

**HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT**



**MACLEAN PUBLISHING COMPANY BUILDING**  
481 UNIVERSITY AVENUE (210 DUNDAS STREET WEST), TORONTO

Prepared by:

Heritage Preservation Services  
City Planning Division  
City of Toronto

May 2014

## 1. DESCRIPTION



Above: view of the Maclean Publishing Company Building (1928), left, on the part of the property at 481 University Avenue also known as 210 Dundas Street West (Heritage Preservation Services, May 2014); cover: view of the south and east elevations on Dundas Street West (left) and Centre Avenue (right), respectively (Heritage Preservation Services, March 2014)

<b>481 University Avenue (210 Dundas Street West): Maclean Publishing Company Building (1928)</b>	
ADDRESS	481 University Avenue (the portion identified as 210 Dundas Street West), northwest corner of Dundas Street West and Centre Avenue <sup>1</sup>
WARD	Ward 27 (Toronto Centre-Rosedale)
LEGAL DESCRIPTION	Plan 147, Lots 16-20 (east range, west side of Centre Avenue)
NEIGHBOURHOOD/COMMUNITY	University Avenue
HISTORICAL NAME	Maclean Publishing Company Offices and Printing Plant
CONSTRUCTION DATE	1928
ORIGINAL OWNER	John B. Maclean, publisher
ORIGINAL USE	Commercial (offices and printing plant)
CURRENT USE*	Commercial * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	Murray Brown, architect
DESIGN/CONSTRUCTION/MATERIALS	Artificial stone and buff brick
ARCHITECTURAL STYLE	See Section 2.iii
ADDITIONS/ALTERATIONS	See Section 2.iii
CRITERIA	Design/Physical, Historical/Associative and Contextual
HERITAGE STATUS	Listed on City of Toronto Inventory of Heritage Properties
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	May 2014

<sup>1</sup> 481 University Avenue is the confirmed municipal address for the entire property bounded by University, Dundas, Centre and Edward, while the individual buildings also have convenience addresses  
Alteration of a Designated Heritage Property, Intention to Designate & HEA- 481 University Avenue

## 2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the portion of the property at 481 University Avenue that is identified for convenience purposes as 210 Dundas Street West and contains the Maclean Publishing Company Building (1928), 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
1856	Plan 147 is registered, subdividing the lands east of present-day University Avenue and north and south of present-day Dundas Street West
1880	The first Goad's Atlas for Toronto shows modest wood frame houses along present-day University and Centre Avenues, north of Agnes Street (Dundas) (Image 5)
1887	Newspaper reporter and editor John B. Maclean founds a publishing company, later occupying premises on Front Street East
1909 June	Maclean completes his first purchase of land in the block bounded by present-day University Avenue, Dundas Street West, Centre Avenue and Edward Street, and continues to add parcels until 1927
1909 Sept	Maclean is listed in the tax assessment rolls as the owner of the tenanted house form buildings on Centre and Agnes (Dundas)
1909 Dec	A building permit is issued to the Maclean Publishing Company for a three-storey brick factory on Centre Avenue, naming Sproatt and Rolph as the architects, which is completed before the tax assessment rolls are recorded in September 1910
1912	The update to Goad's Atlas shows Maclean's first building in place mid-block on the west side of Centre Avenue
1913 Dec	A building permit is issued to the Maclean Publishing Company for an office building on University Avenue near Edward Street designed by architect John M. Lyle, which is described as "unfinished" in the tax assessment roll compiled in September 1914 <sup>2</sup>
1919 July	The Maclean Publishing Company receives a building permit for a printing plant on the corner of Edward Street and Centre Avenue (present-day 137 Edward Street), which is included in the assessment of the property in September of that year <sup>3</sup>
1923	The last update to Goad's atlas shows Maclean's first three buildings in place
1928 July	Architect Murray Brown prepares specifications for the addition to Maclean's complex at 210 Dundas Street West
1928 Aug-Oct	<u>Contract Record</u> reports the awarding of contracts for the new building

<sup>2</sup> Lyle is also identified as the architect on a building permit issued to Maclean in June 1914 to add additional fenestration to the complex

<sup>3</sup> While no architect is named on the permit, The Biographical Dictionary of Architects in Canada cites an entry in Contract Record identifying Charles S. Cobb as the practitioner

1929 Sept	The new offices and printing plant at 210 Dundas is assessed separately and valued at \$285,000
1931	The University Avenue By-law is passed to guide future development along the street
1945	Following Maclean's retirement, the company is renamed Maclean-Hunter; three years later, the printing plant is moved to a new facility in North York
1957	The Maclean-Hunter Publishing Company applies to demolish the 1914 office building
1961	The 9-storey office building is completed for Maclean-Hunter on the east side of University Avenue, extending from Dundas to Edward Streets
1964	The update to the Underwriters' Survey Bureau atlas shows the new Maclean-Hunter Building at the west end of the publishing complex
1976	The property at 481 University Avenue is included on the City's heritage inventory, with the buildings at 70 Centre Avenue (1910) and 210 Dundas Street West (1928) noted in the listing description
1983	The Maclean-Hunter offices are relocated to College Park

