

Alterations to Heritage Properties, Authority to Enter into a Heritage Easement Agreement and Designation Under Part IV, Section 29, of the Ontario Heritage Act - 301 (303), 305 (309, 311), 315 and 319 King Street West

Date: October 29, 2019

To: Toronto Preservation Board
Toronto and East York Community Council

From: Senior Manager, Heritage Preservation Services, Urban Design, City Planning

Wards: Ward 10 - Spadina-Fort York

SUMMARY

This report recommends that City Council approved the proposed alterations to the heritage properties at 301 (303), 305 (309, 311), 315 and 319 King Street West in accordance with Section 33 of the Ontario Heritage Act to allow for the construction of a 50-storey tower on the site as per the with-prejudice revised proposal submitted to the City in conjunction with an appeal to the Local Planning Appeal Tribunal (LPAT) regarding an application for a Zoning By-law amendment to permit a 50-storey mixed-use building on the subject properties.

This report also recommends that City Council state its intention to designate the listed heritage property at 305 (309, 311) King Street West under Part IV, Section 29 of the Ontario Heritage Act and to give authority to enter into a Heritage Easement Agreement for all the subject properties.

RECOMMENDATIONS

The Senior Manager, Heritage Preservation Services, Urban Design, City Planning recommends that:

1. City Council approve the alterations to the heritage properties at 301 (303), 305 (309, 311), 315 and 319 King Street West in accordance with Section 33 of the Ontario Heritage Act, to allow for the redevelopment of the site located within the block bounded generally by King Street West, John Street, Blue Jays Way and Mercer Street, in conjunction with the related Zoning By-law Amendment application currently under appeal to the Local Planning Appeal Tribunal, and substantially in accordance with the revised plans and drawings dated October 28, 2019 prepared by Scott Shields

Architects Inc. and on file with the Senior Manager, Heritage Preservation Services, and the Heritage Impact Assessment (HIA), prepared by Philip Goldsmith Architect dated October 25, 2019, and on file with the Senior Manager, Heritage Preservation Services, all subject to and in accordance with a Conservation Plan satisfactory to the Senior Manager, Heritage Preservation Services and subject to the following additional conditions:

a. That, prior to issuance of a Local Planning Appeal Tribunal order in connection with the related Zoning By-law Amendment appeal for the properties at 301 (303), 305 (309, 311), 315 and 319 King Street West the owner shall:

1. Enter into a Heritage Easement Agreement with the City for the properties at 301 (303), 305 (309, 311), 315 and 319 King Street West substantially in accordance with plans and drawings dated October 28, 2019 prepared by Scott Shields Architects Inc., and on file with the Senior Manager, Heritage Preservation Services, and in accordance with the Conservation Plan required in Recommendation 1.a.2, below, to the satisfaction of the Senior Manager, Heritage Preservation Services including registration of such agreement to the satisfaction of the City Solicitor;

2. Provide a detailed Conservation Plan prepared by a qualified heritage consultant that is consistent with the conservation strategy set out in the Heritage Impact Assessment for 301 (303), 305 (309, 311), 315 and 319 King Street West prepared by Philip Goldsmith Architect dated October 25, 2019, to the satisfaction of the Senior Manager, Heritage Preservation Services;

3. Enter into and register on the properties at 301 (303), 305 (309, 311), 315 and 319 King Street West one or more agreements with the City pursuant to Section 37 of the Planning Act to the satisfaction of the City Solicitor, the Chief Planner and Executive Director, City Planning Division, and the Senior Manager, Heritage Preservation Services securing the facilities, services and matters set forth in the recommendations to this report which are related to the site specific Zoning By-law Amendment application giving rise to the proposed alterations;

4. Withdraw their appeal(s) of the King-Spadina Heritage Conservation District Plan, and if not an appellant, but rather a party to such appeals, the owner shall withdraw as a party and not seek any party or participant status on the appeals;

b. That prior to receiving final Site Plan approval for a development as proposed in the related Zoning By-law Amendment application under appeal to the LPAT for the properties at 301 (303), 305 (309, 311), 315 and 319 King Street West, the owner shall:

1. Provide final Site Plan drawings substantially in accordance with the approved Conservation Plan required in Recommendation 1.a.2 of this

report to the satisfaction of the Senior Manager, Heritage Preservation Services;

2. Have obtained a final order from the LPAT approving the necessary Zoning By-law Amendment required for the development of the subject properties, with such Amendment having come into full force and effect;

3. Provide an Interpretation Plan for the subject properties, to the satisfaction of the Senior Manager, Heritage Preservation Services and thereafter the owner shall implement such Plan to the satisfaction of the Senior Manager, Heritage Preservation Services;

4. Provide a Heritage Lighting Plan that describes how the heritage properties will be sensitively illuminated to enhance their heritage character to the satisfaction of the Senior Manager, Heritage Preservation Services and thereafter the owner shall implement such Plan to the satisfaction of the Senior Manager Heritage Preservation Services;

5. Submit a Signage Plan to the satisfaction of the Senior Manager, Heritage Preservation Services.

c. That prior to the issuance of any permit for all or any part of the properties at 301 (303), 305 (309, 311), 315 and 319 King Street West, including a heritage permit or a building permit, but excluding permits for repairs, maintenance and usual and minor works acceptable to the Senior Manager, Heritage Preservation Services, the owner shall:

1. Have obtained a final order from the LPAT approving the necessary Zoning By-law Amendments required for the alterations to the properties at 301 (303), 305 (309, 311), 315 and 319 King Street West, with such Amendments being in a form and with content acceptable to the Director, Urban Design, City Planning, in consultation with the Senior Manager, Heritage Preservation Services, City Planning, and having come into full force and effect;

2. Provide building permit drawings for the specific phase of work for which the permit is being sought, including notes and specifications for the conservation and protective measures keyed to the approved Conservation Plan required in Recommendation 1.a.2 of this report, including a description of materials and finishes to be prepared by the project architect and qualified heritage consultant to the satisfaction of the Senior Manager, Heritage Preservation Services; and

3. Provide a Letter of Credit, including provision for upwards indexing, in a form and amount and from a bank satisfactory to the Senior Manager, Heritage Preservation Services to secure all work included in the approved Conservation and Interpretation Plans.

d. That prior to the release of the Letter of Credit required in Recommendation 1.c.3 to this report from the Senior Manager, Heritage Preservation Services, the owner shall:

1. Have obtained final Site Plan approval for the subject properties, issued by the Chief Planner and Executive Director, City Planning Division;

2. Provide a letter of substantial completion prepared and signed by a qualified heritage consultant confirming that the required conservation work has been completed in accordance with the Conservation Plan and that an appropriate standard of conservation has been maintained, all to the satisfaction of the Senior Manager, Heritage Preservation Services; and

3. Provide replacement Heritage Easement Agreement photographs to the satisfaction of the Senior Manager, Heritage Preservation Services.

2. City Council state its intention to designate the property at 305 (309, 311) King Street West under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 305 (309, 311) King Street West (Reasons for Designation) attached as Attachment 6 to the report (October 29, 2019) from the Senior Manager, Heritage Preservation Services.

3. If there are no objections to the designation in accordance with the Ontario Heritage Act, City Council authorize the City Solicitor to introduce the necessary bills in Council.

4. If there are objections to the designation in accordance with the Ontario Heritage Act, City Council direct the City Clerk to refer the designation to the Conservation Review Board.

5. If the designation is 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.

6. City Council authorize the entering into of a Heritage Easement Agreement under Section 37 of the Ontario Heritage Act with the owner of the properties at 301 (303), 305 (309, 311), 315 and 319 King Street West in a form and with content satisfactory to the Chief Planner and Executive Director and City Solicitor.

7. City Council authorize the City Solicitor to introduce the necessary bill in Council authorizing the entering into of Heritage Easement Agreements for the properties at 301 (303), 305 (309, 311), 315 and 319 King Street West.

FINANCIAL IMPACT

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

DECISION HISTORY

On October 4, 2012 City Council enacted By-law No. 1239-2012 designating the property at 301 (303) King Street West under Part IV of the Ontario Heritage Act. <https://www.toronto.ca/legdocs/bylaws/2012/law1239.pdf>

On May 7, 2015 City Council enacted By-law Nos. 497-2015 and 498-2015 designating the properties at 315 and 319, respectively, under Part IV of the Ontario Heritage Act. <https://www.toronto.ca/legdocs/bylaws/2015/law0497.pdf>
<https://www.toronto.ca/legdocs/bylaws/2015/law0498.pdf>

On October 2, 2017, City Council adopted Item TE26.14, and in accordance with Section 41 of the Ontario Heritage Act, designated by by-law the King-Spadina Heritage Conservation District (HCD) and King-Spadina Heritage Conservation District Plan under Part V of the Ontario Heritage Act. The boundaries of the HCD include the subject properties. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.TE26.14>

On December 5, 2017 City Council included the property at 305 King Street West on the City of Toronto Heritage Register. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.TE28.12>

BACKGROUND

Proposal Background

In 2013 a Zoning By-law Amendment application was submitted for the properties at 305-319 King Street West. At the time, the properties at 315 and 319 were listed on the City's Heritage Register and subject to an Intention to Designate under Part IV of the Ontario Heritage Act. The applicant subsequently added the Part IV designated property at 301 King Street West to the development site and filed an Ontario Municipal Board appeal on December 3, 2017 citing City Council's failure to make a decision on the application within the prescribed timelines of the Planning Act.

Heritage Properties

The designated heritage property at 301 (303) King Street West contains a pair of near-identical three-storey buildings with design value as a representative example of late 19th century buildings that display architectural features derived from the Italianate and Renaissance Revival designs. The property's contextual value is found in its historical link to the evolution of the King-Spadina neighbourhood.

The listed property at 305 (309, 311) King Street West is located on the south side of the street between John Street and Blue Jays Way and contains a commercial building that was originally constructed in the late 1880s. Contextually, the property at 305 King Street West is valued for the role of the commercial row building in defining, supporting and maintaining the historical character of the King-Spadina neighbourhood, reflecting

its evolution from a 19th-century residential and institutional enclave and Toronto's manufacturing centre in the 20th century, to its current status as a mixed-use community. The Statement of Significance for 305 (309, 311) King Street West is attached as Attachment 6.

The designated property at 315 King Street West contains a three-storey commercial building that has design significance and is distinguished by its red brick cladding with contrasting buff brick and stone applied for the window detailing, and the decorative basket weave brickwork in the blind transoms. Contextually, the property is linked to the evolution of the King-Spadina area and part of the surviving collection of properties included on the City's Heritage Register in close proximity to the theatres in the city's Entertainment District.

The designated property at 319 King Street West contains the easternmost unit of Hughes Terrace which is a rare surviving example of urban row housing in Toronto and among the oldest building complexes in the city. This complex of buildings is also a rare surviving example of a building designed by John Tully, one of Toronto's earliest architects. Contextually, this property is linked to the King-Spadina area as it evolved from an institutional and residential enclave to a commercial and industrial sector in the late 19th century.

Revised Proposal

The development site is situated on the assembly of properties at 301-319 King Street West and includes the construction of a 50-storey mixed-use commercial and residential tower above a three-storey base building comprised primarily of the front elevations of the subject heritage buildings. The building will have a height of 157 metres, including the mechanical penthouse. Two new three-storey infill base buildings are proposed for the vacant portion of 305 King Street West and the non-heritage property at 317 King Street West. A new third-storey addition is proposed to be added to the heritage building at 305 King Street West which will be stepped back three metres from the front face of the building.

