first illustrated on the Goad's Atlas for 1910, updated to 1923
1984	The property at 284 King Street West is listed on the City of Toronto Inventory of Heritage Properties

ii. HISTORICAL BACKGROUND

King-Spadina Neighbourhood

The property at 284 King Street West is part of the King-Spadina Neighbourhood, the area that developed north of Front Street West between Simcoe Street and Bathurst Street, with King Street West and Spadina Avenue as its major commercial arteries. The origins of the district date to the late 18th century after the founding of the Town of York and the extension of that community westward as New Town. In the early 1800s, the relocation of the Provincial Legislature (Third Parliament Buildings, 1829-32) to Simcoe Place on Front Street West was accompanied by high-end residential development that drew community leaders to the neighbourhood.³⁵ Founded in 1829, two years later Upper Canada College opened an expansive campus on Russell Square, the tract on the north side of King Street West, west of Simcoe Street. After the private boys' school moved to its present site on Lonsdale Road in 1891, representatives of the University of Toronto (which formed the College's Board of Governors) organized the subdivision and sale of the original property.

In the early 20th century when the Great Fire of 1904 destroyed the existing manufacturing district along Front Street near Bay Street, Toronto's industrial sector was

³⁴ The lands were originally occupied by Upper Canada College, which was founded as a private boys' school in 1829 and, eight years later, placed under the control of King's College, the forerunner to the University of Toronto

³⁵ The institutional character of the area continued through the 19th century when Government House, the official residence of the Lieutenant-Governor of Ontario, was completed in 1870 on the southwest corner of King Street West and Simcoe Street, opposite Upper Canada College

re-established in the King-Spadina neighbourhood. The area was chosen for its proximity to the city centre, the availability of streetcar service for workers, and the presence of the steam railways, which had arrived in Toronto in the mid-1800s and constructed tracks and shipping facilities. The evolution of King-Spadina in the late 19th and early 20th centuries can be traced on the Goad's Atlases, extracts from which are included in Section 6 of this report.

Despite the upheavals of the Great Depression of the 1930s followed by World War II, King-Spadina remained an active industrial area until the 1950s when the combination of large tracts of land, lower taxes and new highways for truck transport drew manufacturers to Toronto's suburbs. Although the clothing industry continued its dominance in the neighbourhood (which was later dubbed the Fashion District) many of the former warehouses stood vacant as the area's industrial zoning restricted other uses.³⁶ The revitalization of King Street, west of Simcoe began in the 1960s when Toronto entrepreneur Edwin "Honest Ed" Mirvish restored the Royal Alexandra Theatre and converted many of the adjoining warehouses into eating establishments that served the theatre's patrons. By the close of the 20th century, Roy Thomson Hall (1982) and the Princess of Wales Theatre (1993) opened on this section of King Street West, which was named Toronto's Entertainment District.

Anderson Building

The property at 284 King Street West was acquired by Anderson-Macbeth Company in 1914 when representatives of the University of Toronto sold the parcel on the north side of King Street West between Duncan Street (east, now known as Ed Mirvish Way) and John Street (west). Following the issuance of a building permit in December of that year, the five-storey warehouse was in place by the summer of 1915 when the tax assessment rolls were compiled. The Anderson-Macbeth Company occupied the premises until the World War II era, when the other occupants included Phillips Electrical Works. The site was later acquired by Ed Mirvish Enterprises, which had purchased and refurbished the Royal Alexander Theatre at 260 King Street West. The Anderson Building, along with other warehouses in the block between Simcoe Street and John Street, subsequently housed restaurants catering to theatre patrons.

William Fraser, Architect

William Fraser (1867-1922) was a Scottish-born architect who articulated with John McLeod in Glasgow in the 1880s before studying at the University of London. Fraser practiced in Glasgow until 1907 when he moved to Toronto to work in the architectural office of George M. Miller. The latter firm received numerous commissions from the influential Massey family, enabling Fraser to design the School of Household Science at Victoria College (now Victoria University at the University of Toronto), which was funded by Lillian Massey Treble. Fraser embarked on a solo career in 1911, where he

³⁶ In 1996, the former City of Toronto adopted the King-Spadina Part II Plan, which relaxed land-use controls in the neighbourhood

was assisted by Toronto architect Harold Kaplan, who later co-founded the notable architectural practice of Kaplan and Sprachman. As one of the few buildings that Fraser executed in Toronto, the Anderson Building is also described as his best-known work.³⁷

iii. ARCHITECTURAL DESCRIPTION

The Anderson Building is designed with features of Edwardian Classicism applied to an early 20th century warehouse. Its appearance is the result of the developments of the previous century, when new technologies, specifically steel frame construction and elevators, allowed buildings to grow increasingly taller. These advancements were coupled with the influence of the Chicago's World Columbian Exposition of 1893, which featured the "White City" of Beaux-Arts inspired and classically-detailed buildings. By the close of the 1800s, office buildings and warehouses hid their structural components and, in the case of manufacturers, production facilities behind facades that were embellished with classical elements. Edwardian Classicism emerged as the prevalent style in Canada, when it was particularly favoured for commercial and public buildings in the period leading up to World War I.³⁸ In Toronto, this rejection of the architectural excesses of the Victorian era in favour of Edwardian Classical dignity, simplicity and order coincided with the Great Fire of 1904, which provided an opportunity for architects to apply the style in the new manufacturing district. Edwardian Classicism is exhibited in the design of the Anderson Building, where the principal facade follows a tripartite with a base, shaft and cornice inspired by the classical column. Highlighted by corner pavilions, the contemporary elements of the building are found in the ample fenestration (a characteristic of both the style and the era),³⁹ and the application of distinctive terra cotta for both the cladding and decorative detailing. This material was welcomed in Toronto after the Great Fire of 1904 for both its fire resistance and its ornamental appearance, which provided a lookalike but less expensive alternative to stone.⁴⁰

