

Authority: Toronto and East York Community Council  
Item TE9.10, as adopted by City of Toronto Council on  
October 29 and 30, 2019

## CITY OF TORONTO

### BY-LAW 78-2020

#### **To designate the property at 379 Adelaide Street West as being of cultural heritage value or interest.**

Whereas the Ontario Heritage Act authorizes the Council of a municipality to enact by-laws to designate real property, including all buildings and structures thereon, to be of cultural heritage value or interest; and

Whereas authority was granted by Council to designate the property at 379 Adelaide Street West as being of cultural heritage value or interest; and

Whereas the Council of the City of Toronto has caused to be served upon the owners of the lands and premises known as 379 Adelaide Street West and upon the Ontario Heritage Trust, Notice of Intention to designate the property, and has caused the Notice of Intention to be posted on the City's website for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4.1. Notice requirements under the Ontario Heritage Act; and

Whereas no notice of objection was served upon the Clerk of the municipality; and

Whereas the reasons for designation are set out in Schedule A to this by-law;

The Council of the City of Toronto enacts:

1. The property at 379 Adelaide Street West, more particularly described in Schedule B attached to this by-law, is designated as being of cultural heritage value or interest.
2. The City Solicitor is authorized to cause a copy of this by-law to be registered against the property described in Schedule B to this by-law in the proper Land Registry Office.
3. The City Clerk is authorized to cause a copy of this by-law to be served upon the owners of the property 379 Adelaide Street West at and upon the Ontario Heritage Trust and to cause notice of this by-law to be posted on the City's website for a period of 30 days in accordance with Municipal Code Chapter 162, Notice, Public, Article II, § 162-4.1. Notice requirements under the Ontario Heritage Act.

Enacted and passed on January 29, 2020.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

(Seal of the City)

**SCHEDULE A****STATEMENT OF SIGNIFICANCE  
REASONS FOR DESIGNATION  
379 ADELAIDE STREET WEST**Reasons for Designation

The property at 379 Adelaide 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

The property at 379 Adelaide Street West is located on the south side of the street, west of Spadina Avenue in the King-Spadina neighbourhood and contains a five-storey warehouse that was constructed in 1912 according to the designs of the Toronto architectural firm of Burke, Horwood and White. William J. Gage, founder of W. J. Gage and Company, commissioned the subject building for his subsidiary, the Educational Book Company. The site was chosen for its proximity to Gage's earlier warehouse (1905) at 82 Spadina Avenue, directly south of Adelaide, with the two properties adjoined at the rear where the buildings were linked.

The property at 379 Adelaide Street West was included on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) in 2005. Council designated the King-Spadina Heritage Conservation District (HCD) under Part V of the Ontario Heritage Act by By-law 1111-2017, which was amended by By-law 1241-2017. The King-Spadina HCD Plan (2017) identifies 379 Adelaide Street West as a contributing heritage property. In 2019, the HCD was under appeal.

Statement of Cultural Heritage Value

The property at 379 Adelaide Street West has design value as a well-crafted early-20th century warehouse in the King-Spadina neighbourhood, which is distinguished by the classical organization of the principal (north) elevation with the decorative terra cotta detailing and the segmental-arched pediments that reflect the popular Edwardian Classical styling of the era.

The cultural heritage value of the property at 379 Adelaide Street West is also through its role in the development and evolution of the King-Spadina neighbourhood in the early 1900s when the area changed from an institutional and residential enclave to Toronto's new industrial centre following the Great Fire of 1904. During the first half of the 20th century, the Gage Building contributed to Toronto's economic prosperity as part of the new collection of warehouses in the manufacturing district, replacing earlier house form buildings on Adelaide Street West.

The associative value of the property at 379 Adelaide Street West is also through its connection to businessman and philanthropist, Sir William J. Gage, who commissioned the building. Founder of the W. J. Gage and Company that was noted for its publication of school textbooks and other educational supplies, Gage was a noted benefactor who received a knighthood in 1918 for his roles in fighting tuberculosis as a co-founder of the National Sanitarium Association and the financier of hospitals and other treatment facilities. Gage was also recognized as the founder of the Ina Grafton Homes Corporation, with the original mandate to accommodate widows and

orphans after World War I. In 1938, the federal government commemorated Sir William J. Gage as a National Historic Person.

