

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



MACLEAN-HUNTER BUILDING
481 UNIVERSITY AVENUE, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

May 2014

1. DESCRIPTION



Above: Photograph showing the principal (west) façade of the Maclean-Hunter Building in 1973 (City of Toronto Archives, Fonds 2043, Series 1587); cover: view of the Maclean-Hunter Building at the northeast corner of University Avenue and Dundas Street West (Heritage Preservation Services, May 2014)

481 University Avenue: Maclean Hunter Building	
ADDRESS	481 University Avenue (northeast corner of Dundas Street West) ¹
WARD	Ward 27 (Toronto Centre-Rosedale)
LEGAL DESCRIPTION	Plan 147, Lots 16-20 (west range, east side of University Avenue)
NEIGHBOURHOOD/COMMUNITY	University Avenue
HISTORICAL NAME	Maclean-Hunter Building
CONSTRUCTION DATE	1961 (completed)
ORIGINAL OWNER	Maclean-Hunter, publishers
ORIGINAL USE	Commercial (office building)
CURRENT USE*	Commercial * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	Marani and Morris, architects
DESIGN/CONSTRUCTION	Brick cladding with stone detailing
ARCHITECTURAL STYLE	See Section 2.iii
ADDITIONS/ALTERATIONS	See Section 2.iii
CRITERIA	Design/Physical, Historical/Associative and Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties ²
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	June 2014

¹ 481 University Avenue is the confirmed municipal address for the entire block bounded by University Avenue, Dundas Street West, Centre Avenue, which includes additional buildings that are identified by convenience addresses (the subject building is known for convenience purposes as 465 University)

² The listing identified the entire property, but only referenced the two buildings known for convenience purposes as 210 Dundas Street West and 70 Centre Avenue

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 481 University Avenue (Maclean-Hunter Offices) 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
1856	Plan 147 is registered, subdividing the lands east of present-day University Avenue and north and south of present-day Dundas Street West
1887	Newspaper reporter and editor John B. Maclean founds a publishing company, later occupying premises on Front Street East
1909 June	Maclean completes his first purchase of land in the block bounded by present-day University Avenue, Dundas Street West, Centre Avenue and Edward Street, and continues to add parcels until 1927
1909 Sept	Maclean is listed in the tax assessment rolls as the owner of tenanted house form buildings occupying his lands on Centre and Agnes (Dundas)
1909 Dec	A building permit is issued to the Maclean Publishing Company for a three-storey brick factory at present-day 70 Centre Avenue, naming Sproatt and Rolph, which is recorded in the tax assessment rolls in 1910
1912	The update to Goad's Atlas shows the first phase of the Maclean Publishing Company's complex in place mid-block on the west side of Centre Avenue
1913 Dec	A building permit is issued to the Maclean Publishing Company for an office building on University Avenue near Edward Street, which is designed by architect John M. Lyle and recorded as "unfinished" in the tax assessment roll in September 1914
1919 July	The Maclean Publishing Company receives a building permit for a printing plant on the corner of Edward Street and Centre Avenue (present-day 137 Edward Street ³)
1919 Sept	The Maclean Publishing Company's three buildings are assessed together under the University Avenue address and valued at \$90,000
1928 July	Architect Murray Brown prepares specifications for the addition to Maclean's complex at 210 Dundas Street West, which is first recorded in the tax assessment rolls in September 1929
1931	The University Avenue By-law is passed to guide future development along the street
1945	Following Maclean's retirement, the company is renamed Maclean-Hunter; three years later, the printing plant is moved to a new facility in North York
1957	The Maclean-Hunter Publishing Company applies to demolish the 1914 office building

³ Although no architect is named on the building permit, The Biographical Dictionary of Architects in Canada cites an entry in Contract Record identifying Charles S. Cobb as the practitioner
Alteration of a Designated Heritage Property, Intention to Designate & HEA- 481 University Avenue

1961	The 9-storey office building is completed for Maclean-Hunter on the east side of University Avenue, extending from Dundas to Edward Streets
1964	The update to the Underwriters' Survey Bureau atlas shows the new Maclean-Hunter Building
1976	The property at 481 University Avenue is included on the City's heritage inventory, with the buildings at 70 Centre Avenue (1910) and 210 Dundas Street West (1928) noted in the listing description
1983	The Maclean-Hunter offices are relocated to College Park
1984	William Strong Associates alters the west entrance to the 1961 office building

ii. HISTORICAL BACKGROUND

University Avenue

The property at 481 University Avenue with the Maclean Publishing Company Building (1928) occupies the city block on the east side of University Avenue between Dundas Street West and Edward Street. The development of the site and its surroundings is illustrated on the historical maps and archival photographs included in Section 6. The subject property originated as part of Park Lot 11, one of the 100-acre allotments surveyed between present-day Queen and Bloor Streets after the founding of the Town of York (Toronto) and granted to government and military officials as the location of country estates.⁴ Park Lot 11 was first transected by a publically accessible north/south street called Park Lane. In 1829, King's College (the forerunner to the University of Toronto) opened a parallel private road named College Avenue along the west boundary of Park Lot 11 from present-day Queen Street West to Queen's Park where its campus was partially completed in 1845.⁵ By the late 19th century, College Avenue was described "even to one who has seen the best park drives in Europe and America... [as] one of the very finest in the world".⁶ Commercial traffic and the opening of cross-streets were prohibited until the late 1880s when College Avenue became a public street and the basis for the ceremonial passage to the Ontario Legislature that was unveiled in Queen's Park in 1892.⁷ By 1913 when College Avenue was combined with University "Street" (former Park Lane) and renamed University Avenue, the broad thoroughfare was dominated by residential structures interspersed with institutional buildings, with upscale houses near Queen's Park. However, directly east, the impoverished neighbourhood known as "The Ward" provided a stark contrast to the grandeur of University Avenue.