Rising five stories with a long rectangular plan, the Anderson Building has a flat roofline where the cornice along the south edge displays modillion blocks. Glazed terra cotta is applied for the cladding and trim on the principal (south) facade, which is organized in three bays. In the first storey, three large flat-headed commercial windows are centered between entrances with classically-detailed surrounds, with the east (right) entry incorporating a name band. Above a dentilled cornice, the fenestration in the second through the fifth floors is symmetrically placed and comprises flat-headed openings, apart from the trio of round-arched openings in the centre of the fourth storey. The window openings are decorated with hood moulds and keystones, including the exaggerated keystones and impost blocks on the round-headed openings, the colonnettes separating the attic windows, and the paneled spandrels. The outer bays are extended above the roofline as pavilions that incorporate triangular pediments and other classical embellishments. The east and west walls adjoin the neighbouring buildings.

³⁷ Biographical Dictionary of Architects in Canada,
www.dictionarofarchitectsincanada.org/architects/view/783

³⁸ Maitland, 121

³⁹ Blumenson, 166

⁴⁰ McHugh, 45

iv. CONTEXT

The property at 284 King Street West is located on the north side of the street in the block between Ed Mirvish Way (east, and formerly the south part of Duncan Street) and John Street (west). It is adjoined on the east by the Gillett Building, comprising two warehouses (dated 1901 and 1942-43) at the northwest corner of King Street West and Ed Mirvish Way, while its neighbour to the west is the Princess of Wales Theatre (1993). On the opposite (south) side of King Street West, the Anderson Building overlooks Metro Hall.

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.

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

Representative and Early Example of a Style and Type with a Rare Material and a High Degree of Craftsmanship – The architectural significance of the Anderson Building comes from its application of terra cotta in combination with an exuberant Edwardian Classical design. The Anderson Building is a rare surviving example of a commercial warehouse with terra cotta cladding in Toronto where, because of the fragility of the material, relatively few examples remain, as documented in the book Terra Cotta: artful deceivers (1990, 94).

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X
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	X

Person - The property at 284 King Street West is associated with Toronto entrepreneur Edwin “Honest Ed” Mirvish, who revitalized King Street West with his restoration of the Royal Alexandra Theatre in the early 1960s. Over the following decades, Ed Mirvish

Enterprises acquired many of the warehouses along the street, including the Anderson Building, converting them to commercial uses that attracted theatre patrons. Following the revitalization of the Royal Alexandra, Roy Thomson Hall (1982) opened on the south side of King Street, and Ed Mirvish Enterprises commissioned the Princess of Wales Theatre (1993) at 300 King Street West. Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way in recognition of the entrepreneur’s contributions to the cultural life of the neighbourhood.

Architect - The design of the Anderson Building was executed by Scottish-born architect William Fraser, who gained attention in Glasgow when he won a competition in 1896 for a memorial commemorating the centenary of poet Robert Burns’ death. In Canada, Fraser was invited to join the firm of George M. Miller and Company, where he worked on projects for the influential Massey family. Fraser assisted Miller with the commission for the highly visible Confederation Life Building on Richmond Street East before he was selected by the Canadian government as one of the practitioners overseeing the reconstruction of Halifax after the infamous explosion of 1917. In solo practice in Toronto, “his best known work is the Anderson Building, King Street (1915), with a finely proportioned terra cotta facade.”⁴¹

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

Context – Contextually, the Anderson Building contributes to the historical character of the King-Spadina neighbourhood, which developed as the city’s industrial sector following the destruction of the existing manufacturing district in the Great Fire of 1904. Commissioned by the Anderson-Macbeth Company, hat producers, the Anderson Building is part of the collection of surviving early 20th century warehouses that were built on Russell Square, which evolved from an institutional precinct housing the original Upper Canada College to an industrial enclave. Following the departure of manufacturing interests from King-Spadina in the decades after World War II, the Anderson Building was one of the warehouses converted to commercial uses as King Street, west of Simcoe, emerged as the centre of the city’s Entertainment District.

Surroundings – The Anderson Building is historically, physically, visually and functionally linked to its surroundings on King Street West, where it is an integral member of the surviving group of warehouses between Simcoe Street and John Street that share a complementary scale and appearance, with primarily Edwardian Classical styling. Together with the neighbouring warehouses, the Anderson Building provides a bookend for the Royal Alexandra Theatre at #260 King Street, which is recognized as a National Historic Site.

⁴¹ ibid

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 284 King Street West has cultural heritage value. From an architectural perspective, the significance of the Anderson Building relates to its combination of a richly embellished classical design with the rare application of terra cotta cladding. The property is historically associated with architect William Fraser, who designed the building, and businessman Ed Mirvish, who refurbished it along with other warehouses along King Street West, as well as the landmark Royal Alexandra Theatre. Contextually, the Anderson Building contributes to the historical character of the King-Spadina neighbourhood as it evolved from an institutional enclave and an industrial precinct to the city's Entertainment District, and is linked to its surroundings where it is an integral part of the collection of early 20th century warehouses on King Street, west of Simcoe Street.