The new tower will be situated on the properties at 305-315 King Street West and stepped back 6.1 metres at the fourth floor level where it tapers out to three metres from the front elevation at the ninth floor. The primary facades of all the heritage buildings will be retained in situ and conserved.

Policy Framework

Planning Act

The Planning Act and the associated Provincial Policy Statement guide development in the Province. The Act states that municipalities must have regard for matters of provincial interest. Section 2(d) specifically refers to "the conservation of features of significant architectural, cultural, historical, archaeological or scientific interest."

Provincial Policy Statement

The Provincial Policy Statement (PPS) issued under the authority of Section 3 of the Planning Act provides policy direction on matters of provincial interest related to land use planning and development. The PPS sets the policy foundation for regulating the development and use of land. Key objectives include: building strong communities; wise use and management of resources; and protecting public health and safety. The Planning Act requires that City Council's decisions affecting land use planning matters be consistent with" the Provincial Policy Statement.

Policy 2.6.1 of the PPS directs that "Significant built heritage resources and significant cultural heritage landscapes shall be conserved." Properties included on the City's Heritage Register are considered to be significant in this context. "Conserved" is defined in the PPS as "the identification, protection, use and/or management of built heritage resources in a manner that ensures their cultural heritage value or interest is retained under the Ontario Heritage Act."

Policy 2.6.3 states that "Planning authorities shall not permit development and site alteration on adjacent lands to protected heritage property except where the proposed development and site alteration has been evaluated and it has been demonstrated that the heritage attributes of the protected heritage property will be conserved."

Growth Plan for the Greater Golden Horseshoe, 2019

A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2019) builds upon the policy foundation provided by the PPS and provides more specific land use planning policies to address issues facing the GGH region. The policies of the Growth Plan (2019) take precedence over the policies of the PPS to the extent of any conflict, except where the relevant legislation provides otherwise.

In accordance with Section 3 of the Planning Act all decisions of Council in respect of the exercise of any authority that affects a planning matter shall conform to the Growth Plan. Comments, submissions or advice affecting a planning matter that are provided by Council shall also conform to the Growth Plan.

Official Plan

The City of Toronto's Official Plan provides the policy framework for heritage conservation in the City. The following Official Plan policies apply to the revised conservation strategy:

3.1.5.4: "Properties on the Heritage Register will be conserved and maintained consistent with the Standards and Guidelines for the Conservation of Historic Places in Canada, as revised from time to time and adopted by Council."

3.1.5.5: "Proposed alterations, development, and/or public works on or adjacent to, a property on the Heritage Register will ensure that the integrity of the heritage property's cultural heritage value and attributes will be retained, prior to work commencing on the property and to the satisfaction of the City."

3.1.5.6: "The adaptive re-use of properties on the Heritage Register is encouraged for new uses permitted in the applicable Official Plan land use designation, consistent with the "Standards and Guidelines for the Conservation of Historic Places in Canada."

3.1.5.27: "Where it is supported by the cultural heritage values and attributes of a property on the Heritage Register, the conservation of whole or substantial portions of buildings, structures and landscapes on those properties is desirable and encouraged. The retention of faces alone is discouraged".

3.1.5.32: "Impacts of site alterations, developments, municipal improvements, and/or public works within or adjacent to Heritage Conservation Districts will be assessed to ensure that the integrity of the districts' heritage values, attributes, and character are conserved. This assessment will be achieved through a Heritage Impact Assessment, consistent with Schedule 3 of the Official Plan, to the satisfaction of the City."

3.1.5.33: "Heritage Conservation Districts should be managed and conserved by approving only those alterations, additions, new development, demolitions, removals and public works in accordance with respective Heritage Conservation District plans."

King-Spadina Secondary Plan

King-Spadina Secondary Plan The proposed development is subject to the King-Spadina Secondary Plan found in Chapter 6.16 of the Official Plan. The King-Spadina Secondary Plan emphasizes reinforcement of the characteristics and qualities of the area through special attention to built form and the public realm. The policies of Section 4, Heritage, provide the following direction for new development: "New buildings should achieve a compatible relationship with heritage buildings in their context through consideration of such matters as, but not limited to, building height, massing, scale, setbacks, stepbacks, roof line and profile and architectural character and expression."

The Standards and Guidelines for the Conservation of Historic Places in Canada

The Standards and Guidelines The Standards and Guidelines for the Conservation of Historic Places in Canada (Standards and Guidelines) is the official document guiding planning, stewardship and the conservation approach for all listed and designated heritage resources within the City of Toronto.

COMMENTS

Staff have reviewed the settlement proposal in the context of applicable provincial and municipal policies as well as the King-Spadina Heritage Conservation District Plan, which is under appeal and not currently in force.

The south side of King Street between John Street and Blue Jays Way is one of the most intact heritage streetscapes in the King-Spadina area. The block face is consistently characteristic with the scale, height, design and use of exterior surface materials associated with the district's development. While the majority of the south side

of King Street West between John and Peter Streets has maintained its heritage character as noted above, the area has evolved to include tall buildings and dense development on all sides.

The proposed development will have an effect on both the area context and the individual heritage buildings; however, the applicant has strived, through the revisions to the application, to minimize those impacts by maintaining the historic street wall and designing a tower that will mitigate the perception of its massing from a pedestrian perspective.

The primary elevations of the subject heritage buildings will be retained in situ, conserved and incorporated into the new development. The conservation strategy in the Heritage Impact Assessment includes masonry, cornice, dormer and window conservation for the heritage buildings on the site.

The property at 319 King Street West is particularly important as it is the easternmost unit of Hughes Terrace at 319-325 King Street West, a rare surviving example of buildings designed by John Tully. The units at 321-325 King Street West are the subject of an approved development proposal which includes their conservation. The conservation strategy for 319 King Street West ensures consistency in the conservation treatment of Hughes Terrace as a set of buildings with masonry repairs, new ground-level storefronts, windows and slate roofing.

The established street wall will be maintained with the addition of two contemporary three-storey infill base buildings that will complement the scale, form, massing, materials, fenestration pattern and general proportions of the heritage buildings on the site and along this block.

The most visible impact to the properties will be the introduction of a tower on the site. In an effort to mitigate the impact of the tower on the three-storey heritage buildings, the applicant proposes a tower that is stepped back 6.1 metres from the front face of the heritage buildings at its base which then gradually slopes outward to a three-storey step back at the ninth floor and above, maintaining the three-dimensional integrity of the building as viewed from the street. The slope replaces a previously-proposed cantilever of the tower over the heritage buildings and is intended to minimize the massing directly above them. The base of the tower has been further designed as a simple glazed backdrop behind the heritage buildings.

Interior demising walls and portions of interior walls will be maintained on the first, second and third storeys of the subject buildings in an effort to conserve the sense of individual buildings when viewed from the street.

King-Spadina Heritage Conservation District Plan

Staff have also reviewed the application in the context of the emerging policy framework for the area including the King-Spadina Heritage Conservation District Plan (the HCD Plan). The proposal satisfies certain policies of the HCD Plan but falls short on others.

Policy 6.11.11 states that that "additions to contributing commercial row properties shall step back a minimum of 10 metres from all elevations facing the public realm." The subject properties have been identified in the HCD Plan as part of a "commercial row" and the step back proposed from the primary street-facing elevation is 6.1 metres which slopes to 3 metres at the 9th floor. In the absence of an in force HCD Plan, staff find this strategy acceptable.

While staff would prefer to see the policies of the adopted HCD Plan adhered to, the proposal responds to many of the heritage issues raised by staff and complies with the City of Toronto Heritage Official Plan policies. Staff are able to support the revised proposal from a heritage perspective.

Conservation Plan

Prior to the LPAT order issuing for the proposed development at 301 (303), 305 (309, 311), 315 and 319 King Street West, staff is recommending that the applicant be required to provide a detailed Conservation Plan to the satisfaction of the Senior Manager, Heritage Preservation Services that fully describes how the cultural heritage values of the properties will be conserved.

Heritage Interpretation Plan

Heritage interpretation enhances personal experiences, increases respect and understanding, and communicates the importance of our cultural heritage properties.

Prior to final Site Plan approval for the proposed development at 301 (303), 305 (309, 311), 315 and 319 King Street West staff is recommending that the applicant be required to provide a detailed Interpretation Plan to the satisfaction of the Senior Manager, Heritage Preservation Services that fully describes how the cultural heritage values of the properties will be interpreted.

Heritage Lighting Plan

Prior to final Site Plan approval for the proposed development, staff is recommending that the applicant be required to submit a Lighting Plan to the satisfaction of the Senior Manager, Heritage Preservation Services. This plan will provide details of how the heritage properties will be lit to enhance their heritage character as viewed from the public realm at night.

Signage Plan

Should Council approve the proposed conservation strategy, staff is recommending that the applicant be required to provide a Signage Plan that provides a strategy for the location and types of signage appropriate for the heritage buildings, to the satisfaction of the Senior Manager, Heritage Preservation Services as a condition of final site plan approval.

CONCLUSION

Heritage Preservation Services staff has reviewed the proposed revised development for the heritage properties at 301 (303), 305 (309, 311), 315 and 319 King Street West and is satisfied the proposal largely meets the intent of the Planning Act, the Provincial Policy Statement, the Growth Plan and the City of Toronto's Official Plan heritage policies in conjunction with the Standards and Guidelines for the Conservation of Historic Places in Canada. Overall, staff supports the proposed retention strategy and feel that it meets the intent of Policy 3.1.5.27 as the scale, form, and massing of the heritage properties will be conserved in the context of a new development on the site.

Staff have completed the attached Heritage Property Research and Evaluation Report (Attachment 5) and have determined that the property at 305 (309, 311) King Street West has been evaluated consistent with Ontario Regulation 9/06 and meets the criteria for designation under all three categories of design, associative and contextual values.

The Statement of Significance (Attachment 6) for 305 King Street West comprises the Reasons for Designation, which is the Public Notice of Intention to Designate and will be advertised on the City of Toronto's website in accordance with the City of Toronto Act provisions and served on the Ontario Heritage Trust to the provisions of the Ontario Heritage Act.

