

STATEMENT OF SIGNIFICANCE:  
481 UNIVERSITY AVENUE (REASONS FOR DESIGNATION)

ATTACHMENT NO. 15

210 Dundas Street West: Maclean Publishing Company Building (1928)

Description

The property at 481 University Avenue containing the Maclean Publishing Company Building (1928, and also known as 210 Dundas Street West) 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 all three categories of design, associative and contextual values. Located on the northwest corner of Dundas Street West and Centre Avenue, the Maclean Publishing Company Building (1928) is a nine-storey commercial structure that was designed as a printing plant with offices above. The site was listed on the City of Toronto Inventory of Heritage Properties in 1976.

Statement of Significance

The Maclean Publishing Company Building (1928) has cultural heritage value for its design as a well-crafted representative example of a commercial complex from the interwar era blending an industrial facility at the base of an office building. Displaying the classical detailing indicative of its Modern Classical styling, the structure is particularly distinguished by its fenestration, including the monumental window openings at the base that blend functionality with design impact, as well as the classical embellishments at the fourth storey and the decorative treatment along the roofline that drew attention to the edifice when it was one of the first 'tall buildings' adjoining University Avenue.

The Maclean Publishing Company Building (1928) is valued for its associations with the publishing company founded by John Bayne Maclean in 1887. Anchoring the southeast corner of the company's compound adjoining University Avenue, in this location the 1928 building contributed to the growth of the business as the largest publisher in Canada during the 20<sup>th</sup> century of trade journals and national periodicals, including Maclean's and Chatelaine magazines, as well as the Financial Post newspaper. Renamed Maclean-Hunter Limited (1947-1996), the company evolved into a diversified media conglomerate and retained these premises until the early 1980s.

The value of the Maclean Publishing Company Building (1928) is also linked to Murray Brown, the Scottish-born, Toronto-based architect who prepared the plans. Brown's associations with the site dated to the pre-World War I era when he worked as a draftsman for Charles S. Cobb, the architect who designed the Edward Street printing plant (1919) for John B. Maclean. While Brown continued his solo practice with an array of commissions for all types of buildings, he is perhaps best known for Postal Station "K", the recognized heritage site on Yonge Street in North Toronto.

Contextually, the Maclean Publishing Company Building (1928) is valued for its historical and visual links to the other buildings that form part of the publishing complex on the site, as well as to the adjoining neighbourhood. Constructed beside the original offices and printing plant (1910) on Centre Avenue and adjoining the Maclean-Hunter Building (1961) that faces University Avenue, the Maclean Publishing Company Building (1928) is an integral part of the company's complex that was designed to fill the city block north of Dundas Street West along the east side of University Avenue, thereby contributing to the development and evolution in the 20th century of one of Toronto's most distinctive and prominent streets.

### Heritage Attributes

The heritage attributes of the property at 481 University Avenue (also known as 210 Dundas Street West) with the Maclean Publishing Company Building (1928) are:

- The building known historically as the Maclean Publishing Company Building (1928)
- The setback, placement and orientation of the structure on the northwest corner of Dundas Street West and Centre Avenue
- The scale, form and massing on the nine-storey plan
- The materials, with artificial stone, stone and brick
- The flat roofline, which is decorated by an arcade
- The south elevation on Dundas and the east elevation on Centre, which are similarly organized into five bays by piers
- The fenestration on the south and east elevations, with monumental segmental-arched openings in the extended four-storey base, and a combination of segmental-arched and flat-headed window openings in the five upper stories
- The detailing at the fourth storey where the segmental-arched window openings have classically-detailed sills and are surmounted by spandrels with classical medallions
- The entrances on the south and east elevations, which are placed in the second bay from the west on the south wall and in the north bay on the east wall