In the early 20th century, University Avenue became the focus for Toronto's experiment with the City Beautiful Movement, whereby early urban planning principles were applied in designs for harmonious public spaces. While many schemes to improve the street

⁴ Granted to Thomas Raddish, Park Lot 11 was not the location of a prominent estate unlike most Park Lots in Toronto's downtown core

⁵ The original building was demolished in 1886 for the east wing of the present-day Ontario Legislature (a history of the site is found in Dendy, 180-181)

⁶ Mulvany, 44

⁷ The name "University Avenue" was first used about 1860 according to duToit, 131. Historical maps and atlases label it both "street" and "avenue" in the late 19th century

were initiated and rejected, in 1928 the passage of the "University Avenue Extension Act" enabled the municipality to extend and curve the road southward, connecting it to Front Street West where Toronto's third Union Station had recently opened. City Council adopted the University Avenue Bylaw (By-law 13409) in 1931 to control the design, height, materials and types of new buildings on University between Front and College Streets.⁸ The landmark Canada Life Building (1931) was among the first large-scale commercial edifices that appeared on University Avenue following the introduction of the guidelines. After World War II when the thoroughfare's lanes and the adjoining sidewalks were widened and additional public monuments were introduced to the central boulevard, University Avenue was considered "one of the most handsome streets in North America...for its fresh and striking vista of architectural excellence."⁹ The extension of the subway beneath University Avenue in 1963 led to the redesign of the surface areas, including new landscaping under the supervision of the notable firm of Dunington-Grubb and Stensson, landscape architects. The evolution of University Avenue in the 20th century coincided with the development over a fifty-year period of the Maclean Publishing Company's complex on the east side of the street.

Maclean Publishing Company

In the early 1900s, John Bayne Maclean (1862-1950) began accumulating land on the east side of University Avenue, north of present-day Dundas Street West.¹⁰ Maclean was a former newspaper editor and reporter who founded his own publishing enterprise in 1887 to produce "The Canadian Grocer", a leading trade journal.¹¹ His company both acquired and created an array of newspapers, journals and magazines, among them "Maclean's" (formerly "The Busy Man's Magazine", founded 1905) and "The Financial Post" (1907). In 1910, when Maclean planned his first custom-built office building and printing plant for his University Avenue tract, the restrictions against commercial buildings meant that the complex was located near the Centre Avenue side of the site.¹² According to company lore, "confronted with a city restriction that forbade the approach of manufacturing to the Avenue, the disgruntled Colonel [Maclean's nickname] set up shop 90 feet from the boulevard and used the long front lawn for bowls."¹³ Maclean's unveiled the first commercial building fronting directly onto University Avenue in 1914, renting several floors to tenants, including the Province of Ontario.¹⁴ Attached to the latter building, a new printing plant was completed on the southwest corner of Edward

⁸ Amended in the late 20th century, the by-law was rescinded in 2006

⁹ Benson, 13

¹⁰ In various archival documents, Maclean's name is spelled "McLean" and "MacLean". He was popularly referred to as "The Colonel" for his position as lieutenant-colonel in two Toronto militia regiments

¹¹ Originally known as the Grocer Publishing Company, the enterprise was renamed the Maclean Publishing Company in 1891

¹² The building survives at present-day 70 Centre Avenue and is illustrated in the archival photographs in Section 6

¹³ Globe and Mail, April 9, 1983

¹⁴ This is confirmed on the 1912 update to Goad's Atlas (an extract is attached as Image 7) that shows the continued residential character of the street apart from a select group of religious and institutional buildings

Street and Centre Avenue in 1919, the same year that H. T. (Horace Talmadge) Hunter joined the firm as a printer. The introduction of the popular women's magazine named "Chatelaine" in 1928 coincided with the construction of a new building with offices and printing facilities that extended the complex south to Dundas Street West where it was the tallest edifice in the neighbourhood. In its expanded premises, the Maclean Publishing Company produced 36 publications, including five international ones and the company's first French language journal. Goad's Atlases illustrate the first buildings on the subject property up to the early 1920s (Images 5 and 7-8).

Maclean-Hunter Building

In the 1930s, H. T. Hunter became president of the company and, following Maclean's retirement in 1945 the enterprise was renamed Maclean-Hunter Limited. Under Hunter's direction, the company relocated its printing operations to an expansive complex in North York in the late 1940s and, a decade later, demolished the 1914 structure in preparation for its new headquarters.¹⁵ With the official opening of the Maclean-Hunter Building in 1961, the company touted the new edifice as "one of the handsomest buildings on University Avenue, a street designed to be the most attractive business thoroughfare in Canada".¹⁶

Maclean-Hunter moved its offices to College Park in 1984 after nearly 75 years on University Avenue. Rogers Communications Incorporated acquired the company in the 1990s. The Maclean-Hunter Building (1961) was renamed "McClelland and Stewart House" when the Canadian publishing company occupied the premises. The property at 481 University Avenue was recognized on the City of Toronto Inventory of Heritage Properties in 1976, with the 1910 and 1928 buildings specifically referenced in the listing description.

Marani and Morris, Architects

The Maclean-Hunter Building was completed in 1961 according to the plans of the Toronto architectural firm of Marani and Morris. The practice dated to 1919 when Ferdinand Herbert Marani (1893-1971) began his career. After studying architecture at the University of Toronto, Marani trained in the offices of both Eden Smith and Sons and Sproatt and Rolph (who designed the first phase of the Maclean Publishing Company complex at 70 Centre Avenue). He worked alone for five years before embarking on the first in a series of seven partnerships.¹⁷ Marani and his associates are "credited with the design of literally hundreds of buildings in Canada..." over half a century.¹⁸ The British-born architect Robert Morris (1898-1964) became Marani's partner in 1930 and "brought

¹⁵ Designed by the architectural firm of Allward and Gouinlock, the plant was subsequently demolished

¹⁶ Globe and Mail, April 9, 1983

¹⁷ Marani interrupted his architectural career to serve in both World Wars and was awarded the Order of the British Empire in 1945

¹⁸ Entry in Biographical Dictionary of Architects in Canada, 1800-1950, unpagged. The biographical sketch includes Marani's seven partnerships between 1923 and 1971

fresh ideas about emerging modernist ideals, resulting in the firm receiving one of the first Massey Silver Medals for Architecture in 1950..." for the Grandstand at the Canadian National Exhibition.¹⁹ As Marani and Morris (1941-59), the practice accepted commissions from banks, insurance companies and the provincial and federal governments. The partnership designed the Bank of Canada Building (1958), the listed heritage building on the west side of University Avenue, before undertaking the Maclean-Hunter project.

Elizabeth Wyn Wood, sculptor

The distinctive incised panels at the north and south ends of the pavilions flanking the west entrance to the Maclean-Hunter Building (1961) were designed by the notable Canadian sculptor, Elizabeth Wyn Wood (1903-1966).²⁰ After training at the Ontario College of Art, Wyn Wood established a Toronto studio adjoining that of her husband, the noted sculptor Emanuel Hahn, with whom she entered numerous competitions for public sculptures. Wyn Wood taught for several decades at Central Technical School and, as a co-founder of the Sculptors Society of Canada organized the group's exhibit at the New York World's Fair in 1939. She enjoyed her greatest success after World War II, a period when she designed public monuments, including works at the University of Toronto and the forerunner to Ryerson University. In 1955, she was featured with Sybil Kennedy in a special exhibit at the Art Gallery of Ontario.²¹ Wyn Wood first collaborated with Canadian architects in her contributions to the Rainbow Bridge Approach Plaza in 1939, the same year that she accepted the commission for two bas-relief panels for the Bank of Montreal Building in Toronto.²² Following delays, the latter project was completed in 1948 under the direction of architects Marani and Morris, who engaged Wyn Wood a decade later to design the decorative program on the Maclean-Hunter Building (Image 30).²³

iii. ARCHITECTURAL DESCRIPTION

Current photographs of the Maclean-Hunter Building are found on the cover and in Sections 2 and 6 of this report.