## ii. HISTORICAL BACKGROUND

### University Avenue

The Maclean Publishing Company Building (1928) anchors the northwest corner of present-day Dundas Street West and Centre Avenue, directly east of University Avenue. The development of the area is traced on the historical maps and archival photographs included in Section 6. The subject property originated as part of Park Lot 11, one of the 100-acre allotments laid out between present-day Queen and Bloor Streets after the founding of the Town of York (Toronto) and conveyed to associates of the provincial government as the location of country estates.<sup>4</sup> Park Lot 11 was first transected by a publically accessible north/south street called Park Lane. In 1829, King's College (the forerunner to the University of Toronto) opened College Avenue as a parallel private road along the west boundary of Park Lot 11 from present-day Queen Street West to Queen's Park where its campus was partially completed in 1845.<sup>5</sup> By the late 19th century, College Avenue was described "even to one who has seen the best park drives in Europe and America...[as]one of the very finest in the world".<sup>6</sup> Commercial traffic and the opening of cross-streets were prohibited until the late 1880s when College Avenue became a public street and the basis for the ceremonial passage to the Ontario Legislature that was unveiled in Queen's Park in 1892. By 1913 when College Avenue was combined with University "Street" (former Park Lane) and renamed University Avenue, the broad thoroughfare was dominated by residential structures interspersed with institutional buildings, with upscale houses near Queen's Park. However, directly east,

<sup>4</sup> Granted to Thomas Raddish, Park Lot 11 was not the location of a prominent estate unlike most Park Lots in Toronto's downtown core

<sup>5</sup> The original building was demolished in 1886 for the east wing of the present-day Ontario Legislature (a history of the site is found in Dendy, 180-181)

<sup>6</sup> Mulvany, 44

the impoverished neighbourhood known as “The Ward” provided a stark contrast to the grandeur of University Avenue.

In the early 20th century, University Avenue became the focus for Toronto's experiment with the City Beautiful Movement, whereby early urban planning principles were applied in designs for harmonious public spaces. While many schemes to improve the street were initiated and rejected, in 1928 the passage of the "University Avenue Extension Act" enabled the municipality to extend and curve the road southward, connecting it to Front Street West where Toronto's third Union Station had recently opened. City Council adopted the University Avenue Bylaw (By-law 13409) in 1931 to control the design, height, materials and types of new buildings on University between Front and College Streets.<sup>7</sup> The landmark Canada Life Building (1931) was among the first large-scale commercial edifices that appeared on University Avenue following the introduction of the guidelines. After World War II when the thoroughfare's lanes and the adjoining sidewalks were widened and additional public monuments were introduced to the central boulevard, University Avenue was considered "one of the most handsome streets in North America...for its fresh and striking vista of architectural excellence."<sup>8</sup> The extension of the subway beneath University Avenue in 1963 led to the redesign of the surface areas, including new landscaping under the supervision of the notable firm of Dunington-Grubb and Stensson, landscape architects. The evolution of University Avenue in the 20th century coincided with the development over a fifty-year period of the Maclean Publishing Company's complex on the east side of the street.

### Maclean Publishing Company

In the early 1900s, John Bayne Maclean (1862-1950) began accumulating land on the east side of University Avenue, north of present-day Dundas Street West.<sup>9</sup> Maclean was a former newspaper editor and reporter who founded his own publishing enterprise in 1887 to produce "The Canadian Grocer", a leading trade journal.<sup>10</sup> His company both acquired and created an array of newspapers, journals and magazines, among them "Maclean's" (formerly "The Busy Man's Magazine", founded 1905) and "The Financial Post" (1907). In 1910, when Maclean planned his first custom-built office building and printing plant for his University Avenue tract, the restrictions against commercial buildings meant that the complex was located near the Centre Avenue side of the site (Image 16).<sup>11</sup> According to company lore, "confronted with a city restriction that forbade the approach of manufacturing to the Avenue, the disgruntled Colonel [Maclean's nickname] set up shop 90 feet from the boulevard and used the long front lawn for

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<sup>7</sup> Amended in the late 20th century, the by-law was rescinded in 2006

<sup>8</sup> Benson, 13

<sup>9</sup> In various archival documents, Maclean's name is spelled "McLean" and "MacLean". He was popularly referred to as "The Colonel" for his position as lieutenant-colonel in two Toronto militia regiments

<sup>10</sup> Originally known as the Grocer Publishing Company, the enterprise was renamed the Maclean Publishing Company in 1891

<sup>11</sup> The building survives at present-day 70 Centre Avenue

bowls."<sup>12</sup> Maclean's unveiled the first commercial building fronting directly onto University Avenue in 1914, renting several floors to tenants, including the Province of Ontario.<sup>13</sup> Attached to the latter building, a new printing plant was completed on the southwest corner of Edward Street and Centre Avenue in 1919, the same year that H. T. (Horace Talmadge) Hunter joined the firm as a printer. Goad's Atlases illustrate the first buildings on the subject property up to the early 1920s (Images 5 and 7-8).