5. SOURCES

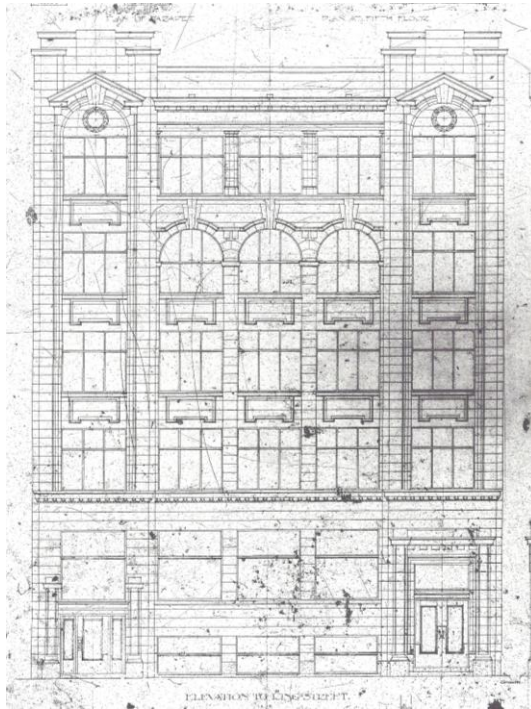
Archival Sources

Abstract Indices of Deeds, Plan 216E, Part Block A
Assessment Rolls, City of Toronto, 1900 ff.
Building Permit #15202, December 3, 1914, City of Toronto Archives
Building Records, Toronto and East York, 280-284 King Street West, 1914-47
City of Toronto Directories, 1900 ff.
Goad's Atlases, 1884-1923
Photograph, Library and Archives Canada, Item 25593

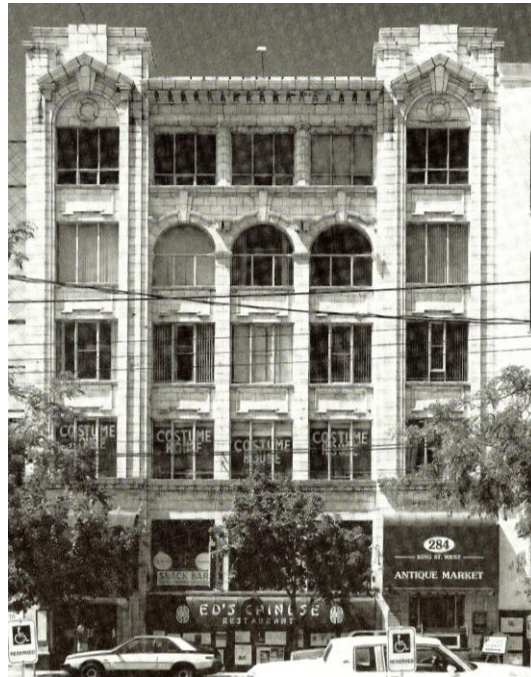
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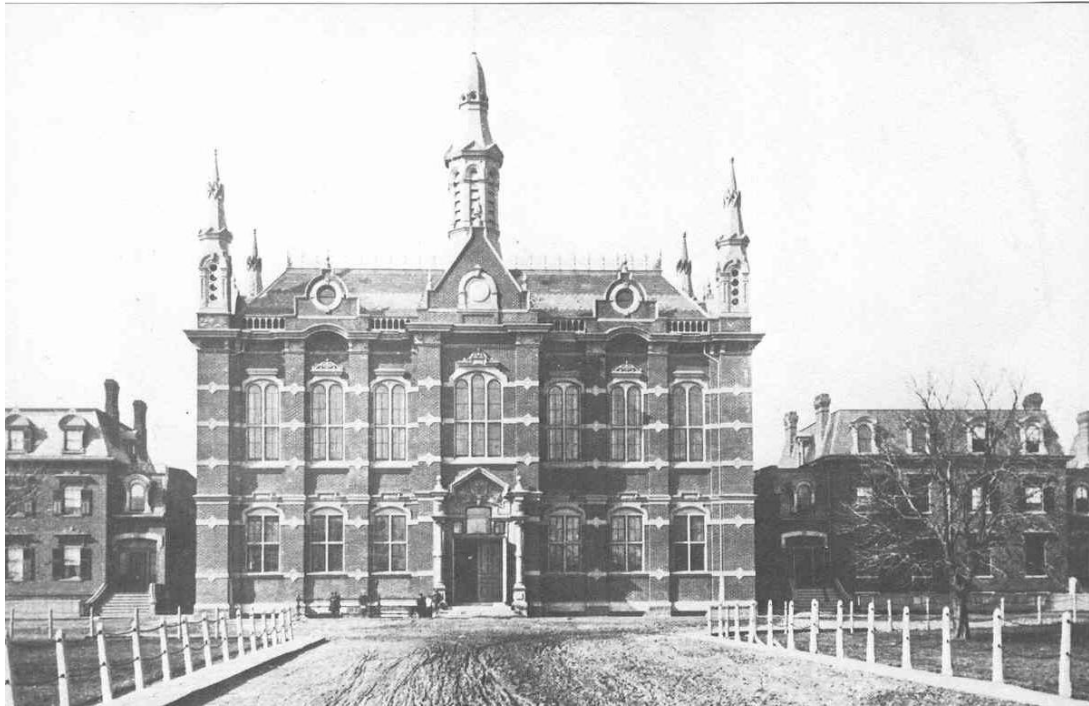
6. IMAGES



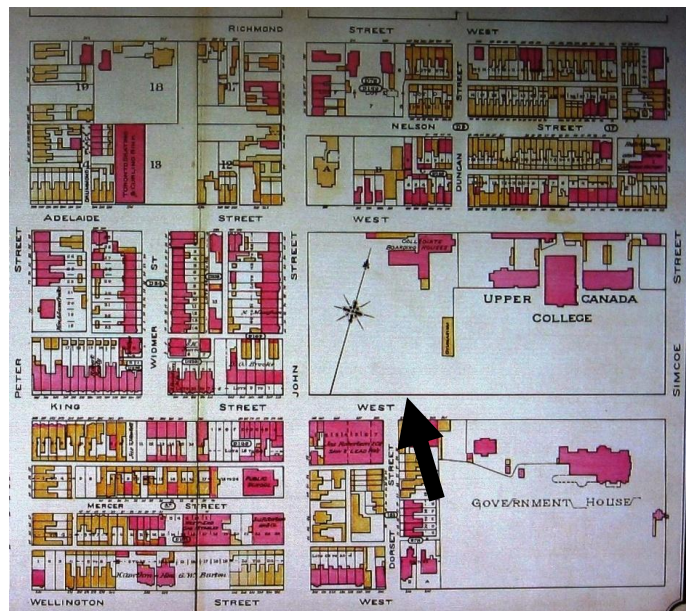
Drawing of the Anderson Building from the 1914 Building Specifications (Source: Building Records, City of Toronto)



