

Authority: Toronto and East York Community Council
Item TE19.18, as adopted by City of Toronto Council on
November 8 and 9, 2016

CITY OF TORONTO

BY-LAW 571-2022

To designate the property at 78 Ontario Street (including the convenience address at 82 Ontario Street) and 90 Ontario Street and 410 Richmond Street East 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 78 Ontario Street (including the convenience address at 82 Ontario Street) and 90 Ontario Street and 410 Richmond Street East 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 78 Ontario Street (including the convenience address at 82 Ontario Street) and 90 Ontario Street and 410 Richmond Street East 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 a notice of objection was served upon the Clerk of the municipality and such objection was referred to the Conservation Review Board for a hearing; and

Whereas the notice of objection was subsequently withdrawn; and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 78 Ontario Street (including the convenience address at 82 Ontario Street) and 90 Ontario Street and 410 Richmond Street East, 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 78 Ontario Street (including the convenience address at 82 Ontario Street) and 90 Ontario Street and 410 Richmond Street East 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 June 16, 2022.

Frances Nunziata,
Speaker

John D. Elvidge,
City Clerk

(Seal of the City)

SCHEDULE A

STATEMENT OF SIGNIFICANCE REASONS FOR DESIGNATION 78 ONTARIO STREET (INCLUDING THE CONVENIENCE ADDRESS AT 82 ONTARIO STREET)

Reasons for Designation

Hamilton Brewing Association Building

The property at 78 Ontario Street (with the convenience address of 82 Ontario Street) 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 northwest corner of Ontario Street and Richmond Street East, the Hamilton Brewing Association Building (1912) is a three-storey industrial building that was designed by the American architectural firm of Hand Harris and Merritt. Founded in 1903 to manage the assets of four Ontario breweries, the Hamilton Brewing Association was absorbed in 1930 by the Brewing Corporation of Ontario (forerunner to Canadian Breweries Limited) founded by the notable financier and entrepreneur, E. P. Taylor. Beginning in 1913, the Home Furniture Company was the first in a series of tenants that shared the building at 78 Ontario Street with the Hamilton Brewing Association. The site was associated with the brewing industry until the post-World War II era.

Statement of Significance

The property at 78 Ontario Street has cultural heritage value for the design of the Hamilton Brewing Association Building as an early 20th century industrial building with Edwardian Classical styling. Its simple balanced design with the red brick cladding, the symmetrical arrangement of the door and window openings, and the restrained classical detailing incorporating stepped parapets along the east roofline is identified with Edwardian Classicism, the most popular style for all building types in the World War I era. With its scale and appearance, the Hamilton Brewing Association Building is part of a collection of early 20th century factories and warehouses adjoining the intersection of Ontario and Richmond streets.

The Hamilton Brewing Association Building is valued for its historical associations with the architectural practice of Buffalo, New York architects, Hand Harris and Merritt, which designed it. With partner Havelock Elkins Hand based in Toronto, the firm was known in the 1920s for its designs throughout Ontario of terra cotta-clad buildings for Bowles Lunch, the American restaurant chain. The Hamilton Brewing Association Building is rare as the last surviving documented building by Hand Harris and Merritt in Toronto.

Contextually, the value of the property at 78 Ontario Street is through its role in defining and supporting the character of the neighbourhood southeast of Queen and Sherbourne streets as it evolved in the early 20th century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). With its placement opposite the Gendron Manufacturing Company Building at 411 Richmond Street East (which is designated under Part IV, Section 29 of the Ontario Heritage Act), and with the adjoining factory and warehouse complex built by the Newell Company at 90 Ontario Street and 384 and 410 Richmond Street East, the Hamilton Brewing Association Building is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave adjoining the intersection of Ontario and Richmond streets.

Heritage Attributes

The heritage attributes of the Hamilton Brewing Association Building on the property at 78 Ontario Street are:

- The setback, placement and orientation of the building on the northwest corner of Ontario and Richmond streets
- The scale, form and massing of the three-storey structure with the rectangular-shaped plan
- The flat roofline with the stepped parapets at the east end
- The materials, with the red brick cladding and the brick, stone and wood detailing
- The principal (east) elevation, which has storefronts (which have been altered) on the first (ground) floor
- On the principal (east) elevation, the arrangement of the south part of the wall into three symmetrically-arranged bays with the tripartite flat-headed window openings in the projecting end bays and the trios of flat-headed window openings in the centre bay
- At the north end of the principal (east) elevation, the extended bay with the segmental-arched window openings
- The south elevation on Richmond Street East, which is arranged into three bays with the segmental-arched window openings and, in the easternmost bay, the segmental-arched entrance with the original wood doors
- On the north elevation, the window openings in the upper storey

Note: the rear (south) elevation abuts the adjoining building at 410 Richmond Street East.