### Maclean Publishing Company Building, 1928

In 1928, the introduction of the popular women's magazine named "Chatelaine" coincided with the construction of a new building with offices and printing facilities that extended the complex south to Dundas Street West where it was the tallest edifice in the neighbourhood.<sup>14</sup> In its expanded premises, the Maclean Publishing Company produced 36 publications, including five international ones and the company's first French language journal.

In the 1930s, H. T. Hunter became president of the company and, following Maclean's retirement in 1945 the enterprise was renamed Maclean-Hunter Limited. The archival photograph attached as Image 22 shows the status of the site in 1947 when the four existing buildings formed an L-shaped complex where the 1928 structure remained the most visible part of the complex with views to and from this edifice. Maclean-Hunter relocated its printing operations to an expansive complex in North York in the late 1940s and subsequently demolished the 1914 structure in preparation for the Maclean-Hunter Building, which was officially unveiled in 1961 on the east side of University Avenue between Dundas and Edward Streets. In 1984, Maclean-Hunter moved its offices to College Park and, over a decade later, Rogers Communications Incorporated acquired the company. The property at 481 University Avenue (including the portion at 210 Dundas Street West) was recognized on the City of Toronto Inventory of Heritage Properties in 1976, with 1928 building specifically referenced in the listing description.

### Murray Brown, Architect

The combined office building and printing plant for the Maclean Publishing Company's complex was constructed in 1928 according to the designs of architect Murray Brown. Born in Scotland and trained at the Royal Academy in London, Brown relocated to Toronto in 1914. He worked as a draftsman for Charles S. Cobb, who designed Maclean's 1919 printing plant during Brown's tenure with the firm.<sup>15</sup> After establishing a

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<sup>12</sup> Globe and Mail, April 9, 1983

<sup>13</sup> This is confirmed on the 1912 update to Goad's Atlas (an extract is attached as Image 7) that shows the continued residential character of the street apart from a select group of religious and institutional buildings

<sup>14</sup> Publication of the latter magazine was supported by the Chatelaine Institute, a "housekeeping centre" with a "scientifically equipped kitchen"

<sup>15</sup> The printing plant is extant at 137 Edward Street

solo practice in 1921, Brown received an early commission to design the inaugural town hall for the newly-incorporated Township of North York (1922) and, twenty years later, planned the first purpose-built fire hall in that community. Brown completed projects across Canada, designing the Belsize Theatre on Mount Pleasant Road and the Bedford Theatre on Yonge Street as part of his work for the Famous Players and Capital movie chains. During the Great Depression of the 1930s, Brown was engaged by the Chief Architect's Branch of the federal Department of Public Works to design Postal Station "K" (1937) in North Toronto, complete with the insignia of Edward VIII, the king who was never crowned. After World War II as a partner in Murray Brown and Elton, the architect devoted the final phase of his career to projects outside of Toronto, apart from the Long Branch Library in Etobicoke and public schools in Scarborough.

### iii. ARCHITECTURAL DESCRIPTION

Current photographs of the Maclean Publishing Company Building (1928) are found on the cover and in Sections 2 and 6 of this report. The edifice was designed with features of Modern Classicism, the style popularized during the interwar era. Described as "abbreviated classicism", the 1928 offices and printing plant displays the hallmarks of the style with its symmetrical facades beneath flat rooflines and the application of pilasters, sombre cladding and trim with simplified classical detailing.<sup>16</sup> The building was cleverly designed to maximize the relatively small site, placing the offices above the printing plant and increasing the height of the window openings in the lower stories to direct as much natural light as possible inside.

Extending nine stories and running five bays on both Dundas and Centre Streets, the structure is clad and trimmed with concrete and stone and embellished with buff brick detailing. On the south and east elevations, the piers organizing the door and window openings have sculpted detailing where they rise above the flat roofline that is edged with a decorative arcade. The extended four-storey base has monumental segmental-arched openings in the lower floors to provide the ceiling heights and maximum light required for the interior printing plant. Designed with separate lobbies for the building's functions, the entrances are placed in the right (north) bay on Centre Avenue and the second bay from the left (west) on Dundas Street. Attention is focused on the fourth storey where the segmental-arched window openings display classically detailed mullions and sills beneath spandrel panels with classical medallions. The upper stories have flat-headed window openings, apart from the segmental-arched versions in the top (ninth) floor.<sup>17</sup> The fenestration and detailing continue in a restrained manner on the portion of the north elevation visible above the adjoining parts of the complex.

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<sup>16</sup> Maitland, 132

<sup>17</sup> The spandrels have been replaced

iv. CONTEXT

The City of Toronto property data map showing the location of the property at 481 University Avenue (210 Dundas Street West) is attached as Image 1. It anchors the southeast corner of the Maclean Publishing Company complex that fills the city block bounded by University Avenue (west), Dundas Street West (south), Centre Avenue (east) and Edward Street (north).

As part of the complex adjoining University Avenue where it was the first 'tall building', the Maclean Publishing Company Building (1928) reflects the layers of development along the street from the World War I to the post-World War II eras. It was positioned to overlook University Avenue where the Ontario Hydro-Power Electric Power Commission Buildings (1915 and 1935 with the 1945 addition) at 610 and 620 University were other early 'skyscrapers' developed prior to and after the University Avenue By-law was adopted, as well as the Canada Life Building (1931) with its landmark tower and weather beacon.