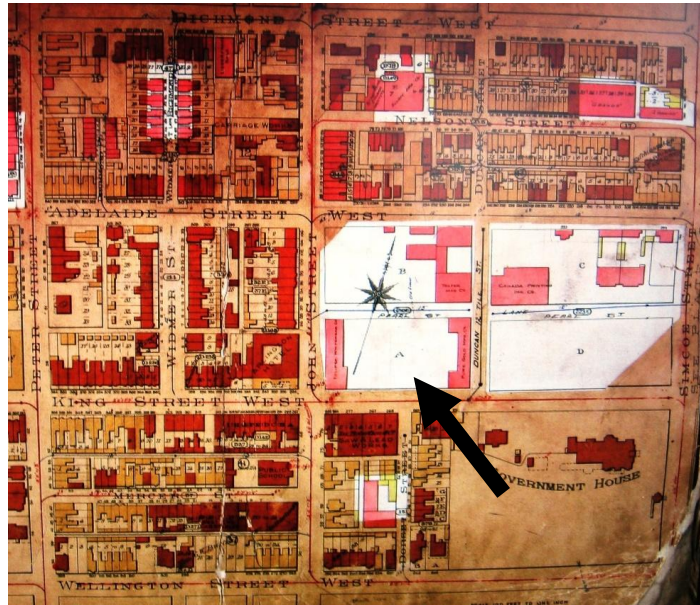
Anderson Building (Source: Terra Cotta: artful deceivers, 1990, 94)



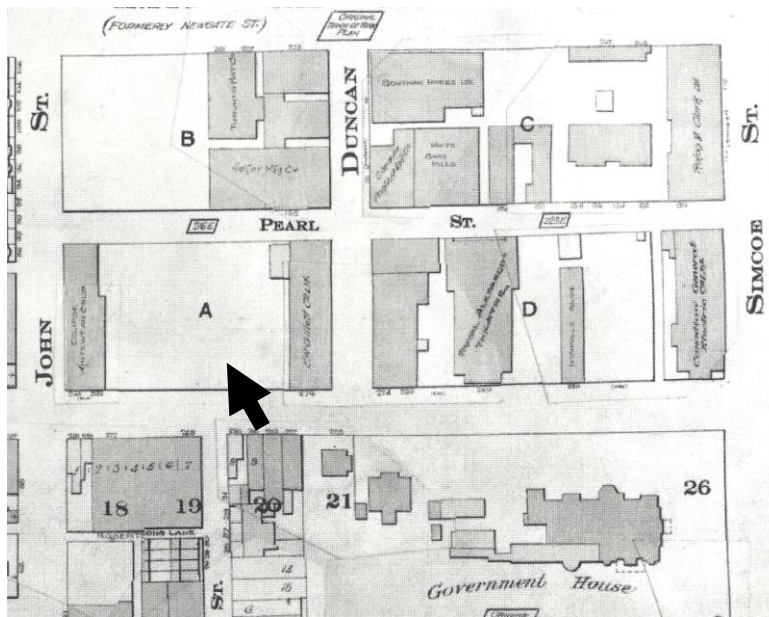
Historical photograph of Upper Canada College, showing the main campus (with the buildings facing south toward King Street West), where the Anderson Building was constructed (Source: Toronto Reference Library, Item B12-34b)



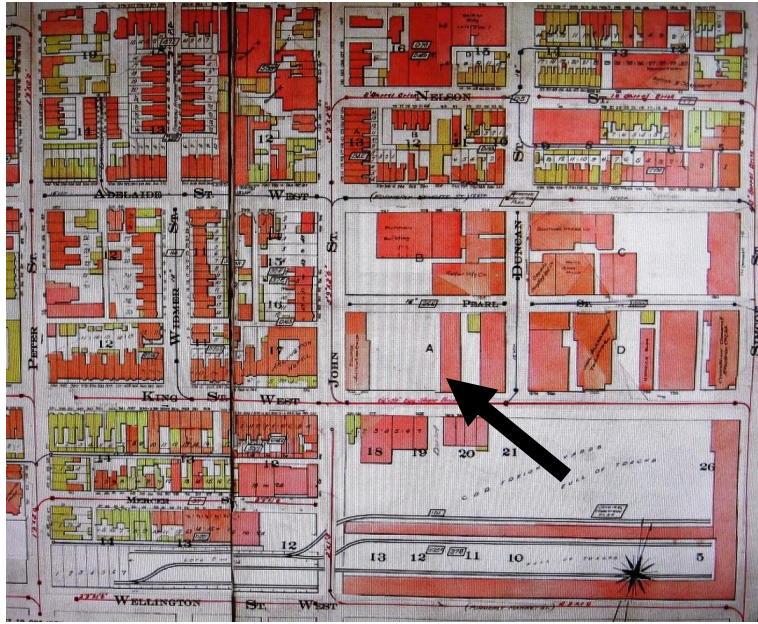
Excerpt, Goad's Atlas, 1884, showing King Street West before the relocation of Upper Canada College. The future site of #284 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1903, showing the removal of most of the buildings associated with Upper Canada College, and the introduction of the first warehouses along King Street West. The future site of #284 King is indicated by the arrow (Source: City of Toronto Archives)



Extract, Goad's Atlas, 1910 revised to 1910, showing the site of the future Anderson Building (Source: City of Toronto Inventory of Heritage Properties)



Excerpt, Goad's Atlas, 1910 revised to 1923, showing the King Street West warehouses with the Anderson Building in place at #284 King (Source: City of Toronto Archives)

PERMIT No. 15202

Architect and Building

Toronto, Dec 3 1914

to Mr. Anderson & MacBeath Ltd

to erect, a long Mill Co.