CONTACT

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SIGNATURE

Mary L. MacDonald, MA, CAHP
Senior Manager, Heritage Preservation Services
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ATTACHMENTS

Attachment 1 - Location Map

Attachment 2 - Photographs, 301-319 King Street West

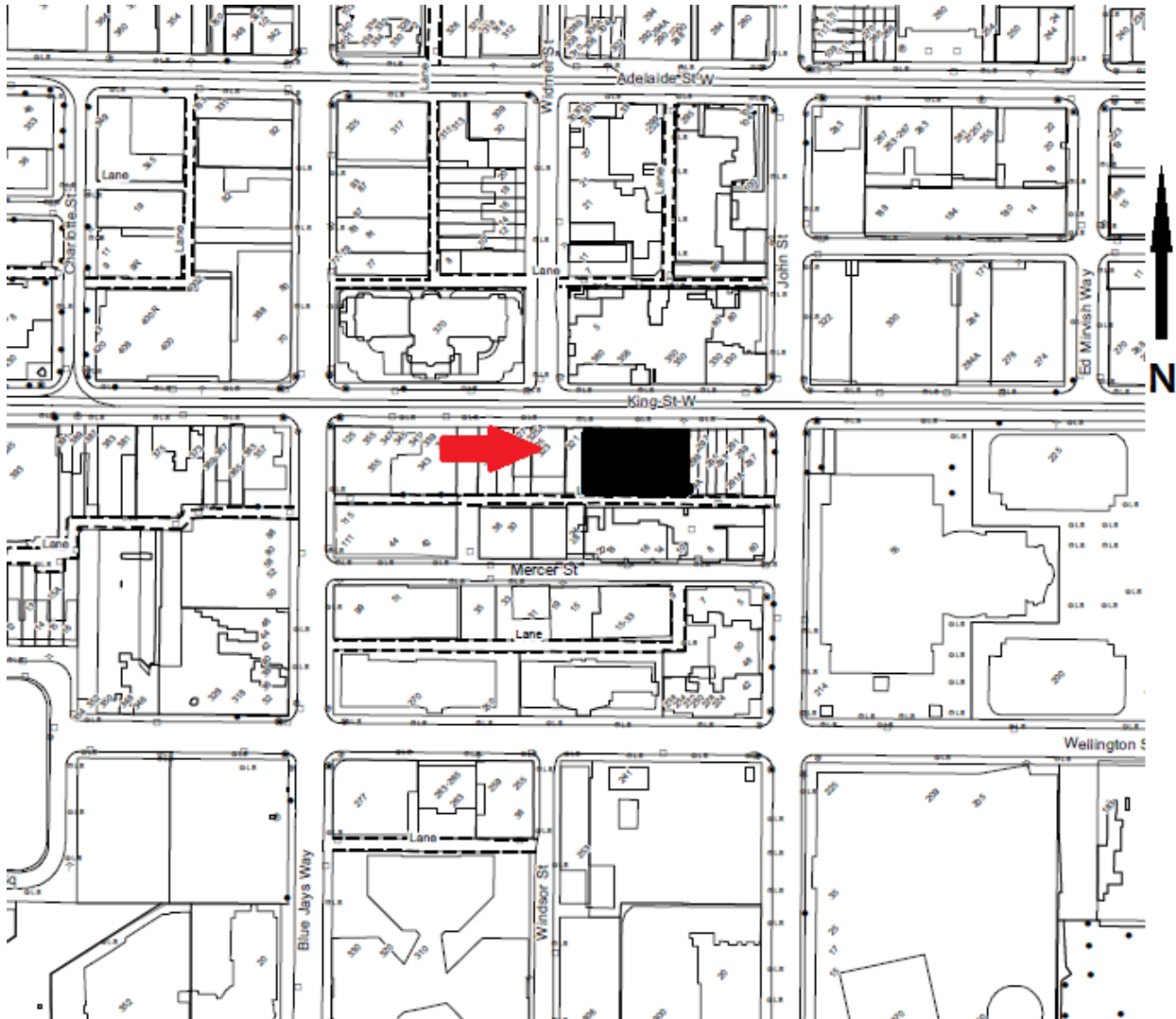
Attachment 3 - Project Renderings, 301-319 King Street West

Attachment 4 - Plans and Drawings, 301-319 King Street West

Attachment 5 - Heritage Property Research and Evaluation Report - 305 (309,311)
King Street West

Attachment 6 - Statement of Significance (Reasons for Designation) - 305 (309, 311)
King Street West

LOCATION MAP
301 (303), 305 (309, 311), 315 and 319 King Street West



301 (303), 305 (309, 311), 315 and 319 King Street West



301 (303) King Street West



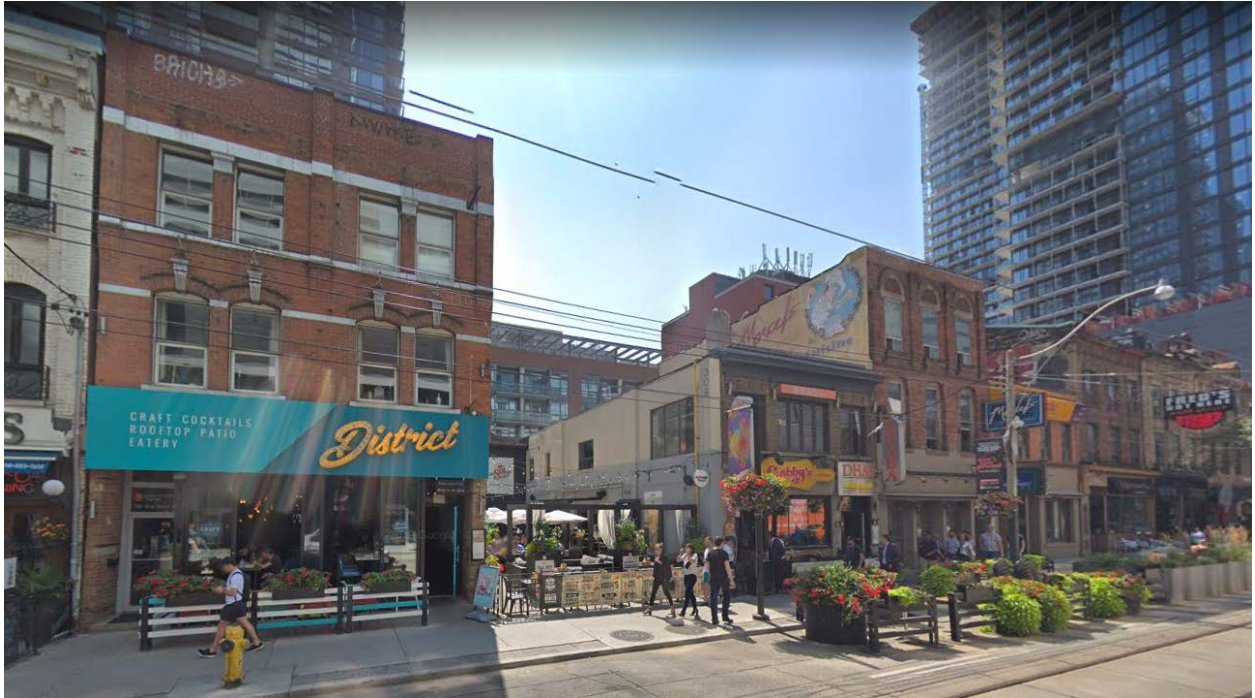
305 (309, 311) King Street West



315 King Street West



319 King Street West



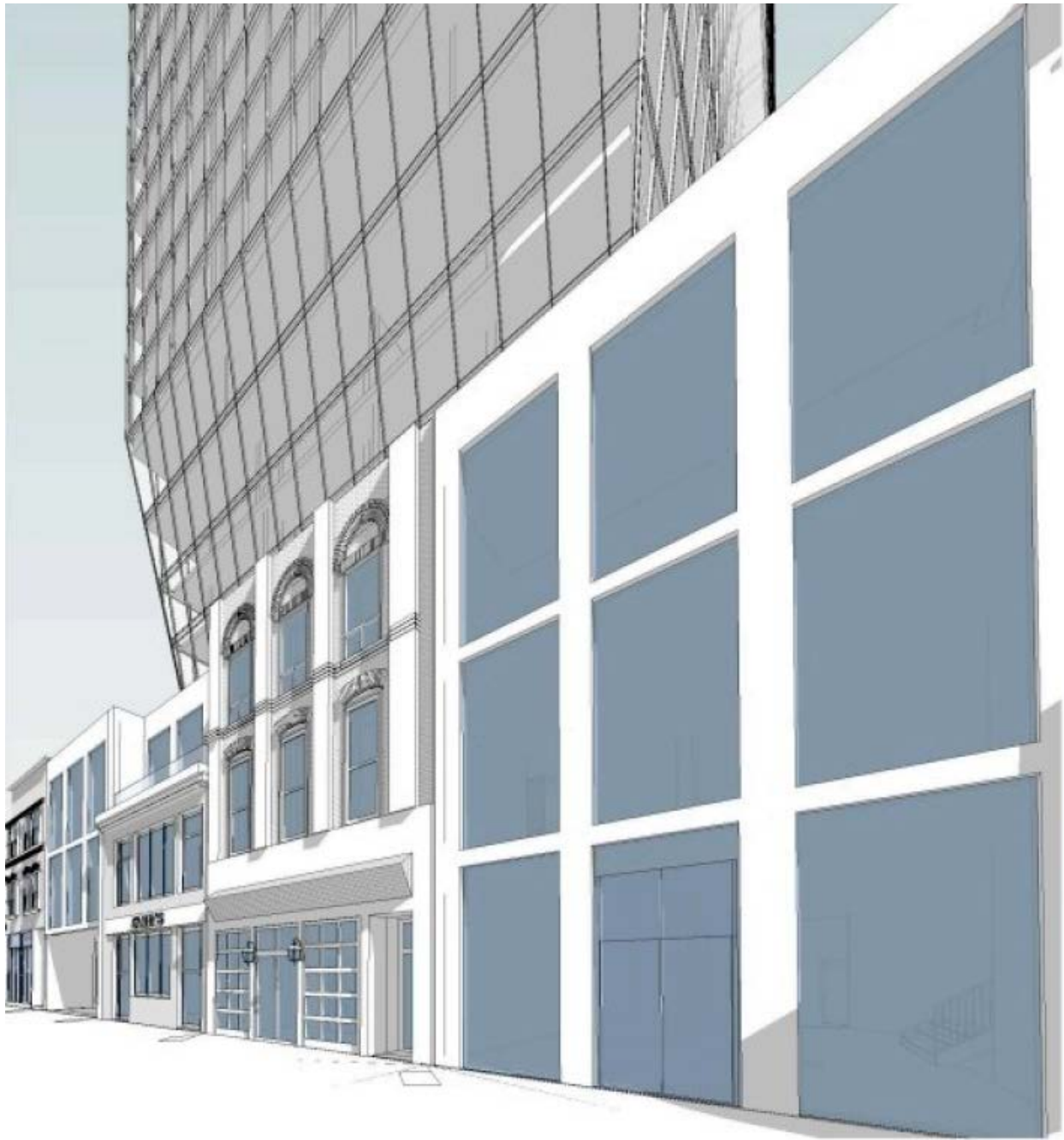
301 (303), 305 (309, 311), 315 and 319 King Street West



