

**200 King Street East – Alterations to a Heritage Property  
and Intention to Designate, Part IV, Section 29 of the  
Ontario Heritage Act**

<b>Date:</b>	March 17, 2011
<b>To:</b>	Toronto Preservation Board Toronto and East York Community Council
<b>From:</b>	Acting Director, Policy & Research, City Planning Division
<b>Wards:</b>	Toronto Centre-Rosedale – Ward 28
<b>Reference Number:</b>	P:\2011\Cluster B\PLN\HPS\TEYCC\April 21 2011\teHPS05

**SUMMARY**

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This report recommends that City Council approve proposed alterations to the heritage property at 200 King Street East with the condition that the applicant lowers the height of the proposed addition to match the height from floor to ceiling of the existing 2<sup>nd</sup> – 5<sup>th</sup> floors as delineated on the exterior elevation of the heritage building. The report also recommends that City Council designate this property under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value.

**RECOMMENDATIONS**

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**The City Planning Division recommends that:**

1. City Council approve the alterations to the heritage property at 200 King Street East, substantially in accordance with the plans and drawings prepared by SSG Architecture Inc., dated January 18, 2011, and on file with the Manager, Heritage Preservation Services subject to the following:
  - a. That the proposed addition be reduced in height so that it rises a maximum 4.5 metres from the existing fifth floor roof slab;
  - b. Prior to the issuance of any building permit for 200 King Street East, including a permit for the demolition, excavation and/or shoring of the

subject property, provide building permit drawings including detailed descriptions/specifications to the satisfaction of the Manager, Heritage Preservation Services;

2. City Council state its intention to designate the property at 200 King Street East under Part IV, Section 29 of the Ontario Heritage Act;
3. If there are no objections to the designation in accordance with Section 29(6) of the Ontario Heritage Act, the solicitor be authorized to introduce the Bills in Council designating the property under Part IV, Section 29 of the Ontario Heritage Act;
4. If there are objections in accordance with Section 29(7) of the Ontario Heritage Act, the Clerk be directed to refer the proposed 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 on the designation of the property.

### **Financial Impact**

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

### **DECISION HISTORY**

The property at 200 King Street East was listed on the City of Toronto's Inventory of Heritage Properties by Toronto City Council on April 24, 1978.

At its meeting of September 28, 29, and 30, 2005 Toronto City Council identified the St. Lawrence Heritage Conservation District Study Area. On October 26 and 27, 2009 the boundaries of the study were expanded to include the subject property.

<http://www.toronto.ca/legdocs/2005/agendas/council/cc050928/te7rpt/cl014.pdf>

<http://www.toronto.ca/legdocs/mmis/2009/pb/bgrd/backgroundfile-23469.pdf>

### **ISSUE BACKGROUND**

City staff has been working with the property owner on a proposed rooftop addition to the subject property. The proposal will require a minor variance from the Committee of Adjustment as the zoning by-law requires that the addition be set back three metres from the wall of the building, while the proposed addition has no setback. A Committee of Adjustment hearing date has not yet been scheduled.

## COMMENTS

### Background

The property at 200 King Street East is currently home to George Brown College's downtown campus. The building encompasses an entire city block and is bounded by Adelaide Street East, Fredrick Street, King Street East, and George Street. The site contains a collection of late 19<sup>th</sup> and early 20<sup>th</sup> century well designed industrial buildings. At one time home to the Christie, Brown and Company Biscuit Factory, the block has been adapted as its use changed from manufacturing to a community college.

In 1971 a gymnasium was added to the roof of the existing heritage building. The new addition was clad in white aluminum siding and rises without a setback directly up from the face of the building. The addition is visually incompatible and seriously detracts from the heritage character of the property and the neighbourhood.

### Proposal

The applicant is proposing to add a one storey rooftop addition to the northwest corner of the existing heritage building. The addition will be funded by the students of George Brown College and serve as a new athletics centre for the college's downtown campus.

### Heritage Comments

In 2008, Toronto City Council adopted the *Standards and Guidelines for the Conservation of Historic Places in Canada* as the official document guiding planning, stewardship and conservation approach for all listed and designated heritage resources within the city. A product of an ongoing collaboration between the Federal Government, Provinces, and Territories, this document has been adopted as a national benchmark by jurisdictions across the country. Heritage Preservation Services has reviewed the proposed rooftop addition within the context of these Standards and Guidelines.

The proposed addition is largely in keeping with the Standards and Guidelines. It will be physically compatible with the existing building and it will be constructed in such a way that it can be removed at a future date without negatively impacting the character defining features of the building. The addition will be distinguishable, yet largely visually compatible with the historic place. The exterior street facing walls will be constructed of glazed panels that will draw on the geometry of the existing façade. The glazing will be as neutral in colour as possible. During daylight hours, from street level, the glazing will reflect the sky.

Despite meeting most of the objectives of the Standards and Guidelines, the proposal is not fully in keeping with Standard 11 (make the new work ...subordinate and distinguishable from the historic place). Stepping the addition back from the side wall of the building would meet the Standard. Heritage Preservation Services does not typically support applications for additional floors on heritage buildings where the proposal is not stepped back in such a way as to reduce the visible impact from the street.

HPS worked with the applicant to try to find acceptable alternative designs that would step the addition back from the street. Unfortunately, the configuration of the existing building imposes structural limitations on achieving such a step back. For instance, the building once housed a central atrium (now in-filled by classrooms). This former atrium space is unable to structurally support the weight of a new addition.

Meeting the Standard is further compromised by the fact that the proposed addition rises 5 metres above the existing fifth floor roof slab. This height is not in keeping with the height from floor to ceiling of the existing 2nd-5th floors as delineated on the exterior elevation of the heritage building (approximately 4.0 metres). Reducing the height of the proposed addition so that it rises to a maximum of 4.5 metres above the existing roof slab will bring the proposal into greater conformity with Standard 11 of the Standards and Guidelines.

As a mitigation strategy, the applicant has proposed recladding large portions of the unsympathetic 1971 aluminum clad additions. These additions would be clad in a more sympathetic glazing that would also unify them with the proposed addition. This strategy will improve the view of the building as seen from Adelaide Street East and Fredrick Street. It is within the context of this mitigation strategy that Heritage Preservation Services is supportive of this proposal. The proposal offers an unprecedented opportunity to mitigate the aluminum siding that currently detracts from the heritage character of the building and from the character of the greater Old Town neighbourhood.

### **Reasons for Designation**

Staff have completed the attached Heritage Property Research and Evaluation Report (Attachment No. 8) for the property at 200 King Street East. As a result of this assessment, staff have determined that the property meets Ontario Regulation 9/06, the criteria prescribed for municipal designation for its design, associative and contextual values. Filling the city block bounded by King Street East, George Street, Adelaide Street East and Frederick Street, the Christie, Brown and Company Biscuit Factory is a former industrial complex (1874) with additions dating to 1883, 1892-93, 1899, 1907 and 1914.

The Reasons for Designation (Statement of Significance) are found in Attachment No. 7. The property at 200 King Street East is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the provincial criteria prescribed for municipal designation under the three categories of design, associative and contextual values. Occupying an entire city block in the Town of York neighbourhood where it stands as a local landmark and is historically, physically and visually related to the adjoining properties, the Christie, Brown and Company Biscuit Factory is also a representative and well-crafted example of late 19<sup>th</sup> and early 20<sup>th</sup> century industrial architecture with similar cladding and classical embellishments applied to a series of buildings that characterize the evolution of the site. Historically, the property is associated with William Christie, the notable entrepreneur



who founded the nationally recognized biscuit manufacturing company, the architects who designed the 20<sup>th</sup> century additions to the site, and George Brown College, which converted the industrial complex as the setting for its St. James Complex.

The Reasons for Designation (Statement of Significance), which is the public Notice of Intention to Designate, will be advertised on the City of Toronto's web site in accordance with the City of Toronto Act provisions and served on the owners of 200 King Street East and on the Ontario Heritage Trust according to the provisions of the Ontario Heritage Act.