North side of King St.

in accordance with terms of application on file in this

Estimated cost 50,000 Fee 25.75

condition
ts conform
of Toronto,

Building Permit #15202 (December 3, 1914) for the Anderson Building at #284 King (Source: City of Toronto Archives)

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



**ECLIPSE WHITEWEAR BUILDING
322 KING STREET WEST, TORONTO**

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

July 2010

1. DESCRIPTION



Principal (south) entrance to the Eclipse Whitewear Building

322 King Street West (Eclipse Whitewear Building)	
ADDRESS	322 King Street West (northeast corner of John Street)
WARD	Ward 20 (Trinity-Spadina)
LEGAL DESCRIPTION	Plan 216E, Part Block A
NEIGHBOURHOOD/COMMUNITY	King-Spadina
HISTORICAL NAME	Eclipse Whitewear Building
CONSTRUCTION DATE	1903
ORIGINAL OWNER	Eclipse Whitewear Company
ORIGINAL USE	Commercial/Industrial (warehouse)
CURRENT USE*	Commercial (offices) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	Gregg and Gregg, architects
DESIGN/CONSTRUCTION/MATERIALS	Brick & stone cladding; brick, stone & wood trim
ARCHITECTURAL STYLE	Edwardian Classicism
ADDITIONS/ALTERATIONS	1970: conversion to office building, Diamond & Myers, architects; 1985: alterations for restaurant
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	July 2010

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 322 King Street West, 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
1903 Feb	The Eclipse Whitewear Company's plan to construct a factory and warehouse on King Street West is reported in the <u>Contract Record</u>
1903 Feb	A building permit is issued for the "four storey brick factory" with Gregg and Gregg identified as the architects
1903 Aug	An "unfinished building" owned and occupied by the Eclipse Whitewear Company is recorded in the City's tax assessment rolls
1903 Dec	The Eclipse Whitewear Company officially purchases the subject property from representatives of the University of Toronto ⁴²
1903	The Eclipse Whitewear Building is listed in the City of Toronto Directory for 1904, indicating that the building was completed by the end of 1903 when information was gathered
1912	The Eclipse Whitewear Building is illustrated on Goad's Atlas for 1910 updated to 1912
1970	Architects Barton Myers and A J Diamond purchase the site and refurbish the Eclipse Whitewear Building
1984	The property at 322 King Street West is listed on the City of Toronto Inventory of Heritage Properties

ii. HISTORICAL BACKGROUND

King-Spadina Neighbourhood

The property at 322 King Street West is part of the King-Spadina Neighbourhood, the area that developed north of Front Street West between Simcoe Street and Bathurst Street, with King Street West and Spadina Avenue as its major commercial arteries. The origins of the district date to the late 18th century after the founding of the Town of York and the extension of that community westward as New Town. In the early 1800s, the relocation of the Provincial Legislature (Third Parliament Buildings, 1829-32) to Simcoe Place on Front Street West was accompanied by high-end residential development that drew community leaders to the neighbourhood.⁴³ Founded in 1829, two years later Upper Canada College opened an expansive campus on Russell Square, the tract on the north

⁴² The lands were originally occupied by Upper Canada College, which was founded as a private boys' school in 1829 and, eight years later, placed under the control of King's College, the forerunner to the University of Toronto

⁴³ The institutional character of the area continued through the 19th century when Government House, the official residence of the Lieutenant-Governor of Ontario, was completed in 1870 on the southwest corner of King Street West and Simcoe Street, opposite Upper Canada College

side of King Street West, west of Simcoe Street. After the private boys' school moved to its present site on Lonsdale Road in 1891, representatives of the University of Toronto (which formed the College's Board of Governors) organized the subdivision and sale of the original property.

In the early 20th century when the Great Fire of 1904 destroyed the existing manufacturing district along Front Street near Bay Street, Toronto's industrial sector was re-established in the King-Spadina neighbourhood. The area was chosen for its proximity to the city centre, the availability of streetcar service for workers, and the presence of the steam railways, which had arrived in Toronto in the mid-1800s and constructed tracks and shipping facilities. The evolution of King-Spadina in the late 19th and early 20th centuries can be traced on the Goad's Atlases, extracts from which are included in Section 6 of this report.

Despite the upheavals of the Great Depression of the 1930s followed by World War II, King-Spadina remained an active industrial area until the 1950s when the combination of large tracts of land, lower taxes and new highways for truck transport drew manufacturers to Toronto's suburbs. Although the clothing industry continued its dominance in the neighbourhood (which was later dubbed the Fashion District) many of the former warehouses stood vacant as the area's industrial zoning restricted other uses.⁴⁴ The revitalization of King Street, west of Simcoe began in the 1960s when Toronto entrepreneur Edwin "Honest Ed" Mirvish (1914-2007) restored the Royal Alexandra Theatre and converted many of the adjoining warehouses into eating establishments that served the theatre's patrons. By the close of the 20th century, Roy Thomson Hall (1982) and the Princess of Wales Theatre (1993) opened on this section of King Street West, which was named Toronto's Entertainment District.

Eclipse Whitewear Building

In 1903, the Eclipse Whitewear Company, producers of ladies' and children's underwear, announced its plans to construct a new manufacturing complex in King-Spadina. Following the issuance of a building permit that named Toronto architects Gregg and Gregg as its designers, the warehouse was constructed that same year. The company retained the site until 1970.