The Maclean-Hunter Building is a later example of Modern Classicism reflecting the impact of the 1931 University Avenue by-law on its design. Recalling the traditional vocabulary of classical architecture, the setback, height and materials (with limestone cladding) of the office building adhere to the regulations that were put in place to ensure

¹⁹ *ibid*

²⁰ Born Elizabeth Winnifred Wood, the sculptor adopted the surname Wyn Wood

²¹ Among Wyn Wood's projects was a unique copper wall decoration inside the Queen Elizabeth Building at Exhibition Place, which is recognized on the City's heritage inventory

²² When the building was demolished in 1975 for First Canadian Place, Wyn Wood's panels representing Manitoba and Saskatchewan (along with the remaining provincial panels created by other notable sculptors) were relocated to the Guild Inn in Scarborough

²³ The work was undertaken by Louis Temporale, Sr.

that new additions to the street reflected its status as a ceremonial boulevard leading to the Ontario Legislature.

Extending along the east side of University Avenue between Dundas and Edward Streets, the structure rises nine stories to a flat roofline where a penthouse is set back. The building is clad with limestone with granite detailing. On the principal (west) facade, the centre section of the wall projects as a shallow frontispiece with the flanking bays devoid of openings. The main entrance is centered in the first (ground) floor between a pair of projecting single-storey pavilions (the entry has been altered). On the north and south elevations of the pavilions, sculptural panels depict the theme "Communication", with the incised figures of a woman (north) and man (south) representing "Sending" and "Receiving", respectively. The gold infill outlining the figures has been eroded over time. Above the first storey, the remaining floors are punctured by square window openings. The side elevations (north and south) repeat the pattern of the fenestration from the west facade. No heritage attributes are identified on the rear (east) wall, which is partially concealed by earlier parts of the complex.

iv. CONTEXT

The City of Toronto property data map showing the location of the property at 481 University Avenue is attached as Image 1. The Maclean-Hunter Building extends along the east side of University Avenue from Dundas Street West to Edward Street where it is part of a series of buildings reflecting the layers of development along the street from the World War I to the post-World War II eras. It forms part of a collection of substantial institutional and commercial buildings that were built in the later 20th century in accordance with the University Avenue By-law, which guided development along the street. This group includes the Bank of Canada Building (1958) at 250 University, the Sun Life Assurance Company Building (1961) at 200 University, and the Toronto Courthouse (1966 with subsequent additions) at 361 University, which are recognized on the City's heritage inventory.

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
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Located at 481 University Avenue, the Maclean-Hunter Offices (1961) has cultural heritage value as a fine representative example of a commercial complex from the post-World War II era designed in the Modern Classical style with the scale, materials and features inspired by the urban design guidelines set out for University Avenue in the 20th century. Extending across a city block where it overlooks the wide boulevard of University Avenue, the office building is distinguished by the interplay of the stone cladding and fenestration on the principal façade and side elevations, as well as the decorative detailing with the important sculptural panels depicting the theme of communication.

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

Architects and Artist (Sculptor) - The value of the Maclean-Hunter Offices (1961) at 481 University Avenue is linked to its association with the prolific Toronto architectural firm of Marani and Morris that was responsible for innumerable commercial buildings in Toronto during the post-World War II era, including the Bank of Canada Building (1958) on the opposite side of University Avenue. The significant Canadian sculptor, Elizabeth Wynn Wood designed the incised panels depicting communication themes in the later part of her career when she undertook architectural commissions for landmark buildings.

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 – At 481 University Avenue, the Maclean-Hunter Building (1961) has cultural heritage value in its role in defining, maintaining and supporting the character of University Avenue following the adoption of the University Avenue By-law (1931) that established guidelines directing the scale, materials and appearance of the commercial and institutional buildings along the ceremonial boulevard leading to Queen's Park. The

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Maclean-Hunter Building contributes to the group of custom-designed edifices characterizing University Avenue, including the Canada Life Building (1931) at 330 University, group of edifices that includes the Bank of Canada Building (1958) at 250 University, the Sun Life Assurance Company Building (1961) at 200 University, and the Toronto Courthouse (1966 with subsequent additions) at 361 University, which are recognized heritage properties in the city.

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

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 481 University has design, associative and contextual values. The Maclean-Hunter Building is a fine represented example of a 20th century commercial building designed by the notable Toronto architectural firm of Marani and Morris and further distinguished by the decorative sculptural panels of sculptor Elizabeth Wynn Wood. The site is historically associated with the achievements of the Maclean-Hunter publishing empire, which originated as the Maclean Publishing Company and was notable as the largest publisher of trade journals and periodicals in Canada during the 20th century. Extending across a city block where it was the final component of a complex of buildings designed for the Maclean Publishing Company and its successor, the Maclean-Hunter Building is visually and historically linked to the development of both this city block and University Avenue in Toronto during the 20th century. The Maclean-Hunter Building (1961) also supports the character of University Avenue after the passage of the University Avenue By-law (1931) to guide along this important corridor.

5. SOURCES

Archival Sources

Abstract Indices of Deeds, Plan 147, Lots 16-20 (east side of University Avenue and west side of Centre Avenue)

Architectural drawings and perspectives, Maclean-Hunter Collection, Archives of Ontario

Archival Photographs, Archives of Ontario, City of Toronto Archives, Toronto Historical Alteration of a Designated Heritage Property, Intention to Designate & HEA- 481 University Avenue

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 Historical maps (individual citations in Section 6)
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Secondary Sources