## **CONTACT**

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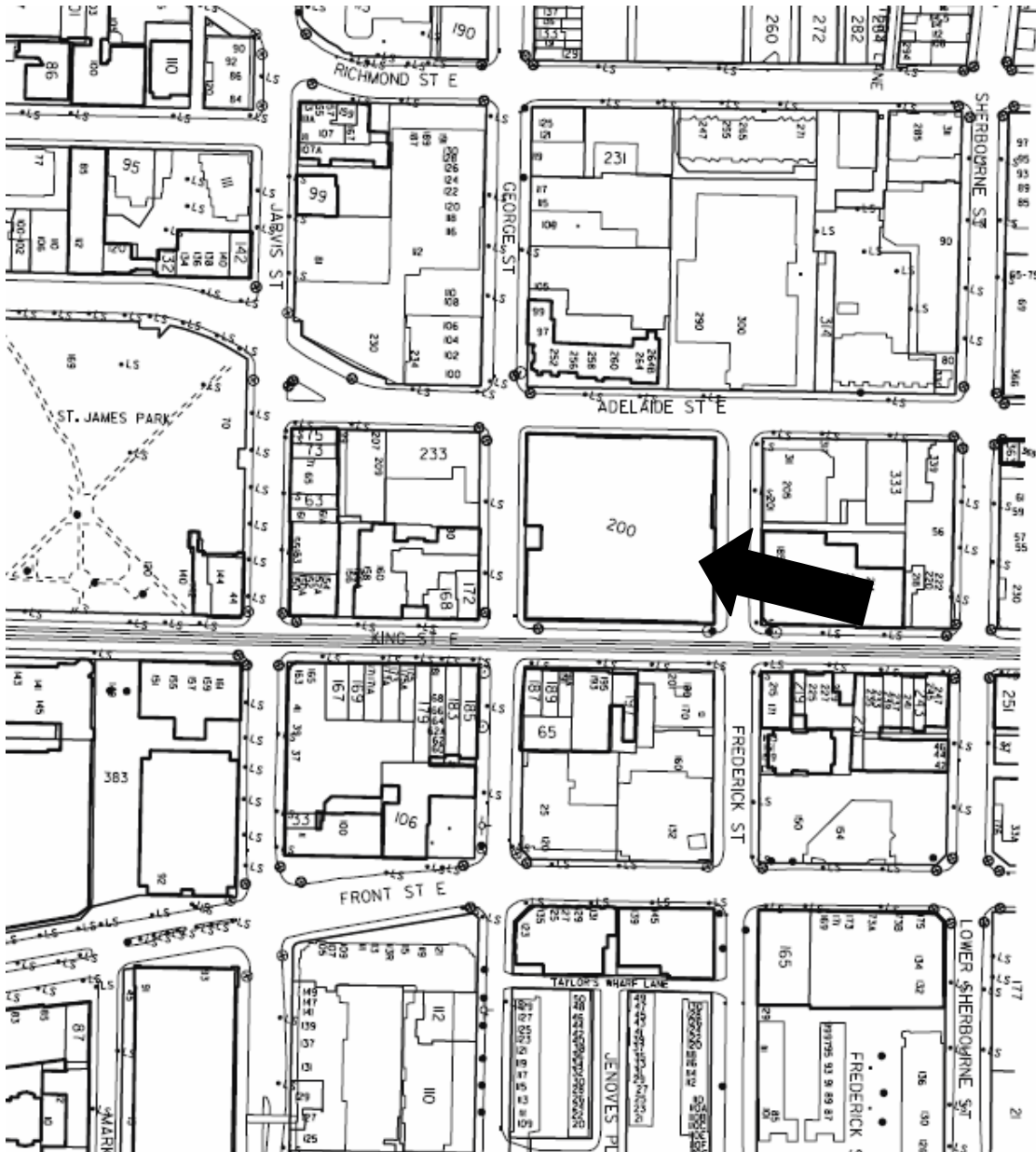
## **SIGNATURE**

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Kerri A. Voumvakis, Acting Director  
Policy and Research  
City Planning Division

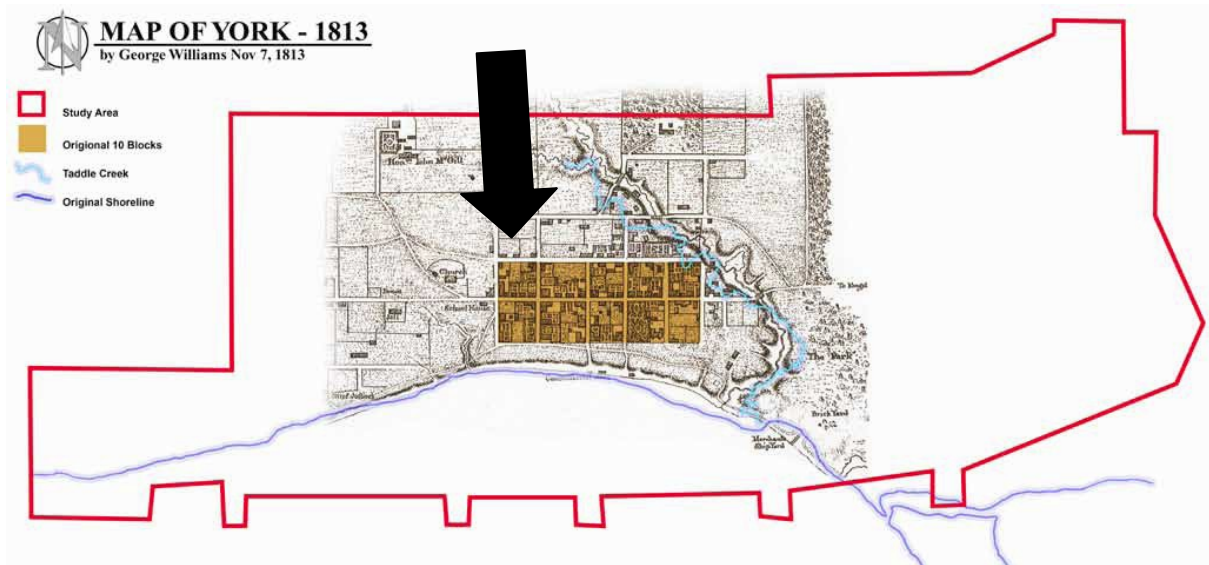
## **ATTACHMENTS**

Attachment No. 1 – Location Map  
Attachment No. 2 – Historic Map  
Attachment No. 3 – Historic Image  
Attachment No. 4 – Existing Building  
Attachment No. 5 – Proposed Elevation  
Attachment No. 6 – Renderings  
Attachment No. 7 – Reasons for Designation (Statement of Significance)  
Attachment No. 8 – Heritage Property Research and Evaluation Report

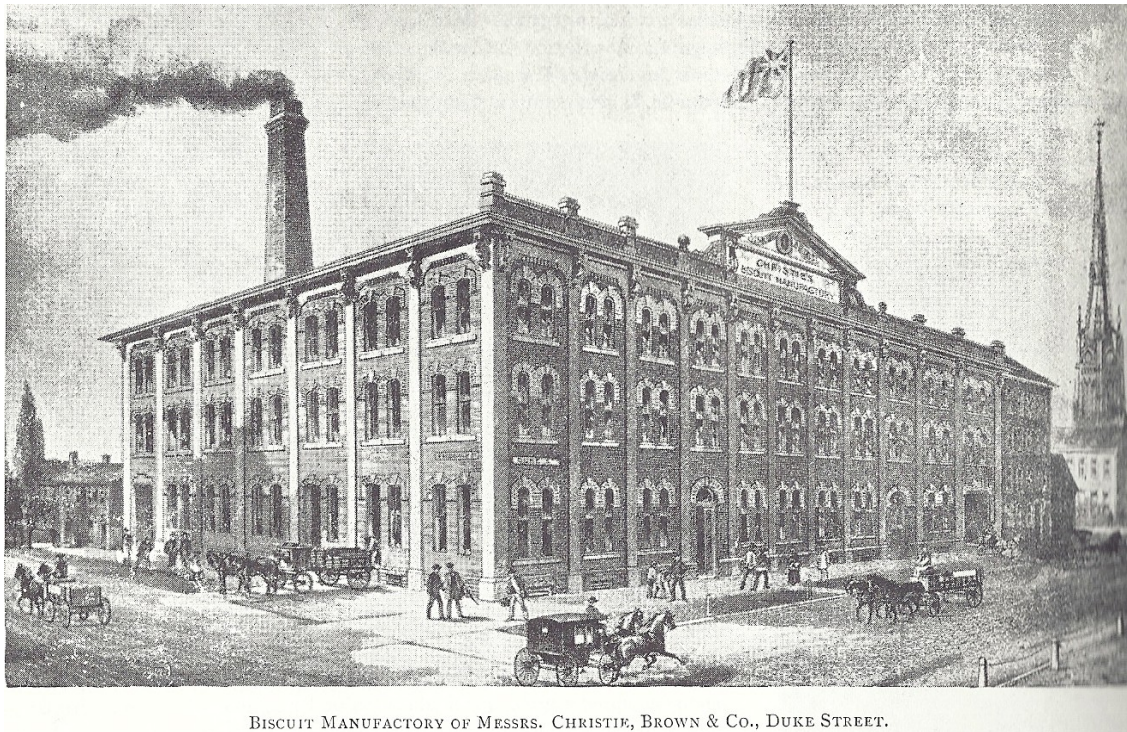


The **arrow** marks the location of the site.