Gregg and Gregg, Architects

The Eclipse Whitewear Building was designed by the architectural partnership headed by William Rufus Gregg (1851-1930) and his younger brother, Alfred Holden Gregg (1868-1945). The elder Gregg assisted Toronto architects Smith and Gemmel in the 1870s before embarking on a solo practice that was interrupted by the decade-long period he worked with his brother. A. H. Gregg began his career as his brother's assistant, prior to pursuing additional training in the United States. After their professional relationship

⁴⁴ In 1996, the former City of Toronto adopted the King-Spadina Part II Plan, which relaxed land-use controls in the neighbourhood

ended, A. H. Gregg was associated with the notable Toronto practitioner A. Frank Wickson, until the latter's death in 1936. Gregg and Gregg's portfolio included institutional buildings and residential commissions. The Eclipse Whitewear Building was one of their few commercial projects, which followed the partners' designs for the Telfer Paper Box Building (1902) at Duncan Street and Pearl Street.

Myers and Diamond, Architects

In 1970, the Eclipse Whitewear Building was purchased by architects A. J. (Jack) Diamond and Barton Myers. Born in South Africa, Diamond received his architectural training in England and the United States before arriving in Canada in 1964 to direct the Master of Architecture program at the University of Toronto. American-born Myers studied at the University of Pennsylvania before working with the notable practitioner, Louis Kahn. In 1968, Myers relocated to Toronto where he entered into an association with Diamond that lasted from 1968 to 1975. The architects incorporated heritage buildings into the Sherbourne Lanes development and refurbished the Eclipse Whitewear Building as the location of their architectural office. After the dissolution of the partnership, both men went on to successful careers, with Myers moving to Los Angeles in the 1980s. Diamond formed a new practice with Donald Schmidt that has executed both local and internationally regarded commissions. Myers accepted the inaugural Toronto Arts Award for Architecture in 1986 and was awarded the Royal Architectural Institute of Canada's Gold medal in 1994.

iii. ARCHITECTURAL DESCRIPTION

The Eclipse Whitewear Building displays features of Edwardian Classicism applied to an early 20th century warehouse. Its appearance was the result of the developments of the previous century, when new technologies, specifically steel frame construction and elevators, enabled buildings to grow increasingly taller. These advancements were coupled with the influence of the Chicago's World Columbian Exposition of 1893, which showcased the "White City" of Beaux-Arts inspired and classically-detailed buildings. By the close of the 1800s, office buildings and warehouses hid their structural components and, in the case of manufacturers, production facilities behind facades that were embellished with classical elements. Edwardian Classicism emerged as the prevalent style in Canada, when it was particularly favoured for commercial and public buildings in the period leading up to World War I.⁴⁵ In Toronto, this turning away from the architectural excesses of the Victorian era in favour of the dignity, elegance and order of Edwardian Classicism coincided with the Great Fire of 1904, which provided an opportunity for architects to apply the style in the new manufacturing district. Edwardian Classicism is exhibited in the design of the Eclipse Whitewear Building, where the principal facade follows a tripartite with a base, shaft and cornice with corbelled brickwork inspired by the classical column. The contemporary elements of the building are found in the ample fenestration (characteristic of both the style and the era),⁴⁶

⁴⁵ Maitland, 121

⁴⁶ Blumenson, 166

particularly the piers that create an arcade-like effect with tiers of window openings in the upper stories that extend from the south facade along the long west wall.

Rising four stories above an extended base with window openings, the structure displays a long rectangular plan beneath a flat roofline that is highlighted with corbelled brickwork. The building is clad with red brick (now painted), with brick, stone and wood trim.⁴⁷ The principal (south) façade on King Street is divided into three bays with a projecting centre section. Elevated in the centre of the wall, the main entrance is protected by a round-arched hood that is supported on columns and incorporates classical detailing. A name band, reading “Eclipse White Wear Company,” extends above the entrance and the flanking flat-headed window openings. In the outer bay (east), a secondary entry is covered by a round-arched hood and surmounted by a transom window. Above the first floor, brick piers divide the upper stories where the fenestration combines flat-headed, segmental-arched and round-arched window openings, the latter with corbelled brick detailing. On the west elevation facing John Street, the fenestration is symmetrically placed. In the upper stories, the piers organize the segmental-arched openings, and form an arcade with the round-arched window heads in attic level. At the west end of the south wall, a plaque commemorates the original Toronto General Hospital that was once located northwest of King Street West and John Street in the early 19th century. The east elevation adjoins the neighbouring Princess of Wales Theatre.

iv. CONTEXT

The property at 322 King Street West is located on the northwest corner of King Street West and John Street where it anchors the west end of the collection of early 20th century warehouses west of Simcoe Street. With the Princess of Wales Theatre directly east, the Eclipse Whitewear Building overlooks Metro Hall to the south and the new Bell Lightbox development to the west. On the southwest corner of King Street West and John Street, the William Barber Building (1880) is a recognized heritage site.

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.