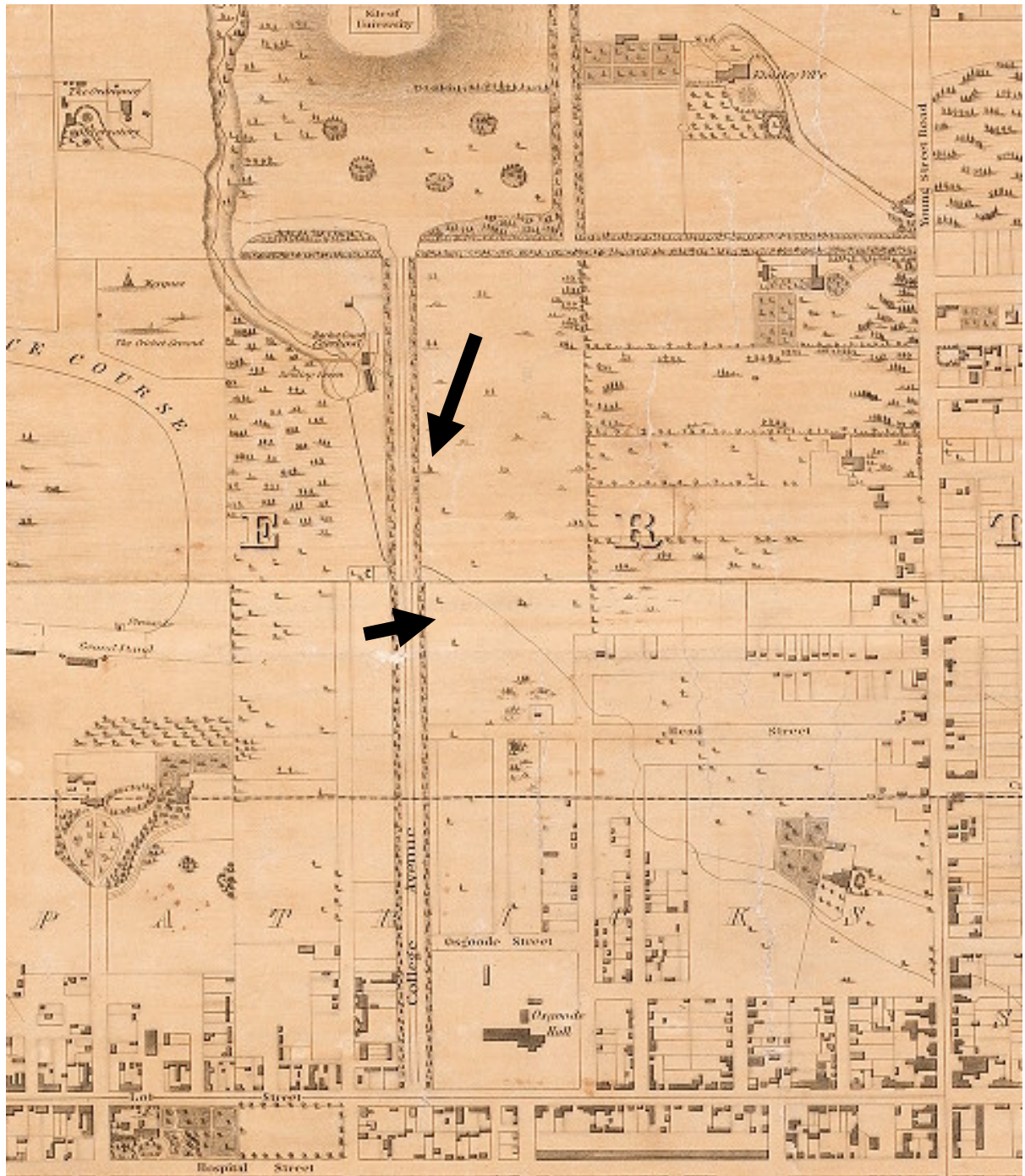
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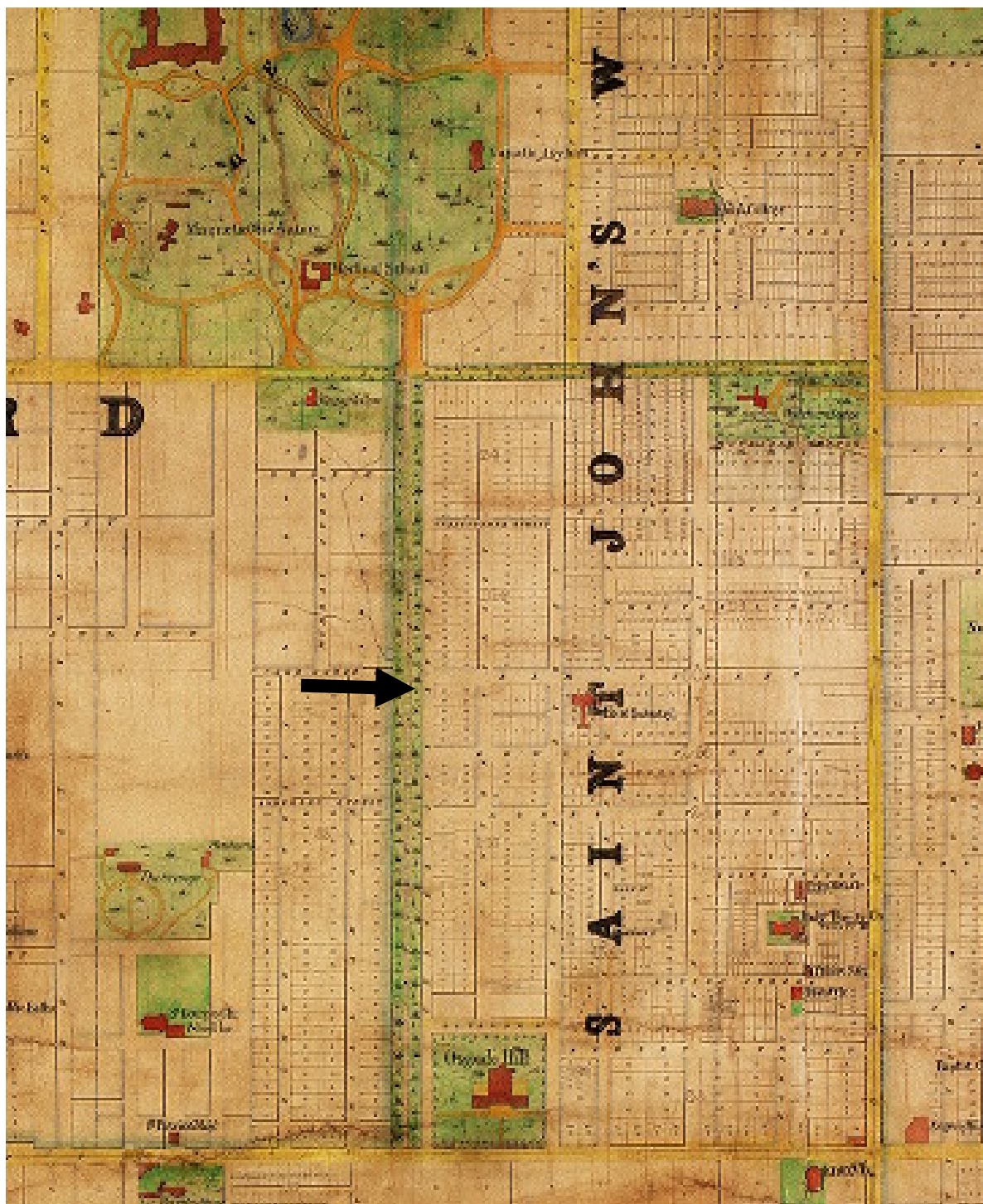
6. IMAGES – maps and atlases are followed by other archival images. The **arrows** marks the location of the property at 481 University Avenue with the Maclean-Hunter Building (1961)