This location map is for information purposes only;  
the exact boundaries of the property are not shown.



The subject property on an early map of the Town of York (George Williams, November 7, 1813).



BISCUIT MANUFACTORY OF MESSRS. CHRISTIE, BROWN & CO., DUKE STREET.

Illustration, showing original three-storey factory on southwest corner of Duke Street (now Adelaide Street East) and Frederick Street (undated and reproduced in Toronto Old and New, 176)





200 King Street East, northwest corner of Frederick Street, showing the 1914 office building and factory



Archival photograph, 200 King Street East, dated 1915  
(City of Toronto Archives, Fonds 1231, Item 1426)



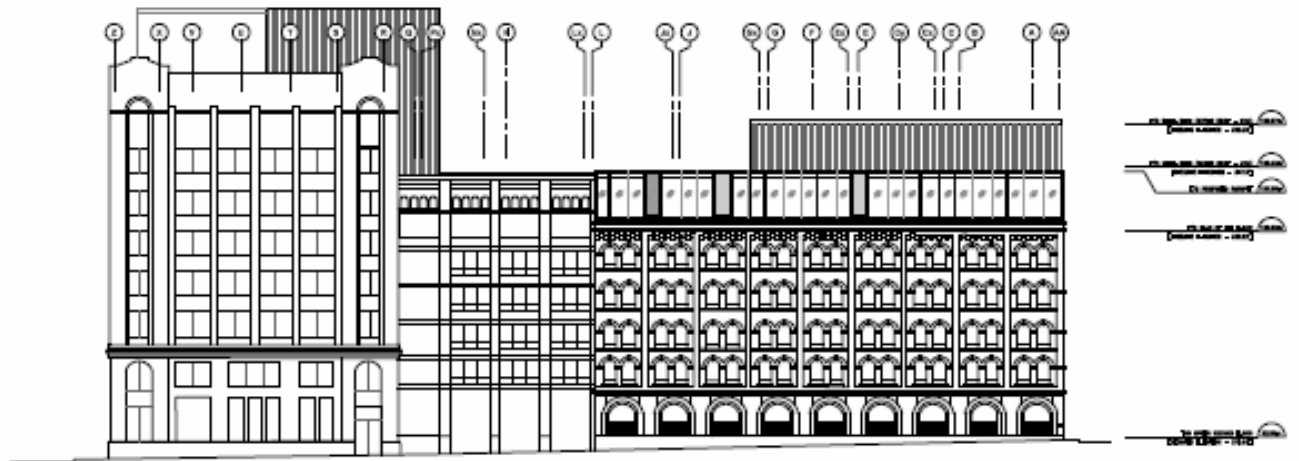
200 King Street East, southwest corner of Adelaide Street East and Fredrick Street showing the existing 1971 aluminum clad gymnasium addition.



200 King Street East, Fredrick Street elevation, showing the 1971 aluminum clad gymnasium addition.







Proposed East Elevation





Rendering of the proposed addition at 200 King Street East, northwest corner.



Rendering of the recladding of the existing gymnasium addition at 200 King Street East, northeast corner.

REASONS FOR DESIGNATION: 200 KING STREET EAST ATTACHMENT NO. 7  
(STATEMENT OF SIGNIFICANCE)

Christie, Brown and Company Biscuit Factory

Description

The property at 200 King Street East is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal designation prescribed by the Province of Ontario under the three categories of design, associative and contextual value. Filling the city block bounded by King Street East, George Street, Adelaide Street East and Frederick Street, the Christie, Brown and Company Biscuit Factory (1874) has additions dating to 1883, 1892-93, 1899, 1907 and 1914.

Statement of Cultural Heritage Value

The property at 200 King Street East contains a collection of late 19<sup>th</sup> and early 20<sup>th</sup> century buildings that are well-designed and representative examples of industrial architecture that share complementary cladding and classical styling from the period. Reflecting the evolution of the complex over half a century, the Christie, Brown and Company Biscuit Factory has been adapted as it changed from a manufacturing site to a community college while retaining its integrity and design value.

The Christie, Brown and Company Biscuit Factory was commissioned by William Christie, a leading Toronto businessman and philanthropist who co-founded the enterprise in 1868. Introducing steam technology to boost production, Christie oversaw the expansion of the business as it became the largest biscuit manufacturing company in Canada with products sold world-wide.

For forty years, the property at 200 King Street East has been linked to George Brown College, which repurposed the former industrial complex for its St. James Campus. Known locally as "the city college," George Brown is also noted throughout Canada for its distance education programs.

The Christie, Brown and Company Biscuit Factory is associated with the architectural firms that designed additions to the factory complex in the early 20<sup>th</sup> century. The 1907 addition on Frederick Street was executed according to plans prepared by the Toronto architectural partnership of Chadwick and Beckett who, while best known for their residential commissions in the city's upscale neighbourhoods, also produced finely-detailed classically-inspired industrial buildings of which the Christie, Brown and Company factory complex is an important example. The 1914 office building and factory that stands prominently on the northwest corner of King Street East and Frederick Street was the commission of Toronto architects Sproatt and Rolph. The pair received national recognition for Hart House and other buildings on the University of Toronto's main campus, but also designed industrial buildings for leading manufacturers in

Toronto, among them the T. Eaton Company, Neilson Chocolate, and Christie, Brown and Company.

Contextually, the Christie, Brown and Company Biscuit Factory is a landmark in the Town of York neighbourhood, where it is highly visible and fills the city block between King Street East and Adelaide Street East. The complex is historically, physically and visually linked to its surroundings in Old Town, where it adjoins the former Bank of Upper Canada, a National Historic Site on Adelaide Street East, and contemporary industrial buildings along King Street East.

### Heritage Attributes

The heritage attributes of the property at 200 King Street East are:

- The late 19<sup>th</sup> century industrial buildings on the south side of Adelaide Street East between Frederick Street (east) and George Street (west), which extend 20 bays on Adelaide and nine bays along both of the side streets
- The scale, form and massing of the five-storey structure
- The materials, with red brick cladding and red brick, buff brick and stone detailing
- The brick corbelling that extends along the flat rooflines above the fifth storey
- Above the first storey (which has been altered), the second through fifth floors where round-arched window openings with brick voussoirs and keystones are organized by piers
- The placement of the fenestration in pairs in all bays except the extended 10<sup>th</sup> bay from the west end that contains trios of openings
- The entrance in the fourth bay from the east end with the classically-embellished stone detailing
- The entry found in the extended 10<sup>th</sup> bay from the west end, which is adjoined by a commemorative bronze plaque and two date stones marked “C, B & Co., 1892” and “W.P. 1832”
- The continuation of the fenestration and detailing on the side elevations (east and west)
- The 1907 factory on the west side of Frederick Street, north of King Street East, where the east façade rises six stories and extends four bays
- The red brick cladding with contrasting buff brick trim
- The parapet with a blind arcade along the flat roofline
- Above the first floor, the flat-headed window openings with labels that are organized by piers
- The 1914 office building and factory on the northwest corner of King Street East and Frederick Street
- The scale, form and massing of the eight-storey structure
- Above the stone base, the red brick cladding with brick and stone detailing
- The projecting southeast and northeast corners with the stepped parapets and classical detailing

- The principal (south) entrance on King Street East, which is placed in a two-storey stone surround with a segmental-arched opening and keystone
- The tripartite divisions of the south and east façades with a base, shaft and cornice line
- The fenestration, with pairs of flat-headed window openings that are organized by brick columns in the third through the eighth floors
- The symmetrical placement of the window openings on the east elevation that is visible from King Street East
- The single-storey building that anchors the northeast corner of King Street East and George Street, which complements the earlier structures on the site with its cladding and classically-inspired detailing

The rooftop additions at the east end of the complex are not included as heritage attributes.

**HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT**



**CHRISTIE, BROWN & COMPANY BISCUIT FACTORY**  
200 KING STREET EAST, TORONTO

Prepared by:

Heritage Preservation Services  
City Planning Division  
City of Toronto

February 2011



## 1. DESCRIPTION



Above: Christie, Brown & Company, southeast corner of Adelaide Street East (left) & George Street (right) (Heritage Preservation Services, 2010)  
 Cover: Christie, Brown & Company, southwest corner of Adelaide Street East (right) & Frederick Street (left) (Heritage Preservation Services, 2010)

200 King Street East: Christie, Brown & Company Biscuit Factory	
ADDRESS	200 King Street East (north side, between George Street & Frederick Street)
WARD	28 (Toronto Centre-Rosedale)
LEGAL DESCRIPTION	Town of York Plan, South Side Duke Street & King Street East, Lots 17-20
NEIGHBOURHOOD/COMMUNITY	Town of York
HISTORICAL NAME	Christie, Brown & Company Biscuit Factory
CONSTRUCTION DATE	1874 (factory on southwest corner of Adelaide Street East & Frederick Street)
ORIGINAL OWNER	William Christie & Alexander Brown, bakers
ORIGINAL USE	Industrial (factory complex)
CURRENT USE*	Educational (St. James Campus, George Brown College) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	1907 addition, Chadwick & Beckett, architects; 1914 addition, Sproatt & Rolph, architects
DESIGN/CONSTRUCTION/MATERIALS	Brick cladding with brick & stone trim
ARCHITECTURAL STYLE	19 <sup>th</sup> century Romanesque Revival; early 20 <sup>th</sup> century Edwardian Classicism
ADDITIONS/ALTERATIONS	1883, 1892-93, 1899, 1903, 1907 & 1914
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	February 2011

## 2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 200 King Street East, 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
1874	Representatives of Christie & Brown acquire Lots 17 & 18 on the southwest corner of Duke Street (present-day Adelaide Street East) & Frederick Street
1875	The factory complex, with a 3-storey building and two single-storey buildings, is in place on Duke Street according to the tax assessment rolls
1880	Goad's Atlas shows the 3-storey factory on the southwest corner of Duke & Frederick Streets
1883	Building permit #226 is issued for a three-storey brick addition to the factory
1884	The updated Goad's Atlas illustrates the west & south additions to the factory (the status of the site remains unchanged on the next Goad's Atlas in 1890)
1889	William Christie acquires additional land on the south side of Duke Street (Lot 19), but sells it in 1893
1892	Building permit #982 is issued for a five-storey addition to the factory
1893	An "unfinished building" is recorded on the tax assessment roll
1894	Goad's Atlas shows the southward extension of the complex
1898	William Christie reacquires property on the south side of Duke Street, east of George Street, which he had previously bought and sold
1899	William Christie transfers all of his property to Christie, Brown & Company
1899	Goad's Atlas shows another addition, creating a rectangular-shaped complex around an open courtyard
1902	The company acquires additional land on King Street East, east of George Street
1903	As illustrated on Goad's Atlas, the factory complex extends across the south edge of Duke Street between George & Frederick Streets
1907	Building permit #7304 is issued for an addition on Frederick Street
1912	According to the updates to Goad's Atlas, the factory complex is extended further south along both Frederick & George Streets
1914 Jan	Building permit #8948 is issued for alterations to the water tank at Frederick & King Streets
1914 Aug	The large addition on the northwest corner of King Street East & Frederick Street is completed, as described in a subsequent edition of <u>Construction</u> magazine
1923	The 1914 addition is shown on the updated Goad's Atlas
1925	Christie, Brown & Company purchases additional land along King & George Streets (Lot 20)
1928	Christie, Brown & Company becomes a subsidiary of the National Biscuit Company (Nabisco)
1939	Engineers Harkness & Hertzberg alter the 1914 office building & factory
1954	William E. Coutts Company acquires the property, adding a "Hallmark" sign to the premises



1960	Architect N. A. Armstrong oversees alterations for the William E. Coutts Company
1971	George Brown College acquires the property for its St James Campus, with alterations in the 1970s & afterward including the rooftop gymnasium at the east end
1978	Toronto City Council lists the property on the City of Toronto Inventory of Heritage Properties

## ii. HISTORICAL BACKGROUND

### Town of York

The property at 200 King Street East is located in the Town of York neighbourhood. The origins of the area date to 1793 when York was founded as the new capital of the Province of Upper Canada. With the authorization of Lieutenant-Governor John Graves Simcoe, a ten-block townsite was laid out and bounded by George Street (west), Berkeley Street (east), Duke Street (present-day Adelaide Street East, north), and Palace Street (now Front Street East, south). King Street was the primary arterial road through the town and became the “main street” where commercial businesses, small-scale industries, and public institutions were located. Residential buildings were relegated to the side streets, apart from those of prominent community leaders who occupied refined houses on the major east-west streets and, as the community spread westward, in “New Town.” The growing Town of York was incorporated as the City of Toronto in 1834. The Great Fire of 1849 affected the area adjoining Old Town between King and Duke Streets, west of George Street, with the Bank of Upper Canada on Duke Street (directly opposite the future Christie, Brown and Company site) a fortunate survivor of the devastation. As the 19<sup>th</sup> century progressed, King Street East and the adjoining streets in Old Town were redeveloped with a mixture of commercial businesses and industries that were attracted to the area with its proximity to the waterfront and railway lines. One of the manufacturing enterprises that moved to the neighbourhood was Christie, Brown and Company, producers of biscuits and other baked goods, which opened a factory on the southwest corner of Duke and Frederick Streets in 1874.

### Christie, Brown & Company

The origins of the company date to 1868 when William Christie entered into a partnership with Alexander Brown to produce and distribute biscuits. Trained as a baker in his native Scotland prior to immigrating to Toronto in 1848, Christie worked at established bakeries before acquiring his own business on Yonge Street. In 1858, Christie was awarded first prize for his biscuit collection at the Agricultural Association of Upper Canada’s exhibition in Toronto. This success led to his establishment of a new enterprise where he produced biscuits for wholesale distribution. As this business grew, Christie received financial support from Alexander Brown (a former employer of Christie’s in the 1850s)<sup>1</sup>, and the pair entered into a partnership under the name of Christie, Brown and Company. By 1872, the installation of steam-powered equipment

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<sup>1</sup> Christie worked for the firm of Mathers and Brown in the mid 19<sup>th</sup> century

contributed to the quadrupling of the firm's sales. After moving to downtown quarters, in 1874 Christie, Brown and Company acquired property on Duke Street (later Adelaide Street East) for its new factory.<sup>2</sup>

Following the relocation of Christie, Brown and Company to the Town of York neighbourhood, the enterprise received extended publicity with its receipt of two medals at the Philadelphia Centennial International Exhibition of 1876. During the last 15 years of the 19<sup>th</sup> century, Christie's staff rose from 120 to nearly 375, resulting in the expansion of the factory complex. Fire Insurance Atlases produced by Charles Goad and the Underwriters Insurance Company illustrate the growth of the complex (and are reproduced as Images 2-8 in Section 6 of this report). By 1891, one account noted that "the present mammoth factory...is now three times its original size."<sup>3</sup>

In 1899, Christie, Brown and Company was reorganized as a joint stock company, and William Christie transferred all of his land holdings to the enterprise prior to his death the next year. Continuing under the direction of William Christie's son and heir, Robert J. Christie, in the early 20<sup>th</sup> century the company expanded both its physical presence in Old Town and the number of products it produced. With a warehouse in Montreal and branch offices in major cities across Canada, the Toronto factory continued to manufacture sweet and unsweetened biscuits, cookies and cakes, as well as products for babies and dogs, which were exported world-wide. In 1905, the Toronto Star described Christie, Brown and Company's annual exhibit at the Canadian National Exhibition, reporting that "...their business in these lines (including candies and confectionery) is growing, and necessitating the extension of their premises."<sup>4</sup>

Prior to his death in 1928, Robert J. Christie arranged for the sale of Christie, Brown and Company to the National Biscuit Company, the American conglomerate better known as Nabisco. Christie's operated under its own name as a division of Nabisco, a situation that continued after the acquisition of the latter company by Standard Brands in 1982.

In 1953, Christie, Brown and Company's factory complex adjoining King Street East was purchased by the William E. Coutts Company Limited, an enterprise established in 1916 to produce greeting cards and post cards. After World War II, Coutts entered into a financial arrangement with American entrepreneur Joyce Hall, who founded Hall Brothers as the forerunner to Hallmark Cards, Incorporated. The agreement, which gave the American company a 40% stake in Coutts' business, was formalized in 1958 when the William E. Coutts Company became a wholly owned subsidiary of Hallmark.