Rendering of view looking west



Rendering of view looking east



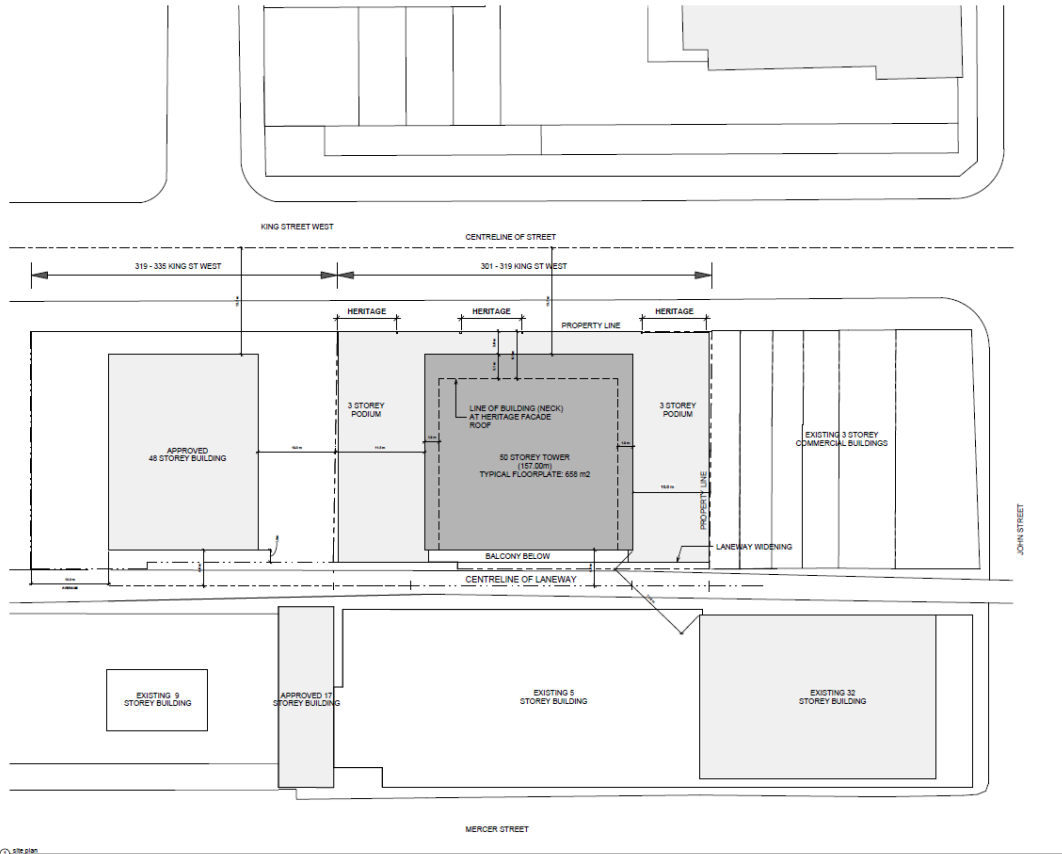
Rendering of view looking east



King Street West Elevation

PLANS AND DRAWINGS
301 (303), 305 (309, 311), 315 and 319 King Street West

ATTACHMENT 4



Issue No.
1. ALL DIMENSIONS IN METRES
2. VERIFY ALL DIMENSIONS
3. DO NOT SCALE DRAWING
4. CHECK DIMENSIONS AGAINST ARCHITECTURAL
5. USE THE LATEST REVISIONS ONLY
6. GROUP AND DIMENSION ALL DIMENSIONS
BEFORE PROCEEDING
7. DIMENSIONS FOR REVISIONS ARE THE
PROPERTY OF THE ARCHITECT UNLESS
NOTED OTHERWISE IN THE DRAWING

North
Project North

Key Plan

WITHOUT PREJUDICE

No.	Issue	Date
6	Issued for Review	Oct 23/2019
4	Issued for Review	July 17/2019
3	Issued for Review	May 14/2019
2	Issued for Review	Feb 13/2018
1	Review	Jan 25/2018

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Owner
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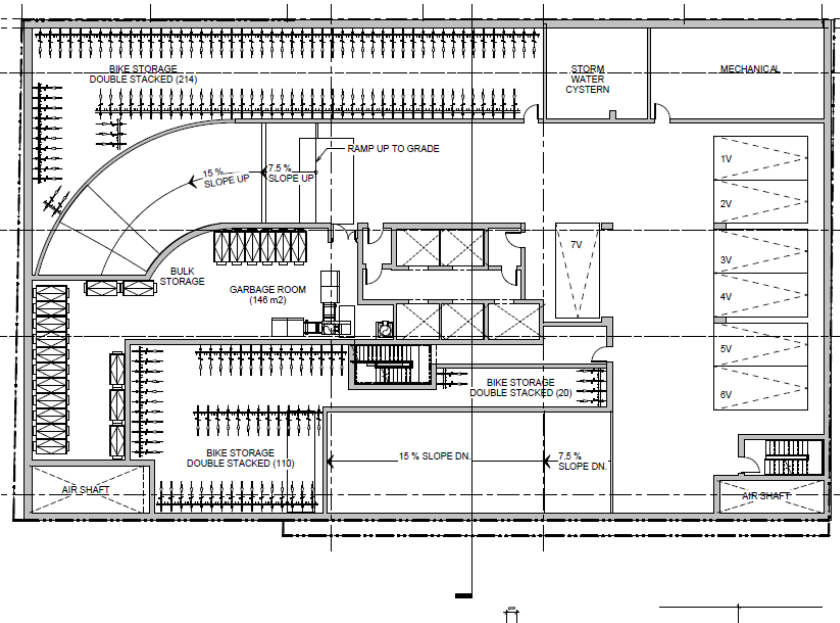
SITE PLAN

Project number	18901
Date	Feb. 06/2018
Drawn by	KK
Checked by	DS

A1.00

Scale 1 : 200

Site plan



Key Plan

WITHOUT PREJUDICE

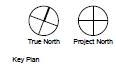
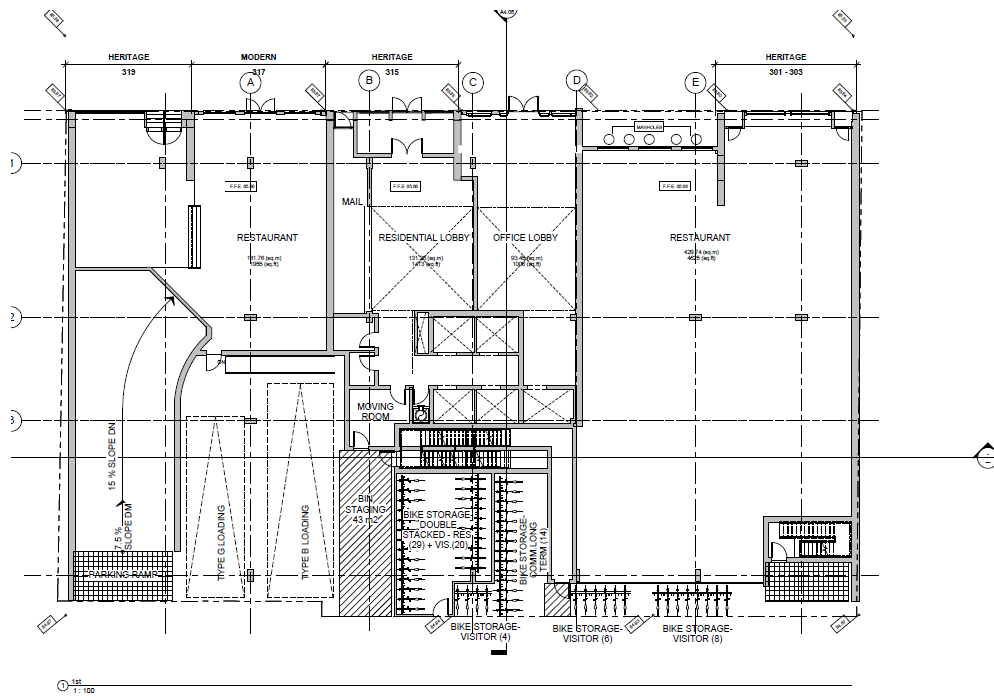
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PARKING P1

Parking level 1



WITHOUT PREJUDICE

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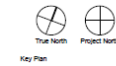
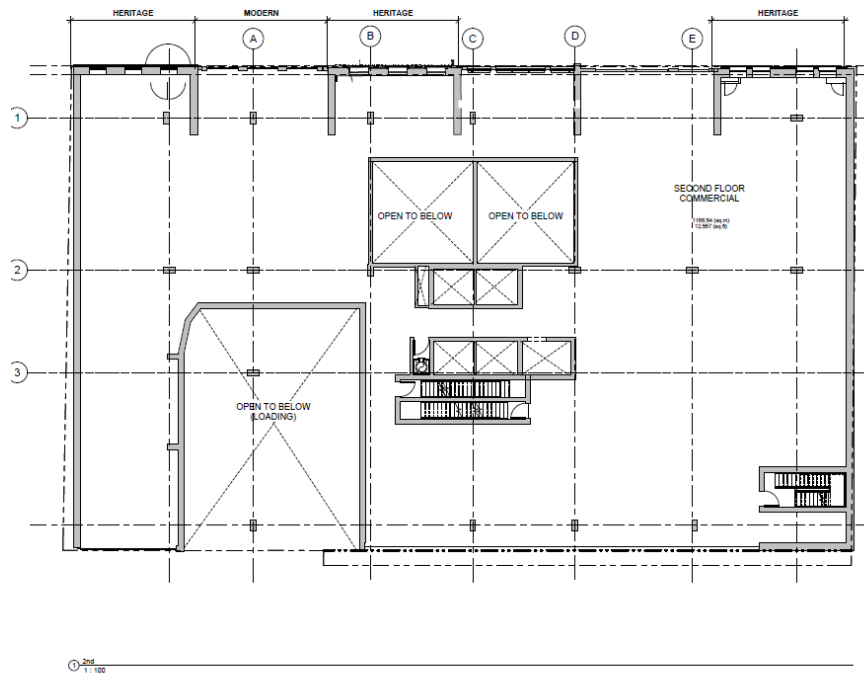
GROUND FLOOR PLAN

Project number	18901
Date	Feb. 05/2018
Drawn by	KK
Checked by	DS

A3.01

Scale 1 : 100

Ground floor plan



WITHOUT PREJUDICE

6	Issued for Review	Oct 23/2018
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No. Issue Date

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301-319 KING STREET WEST

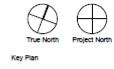
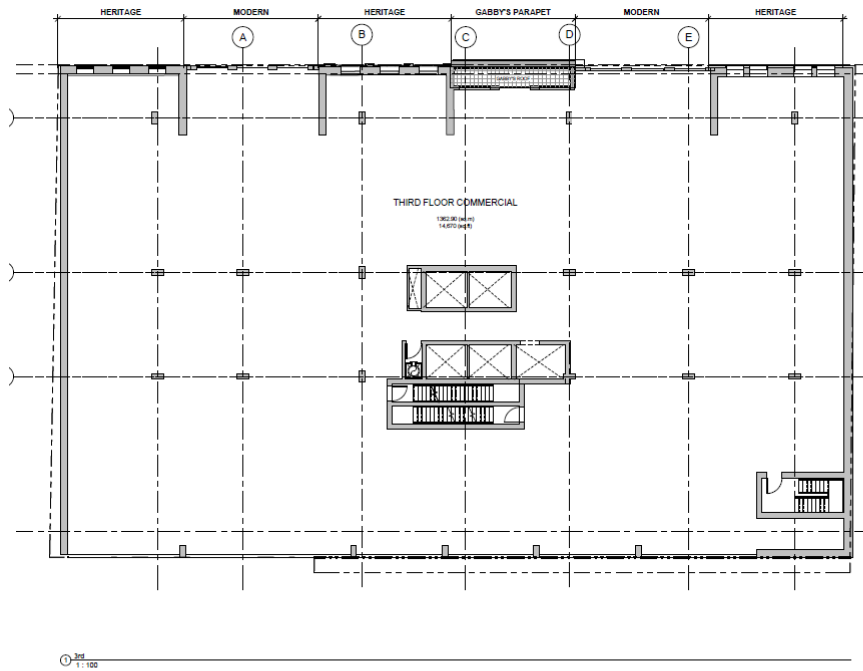
SECOND FLOOR

Project number	18901
Date	Feb. 05/2018
Drawn by	KK
Checked by	DS

A3.02

Scale 1 : 100

Second floor plan



Key Plan
WITHOUT PREJUDICE

No.	Issue	Date
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Owner
301-319 KING STREET WEST