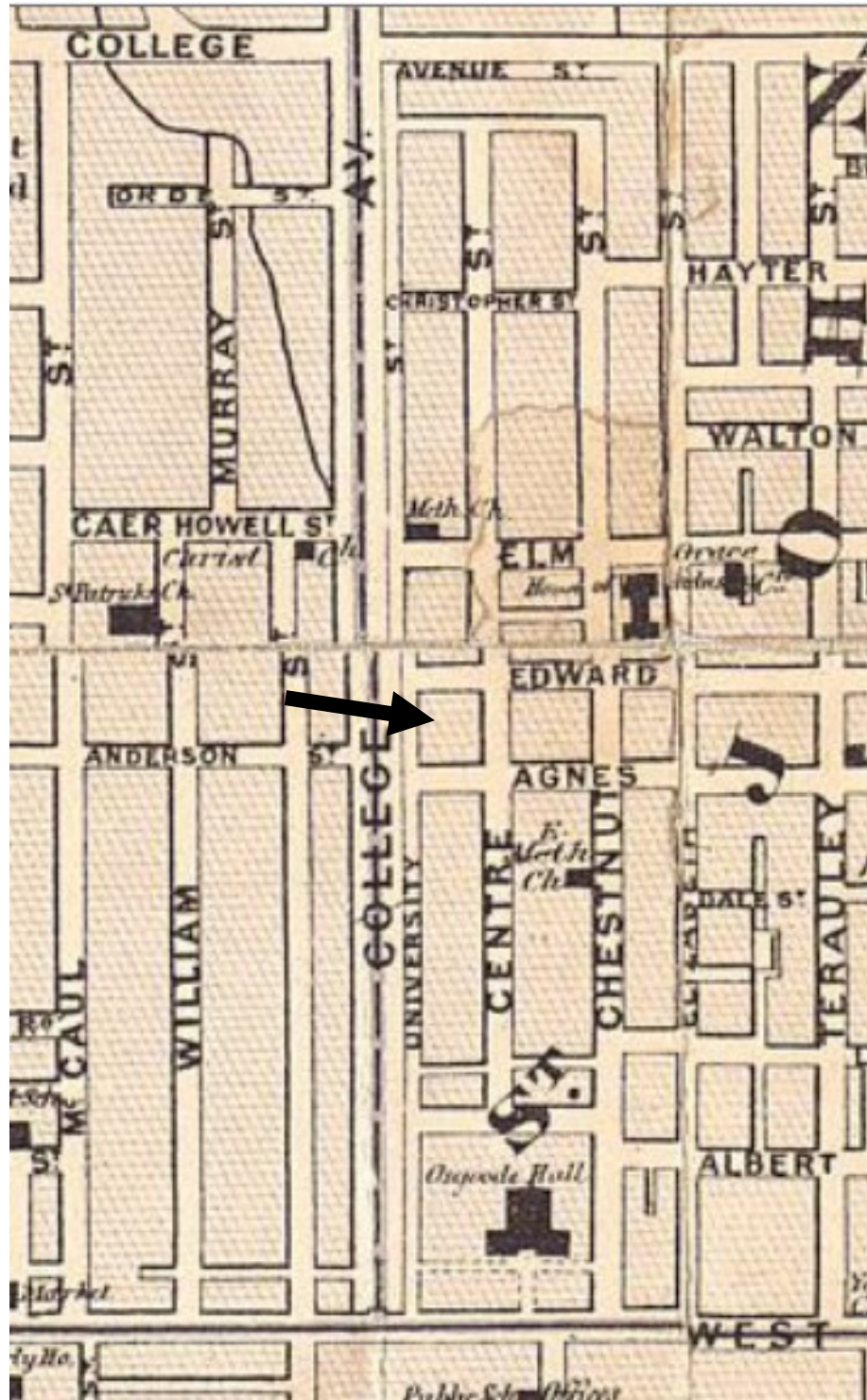
1. City of Toronto Property Data Map: showing the location of the Maclean-Hunter Building on the east side of University Avenue between Dundas Street West (south) and Edward Street (north)