George Brown College acquired the subject property at 200 King Street East in 1971. Named for a Father of Confederation who co-founded The Globe newspaper (forerunner to today's Globe and Mail), the community college was established in 1967. It was among the institutions that opened after 1965 when the Government of Ontario created a

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<sup>2</sup> The three-storey factory was not in place by April 1874 when the City of Toronto Tax Assessment Roll was compiled; it was first assessed, with two single-storey additions, in April 1875

<sup>3</sup> Toronto Old and New, 187

<sup>4</sup> Toronto Daily Star (September 2, 1905)

province-wide series of Colleges of Applied Arts and Technology to offer post-secondary education programs. In a number of building campaigns, George Brown College adapted the former Christie, Brown and Company factory complex as the centre of its St. James Campus, with additional facilities on King, Adelaide, and Richmond Streets East. Toronto City Council included the property at 200 King Street East on the City of Toronto Inventory of Heritage Properties in 1978.

### 200 King Street East

Christie, Brown and Company acquired and developed property in the city block bounded by King Street East, George Street, Duke Street (present-day Adelaide Street East), and Frederick Street between 1874 and 1925. The original building was a three-storey factory located on the southwest corner of Duke Street and Frederick Street, which was in place by April 1875 and first illustrated on Goad's Atlas in 1880 (Image 2). Three years later, the company received a building permit for a "three-storey brick addition", which presumably resulted in the westward expansion of the complex as shown in an illustration reproduced in Image 9. The updates to the complex by 1884 are reflected on the Goad's Atlas for that year (Image 3), revealing additions to the west and south ends of the original building. A subsequent building permit dated 1892 for a "five-storey" building resulted in the structure found near the west end of the Duke Street frontage, which is illustrated in Image 11. Later additions to the south end of the complex are shown on Goad's Atlases for 1894 and 1899, the latter executed after Christie reacquired land in Lot 19 that he had previously purchased then sold. The factory complex was extended along the entire Duke Street frontage by 1903 as shown on Goad's Atlas (Image 5). Four years later, a building permit was issued for the six-storey addition positioned mid-block on Frederick Street. An update to Goad's Atlas, reflecting 1912 revisions to the 1910 maps, shows the buildings extending south along Frederick and George Streets toward King Street (Image 6). Christie, Brown and Company was represented on the latter thoroughfare in 1914 with the completion of the substantial eight-storey office building and factory on the northwest corner of King and Frederick. The building was photographed in 1915 shortly after its completion (Image 12), and a lengthy article that followed in the January 1917 issue of Construction magazine contained a description, photographs, floor plans and elevations (one of which is reproduced as Image 9). This addition is reflected on the 1923 update to Goad's Atlas (Image 7). An Underwriters Insurance Company Atlas, updating the 1921 condition of the site to 1943 (Image 8), shows the development of the southwest corner of the property with a single-storey garage and loading room.

While continuing the development of the Duke Street property, in 1906 Christie, Brown and Company commissioned stables on nearby Berkeley Street. In 1921, the company purchased the property on the north side of Adelaide Street East, opposite the factory complex, which had most recently housed the De La Salle Institute (which was originally developed as the Bank of Upper Canada). The site was acquired so that the school yard could be used for the recreation of employees at the biscuit factory, which had lost its outdoor space through the gradual expansion of the complex.

## Architects

Most of the surviving building permits for the earlier parts of the Christie, Brown and Company factory complex do not name the architectural firms that designed them. Exceptions are the 1907 addition on Frederick Street and the expansive 1914 building on the northwest corner of the latter street and King Street East, whose architects are identified below.

### Chadwick and Beckett

The Frederick Street addition (1907) to the Christie, Brown and Company Biscuit Factory was completed according to plans prepared by the Toronto architectural firm of Chadwick and Beckett. In partnership since the 1890s, the pair combined Chadwick's expertise and familial ties to Toronto society with Beckett's Ivy-league training at Cornell University in a practice that "specialized in designing sumptuous and imposing residences in the fashionable Toronto neighbourhoods of Rosedale, Lawrence Park and the Annex."<sup>5</sup> The pair's other commissions included the Beatty Manufacturing Company Factory (1901) at 600 King Street West, which is a stand-alone building that employs a more exuberant Classical composition than the Christie, Brown and Company project.

### Sproatt and Rolph

The 1914 addition to Christie, Brown and Company that dominates the northwest corner of King Street East and Frederick Street was designed by Toronto architects Sproatt and Rolph. An article in the January 1917 edition of Construction magazine provided photographs and plans for the building. At this time, Sproatt and Rolph were among Toronto's best known architects who had formed a partnership in 1901 after gaining experience with other firms. Prior to accepting the Christie, Brown and Company commission, Sproatt and Rolph had recently completed the headquarters (1911) for the Maclean Publishing Company on University Avenue and were overseeing the construction of Hart House at the University of Toronto, for which the firm received national recognition.

## iii. ARCHITECTURAL DESCRIPTION

The Christie, Brown and Company Biscuit Factory was constructed in a series of stages to occupy most of the city block bounded by present-day King Street East, George Street, Adelaide Street East and Frederick Street. The buildings share complementary red brick cladding with red brick, contrasting buff brick or stone detailing. The attached photographs (Images 14-19) show the current status of all of the elevations.

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<sup>5</sup> "Samuel Beckett," entry in The Biographical Dictionary of Architects in Canada, [www.dictionarofarchitectsincanada.ca](http://www.dictionarofarchitectsincanada.ca)

### Adelaide Street East Elevation

The oldest section of the manufacturing enterprise is located on the southwest corner of Adelaide Street East and Frederick Street and, with a later additions to the original three-storey plan, rises five stories. Its principal (north) façade on Adelaide Street has been extended to George Street. On the brick-clad base, the fenestration has been altered with the addition of an arcade that wraps around the elevations on Frederick and George Streets. The principal entrance is placed in the fourth bay from the east end. Recessed in a stone surround, this entry has Classical detailing with piers and capitals and incorporates a flat transom. Above stone band courses, the upper four stories are organized by brick piers that divide pairs of round-arched window openings with brick voussoirs and keystones. An exception is the wider 10<sup>th</sup> bay from the west end, which has trios of window openings. A cornice with brackets marks the flat roofline.<sup>6</sup> In the eighth bay from the west end, date stones read “W.P. 1832” and “G.B. & Co. 1892.”<sup>7</sup> A commemorative plaque chronicling the history of the site is placed near a secondary entry (Image 13). The fenestration and detailing are replicated on the elevations facing Frederick and George Streets. The portion of the south wall that is viewed from George Street displays pairs of segmental-arched window openings with contrasting brick voussoirs in the upper floors. The remainder of this wall adjoins the additions to the complex.

### Frederick Street Elevation

The 1907 addition on the west side of Frederick Street is positioned between the 1883 addition that extends north to Adelaide Street East and the 1914 addition at King and Frederick directly south. Rising six stories, the four bays are organized by brick piers with caps. The flat-headed window openings are connected at the heads by contrasting buff brick labels that extend across the piers (the openings in the south bay have been filled in). A parapet with a blind arcade marks the flat roofline, and the application of this round-arched motif connects the 1907 addition stylistically with the other parts of the factory complex.

### King Street East Elevation

At the northwest corner of King Street East and Frederick Street, the 1914 office building and factory rises eight stories above a stone base. The decorative detailing is restricted to the south and east façades that have street frontages, incorporating granite quarried in Kansas.<sup>8</sup> The latter walls feature a tripartite horizontal division with a base, shaft and cornice line. On the south façade on King Street, the two-storey base is divided into five bays with a central entrance block that rises to the second floor. The stone-clad entrance surround features a segmental-arched opening with a keystone. The doors (which have

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<sup>6</sup> The rooftop additions to the east end of the building complex, which were added by George Brown College, are not described as heritage attributes

<sup>7</sup> The date stone reading “W.P. 1832” may be a reference to an earlier building on the property, of which “William Proudfoot” became the registered owner in 1832 (and relinquished it upon foreclosure in 1864)

<sup>8</sup> Construction (January 1917), 18

been replaced) are inset beneath a round-arched transom. On either side, the entry is flanked by flat-headed window openings that are oversized in the lower floor. The fenestration continues on the shaft where brick piers organize the openings. Attention is focused on the projecting southeast and northeast corners of the building where pediments mark the rooflines and incorporate stone ornaments, while the southeast corner is clad with stone in the lower storey and features inset openings that mimic the south entrance. The fenestration continues from the south to the east façade (the openings in the upper part of the latter wall have been altered or filled in), while the northernmost bay displays narrow flat-headed openings. Viewed from King Street East, the west wall has regularly placed fenestration with stone detailing.