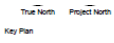
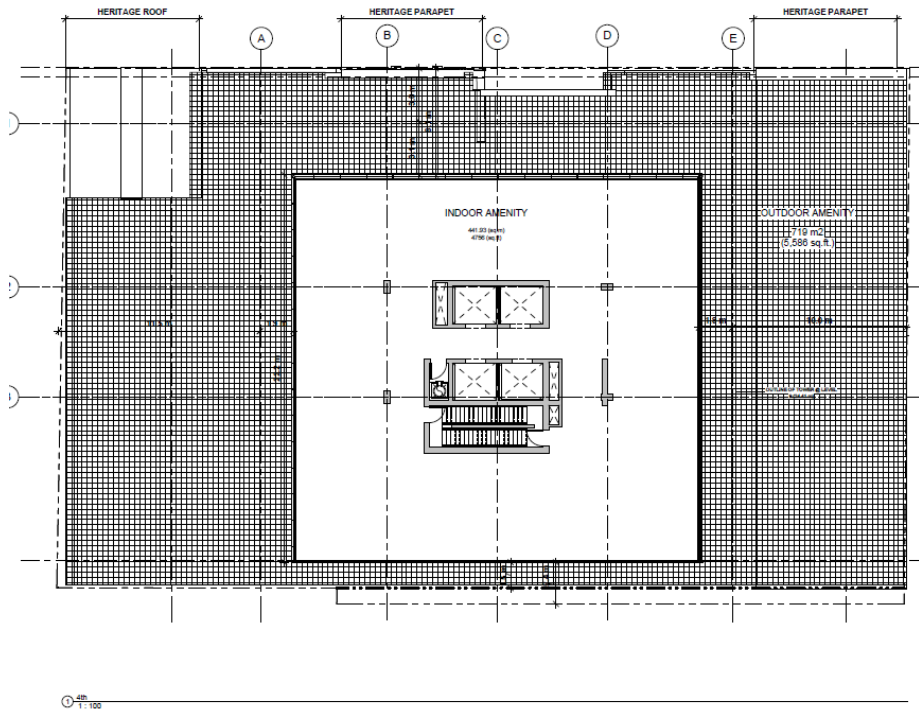
THIRD FLOOR

Project Number	18901
Date	Feb. 05/2018
Drawn by	KK
Checked by	DS

A3.03

Scale 1: 100

Third floor plan



Key Plan
WITHOUT PREJUDICE

No.	Issue	Date
6	Issued for Review	Oct 23/2019
5	Issued for Review	July 25/2019
4	Issued for Review	July 17/2019
3	Issued for Review	May 14/2019
2	Issued for Review	Feb 13/2018
1	Review	Jan 25/2018

SCOTT shields ARCH SCOTT SHIELDS ARCHITECTS INC.
24 MARCOR STREET TORONTO, ON M5S 1H3
T: 416.928.2177 F: 416.928.7399

Owner
301-319 KING STREET WEST

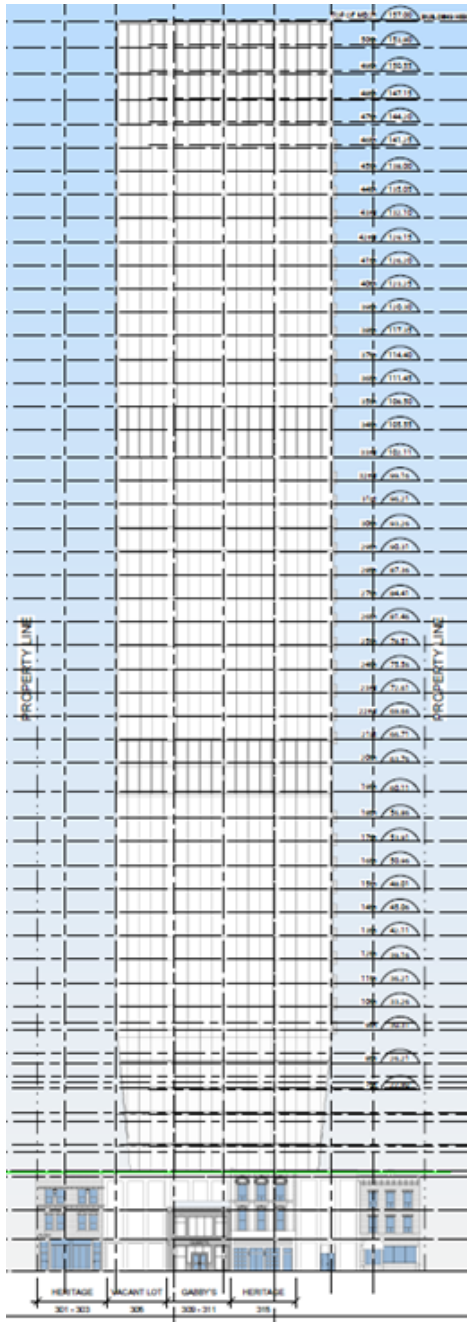
4TH FLOOR PLAN

Project Number	18901
Date	Feb. 05/2018
Drawn by	KK
Checked by	DS

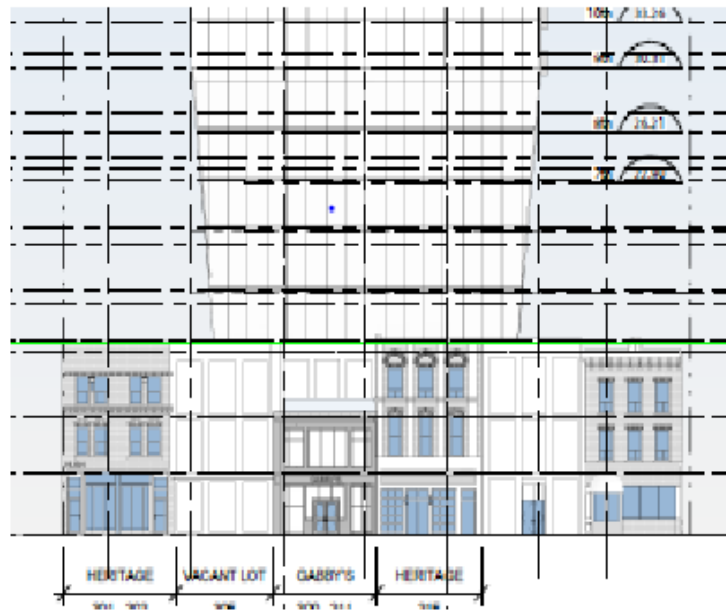
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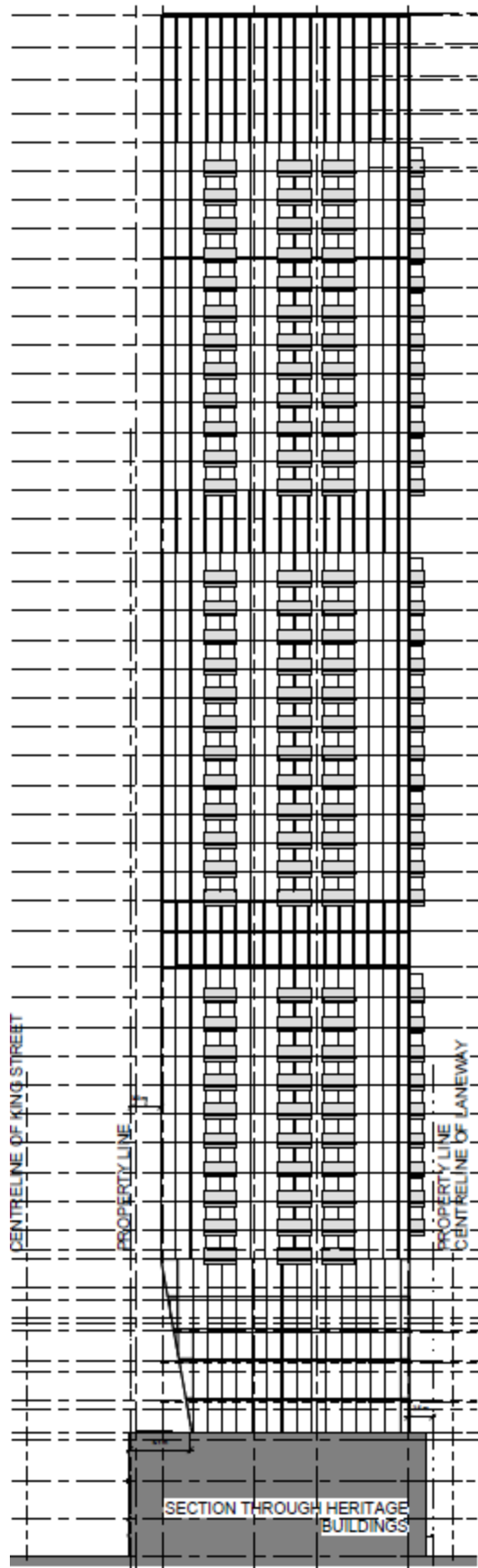
Fourth floor plan



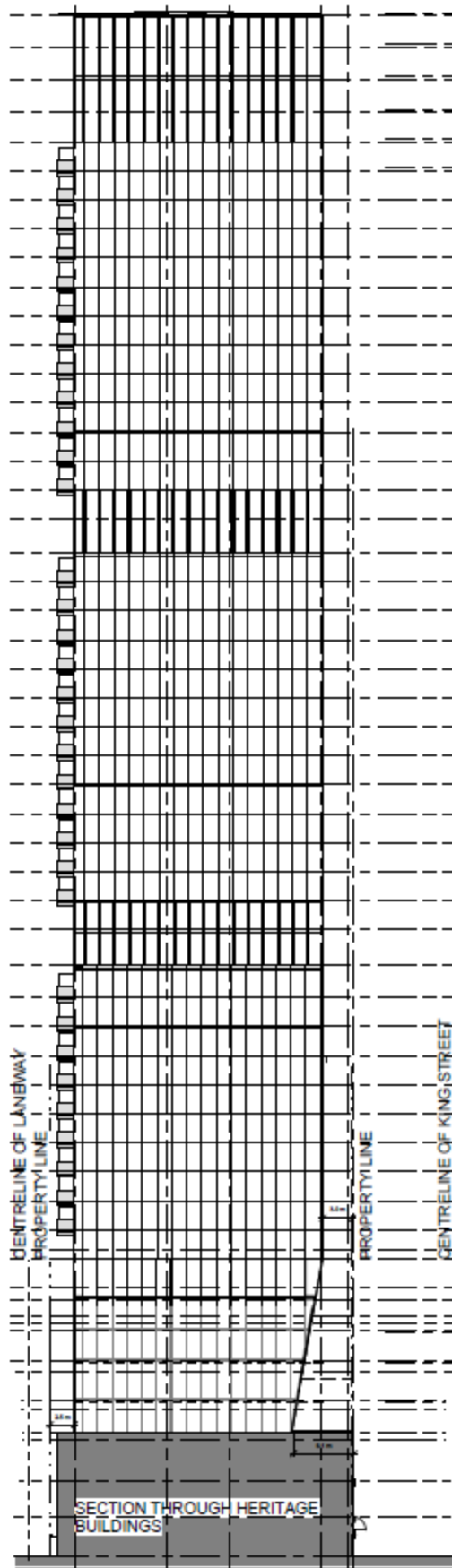
North elevation



North elevation detail



West elevation



East elevation

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



THE KING BUILDING
305 KING STREET WEST, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

September 2019

1. DESCRIPTION



Cover: principal (north) elevation; above: contextual view, looking west on King Street West from John Street (Heritage Preservation Services, August 2019)

