

REVISED REASONS FOR DESIGNATION:
200 KING STREET EAST (STATEMENT OF SIGNIFICANCE)

ATTACHMENT NO. 7

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 19th and early 20th 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 20th 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 19th 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 10th 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 10th 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 **and the single-storey building at the northeast corner of King Street East and George Street** are not included as heritage attributes.