Located on the northeast corner of King Street East and George Street, the most recent addition to the block rises one extended storey under a flat roof. It was designed to complement the earlier parts of the complex with the division of pairs of round-arched window openings by brick piers with stone caps. An oversized entrance is found near the east end of the south façade. This addition anchors the west end of the King Street frontage.

#### iv. CONTEXT

The property identified as 200 King Street East fills the city block bounded by King Street (south), Frederick Street (east), Adelaide Street East (north), and George Street (west), as shown on the property data map below (Image 1). On the north, the Christie, Brown and Company factory complex faces the former Bank of Upper Canada (1825-27, with additions and alterations for the De La Salle Institute and the Fourth Post office), which is designated under Part IV, Section 29 of the Ontario Heritage Act. Directly east of the subject property, the adjoining block on King Street East between Frederick and Sherbourne Streets contains warehouses at 214 King (W. A. Drummond and Company Daily Supply, 1911) and 185 Frederick Street (Adams Brothers Harness Manufacturing Company, 1901-03), which are recognized on the City's heritage inventory and complement the 1914 section of the Christie, Brown and Company factory complex.

### 3. EVALUATION CHECKLIST

The following evaluation applies Ontario Regulation 9/06 made under the Ontario Heritage Act: Criteria for Determining Cultural Heritage Value or Interest. While the criteria are prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, the City of Toronto uses it when assessing properties for inclusion on the City of Toronto Inventory of Heritage Properties. The evaluation table is marked "N/A" if the criterion is "not applicable" to the property or X if it is applicable, with explanatory text below.

<b>Design or Physical Value</b>	
i. rare, unique, representative or early example of a style, type, expression, material or construction method	<b>X</b>
ii. displays high degree of craftsmanship or artistic merit	<b>X</b>
iii. demonstrates high degree of scientific or technical achievement	<b>N/A</b>

**Representative and Well-Crafted Example of a Style and Type** – The Christie, Brown and Company factory complex contains an important collection of buildings that are representative of industrial design from the late 19<sup>th</sup> to the early 20<sup>th</sup> centuries and characterize the architectural development of the site during that period. The earliest portions of the complex, dating from the late 1800s and found along the Adelaide Street East frontage, reflect the Romanesque Revival style. Identified by the typical round-arch window openings that create a uniform rhythm in the upper stories, the style was popular for all types of buildings, including industrial edifices. The 1907 addition on Frederick Street reflects the transitional architecture of the early 20<sup>th</sup> century, combining the round-arched motifs and corbelled brickwork from the Victorian era with contemporary simplified large-scale fenestration. The 1914 office building and factory that anchors the northwest intersection of King Street West and Frederick Street is a highly-detailed example of the early 20<sup>th</sup> century Edwardian Classicism applied to an industrial building. Its design is distinguished by the stone finishes on the base and entry, and the treatment of the southeast and northeast corners with the classical detailing.

<b>Historical or Associative Value</b>	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	<b>X</b>
ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	<b>N/A</b>
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	<b>X</b>

**Person** - The property at 200 King Street East is associated with William Mellis Christie (1829-1900), the nationally recognized businessman who was a principal in Christie, Brown and Company. At the end of the 19<sup>th</sup> century, his company was considered the largest biscuit manufacturer in Canada, employing two of every three workers engaged in the trade.<sup>9</sup> As a leading entrepreneur and philanthropist in Toronto, Christie was a co-founder of the Industrial Exhibition Association, a member of the City's Board of Trade, and a trustee of the University of Toronto. As profiled in the Dictionary of Canadian Biography, William Christie's "insistence on quality and his mechanical aptitude ensured a marketable product and his flair for promotion made Christie a household name in his time."<sup>10</sup>

<sup>9</sup> [www.biographi.ca](http://www.biographi.ca), unpaginated

<sup>10</sup> [www.biographica.ca](http://www.biographica.ca), unpaginated

**Institution** – The property at 200 King Street East has been associated for forty years with George Brown College, one of Canada’s largest post-secondary institutions and the most extensive distance education college in the country. The educational facility is commemorated in a bronze plaque mounted on the north façade of the restored factory complex, marking the evolution of the site from industrial to educational purposes.

**Architect** – The early 20<sup>th</sup> century additions to the Christie, Brown and Company factory complex reflect the work of two leading architectural firms in Toronto in practice during the pre-World War I period. The 1907 addition was constructed according to the plans of Chadwick and Beckett who, while best known for their high-end residential commissions, also designed finely-detailed classically-inspired commercial and industrial buildings, many of which remain in the King-Spadina neighbourhood. Sproatt and Rolph, who prepared the plans for the 1914 office building and factory addition for Christie, Brown and Company, were recognized for their notable commissions for Victoria College (now Victoria University) and the non-denominational University of Toronto. However, the partnership designed all types of buildings, including well-regarded industrial projects for Neilson Chocolate Limited and the T. Eaton Company.

<b>Contextual Value</b>	
i. important in defining, maintaining or supporting the character of an area	<b>N/A</b>
ii. physically, functionally, visually or historically linked to its surroundings	<b>X</b>
iii. landmark	<b>X</b>

**Surroundings** – The Christie, Brown and Company factory complex is functionally, visually and historically linked to its surroundings in the Old Town neighbourhood. The former industrial enclave extends along the north side of King Street East between George and Frederick Streets where it adjoins the pair of contemporary early 20<sup>th</sup> century warehouses at 214 King and 185 Frederick. The group of buildings reflects the evolution of this section of King Street East as the area evolved from its late 18<sup>th</sup> century origins as the community’s first townsite to a late 19<sup>th</sup> and early 20<sup>th</sup> century commercial and manufacturing district.

**Landmark** – The Christie, Brown and Company factory complex is a local landmark in the Old Town neighbourhood where it dominates a city block between King and Adelaide Streets East. With the repetition of height, cladding and classical detailing on the buildings fronting on Adelaide, George and Frederick Streets, and the scale and stone trim of the office building and factory at King and Frederick, the collection of industrial buildings is highly visible in its location opposite the former Bank of Upper Canada, a National Historic Site.

#### 4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 200 King Street East has cultural heritage value. Occupying an entire city block in the Town of York neighbourhood where it stands as a local landmark, the



Christie, Brown and Company Biscuit Factory is also a representative and well-crafted example of late 19<sup>th</sup> and early 20<sup>th</sup> century industrial architecture with similar cladding and classical embellishments applied to a series of buildings that characterize the evolution of the site. Historically, the property is associated with William Christie, the notable entrepreneur who founded the nationally recognized biscuit manufacturing company, the architects who designed the 20<sup>th</sup> century additions to the site, and George Brown College, which converted the industrial complex as the setting for its St. James Campus.

The former industrial complex contains a collection of buildings that represent the development of the property from industrial to educational uses over nearly 140 years. While the structures have been altered in accordance with the expansion of the site over time, the degree of these changes does not affect the integrity of the property, which continues to effectively communicate its cultural heritage value.