Design or Physical Value	
i. rare, unique, representative or early example of a style, type, expression, material or construction method	X
ii. displays high degree of craftsmanship or artistic merit	X

⁴⁷ The dark brickwork is visible in the archival photographs included in Section 6 of this report

iii. demonstrates high degree of scientific or technical achievement	N/A
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Representative and Early Example of a Style and Type with a High Degree of Craftsmanship – The Eclipse Whitewear Building is an excellent and well-crafted example of an early 20th century warehouse that features the hallmarks of Edwardian Classicism, the most popular style for commercial building during the pre-World War I era. Displaying the classical organization of the principal facades into a base, shaft and attic (with cornice) that is typical of the Edwardian Classical style, the Eclipse Whitewear Building is particularly distinguished by its “extraordinary large proportion of window space to wall surface – nearly equal,” which creates a rhythmic pattern along the west elevation facing John Street in particular.⁴⁸

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X
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	X

Person - The property at 322 King Street West is associated with Toronto entrepreneur Edwin “Honest Ed” Mirvish, who revitalized King Street West with his restoration of the Royal Alexandra Theatre in the early 1960s. Over the following decades, Ed Mirvish Enterprises acquired many of the warehouses along the street, including the Eclipse Whitewear Building, converting them to commercial uses that attracted theatre goers. After the revitalization of the Royal Alexandra, Roy Thomson Hall (1982) opened on the south side of King Street, and Ed Mirvish Enterprises commissioned the Princess of Wales Theatre (1992) at 300 King Street West. Duncan Street between King Street West and Pearl Street was renamed Ed Mirvish Way in recognition of the entrepreneur’s contributions to the cultural life of the neighbourhood.

Architect - The Eclipse Whitewear Building was designed by the Toronto architectural firm of Gregg and Gregg. The partnership was headed by William Rufus Gregg, who practiced alone apart from his decade-long association with his brother, Alfred Holden Gregg. The pair’s design for the Eclipse Whitewear Building is among their best-known works. In 1970, the site was acquired by two noted architects, American Barton Myers and South African-born architect A. J. Diamond, who refurbished the warehouse for their architectural offices during their short-lived partnership.

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

⁴⁸ Richardson, 15

Character – Contextually, the Eclipse Whitewear Building contributes to the historical character of the King-Spadina neighbourhood, which developed as the city’s new manufacturing sector after the Great Fire of 1904. By World War I, the former Upper Canada College campus at Russell Square on King Street, west of Simcoe Street, was transformed from an institutional precinct to an industrial enclave of warehouses, including the Eclipse Whitewear Building at the west end of the block. Following the departure of industries from King-Spadina in the decades after World War II, the Eclipse Whitewear Building was converted to commercial uses as King Street, west of Simcoe, became the core of the city’s Entertainment District.

Surroundings – The Eclipse Whitewear Building is historically, functionally, physically and visually linked to its surroundings on the north side of King Street West where it anchors the east corner of John Street. As part of the collection of surviving early 20th century warehouses that share a complementary scale and styling, primarily with Edwardian Classical features, the Eclipse Whitewear Building and its neighbours bookend the Royal Alexandra Theatre, a National Historic Site at 260 King Street West.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 322 King Street West has cultural heritage value. As one of the oldest warehouses constructed on the former Upper Canada College campus on King Street West, the Eclipse Whitewear Building is historically associated with the architects who originally designed it and later refurbished it, as well as with businessman Ed Mirvish, who acquired the site as part of his portfolio of warehouses adjoining the Royal Alexandra Theatre. As an early warehouse designed with Edwardian Classical features, the structure contributes to the historical character of the King-Spadina neighbourhood as it evolved from an institutional enclave and industrial precinct to the city’s Entertainment District. The Eclipse Whitewear Building is linked to its setting on King Street, west of Simcoe Street, where it forms part of a collection of significant heritage properties.

5. SOURCES

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Abstract Indices of Deeds, Plan 216E, Part Block A
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Building Permit #764 (February 25, 1903), City of Toronto Archives
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Photographs, City of Toronto Archives, Fonds 1257, Items 21 and 25
Photograph, Library and Archives Canada, Item 25593

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1850-1950, www.dictionarofarchitectsincanada.org

6. IMAGES



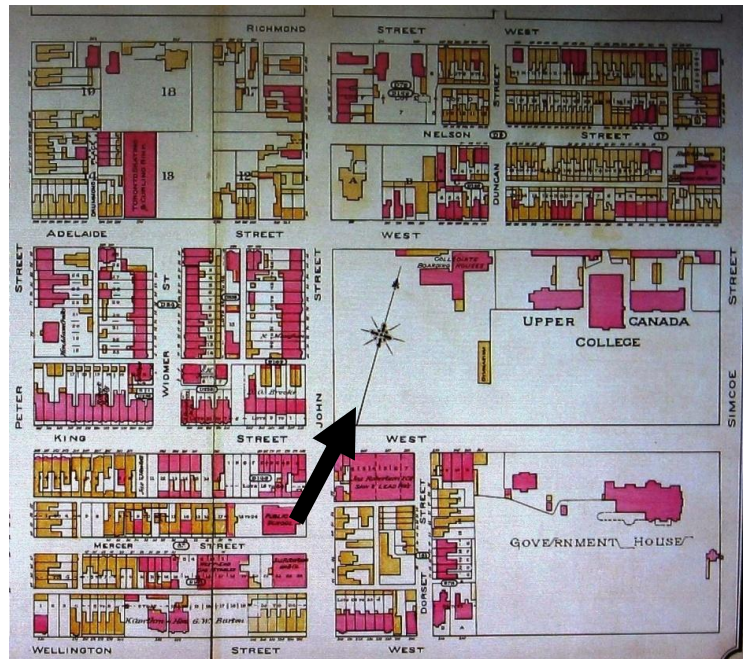
Photograph of the lower storey of the Eclipse Whitewear Building, showing the unpainted brickwork, 1961 (Source: City of Toronto Archives, Fonds 1257, Item 21)