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 Examples of a Style and Type with a High Degree of Craftsmanship**

The Maclean Publishing Company Building (1928) at 210 Dundas Street West 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 blended 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.

<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 and Organization** – 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.

**Architect** - 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.

<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>N/A</b>

**Setting** - 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, 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.

#### 4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 481 University Avenue, also known as 210 Dundas Street West and containing the Maclean Publishing Company Building (1928) has design, associative and contextual values. The cultural heritage value of the Maclean Publishing Company Building (1928) relates to its design status as a well-crafted example of a commercial building from the interwar era with Modern Classical styling by the notable Toronto architect, Murray Brown. Historically associated with the largest publisher of trade journals and periodicals in Canada during the 20th century, the Maclean Publishing Company Building has contextual value for its historical and visual links to the publishing complex that filled a city block adjoining University Avenue, one of Toronto's most distinctive and prominent streets.

#### 5. SOURCES

##### Archival Sources

Abstract Indices of Deeds, Plan 147, Lots 16-20 (east side of University Avenue and west side of Centre Avenue)

Architectural drawings and perspectives, Maclean-Hunter Collection, Archives of Ontario

Archival Photographs, Archives of Ontario, City of Toronto Archives, Toronto Historical Board and Toronto Public Library (individual citations in Section 6)

Assessment Rolls, City of Toronto, Ward 3, Divisions 2 and 5, 1909-1930

Building Permits #18691 (December 22, 1909), #12692 (June 23, 1914), and #36118 (July 15, 1919)

Building Records, City of Toronto, Toronto and East York, 1928-1959 (including building specifications, 210 Dundas Street West, July 1928)

City of Toronto Directories, 1905 ff.

Goad's Atlases, 1880-1923

Historical maps (individual citations in Section 6)

Underwriters' Survey Bureau Atlas, January 1943 and January 1964

##### Secondary Sources

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Alteration of a Designated Heritage Property, Intention to Designate & HEA- 481 University Avenue