305 King Street West:	
ADDRESS	305 King Street West (south side, west of John Street) ¹
WARD	Ward 10 (Trinity-Fort York)
LEGAL DESCRIPTION	Plan 537, Lots 5 and 6
NEIGHBOURHOOD/COMMUNITY	King-Spadina
HISTORICAL NAME	The King Building ²
CONSTRUCTION DATE	1928
ORIGINAL OWNER	John G. Kent, contractor
ORIGINAL USE	Commercial
CURRENT USE*	Commercial * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	Thomas Muirhead, architect (attrib.); John G. Kent, contractor ³
DESIGN/CONSTRUCTION/MATERIALS	Brown brick cladding with brick, stone and metal trim
ARCHITECTURAL STYLE	See Section 2
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Historical/Associative and Contextual
HERITAGE STATUS	Listed on the City of Toronto's Heritage Register
RECORDER	Heritage Planning: Kathryn Anderson
REPORT DATE	September 2019

1 According to the City of Toronto's street numbering policy, this property also has entrance (convenience) addresses at 309 and 311 King Street West, which were the historical addresses according to archival records

2 This name is used in the City Directories between 1929 and 1975

3 No building permit was located for the property during the time of the writing of this report

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 305 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
1797	Four years after the founding of York (Toronto), Smith's Town of York Plan subdivides the south side of King Street West between John and Peter streets, including Lots 12 and 13 (Image 2a) ⁴
1824	Andrew Mercer purchases Lots 12 and 13 (which were separately patented in the early 1800s)
1842	The vacant "Mercer Block" is marked on Cane's map (Image 2b)
1853	Plan 57 is registered on the Mercer Block, where Anne Hughes acquires one lot as the location of Hughes Terrace ⁵
1858	When Boulton's Atlas is illustrated, the subject site east of Hughes Terrace remains vacant (Image 2c)
1870	Anne Hughes acquires four lots east of Hughes Terrace, including the vacant subject property
1873	Plan D142 is registered on part of Plan 57, with lots "A to I" (the latter allotment is the future site of the subject property)
1884	The first Goad's Atlas covering the area shows the subject site as vacant (Image 2d)
1885	Plan 537 is registered on part of Plan 57 where Gardner Boyd purchases four adjoining parcels (including the subject site) the next year
1886 Sept	According to the tax assessment rolls, Gardner Boyd owns a group of six "unfinished stores" at 301-311 King (including the subject site)
1890	The update Goad's atlas is the first to illustrate Boyd's buildings, including those on the subject site (identified as 309-311 King on Lots 5 and 6 and shown in Image 2e)
1922	John G. Kent and Son Limited, contractors, is listed in the City Directory of 1923 (with information from the previous year)
1923 Aug	John G. Kent, purchases Lots 5 and 6 for \$16,000; that year, the last update to Volume 1 of Goad's Atlases shows no change to the subject property ⁶
1924 Aug- 1927 Aug	The tax assessment rolls and city directories record "vacant" buildings or stores on the property owned by John G. Kent, who dies in 1927
1928 July	Kent's estate sells the subject property to King Investments, with Myrtle Warren identified as the company's president

⁴ In 1993 Peter Street, south of King Street West, was renamed Blue Jays Way

⁵ The four-part row known historically as Hughes Terrace was commissioned by the Hughes family in 1855 and 1856 (with two units rebuilt after a fire in the 1980s)

⁶ Not appended, the map is available at <https://oldtorontomaps.blogspot.com/p/index-of-maps.html>

1928 Aug	The tax assessment rolls record an "unfinished building" on the subject site, naming Kent's estate as the owner
1928	King Investments applies for an "addition to warehouse" at "309 King," by Thomas Muirhead (architect for Kent's construction company)
1929 Aug	When the next tax assessment roll is compiled, the building is occupied by three tenants, including the Carter Radio Corporation and the Utah Radio Products Corporation, both headed by Myrtle Warren
1929	The City Directory for 1930 (with information dating to the previous year) identifies the "King Building" at "309" King Street West
1930	Harry V. Malabar (sic) purchases the subject property for his theatrical costumes company, adding the neighbouring properties to the east (containing a pair of commercial buildings numbered at 305-307 King)
1941	The Underwriters' Survey Bureau illustrates the two-storey building on the subject site (Image 2f)
1952	The Malabar Costumes Company applies for an "addition to warehouse and penthouse" at 309-311 King
1956	Malabar sells the subject site to David Proctor, the same year that the neighbouring buildings identified as 305-307 King are destroyed by fire (site of the current vacant lot east of the subject property)
1971	Durex Limited purchases the subject property; two years later (1973), the King Building is shown in archival photographs (Images 3a-b)
2017 June	Toronto City Council adopts the King-Spadina Heritage Conservation District (HCD) Plan, which identifies 305 King Street West as a contributing heritage property
2017 Oct	The King-Spadina HCD is designated under Part V of the Ontario Heritage Act ⁷
2017 Dec	The property at 305 King Street West is listed on the City of Toronto's Heritage Register

ii. HISTORICAL BACKGROUND

King-Spadina Neighbourhood

The property at 305 King Street West is in the King-Spadina neighbourhood, which was named for the major cross-roads of King Street West and Spadina Avenue. In 1793, following the founding of York (Toronto) as the new provincial capital of Upper Canada, a ten-block townsite was established on the north shore of Lake Ontario, flanked on the east and west, respectively, by lands set aside for the government and the military. The rapidly expanding population resulted in the westward expansion of York into the Military Reserve, with Peter Street marking the west boundary of "New Town" by 1797 (Image 2a). King Street was extended west as the community's "Main Street" where, apart from the large tracts developed for Upper Canada College's inaugural campus and York's first general hospital, small shops and industries supported the institutional uses and the residences that appeared along its length and on the adjoining streets.

⁷ The proposed HCD is under appeal at the time of the writing of this report:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.TE236.14>

The transformation of the King-Spadina neighbourhood from an institutional and residential enclave began in the 1850s when the first street railway lines crossed the area and attracted industry. After the Great Fire of 1904 destroyed Toronto's main manufacturing centre, it shifted to King-Spadina where, supplied by an immigrant labour force, large-scale factories and warehouses filled vacant spaces and replaced earlier buildings. King-Spadina remained an active industrial sector until after World War II when many businesses relocated to Toronto's suburbs, apart from a proliferation of clothing enterprises that dubbed the area the "Fashion District."

The revitalization of King-Spadina began in the 1960s when entrepreneur Edwin "Honest Ed" Mirvish restored the Royal Alexandra Theatre on King Street West and converted many of the adjoining warehouses to offices and restaurants. The identification of the King-Spadina community adjoining King and John streets as the city's "Entertainment District" was supported by the opening of the Princess of Wales Theatre in 1993 and the repurposing of nearby historical buildings with eating establishments known as "Restaurant Row."

By the mid 1990s, the removal of the neighbourhood's restrictive industrial zoning intensified the evolution of King-Spadina as a popular mixed-used community. With its collection of surviving heritage buildings from all periods of its development, the King-Spadina Heritage Conservation District (HCD) was designated under Part V of the Ontario Heritage Act in 2017.⁸ The list of contributing heritage properties in the King-Spadina HCD included the subject site at 305 King Street West.

305 King Street West

The historical development of the property at 305 King Street West is traced on the timeline above, as well as through the archival maps and images attached in Section 6 of this report.

The land on the south side of King Street, west of John Street, was surveyed under Smith's Plan of 1797 as part of the development of New Town, with the individual lots patented in the early 19th century. In 1853, the properties were further subdivided under Plan 57, with Anne Hughes acquiring one allotment where the row houses known historically as Hughes Terrace were constructed in two phases by 1856. The adjoining land to the east remained vacant in the 1870s when it was acquired by the Hughes family and subdivided again under Plan D142. Following the registration of Plan 537 in 1885, Gardner Boyd purchased four vacant lots on King Street (including the subject property) where he commissioned a row of six commercial structures that were in place the next year.⁹ At the west end of the row, two of Boyd's buildings identified as 309-311 King were purchased by John G. Kent in 1923.

John Gowans Kent (1861-1927) was the son of the founder of Gowans, Kent and Company, which was a major Canadian manufacturer of glass tableware, as well as the

⁸ In 2017, the King-Spadina HCD was designated under By-law 1111-2017, as amended by By-law 1241-2017: <https://www.toronto.ca/legdocs/bylaws/2017/law1111.pdf> and <https://www.toronto.ca/legdocs/bylaws/2017/law1241.pdf>

⁹ Two of the buildings survive at present-day 301 (303) King Street West where they are designated under Part IV, Section 29 of the Ontario Heritage Act

importer of glass, china and silver-plated products in the late 19th and early 20th century.¹⁰ While Kent initially worked for the latter firm and became a member of Toronto's Board of Trade, in the early 1920s he founded a construction company with his son, Henry (Harry) Gowans Kent, which employed Thomas Muirhead as staff architect. As a noted breeder of thoroughbred dogs, John G. Kent was long associated with the Canadian National Exhibition and appointed its managing director in 1920. Two years later, Kent was the first Canadian elected president of the American Association of Fairs and Exhibitions. Following his untimely death in 1927, his obituary noted that "his successful management of the CNE made him famous over the American continent."¹¹

305 King Street West was among the "office and commercial building projects in Toronto" constructed by the John G. Kent and Son Construction Company.¹² It was "unfinished" when the tax assessment rolls were compiled in August 1928, one month after Kent's executors sold the site to Myrtle Warren, president of the King Investments Company. Beginning the next year, the property was identified in archival sources as the "King Building," with the original tenants including the Carter Radio Company and the Utah Radio Products Company. The latter were Canadian subsidiaries of American enterprises and headed by Warren.

In 1930, the property at 305 King Street West was purchased by Harry V. Mallabar (sic) as the new location of his famed Malabar Costumes Company. The enterprise was founded in the early 20th century in Winnipeg as "S. Mallabar Costume and Hair Goods," with a Toronto branch unveiled on Spadina Avenue in 1923.¹³ Relocating to larger premises at 305 King, by 1950 Malabar "had become the leading costume house in Canada, providing costumes for theatrical/musical productions and masquerade galas."¹⁴ In its new location, the enterprise added its renowned opera department and continued to manufacture and rent costumes to theatre and opera companies across North America. Harry Malabar commissioned the south extensions to the King Building and expanded the business into the neighbouring structures to the east. The latter buildings (then known as 305-307 King) were destroyed by fire in 1956, the same year that Mallabar sold the King Building.

In the late 20th century, the King Building was occupied by eating establishments as this section of King Street West was dubbed "Restaurant Row" with its location in the Entertainment District and proximity to the Royal Alexandra Theatre and the Princes of Wales Theatre (1993). In 2017, the property at 305 King Street West (with entrance addresses at 309-311 King Street West) was identified as a contributing heritage building in the King-Spadina Heritage Conservation District Plan.