90 ONTARIO STREET

Reasons for Designation

Newell Building The property at 90 Ontario Street 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 values.

Description

Located on the southwest corner of Ontario Street and Brigden Place, the Newell Building is a 4½-storey warehouse that was completed in 1911 and designed by the Toronto architectural partnership of Symons and Rae. Newell Buildings Limited, part of the family-run Newell Company headed by Edward Newell, commissioned the building as the location of its Dominion Envelope Company. With the addition of the Newell Building Annex at 410 Richmond Street East and the Dominion Envelope Company Building at 384 Richmond Street East, the Newell Building contributes to the three-part industrial complex adjoining the intersection of Ontario and Richmond streets.

Statement of Cultural Heritage Value

The property at 90 Ontario Street has cultural heritage value for the design of the Newell Building as a representative example of an early 20th century industrial building with Edwardian Classical styling. Its simple balanced design with the red brick cladding (which is currently painted), the symmetrical placement of the door and window openings, and the restrained classical detailing that is evident in the triangular pediments on the east and north rooflines are characteristics of Edwardian Classicism, the most popular style for all building types in the World War I era. In its design and vintage, the Newell Building complements the adjoining Newell Building Annex at 410 Richmond Street East, which was also commissioned by the Newell Company as part of a three-building manufacturing complex adjoining the northeast corner of Ontario and Richmond streets.

The Newell Building is valued for its historical associations with the Newell Company, the family-owned enterprise headed by Edward Newell, which founded the Dominion Envelope Company (1903) that produced an array of paper products in the three-part industrial complex on Richmond and Ontario streets. In addition to the Dominion Envelope Company (afterward renamed the Dominion Envelope and Carton Company), the building at 90 Ontario Street was shared by other occupants that included Champion Paper Mills (another Newell family enterprise) and, after World War II, the J. D. Carrier Shoe Company, which subsequently purchased the property, along with the adjoining site at 410 Richmond Street East. The historical value of the Newell Building is also through its association with the Toronto architectural practice of Symons and Rae, which designed the structure. While Symons and Rae designed a range of architectural types prior to the dissolution of the partnership during World War I, most of its industrial buildings were lost during the Great Fire of 1904 or subsequent demolition, making the Newell Building an important surviving example of the firm's work.

Contextually, the property at 90 Ontario Street is valued for its role in defining and supporting the character of the neighbourhood southwest of Queen and Sherbourne streets as it evolved in the early 20th century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). As the original component of the three-part industrial complex developed by the Newell Company at 90 Ontario Street and 384 and 410 Richmond Street East, and with the neighbouring Hamilton Brewing Association Building at 78 Ontario Street and the Gendron Manufacturing Company Building at 411 Richmond Street East (a designated heritage property), the Newell Building is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave adjoining the corner of Ontario and Richmond streets.

Heritage Attributes

The heritage attributes of the Newell Building at 90 Ontario Street are:

- The setback, placement and orientation of the building on the southwest corner of Ontario Street and Brigden Place
- The scale, form and massing of the rectangular-shaped structure, which extends four stories above the raised base with the window openings
- The materials, with the red brick cladding (which is currently painted) and the brick, stone and wood detailing
- The flat roof, with the extended brick chimney on the southeast corner, and the triangular pediments on the east and north ends
- The principal (east) elevation, which extends four bays and is divided by pilasters
- On the principal (east) elevation, the entrance in the first (ground) floor, the segmental-arched window openings with the stone sills and the brick flat arches in the north bay and, in the remaining bays, the flat-headed window industrial-scale openings with the stone detailing
- The north elevation that extends 14 bays along Brigden Place and continues the detailing introduced on the east elevation with the flat-headed door and window openings and, in the end bays, the segmental-arched window openings
- The south elevation, which has flat-headed window openings in the upper floors

Note: the rear (west) elevation abuts the adjoining Newell Building Annex at 410 Richmond Street East.