## 5. SOURCES

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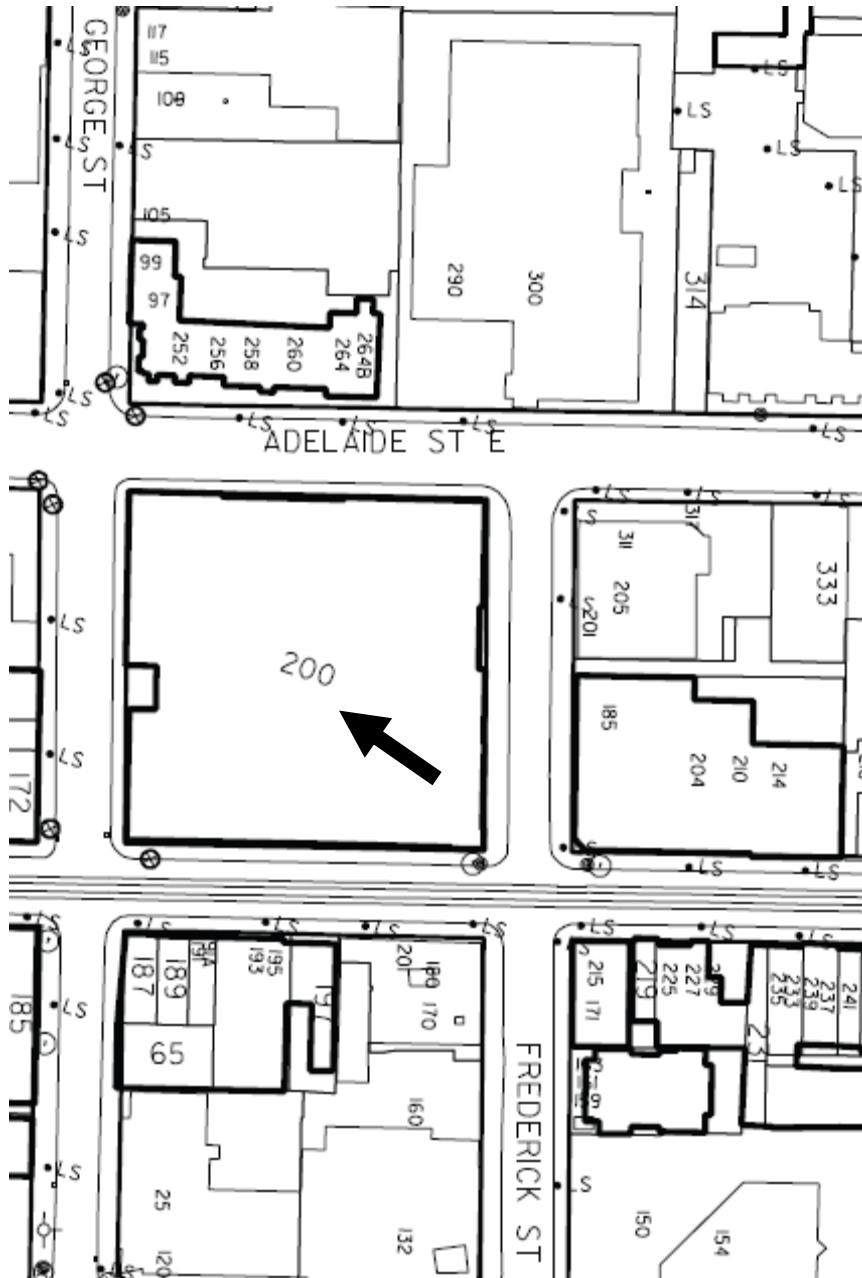
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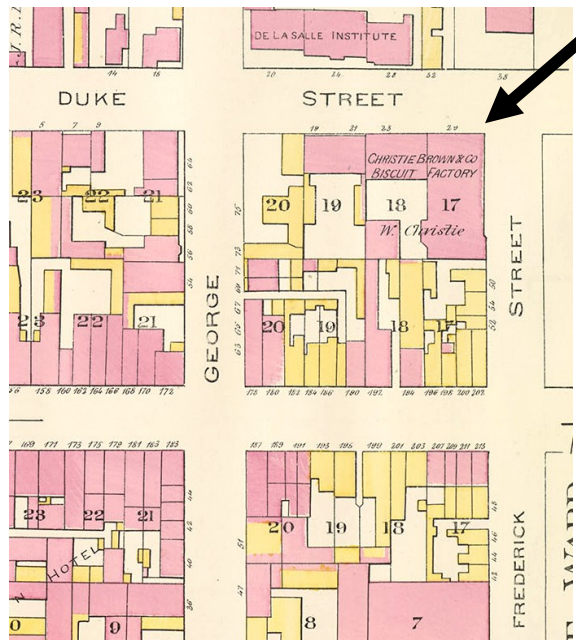
## 6. IMAGES



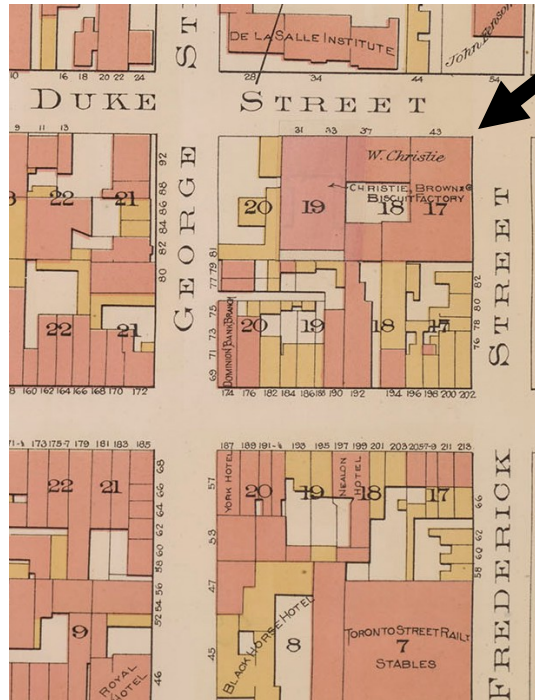
1. City of Toronto Property Data Map: showing the location of the property, which is bounded by King Street East (south), George Street (west), Adelaide Street East (north), and Frederick Street (east) and marked by the **arrow**



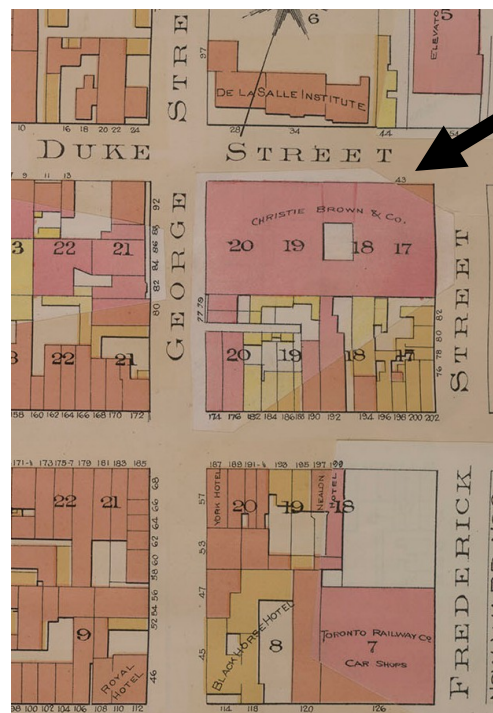
2. Goad's Atlas 1880: showing the original Christie, Brown & Company biscuit factory on the southwest corner of Duke Street (now Adelaide Street East) and Frederick Street, as indicated by the **arrow**



3. Goads Atlas 1884: showing the Christie, Brown & Company biscuit factory with the extensions to the west and south, as marked by the **arrow**

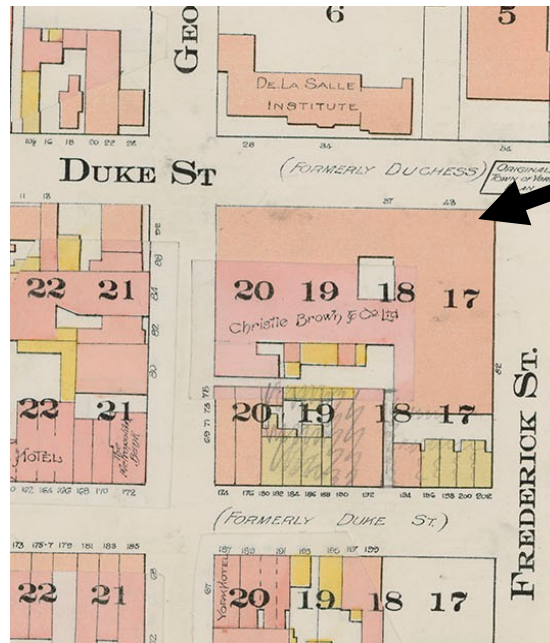


4. Goad's Atlas 1890: showing the Christie, Brown & Company biscuit factory with the additional extensions, as marked by the **arrow**

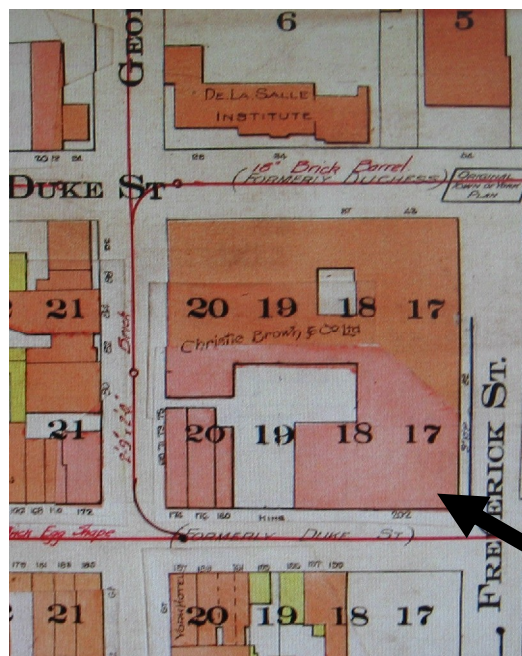


5. Goad's Atlas 1903: showing the Christie, Brown & Company biscuit factory where the additions extend across the south side of Duke Street between George Street and Frederick Street, as marked by the **arrow**