¹⁰ While Gowans, Kent and Company's original headquarters on Front Street East was destroyed by fire, its warehouse (1906 with additions) at 109 Atlantic Avenue in present-day Liberty Village is listed on the City of Toronto's Heritage Register

¹¹ Toronto Star, July 29, 1927

¹² Muirhead entry in the Biographical Dictionary of Architects in Canada, unpagged

¹³ A company history explains that in Toronto one "l" was removed from the name to distinguish it from the Winnipeg business

¹⁴ <https://www.malabar.net/aboutus.html>

Thomas Muirhead, Architect

The King Building is attributed to Thomas Elliott Muirhead (1890-1961) in his role as staff architect for the John G. Kent Construction Company. Prior to World War I, Muirhead apprenticed with Toronto architects Bond and Smith, a firm described as "both successful and remarkably prolific, designing major institutional, ecclesiastical, commercial, industrial and residential projects in southern Ontario" and beyond.¹⁵ After brief stints in the City Architect's Department and at the Toronto Transportation Commission (forerunner to today's TTC), Muirhead joined the John G. Kent Construction Company, where he was "responsible for the design of several of their office and commercial building projects in Toronto." During Muirhead's tenure, the construction company completed the extant Kenson Apartments (1927) at 51 Grosvenor Street, a property recognized on the City of Toronto's Heritage Register.¹⁶ Muirhead moved to New York City after Kent's death, and later returned to Toronto to work for the Board of Education and the Toronto Harbour Commissioners, as well as in the local office of T. Pringle and Son, Montreal architects. Muirhead is credited with the design of the National Cash Register Company Building (1935) at 222 Lansdowne Avenue, which is individually designated under Part IV of the Ontario Heritage Act.

iii. ARCHITECTURAL DESCRIPTION

Current photographs of the property at 305 King Street West are found on the cover and in Sections 2 and 6 of this report. The King Building features the symmetrical organization and modest classical detailing identified with Edwardian Classicism, the most popular style for most typologies in the early 20th century. It features a two-storey rectangular-shaped plan and brown brick cladding with brick and stone detailing. At the north end facing King Street West, the flat roofline is marked with a metal cornice with corbelled brackets. The principal (north) elevation is symmetrically organized above the first (ground) floor storefront, which has been altered over time (it retains stone detailing, but the openings have been changed). In the second storey, the three flat-headed window openings (the centre opening is larger) have stone sills and brick flat arches. The east side elevation is viewed from King Street West and has brick cladding and flat-headed openings. The west side elevation adjoins the neighbouring Building at 315 King Street West.

The rear (south) elevation and wings are not identified as heritage attributes.

iv. CONTEXT

The map attached as Image 1 shows the location of the property on the south side of King Street West in the block between John Street (east) and Blue Jays Way (originally Peter Street, west). This section of King Street West has been known since the late 20th century as "Restaurant Row" for the number of eating establishments supporting the Entertainment District in this part of King-Spadina. Most of the streetscape, west of John Street, contains three-storey commercial buildings that share a common setback, brick cladding and detailing from the late Victorian era. Anchoring the east end of the

¹⁵ Bond entry in Biographical Dictionary of Architects in Canada, unpagged

¹⁶ Muirhead entry in the Biographical Dictionary of Architects in Canada, unpagged

block, the William Barber Building (1880) at 287 King is a commercial edifice displaying distinctive Second Empire styling with the prototypical mansard roof. The Westinghouse Building (constructed in two phases in 1927 and 1935) at 355 King Street West on the southeast corner of Blue Jays Way (originally Peter Street) reflects the evolution of the street after the Great Fire of 1904 and the replacement of original buildings with factories and warehouses.

3. EVALUATION

The following evaluation applies Ontario Regulation 9/06 made under the Ontario Heritage Act: Criteria for Determining Cultural Heritage Value or Interest. 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	N/A
iii. demonstrates high degree of scientific or technical achievement	N/A

The property at 305 King Street West has cultural heritage value as a representative example of an early 20th century commercial building with the symmetry and the cornice with brackets inspired by Edwardian Classicism, the most popular style for most typologies in the first quarter of the 20th century. Introduced to a streetscape that was originally developed with residential row houses (Hughes Terrace) in the 1850s, followed by commercial storefronts in the 1880s, the King Building was a compatible addition to the block in the 1920s with its setback, cladding and detailing.

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	X
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	X

The associative value of the King Building is through its contribution to the evolution of the King-Spadina community, which began in the 19th century as an institutional and residential enclave and was transformed after the Great Fire of 1900 into Toronto's industrial centre. During the latter period, many of the original buildings were replaced with new edifices, including the subject site where part of a former commercial row became the location of the King Building.

The property at 305 King Street West is also valued for its historical association with John G. (Gowans) Kent, owner of the construction company that developed the site, and his staff architect Thomas Elliott Muirhead, to which its design is attributed. As the son of the founder of Gowans, Kent and Company, John G. Kent (1861-1927) worked for the noted Toronto glassware firm prior to establishing a construction company with his son, Henry (Harry) Gowans Kent in the early 1920s. Apart from his business

interests, which included his role as president of the Toronto Board of Trade, Kent gained prominence as the managing director of the Canadian National Exhibition (1920-27) and, in that capacity, was the first Canadian to head the American Association of Fairs and Exhibitions. Thomas Elliott Muirhead (1890-1961) is best known for his role as the architect for the John G. Kent Construction Company. With few extant projects remaining in Toronto, the Kenson Apartments (1927) at 51 Grosvenor Street and the National Cast Register Company Building (1935) at 222 Lansdowne Avenue are other recognized heritage properties designed by Muirhead.

The King Building is also linked to Toronto’s famed Malabar Costumes Company (now known as Malabar Limited), which acquired the property in 1930 and expanded and occupied the premises until 1956. Founded in Winnipeg in the early 20th century, Henry V. Mallabar (sic) opened the enterprise’s Toronto branch in 1923 where the company manufactured and rented costumes to clients ranging from individuals to both amateur and professional companies across North America. In its King Street location, Malabar Limited unveiled its renowned opera department and, by 1950, described itself as “the leading costume house in Canada, providing costumes for theatrical/musical productions and masquerade galas.”

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

Contextually, the property at 305 King Street West supports the historical character of the King-Spadina neighbourhood as it evolved from its origins in the 1800s as an institutional and residential enclave to the city’s manufacturing century during the first half of the 20th century. The King Building contributes to the surviving collection of recognized heritage buildings from all phases of the development of King-Spadina. With its location on the south side of King Street between John Street and Blue Jays Way (originally Peter Street), the King Building is part of an important block that includes Hughes Terrace (former residential buildings dating to the 1850s), the Westinghouse Building (a warehouse constructed in two phases between 1927 and 1935), and a collection of late-19th century commercial buildings that are designated under Part IV, Section 29 of the Ontario Heritage Act for their cultural heritage value.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 305 King Street West has cultural heritage value for its design, historical associations and context. Located on the south side of the street between John Street and Blue Jays Way, the King Building is a representative example of a 1920s commercial building with Edwardian Classical styling that is historically associated with contractor John G. Kent, architect Thomas Elliott Muirhead and the ongoing evolution of King-Spadina. The property at 305 King Street West is part of an intact group of significant buildings ranging from the 1850s to the 1930s that support the historical character of the King-Spadina neighbourhood with its important collection of recognized heritage properties.

5. SOURCES

Archival Sources:

Abstract Index of Deeds, Plan 57, Lots 15-19, Plan D142, Lots H-I, and Plan 537, Lots 4-6

Archival Maps and Atlases, <http://oldtorontomaps.blogspot.ca/p/index-of-maps.html>

Archival Photographs, City of Toronto Archives (individual citations in Section 6)

Assessment Rolls, St. George's Ward and Ward 4, Division 1

Building Records, Toronto and East York, 305-311 King Street West, 1928 ff.

City of Toronto Directories

Underwriter Survey Bureau Atlas, 1921 revised to 1943 and 1954

Secondary Sources:

Albert College, Senior School Alumni, 1931 (re: Myrtle Warren):

<https://archive.org/details/seniorschoolal1931albe>

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https://hcdtoronto.files.wordpress.com/2016/10/161025_ks-hcd-plan-draft1.pdf

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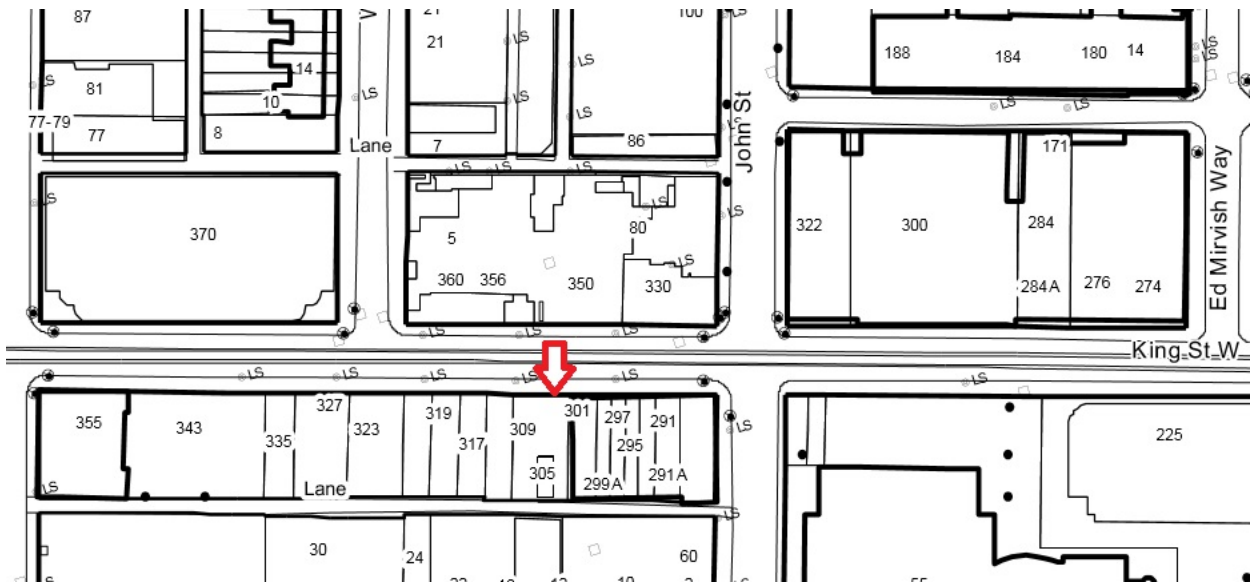
"Manages "Greatest Show on Earth"," Macleans, August 15, 1925

McHugh, Patricia and Alex Bozikovic, Toronto Architecture: A City Guide, 2017

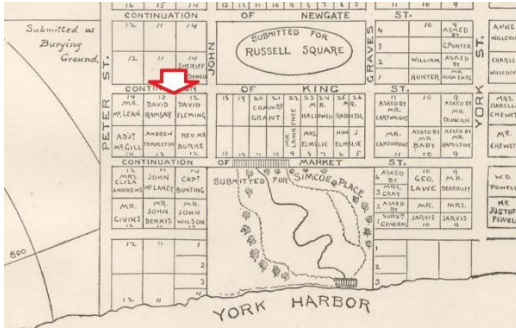
"Thomas Elliott Muirhead," entry in Biographical Dictionary of Architects in Canada, 1800-1950, <http://dictionaryofarchitectsincanada.org/node/712>

"Toronto Mourns the Death of John Gowans Kent," Toronto Star, July 29, 1927

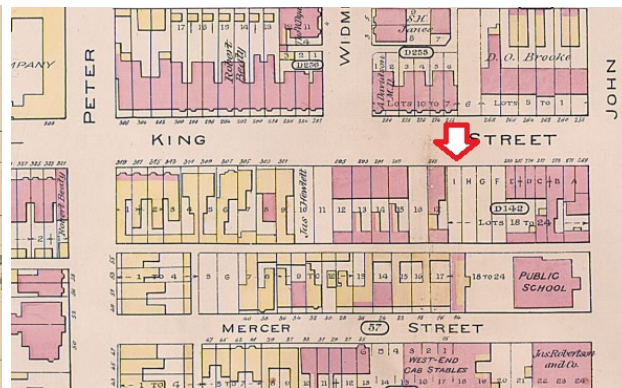
6. IMAGES – maps and atlases are followed by other archival images and current photographs. The arrows mark the location of the subject property. All images are oriented with north on the top unless indicated in the captions.