410 RICHMOND STREET EAST

Reasons for Designation

Newell Building Annex

The property at 410 Richmond Street East 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 values.

Description

Located on the north side of Richmond Street East, west of Ontario Street, the Newell Building Annex is a five-storey factory that was completed in 1917 for Newell Buildings Limited, part of the family-run Newell Company headed by Edward Newell. The building was commissioned as an addition to the Newell Building (1911) at 90 Ontario Street where the Newell family's Dominion Envelope Company was the main occupant. The architects for the Newell Building Annex have not been identified, but it complements the original Newell Building that was designed by Toronto architects Symons and Rae. With the Newell Building and the Dominion Envelope Company Building (1925, with additions) at 384 Richmond Street East, the Newell Building Annex contributes to the three-building industrial complex adjoining the intersection of Richmond and Ontario streets.

Statement of Significance

The property at 410 Richmond Street East has cultural heritage value for the design of the Newell Building Annex as a representative example of an early 20th century industrial building with Edwardian Classical styling, the most popular style for all building types during the World War I era. It displays the hallmarks of Edwardian Classicism in the simple balanced design with the red brick cladding (which is currently painted), the symmetrical placement of the door and window openings, and the restrained classical detailing that incorporates an oculus window opening with quoins on the principal (south) elevation. In its design and vintage, the Newell Building Annex complements the adjoining warehouse at 90 Ontario Street, which was also commissioned by the Newell Company (and is historically known as the Newell Building, 1911) as part of a three-building manufacturing complex adjoining the northeast corner of Ontario and Richmond streets.

The Newell Building Annex is valued for its historical associations with the Newell Company, the family-owned enterprise headed by Edward Newell, which founded the Dominion Envelope Company (1903) that produced an array of paper products in the three-part industrial complex on Richmond and Ontario streets. In addition to the Dominion Envelope Company (afterward renamed the Dominion Envelope and Carton Company), the building at 410 Richmond Street was shared by other occupants that included the Canadian Wrappers Company (another Newell family enterprise), the Canadian Tampax Corporation (following the founding of the American parent company in the 1930s) and, after World War II, the J. D. Carrier Shoe Company, which subsequently purchased the property, along with the adjoining site at 90 Ontario Street.

Contextually, the property at 410 Richmond Street East is valued for its role in defining and supporting the character of the area southeast of Queen Street East and Sherbourne Street as it evolved in the early 20th century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). With the neighbouring Hamilton Brewing Association Building at 78 Ontario Street and the Gendron Manufacturing Company Building at 411 Richmond Street East (which is designated under Part IV, Section 29 of the Ontario Heritage Act), as well as the adjoining Newell Building at 90 Ontario Street and the Dominion Envelope Company Building at 384 Richmond Street East, the Newell Building Annex is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave that anchors the northwest corner of Ontario and Richmond streets.

Heritage Attributes

The heritage attributes of the Newell Building Annex at 410 Richmond Street East are:

- The setback, placement and orientation of the building in its original location on the north side of Richmond Street East, directly west of Ontario Street
- The scale, form and massing of the five-storey structure with the rectangular-shaped plan
- The materials, with the red brick cladding (which is currently painted), and the brick, stone and wood trim
- The flat roofline with the tall brick chimney at the southwest corner
- The principal (south) elevation, which is organized into eight bays by pilasters
- On the principal (south) elevation, the segmental-arched door and window openings with the brick and stone trim and, beneath the chimney in the westernmost bay, the oculus window with the quoins
- The side elevations (east and west) with the symmetrically-placed window openings

Note: the rear (north) elevation abuts the adjoining Newell Building at 90 Ontario Street.

SCHEDULE B

LEGAL DESCRIPTION

PIN 21091-0071 (LT)
PART OF TOWN LOT 1, NORTH SIDE OF DUCHESS STREET
PLAN OF TOWN OF YORK
DESIGNATED AS PART 3, PLAN 66R-32707

PIN 21091-0072 (LT)
PART OF TOWN LOT 1, NORTH SIDE OF DUCHESS STREET
PLAN OF TOWN OF YORK
DESIGNATED AS PART 4, PLAN 66R-32707

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