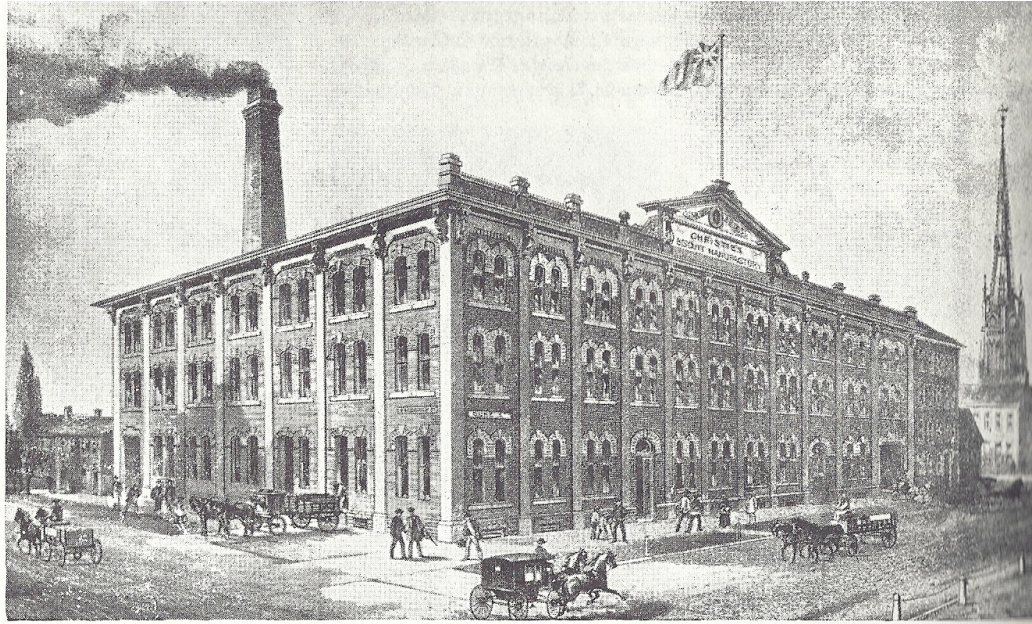
6. Goad's Atlas 1910 revised to 1912: showing the Christie, Brown & Company biscuit factory, with the southward extensions toward King Street, as marked by the **arrow**



7. Goad's Atlas 1910 revised to 1923: showing the Christie, Brown & Company biscuit factory, with the expansion of the complex to the northeast corner of King Street East and Frederick Street, as marked by the **arrow**

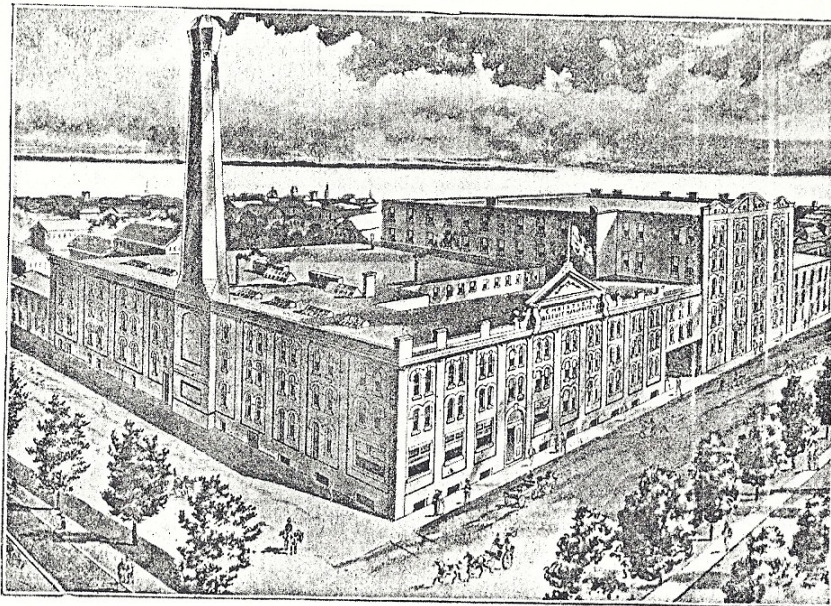






BISCUIT MANUFACTORY OF MESSRS. CHRISTIE, BROWN & CO., DUKE STREET.

10. Illustration, showing original three-storey factory on southwest corner of Duke Street (now Adelaide Street East) and Frederick Street (undated and reproduced in Toronto Old and New, 176)



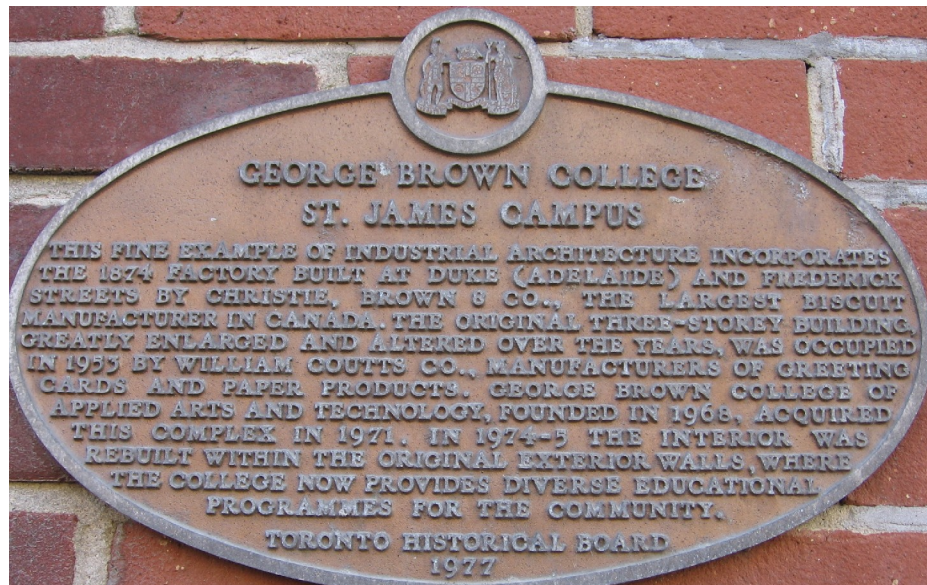
CHRISTIE, BROWN & CO. Duke and Frederick Streets.  
Biscuit Manufacturers.

11. Illustration, showing the southwest corner of Adelaide Street East (right) and Frederick Street (left), with the original 1874 Christie, Brown & Company biscuit factory and additions, including the five-storey factory near the west end of the block (undated and reproduced in Toronto Daily Star, March 1901)





12. Photograph, Christie, Brown & Company, 1915: showing the northwest corner of King Street East (left) and Frederick Street (right), with the 1914 building on the corner and the 1907 addition to its right (north). The original section of the factory is visible at the north end of Frederick Street, below the large smokestack. On King Street East (left), commercial buildings remain on the northeast corner of George Street. Campbell House, which was relocated in 1972 to its present location on the northwest corner of Queen Street West and University Avenue, is visible on Adelaide Street East (formerly Duke Street), at the head of Frederick Street and on the right side of the photograph (City of Toronto Archives, Fonds 1231, Item 1426)



13. Photograph, Commemorative Plaque: located on the north façade on Adelaide Street East and chronicling George Brown College's occupancy of the site (Heritage Preservation Services, 2010)



14. Photograph, Adelaide Street East (right) & Frederick Street (left) showing the original 1874 Christie, Brown & Company biscuit factory near the southwest corner of the intersection, with the additions to the complex along both streets (Heritage Preservation Services, 2010)



15. Photograph, Adelaide Street East (left) and George Street (right), showing the west additions to the Christie, Brown & Company biscuit factory near the southeast corner of the intersection (Heritage Preservation Services, 2010)





16. Photograph, Frederick Street, looking south from Adelaide Street East and showing the additions to the original Christie, Brown & Company biscuit factory on the west side of the street (Heritage Preservation Services, 2010)



17. Photograph, George Street, looking north from King Street East and showing the additions to the Christie, Brown & Company biscuit factory on the east side of the street (Heritage Preservation Services, 2010)





18. Photograph, King Street East, looking east from George Street (left) to Frederick Street (right), and showing 1914 addition to the Christie, Brown & Company biscuit factory on the right (Heritage Preservation Services, 2010)



19. Photograph, King Street East (left) and Frederick Street (right), showing the additions to the Christie, Brown & Company biscuit factory on both streets (Heritage Preservation Services, 2010)