

TORONTO STAFF REPORT

August 31, 2005

To: Toronto and East York Community Council

From: Director, Policy & Research, City Planning Division

Subject: 107 Atlantic Avenue (Bradshaw and Company Factory) - Inclusion on the City of Toronto Inventory of Heritage Properties
Trinity-Spadina - Ward 19

Purpose:

To report to the Toronto and East York Community Council as directed by City Council on the inclusion of the property at 107 Atlantic Avenue (Bradshaw and Company Factory) on the City of Toronto Inventory of Heritage Properties.

Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

- (1) City Council include the property at 107 Atlantic Avenue (Bradshaw and Company Factory) on the City of Toronto Inventory of Heritage Properties; and
- (2) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Background:

At its meeting of July 19, 20, 21 and 26, 2005, City Council considered Toronto and East York Community Council Report 6, Clause 13, concerning the inclusion of the property at 107 Atlantic Avenue on the City of Toronto Inventory of Heritage Properties. City Council referred the matter back to the Toronto and East York Community Council for further consideration at its meeting on September 19, 2005.

City Council's recommendation followed a communication from the owner's representative concerning the Reasons for Listing that describe the heritage attributes of the property. Following contact with the owner's representative, staff have amended the Reasons for Listing (Attachment No. 2) to the owner's satisfaction.

Comments:

A location map (Attachment No. 1) is attached, and the Reasons for Listing (Attachment No. 2) include a photograph of the property.

Conclusions:

The owner has approved the changes made to the Reasons for Listing and does not object to the inclusion of the property on the Inventory of Heritage Properties. It is recommended that City Council include the property at 107 Atlantic Avenue (Bradshaw and Company Factory) on the City of Toronto Inventory of Heritage Properties.

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List of Attachments:

Attachment No. 1 – Location Map (107 Atlantic Avenue)
Attachment No. 2 – Reasons for Listing and Photograph (107 Atlantic Avenue)

REASONS FOR LISTING AND PHOTOGRAPH:
107 ATLANTIC AVENUE (BRADSHAW AND COMPANY FACTORY)



107 Atlantic Avenue: Bradshaw and Company Factory

The property at 107 Atlantic Avenue is recommended for inclusion on the City of Toronto Inventory of Heritage Properties for its cultural resource value or interest. The building was constructed in two sections. In 1905, the north end of the structure was completed according to the designs of Toronto architect Henry Simpson. During a brief partnership with Robert Young, Simpson designed the south section in 1910. I. D. Bradshaw and Company, manufacturers of chewing gum, waxed paper and proprietary medicines, commissioned the factory. The National Fibre Company later occupied the site.

The Bradshaw and Company Factory is architecturally significant as a well-designed early 20th century industrial facility distinguished by its Classical embellishments. Its design, marked by a distinctive pediment, complements the Canadian Bank of Commerce Book Vaults at 98 Atlantic Avenue, opposite. Located on the east side of Atlantic Avenue, north of King Street West, the building is an important component of the Liberty Street neighbourhood in Garrison Common.

The heritage attributes of the building are found on the exterior walls and roof. Rising two stories, the building is constructed of brown brick with brick and stone trim. The flat roof is extended by a brick chimney and, at the west end, a parapet wall that comprises the principal façade. The west wall is symmetrically organized into two sections beneath a semi-circular pediment with a nameplate. The principal entrance is located at the left (north) end where a segmental-arched doorcase with a keystone and decorative brick detailing holds double doors (now replaced) and a three-part transom. The rest of the wall contains segmental-arched openings with double windows, which are repeated along the side elevations (north and south).