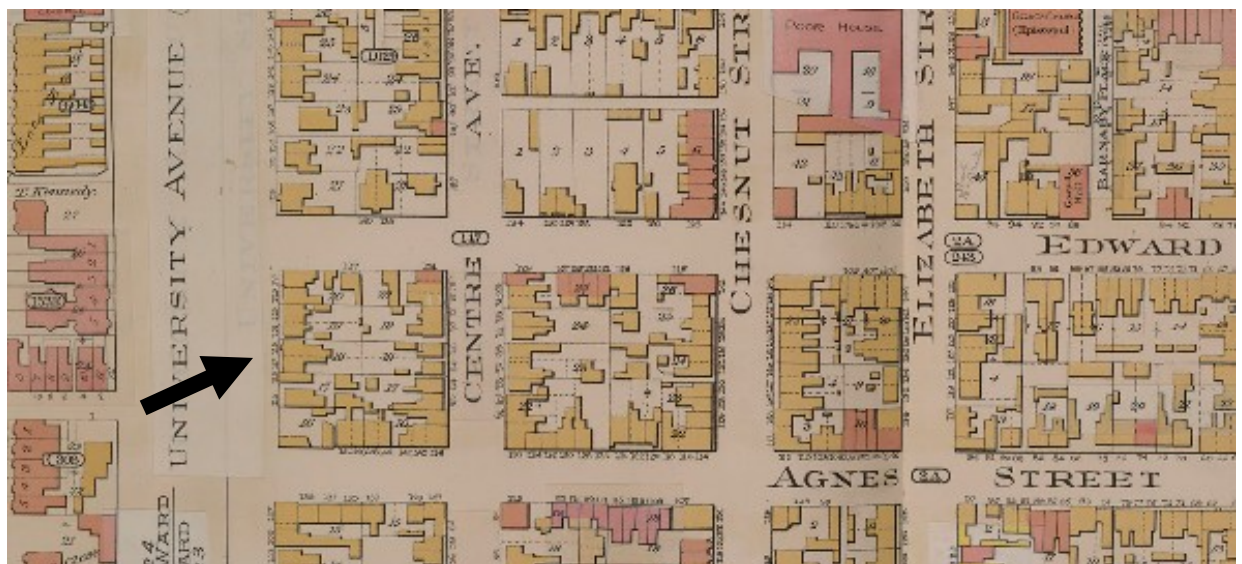
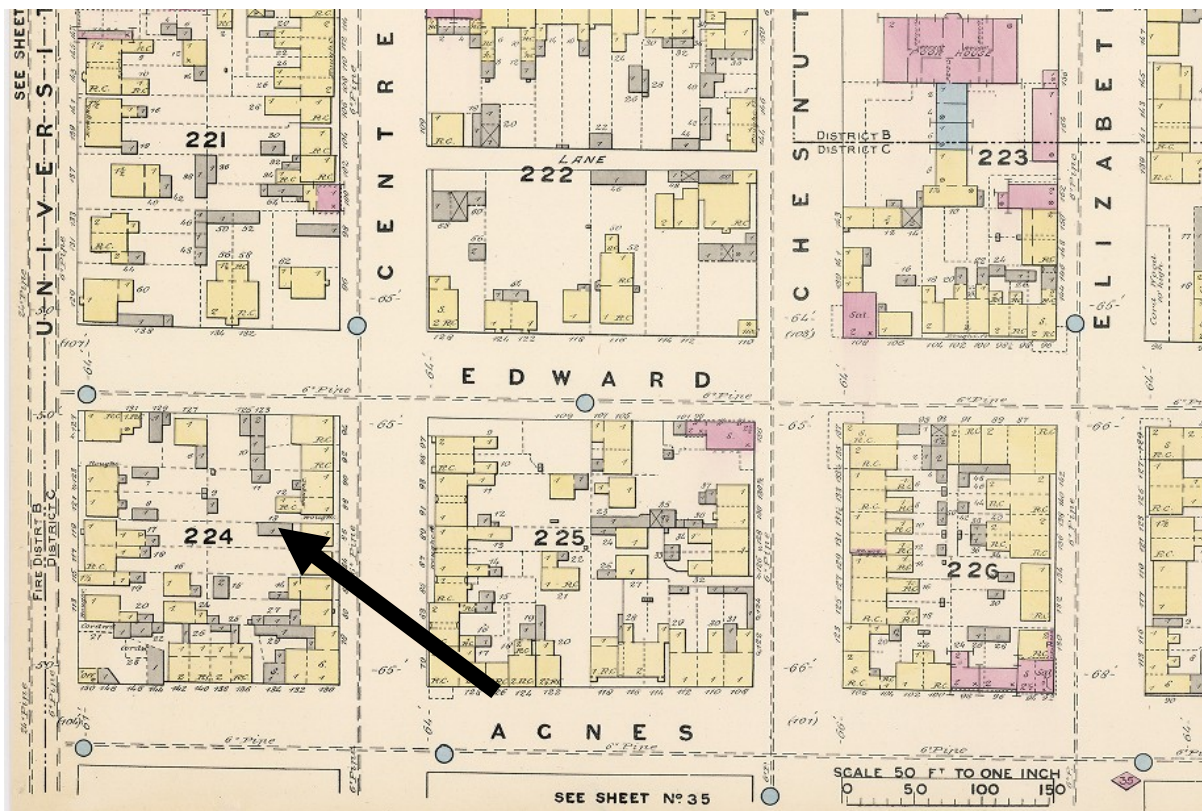
2. Cane's Topographical Plan of the City and Liberties of Toronto, 1842: showing the future route of University Avenue labeled “College Avenue” and extending from present-day Queen Street West to King's College (future Queen's Park)



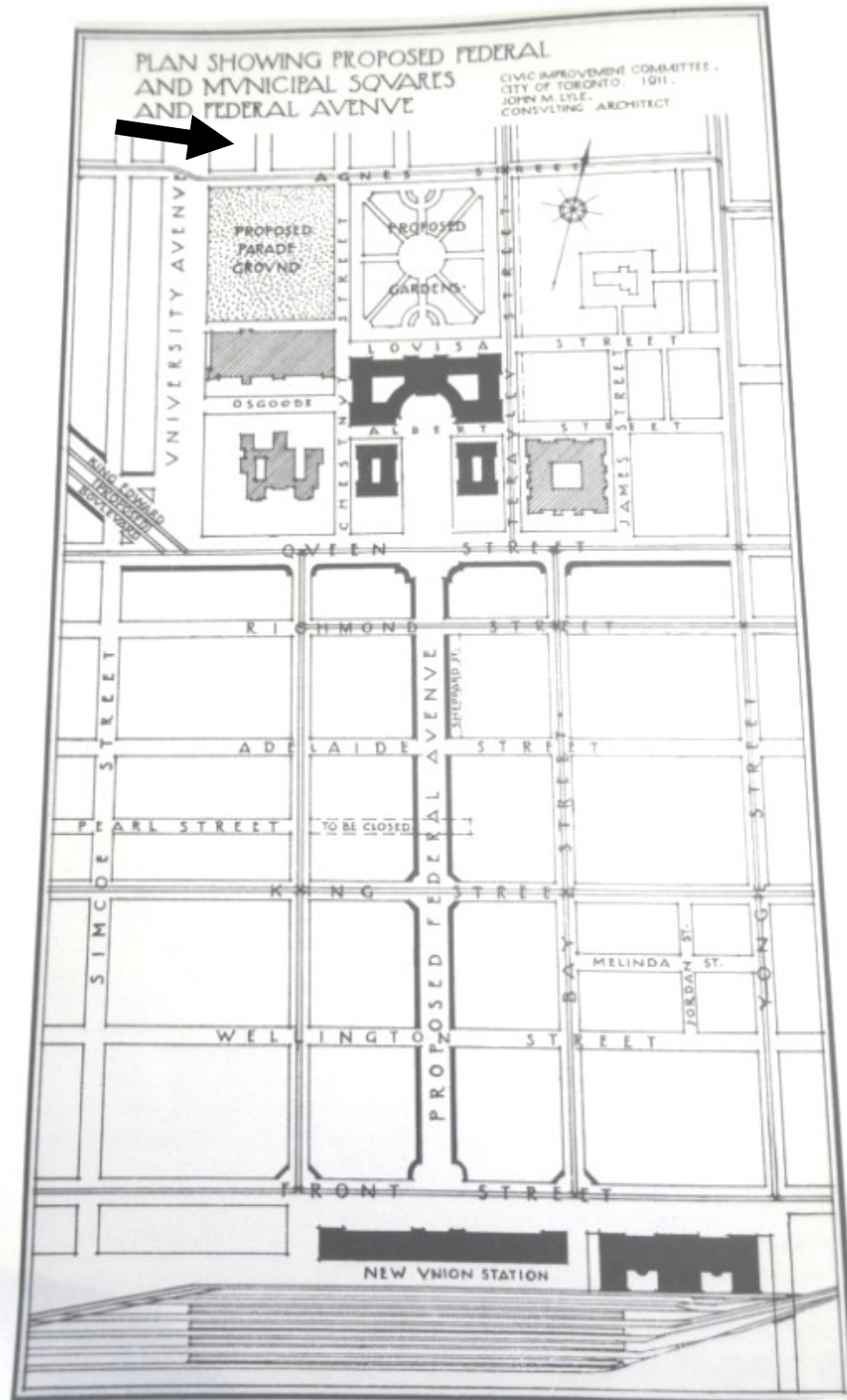
3. Browne's Plan of the City of Toronto, 1862: showing the subdivisions along the future University Avenue, where Plan147 was laid out on the east side of the thoroughfare, north and south of present-day Dundas Street West