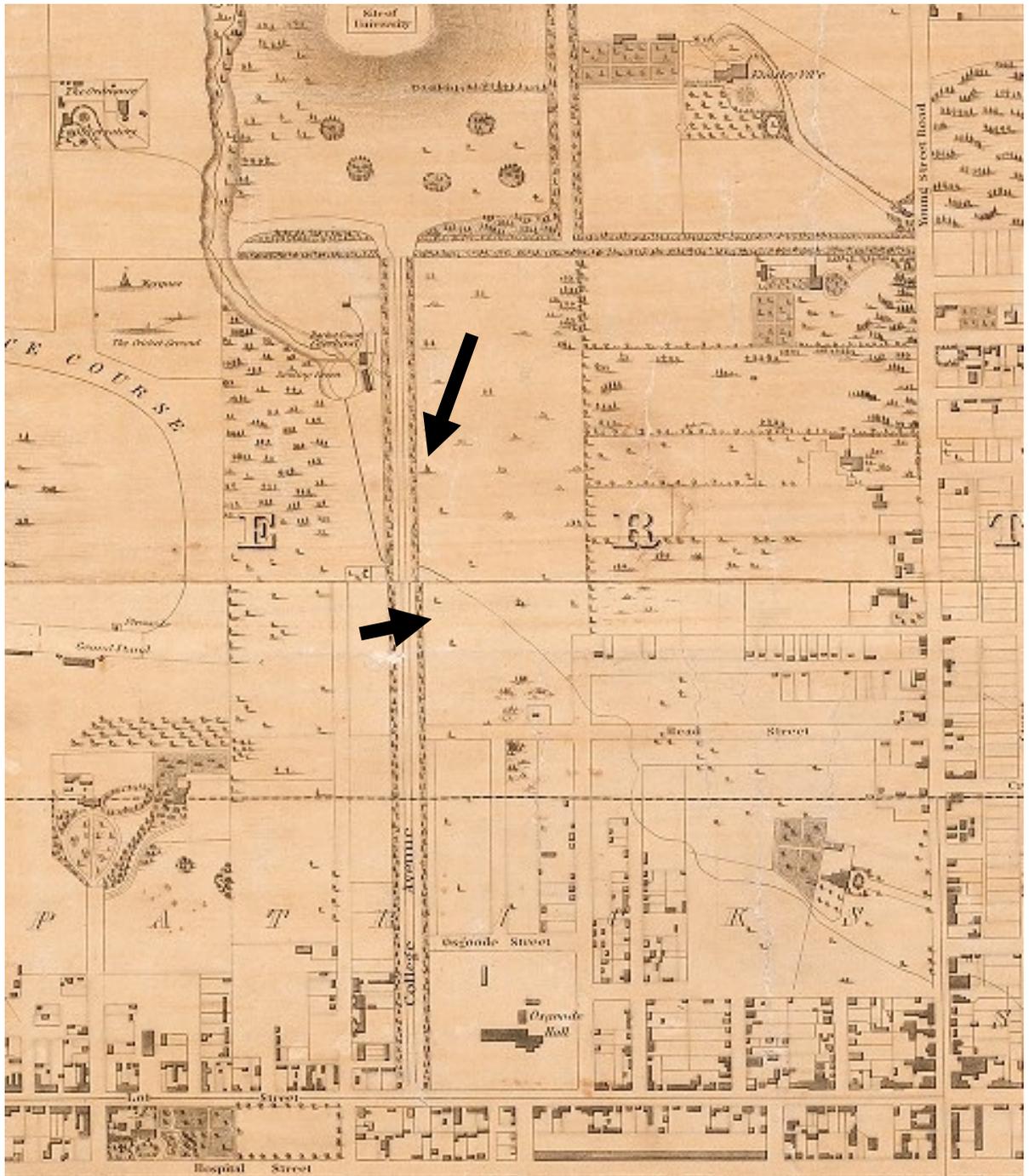
Attachment 17

"Charles Sherman Cobb,"  
<https://www.laconservancy.org/architects/charles-sherman-cobb>  
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 McKelvey, Margaret, and Marilyn McKelvey, Toronto: carved in stone, 1984  
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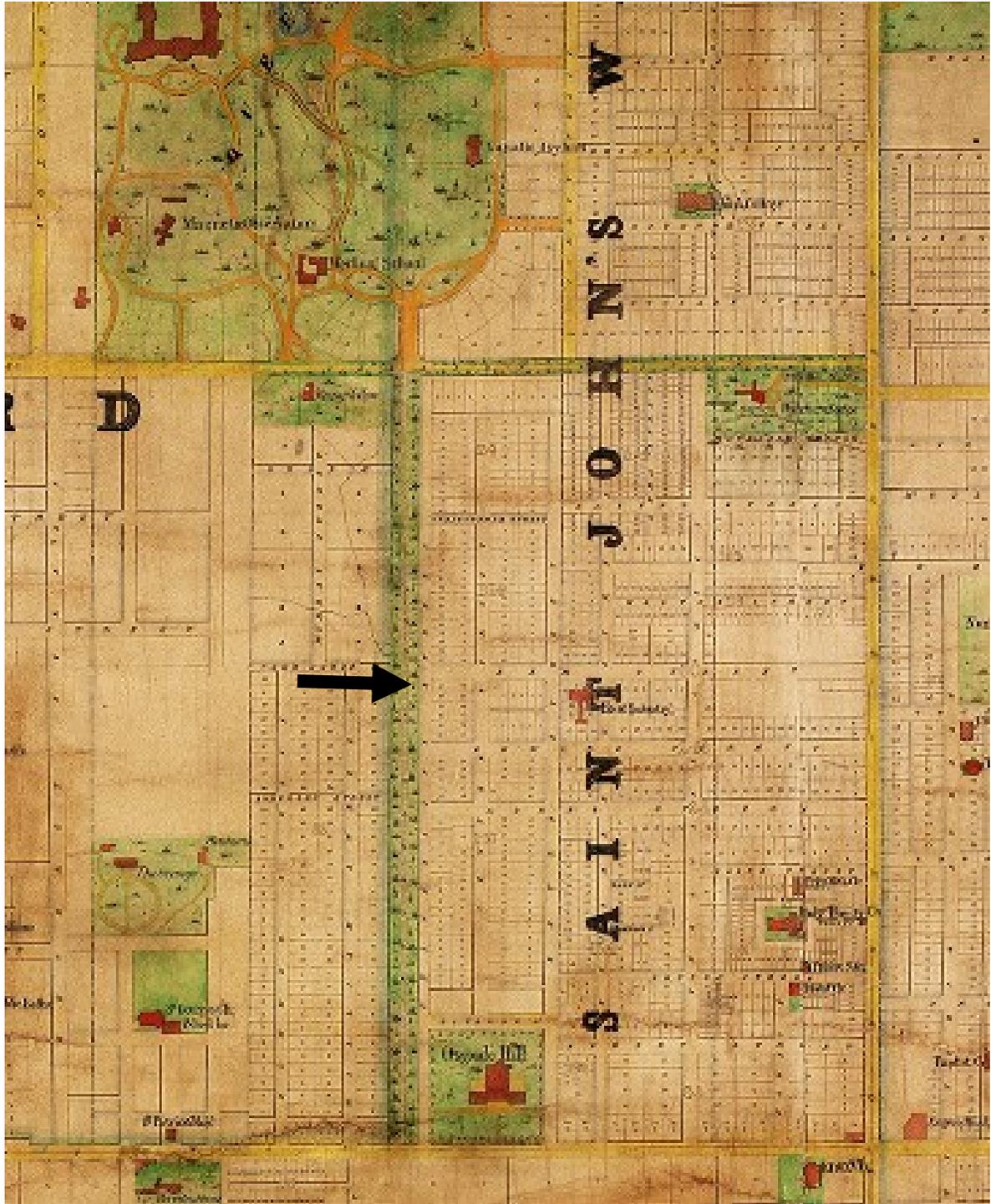
6. IMAGES – maps and atlases are followed by other archival images. The **arrows** marks the location of the property at 481 University Avenue