The Gage Building is associated with the Toronto architectural partnership of Burke, Horwood and White, which designed many landmark buildings in the city. The firm was headed by Edmund Burke, who had trained and then worked with his uncle, the celebrated Toronto architect, Henry Langley. After becoming a solo practitioner in 1892, Burke accepted the important commission for the Robert Simpson Department Store, noted as the first Chicago-style building in Canada, which was destroyed by fire immediately following its completion. In 1894, Burke's former apprentice, J. C. B. Horwood, returned from New York City to join the practice, which began with the firm's reconstruction of Simpson's complex. The addition in 1907 of Murray White, another former student who had gained further experience in Chicago, was reflected in projects for the Pilkington Glass Company (the recognized heritage complex on Mercer Street) and the subject building.

Contextually, the value of the property at 379 Adelaide Street West is through its support for the historical character of the King-Spadina neighbourhood where it contributes to the important collection of former warehouses and factories that changed the area from its origins as an institutional and residential enclave to Toronto's manufacturing sector after the Great Fire of 1904. The Gage Building is historically, visually and physically linked to its setting on Adelaide Street West near Spadina Avenue where it is adjoined to the southwest by the W. J. Gage Building (1905) at 82 Spadina Avenue (to which it is also historically related), the Darling Building (1907) to the east at 96 Spadina Avenue and the Lorne Building (1945) to the west at 383 Adelaide Street West. The Gage Building is part of the group of recognized heritage buildings that anchors the southwest corner of Spadina Avenue and Adelaide Street West.

#### Heritage Attributes

The heritage attributes of the Gage Building at 379 Adelaide Street West are:

- The placement, setback and orientation of the building on the south side of Adelaide Street West, west of Spadina Avenue
- The scale, form and massing of the building with the five-storey rectangular-shaped plan, which has basement window openings on the principal (north) elevation
- The materials, with the red brick cladding on the principal (north) elevation and on the north ends of the east and west side elevations, and the brown brick cladding on the remainder of the side elevations
- The brick, stone and terra cotta trim, including the window detailing
- The flat roofline with the brick parapet and the terra cotta coping on the north elevation, which extends to the north ends of the east and west side elevations
- The segmental-arched pediments at the east and west ends of the north elevation and the single segmental-arched pediment at the north end of the east side elevation

**Principal elevation (north):**

- The organization of the north elevation into six bays
- The first (ground) floor with the stone base course, the entrances in the outer bays that are set in flat-headed stone surrounds, the small flat-headed window opening above each entrance with the lintel and sill, the four basement window openings between the entrances with the lintels and sills, the four segmental-arched window openings above the basement windows with the flat arches and sills, the lozenge-shaped motifs and the brick banding between the basement and first-floor openings, and the cornice separating the first floor from the stories above
- In the second through the fifth stories, the outer bays that project as frontispieces under the segmental-arched pediments and contain a single window opening in each storey, which are flat-headed with flat arches and sills in the second through the fourth stories, and segmental-arched with hood moulds and sills in the upper (fifth) storey
- The centre four bays in the second through the fifth stories, which are organized by brick piers with terra cotta caps connected by a terra cotta string course, and contain flat-headed window openings with lintels and sills

**Side elevations (east and west):**

- The east side elevation, where the first bay at the north end continues the red brick cladding, brick, stone and terra cotta trim, and the shape and detailing of the fenestration from the north elevation, and the remainder of the wall with the brown brick cladding and the symmetrically placed flat-headed openings with the stone lintels and sills
- On the west side elevation, the first bay at the north end, which is clad in red brick and has no openings, and the remainder of the wall with the brown brick cladding and the symmetrically placed flat-headed openings with the stone lintels and sills

Note: the rear (south) elevation and the link to the neighbouring building at 82 Spadina Avenue are not identified as heritage attributes.

**SCHEDULE B**  
**LEGAL DESCRIPTION**

PART OF PIN 21239-0474 (LT)  
PART OF LOT 2, SECTION E, MILITARY RESERVE  
DESIGNATED AS PART 1, PLAN 66R-27714

City of Toronto and Province of Ontario Land Titles Division of the Toronto Registry Office  
(No. 66)