4. Cotterell, City of Toronto, 1878: showing the layout of "Centre Street", east of the parallel north/south streets labeled "University Street" and "College Avenue" (the future University Avenue)



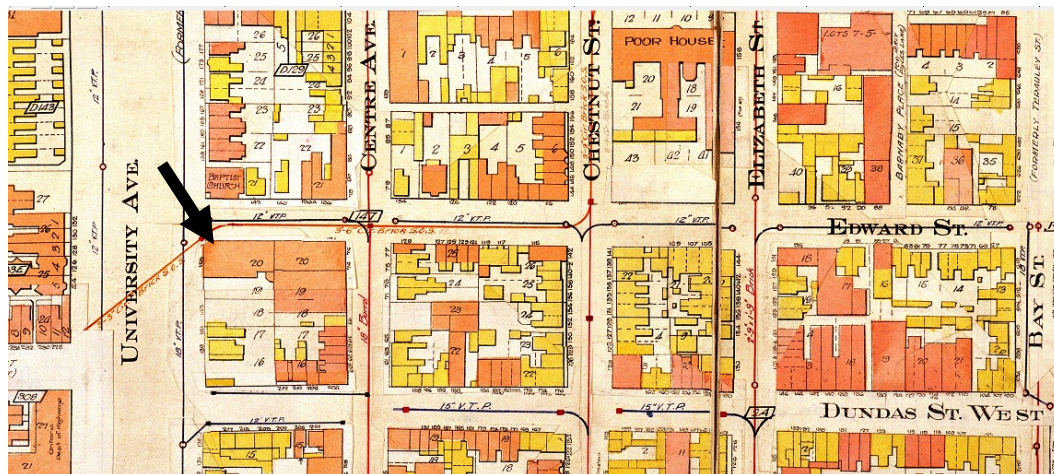
5. Goad's Atlases, 1880 (above) and 1903 (below): showing the status of the subject property where modest wood-clad residential buildings identified with the impoverished neighbourhood known as "The Ward" were in place prior to the development of the Maclean Publishing Company's complex



6. Map of Proposed "Federal Avenue," 1911: one of the designs associated with the City Beautiful Movement as proposed by Toronto's Civic Improvement League to create a ceremonial boulevard linking the new Union Station with a civic complex on the site of today's Toronto City Hall (the subject property is directly north)



7. Goad's Atlas, 1910 revised to 1912: showing the first phase of the Maclean Publishing Company's complex (1910) on the west side of Centre Avenue



8. Goad's Atlas, 1910 revised to 1923: the Maclean Publishing Company's office building (1914) at the southeast corner of University and Edward and the printing plant (1919) at the southwest corner of Edward and Centre are illustrated, along with the renaming of Agnes Street after Dundas Street West was extended across the downtown core (the 1914 office building was replaced by the 1961 edifice)



13. Archival Postcard, University Avenue, south from Queen's Park, 1897: showing the portion of the thoroughfare labelled as "Queen's Avenue" after the opening of the Ontario Legislature with the primarily residential neighbourhood to the south (www.blogTO.com)



14. Archival Photograph, University Avenue, north of Queen Street West, 1900: showing the street prior to the construction of the first phase of the MacLean Publishing Company's complex and before the thoroughfare was widened (City of Toronto Archives, Fonds 1568, Item 310)



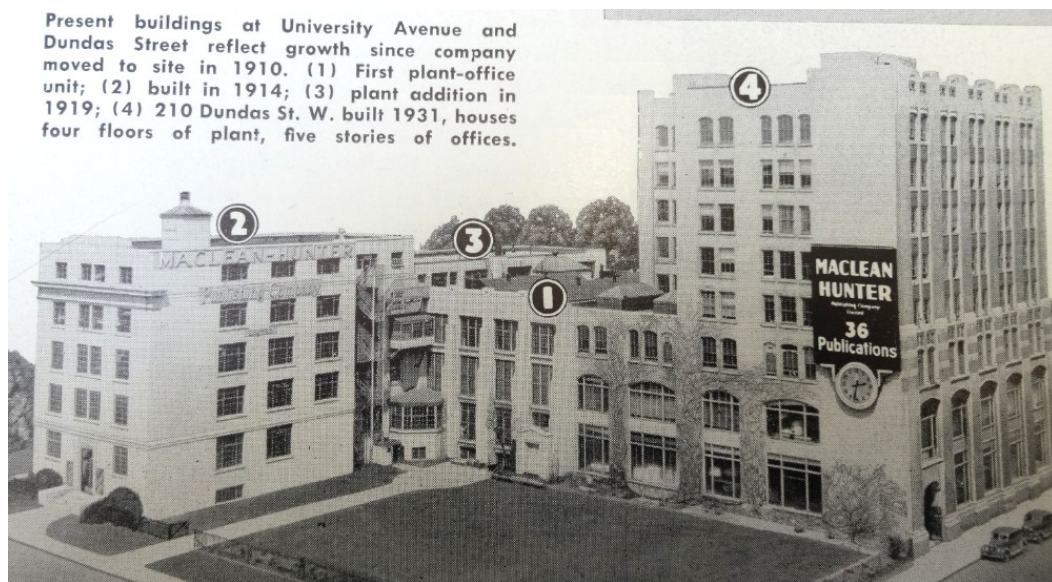
15. Archival Photograph, University Avenue and Agnes Street, 1908 (sic): looking northeast from the corner of present-day University Avenue and Dundas Street West and showing the Maclean Publishing Company's first office building and printing plant on Centre Avenue in the background (although the photograph is dated "1908", other archival records indicate that the building was in place in 1910) (City of Toronto Archives, Fonds 1244, Item 522)