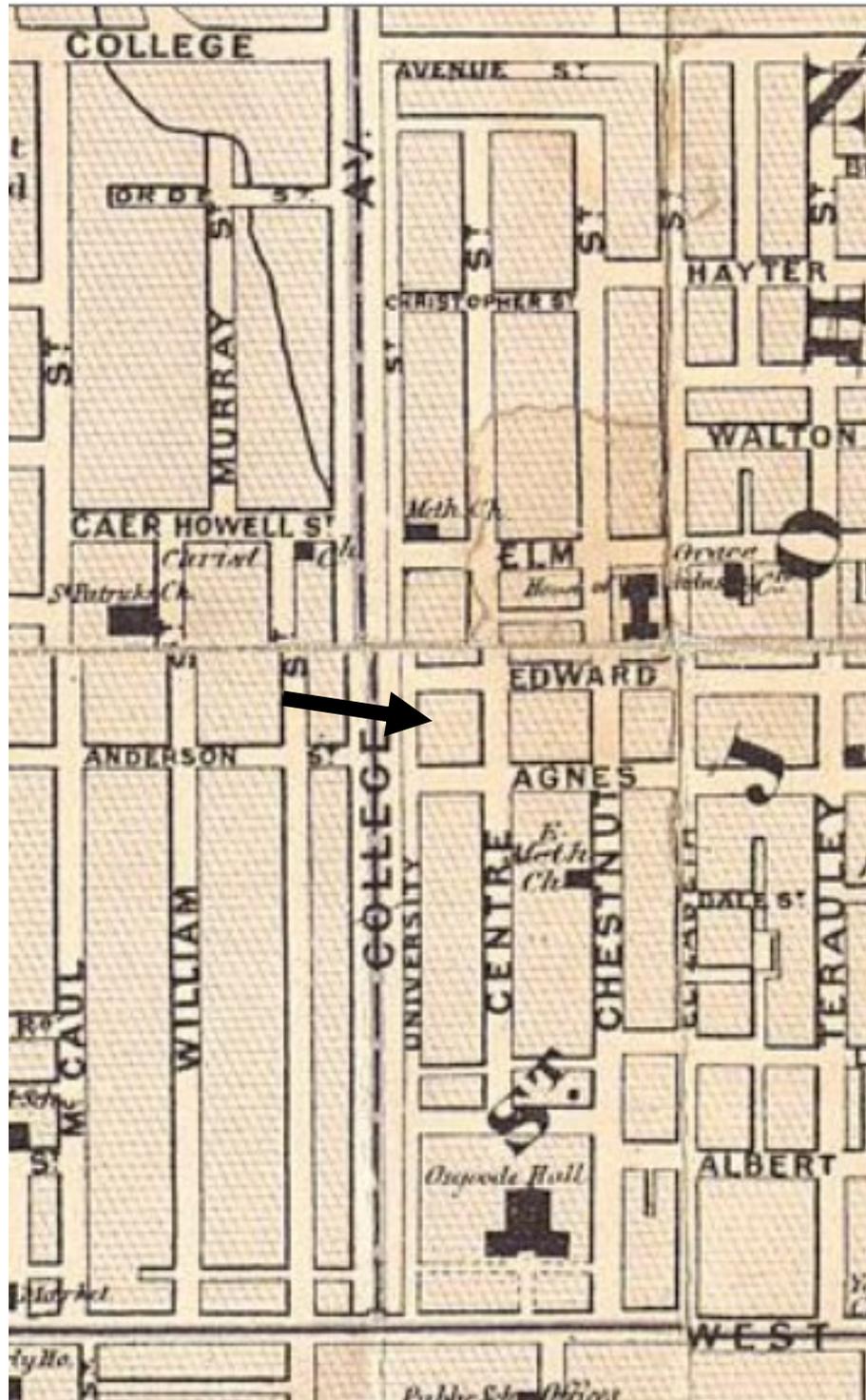
1. City of Toronto Property Data Map: showing the location of the Maclean Publishing Company's complex, which fills the city block bounded by University Avenue (west), Dundas Street West (south), Centre Avenue (east) and Edward Street (north)