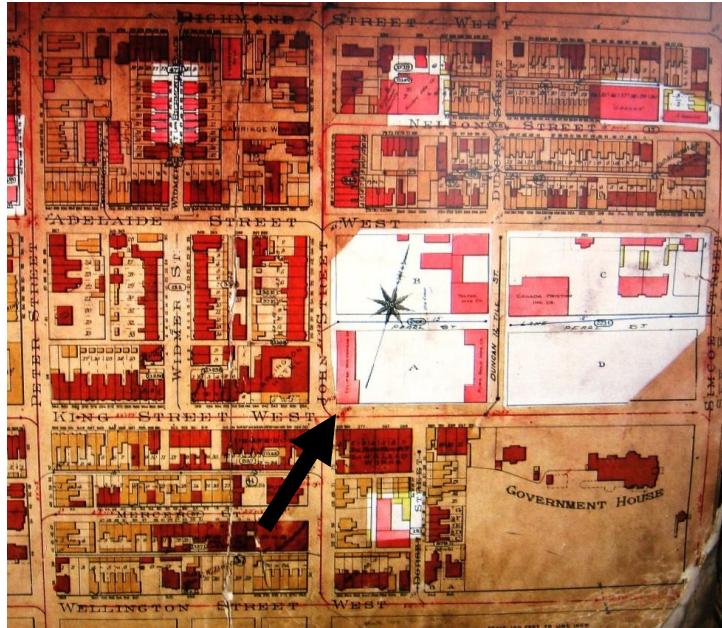
Photograph showing the portico of the Eclipse Whitewear Building (left), 1961 (Source: City of Toronto Archives, Fonds 1257, Item 25)



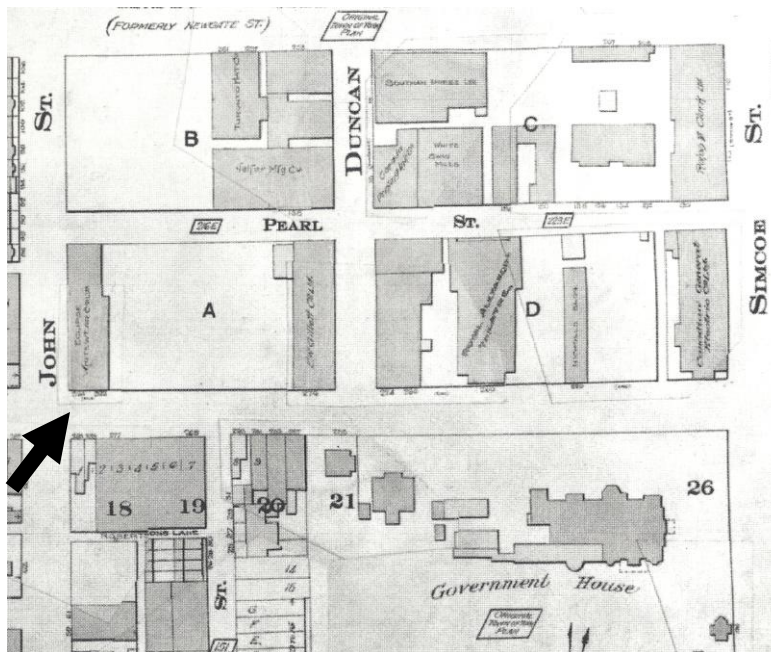
Historical photograph of Upper Canada College, showing the main campus (with the buildings facing south toward King Street West) where the Eclipse Whitewear Building was constructed (Source: Toronto Reference Library, Item B12-34b)



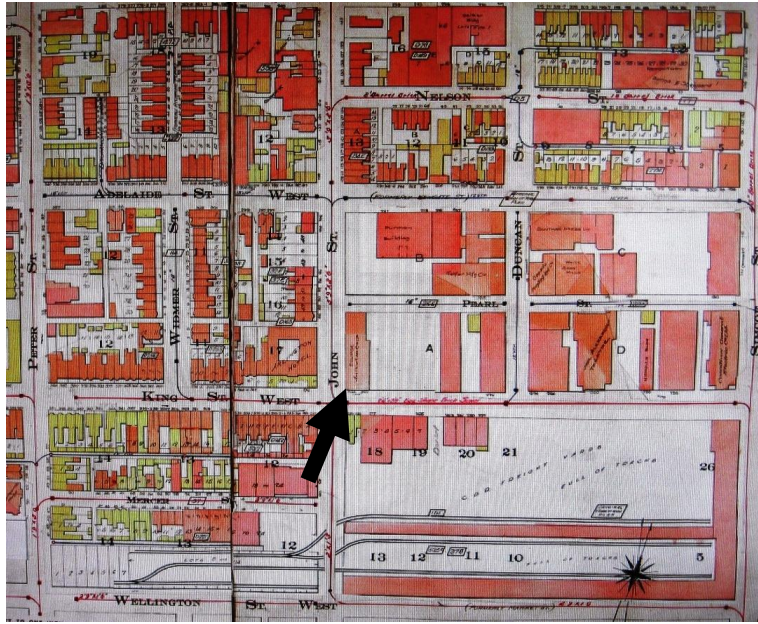
Excerpt, Goad's Atlas, 1884, showing King Street West before the relocation of Upper Canada College. The future site of #322 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, *Goad's Atlas*, 1903, showing the removal of most of the buildings associated with Upper Canada College, and the introduction of the first warehouses along King Street West. The Eclipse Whitewear Building at #322 King is marked by the arrow (Source: City of Toronto Archives)



Excerpt, *Goad's Atlas*, 1910 revised to 1912, showing the Eclipse Whitewear Building with the development of King Street West to date (Source: City of Toronto Archives)



Excerpt, Goad's Atlas, 1910 revised to 1923, showing the King Street West warehouses in place, including the Eclipse Whitewear Building (Source: City of Toronto Archives)

92 BUILDING PERMIT

No. **764**

Plan No.

Lot No.

Toronto, FEB 25 1903

Permit granted to

Mr. *Eclipse Whitewear Co*

To erect a *Four story Brick*
Factory

on *N. E. cor King & John St*

Architect *Greig & Greig*

Builder *Widmark Bros*

Building \$ 25,000

Building Permit #764 (February 25, 1903) for the Eclipse Whitewear Building (Source: City of Toronto Archives)