16. Archival Photograph, University Avenue and Edward Street, November 1929: showing the Maclean Publishing Company's second office building (1914) facing University Avenue (later demolished), and the complementary 1919 printing plant on the southwest corner of Edward Street and Centre Avenue in the background (left) (City of Toronto Archives, Fonds 1231, Item 681)



17. Archival Photograph, University Avenue and Dundas Street West, 1929: showing the recent addition of the Maclean Publishing Company's third office building and printing plant on Dundas Street West, directly east of University Avenue (right) (City of Toronto Archives, Fonds 1231, Item 827)



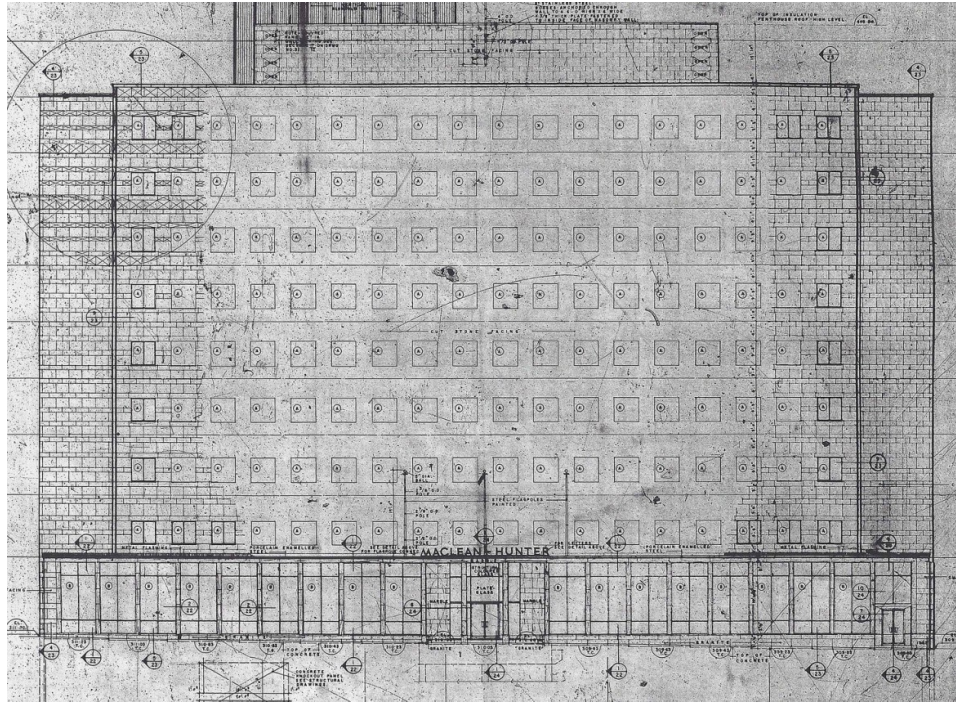
18. Photograph, Maclean-Hunter Company, 1947: showing the complex two years after the Maclean Publishing Company was renamed (as indicated by the sign and clock on the building at 210 Dundas Street West, right) and before the development of the Maclean-Hunter Building on the west end of the site (Rutledge, 15)



19. Archival Photograph, 1951: showing University Avenue after World War II and the location of the Maclean Publishing Company's complex on the northeast corner of Dundas Street West (Jarrett, unpagged)



20. Perspective, Maclean Hunter Building, undated: showing the proposed new building on University Avenue (Archives of Ontario, #F138-1-1-38)



21. Architectural Drawing, 481 University Avenue, 1957: showing the principal (west) facade of the Maclean-Hunter Building that was completed in 1961 as the final component of the publishing complex (City of Toronto Building Records)



22. Archival Photograph, 1959: showing the Maclean Hunter Building at 465 University Avenue during the Royal Visit and with the original entrance detailing (Archives of Ontario, #138-1-1-45)



23. Archival Postcard, University Avenue, 1970s: showing the location of the Maclean-Hunter Building (the final phase of the complex) on the northeast corner of Dundas Street West in relation to the other monumental buildings that were also designed in accordance with the University Avenue By-law
[\(http://chuckmanothercollectionvolume5.blogspot.ca/\)](http://chuckmanothercollectionvolume5.blogspot.ca/)



24. Archival Photographs, 481 University Avenue, 1973: showing the Maclean-Hunter Building, with the principal (west) facade (left) and the southwest corner with one of the sculptural panels (right) (City of Toronto Archives, Fonds 2043, Series 1587)



25. Archival Photographs, 210 Dundas Street West, 1993: showing the Maclean-Hunter Building on the northeast corner of University Avenue and Dundas Street West (left) with its height and setback complementing the 1928 offices and printing plant of the Maclean Publishing Company (right) (Toronto Historical Board)



26. Figurative Panel, Maclean-Hunter Building, 1983: showing the incised sculptural panel at the south end of the building with its gold infill intact (McKelvey, 38)

Publishing Inc. on the move

FROM the square grey building at 481 University Avenue, to the 30-story mirror-tower on Bay Street ("College Park Phase Two") is not all that far as the crow flies, but for the Maclean-Hunter "family," one of Canada's oldest publishing empires, the move will span the decades. As a family, it has given birth to The Financial Post, Châtelaine, Flare, City & Country Home

ing feels like walking back into an older, more harmonious world. People chat at length in the large, slow elevators. Security appears non-existent, save for one upright, carefully coiffed receptionist, Hazel Irvine. "Hazel's been here since the days of Colonel Maclean," a young reporter explained, "and she won't recognize you until you've been here at least a year. It really makes you feel as if you've made it."



27. Globe and Mail, April 9, 1983: photograph of the Maclean Publishing Company complex (right) from a newspaper article chronicling the relocation of the offices to College Park



28. Current Photograph, Maclean-Hunter Building, 2014: showing the final phase of the Maclean Publishing Company's complex with the principal (west) facade (above) and the south elevation on Dundas Street (below right) (Heritage Preservation Services)



29. Current Photographs, 481 University Avenue, 2014: showing the details on the west facade with the pavilions (above) and the main entrance (below), which were altered in the 1980s for the retail uses at grade (Heritage Preservation Services)



30. Current Photographs, 481 University Avenue, 2014: showing the incised sculptural panels illustrating "Communication" on the north end of the entrance pavilions (above) and the north (left) and west (right) elevations (below) (Heritage Preservation Services)