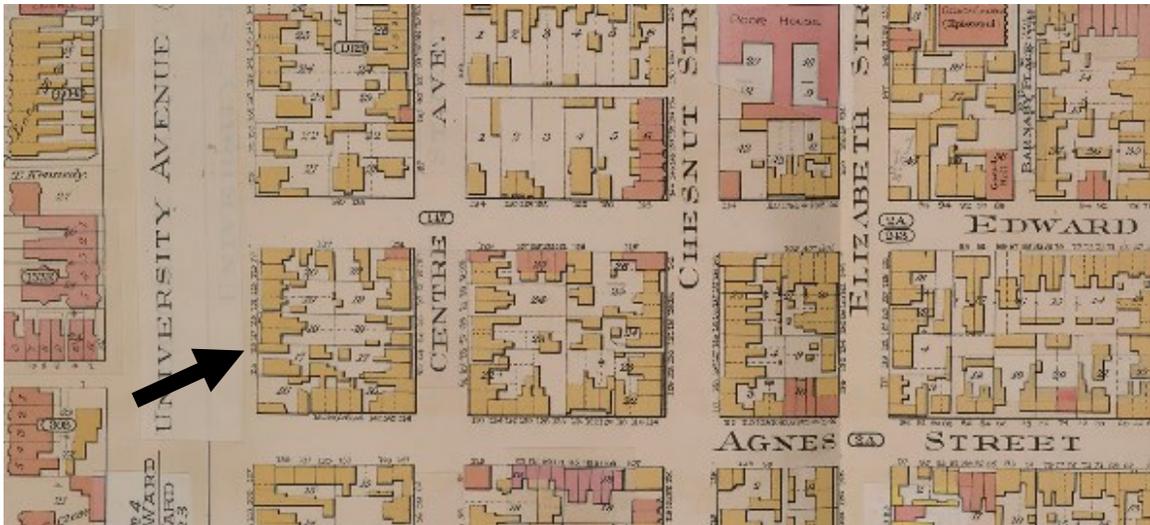
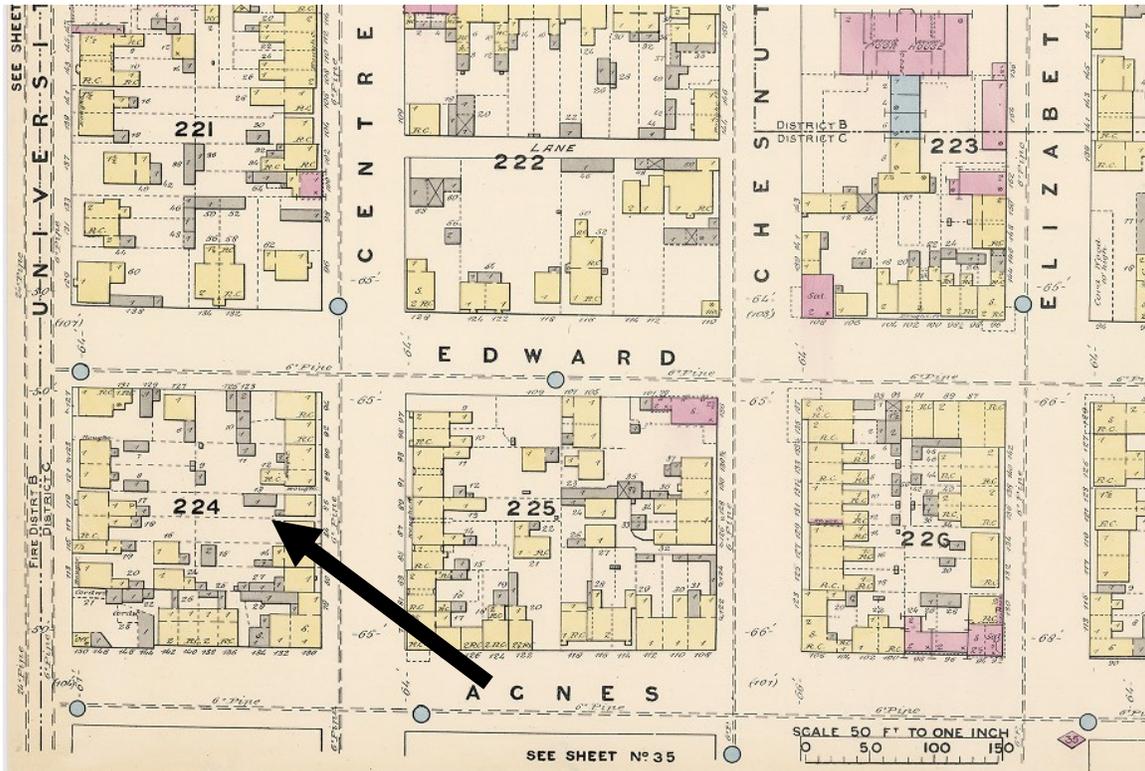
2. Cane's Topographical Plan of the City and Liberties of Toronto, 1842: showing the future route of University Avenue labeled “College Avenue” and extending from present-day Queen Street West to King's College (future Queen's Park)