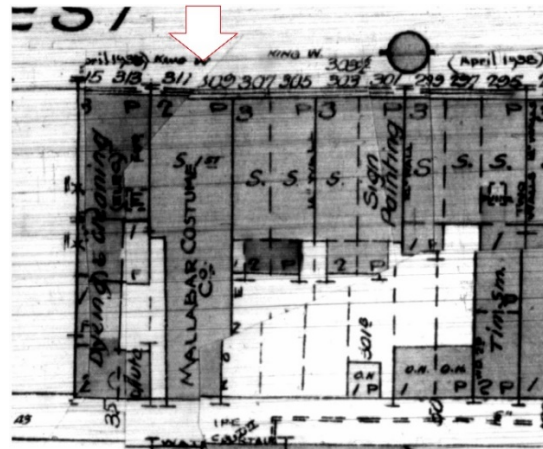
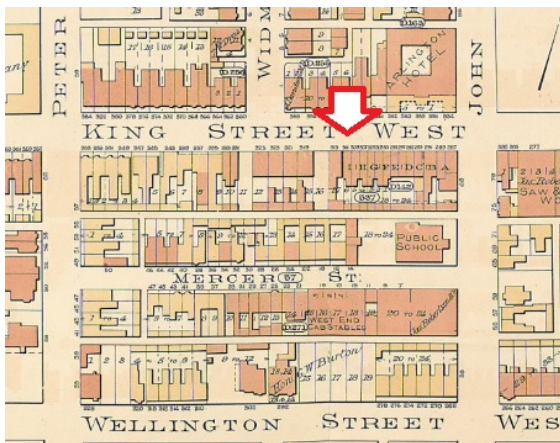
Location Map: showing the location of the property on the south side of King Street West in the block between John Street (east) and Blue Jays Way (formerly Peter Street, west) (City of Toronto Property Data Map).



2a. Smith's Plan, 1797: showing the subject property in New Town (left);
 2b. Cane's Topographical Plan, 1842: showing the vacant "Mercer Block" (right)

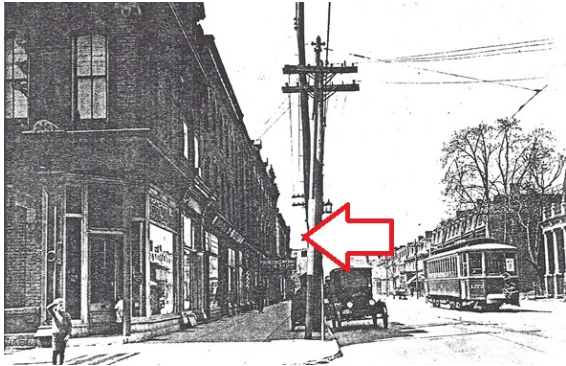


2c. Boulton's Atlas, 1858 (left) and 2d. Goad's Atlas, 1884 (right): with the vacant subject site

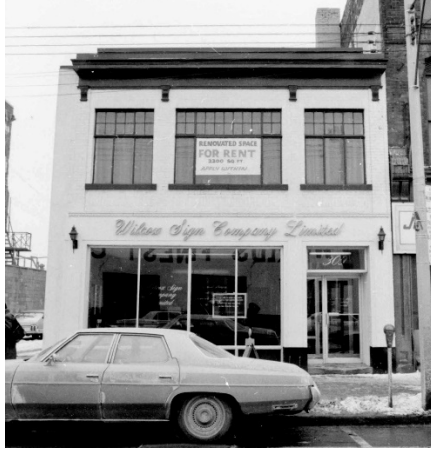


2e. Goad's Atlas, revised 1890: with the row of late-19th century commercial buildings in place (left);
 2f. Underwriters' Survey Bureau Atlas, 1921 revised to 1943: with the current two-storey building in place at "309-311" King (right)

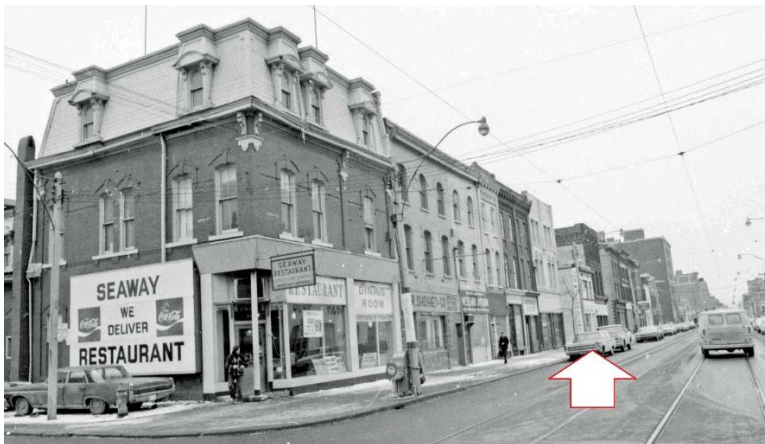
2. Archival Plans and Atlases, 305 King Street West:
<http://oldtorontomaps.blogspot.com/p/index-of-maps.html> (1827-1890) and
 Underwriters' Survey Bureau Atlas, 1943, City of Toronto Archives.



3a. and 3b. King Street, west of John Street, 1922 (left) and 1961 (right)

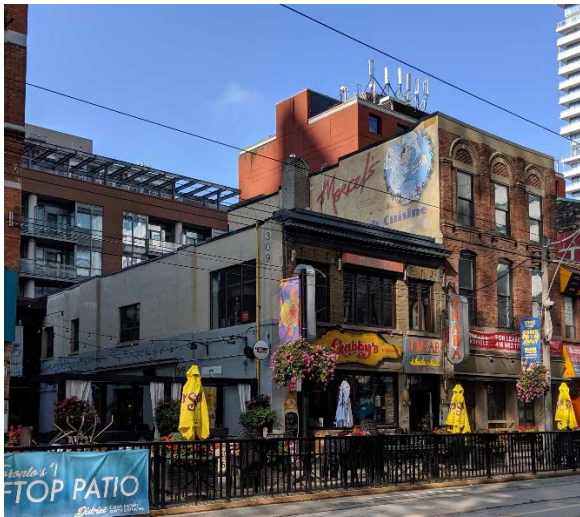


3c. and 3d. 305 King Street West, 1973 (right)



3e. and 3f. King Street, view west of John, 1973 (left) and east of Peter, 1984 (right)

Archival Photographs, 305 King Street West: City of Toronto Archives, 1922 (Fonds 200, Item 1082), 1961 (Fonds 1257, Item 22), 1973 (Fonds 2043, Series 1587), and 1984 (Fonds 2043, Series 2523).



4a. and 4b. east (left) and north (right) elevations



4c. contextual view east along the south side of King Street West to John Street

Current Photographs: 305 King Street West (Heritage Planning, 2019).

The property at 305 King Street West (including the entrance addresses at 309 and 311 King Street West) is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual value.

Description

Located on the south side of the street between John Street and Blue Jays Way, the property at 305 King Street West contains a two-storey commercial building that was completed in 1928. The King Building replaced part of a three-storey commercial row built in 1887. The current building is attributed to architect Thomas Elliott Muirhead in his position as staff architect for the John G. Kent Construction Company, which acquired the site in 1923. Five years later, Kent's estate sold the property to the King Investment Company under the direction of Myrtle Warren, and the initial tenants included the Carter Radio Company and the Utah Radio Products Company headed by the new owner. From 1930 until 1956, the property was owned by Harry V. Mallabar (sic), who expanded the subject building and acquired the neighbouring properties for his Malabar Costumes Company (now Malabar Limited). The property at 305 King Street West was identified as a contributing heritage property in the King-Spadina Heritage Conservation District Plan, which was adopted by City Council in 2017 when the King Building was listed on the City of Toronto's Heritage Register.

Statement of Significance

The property at 305 King Street West has cultural heritage value as a representative example of an early 20th century commercial building with the symmetry and the cornice with brackets inspired by Edwardian Classicism, the most popular style for most typologies in the first quarter of the 20th century. Introduced to a streetscape that was originally developed with residential row houses (Hughes Terrace) in the 1850s, followed by commercial storefronts in the 1880s, the King Building was a compatible addition to the block in the 1920s with its setback, cladding and detailing.

The associative value of the King Building is through its contribution to the evolution of the King-Spadina community, which began in the 19th century as an institutional and residential enclave and was transformed after the Great Fire of 1900 into Toronto's industrial centre. During the latter period, many of the original buildings were replaced with new edifices, including the subject site where part of a former commercial row became the location of the King Building.

The property at 305 King Street West is also valued for its historical association with John G. (Gowans) Kent, owner of the construction company that developed the site, and his staff architect Thomas Elliott Muirhead, to which its design is attributed. As the son of the founder of Gowans, Kent and Company, John G. Kent (1861-1927) worked for the noted Toronto glassware firm prior to establishing a construction company with his son, Henry (Harry) Gowans Kent in the early 1920s. Apart from his business interests, which included his role as president of the Toronto Board of Trade, Kent

gained prominence as the managing director of the Canadian National Exhibition (1920-27) and, in that capacity, was the first Canadian to head the American Association of Fairs and Exhibitions. Thomas Elliott Muirhead (1890-1961) is best known for his role as the architect for the John G. Kent Construction Company. With few extant projects remaining in Toronto, the Kenson Apartments (1927) at 51 Grosvenor Street and the National Cast Register Company Building (1935) at 222 Lansdowne Avenue are other recognized heritage properties designed by Muirhead.

The King Building is also linked to Toronto's famed Malabar Costumes Company (now known as Malabar Limited), which acquired the property in 1930 and expanded and occupied the premises until 1956. Founded in Winnipeg in the early 20th century, Henry V. Mallabar (sic) opened the enterprise's Toronto branch in 1923 where the company manufactured and rented costumes to clients ranging from individuals to both amateur and professional companies across North America. In its King Street location, Malabar Limited unveiled its renowned opera department and, by 1950, described itself as "the leading costume house in Canada, providing costumes for theatrical/musical productions and masquerade galas."

Contextually, the property at 305 King Street West supports the historical character of the King-Spadina neighbourhood as it evolved from its origins in the 1800s as an institutional and residential enclave to the city's manufacturing century during the first half of the 20th century. The King Building contributes to the surviving collection of recognized heritage buildings from all phases of the development of King-Spadina. With its location on the south side of King Street between John Street and Blue Jays Way (originally Peter Street), the King Building is part of an important block that includes Hughes Terrace (former residential buildings dating to the 1850s), the Westinghouse Building (a warehouse constructed in two phases between 1927 and 1935), and a collection of late-19th century commercial buildings that are designated under Part IV, Section 29 of the Ontario Heritage Act for their cultural heritage value.

Heritage Attributes

The heritage attributes of the King Building at 305 King Street West are:

The placement, setback and orientation the building on the south side of King Street West between John Street and Blue Jays Way

The scale, form and massing of the two-storey rectangular-shaped plan

The materials, with the brick cladding and the brick, stone and metal detailing

The flat roofline with the cornice with the corbelled brackets on the north elevation facing the street

The principal (north) elevation where the first (ground) floor storefront has stone detailing (the openings have been altered)

On the north elevation, the second storey with the three window openings (the centre opening is larger) with the stone sills and the brick flat arches

Note: the east side elevation, which is viewed from King Street West, has flat-headed window openings. The west side elevation adjoins the neighbouring building at 315 King Street West. The rear (south) elevation and wings are not identified as heritage attributes.