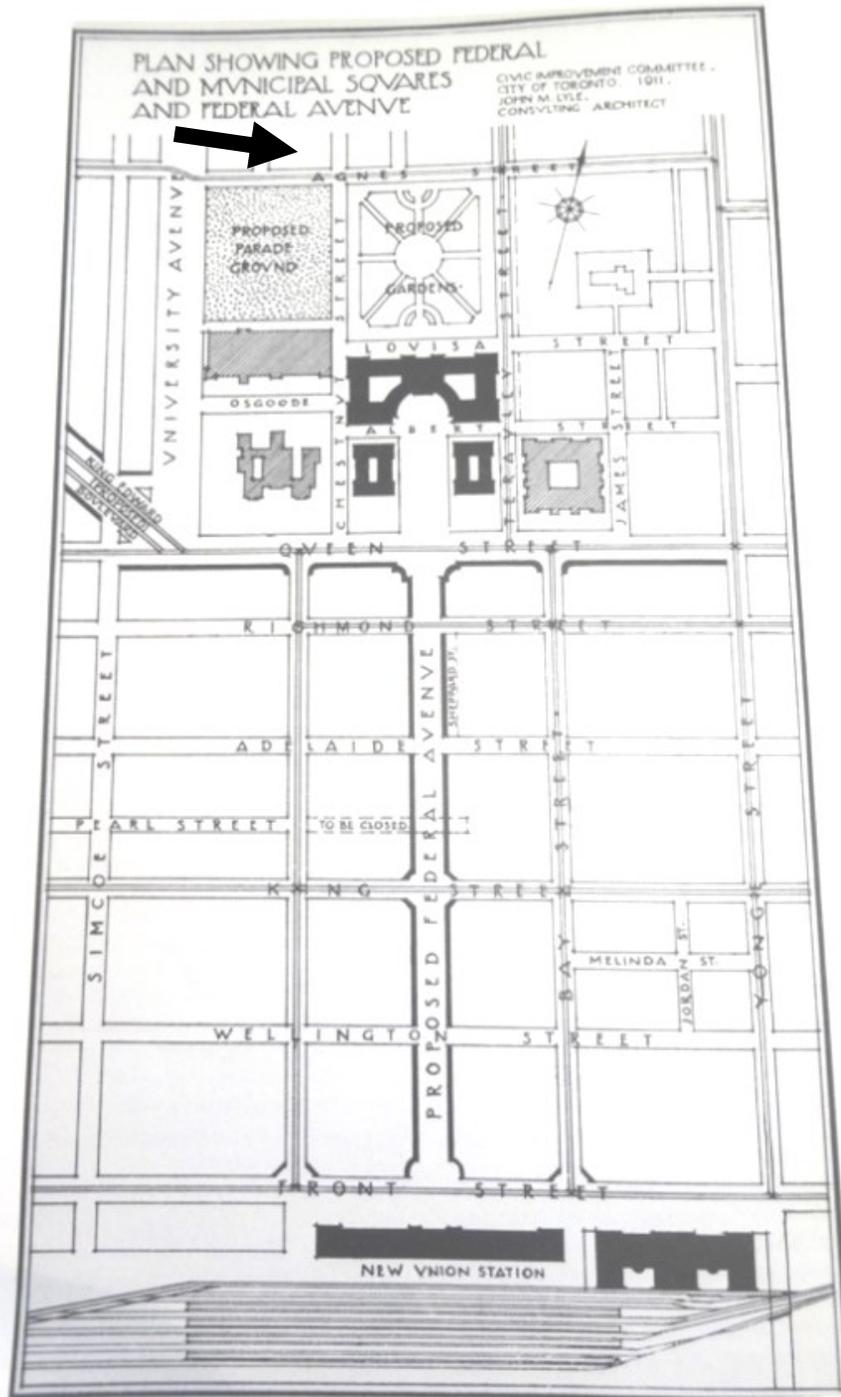
3. Browne's Plan of the City of Toronto, 1862: showing the subdivisions along the future University Avenue, where Plan147 was laid out on the east side of the thoroughfare, north and south of present-day Dundas Street West



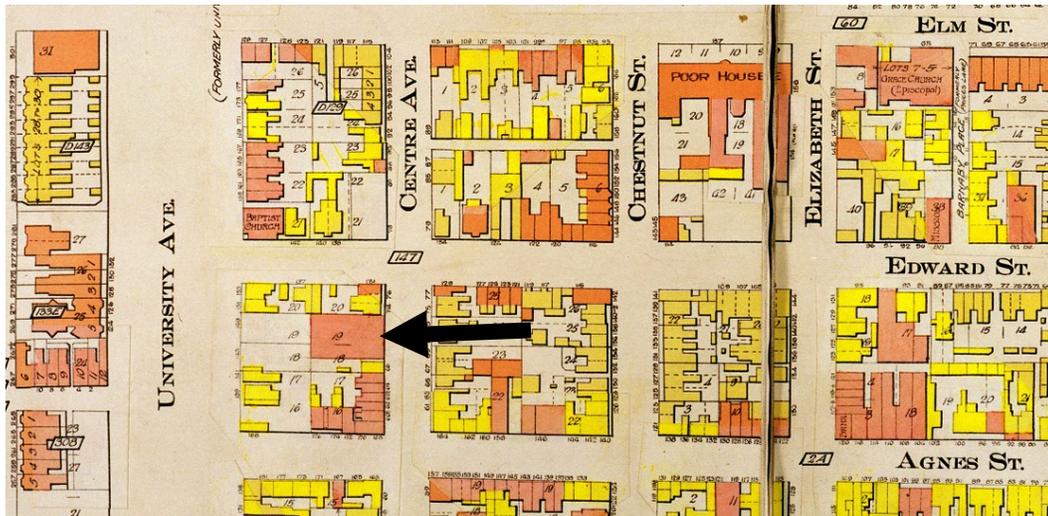
4. Cotterell, City of Toronto, 1878: showing the layout of "Centre Street", east of the parallel north/south streets labeled "University Street" and "College Avenue" (the future University Avenue)



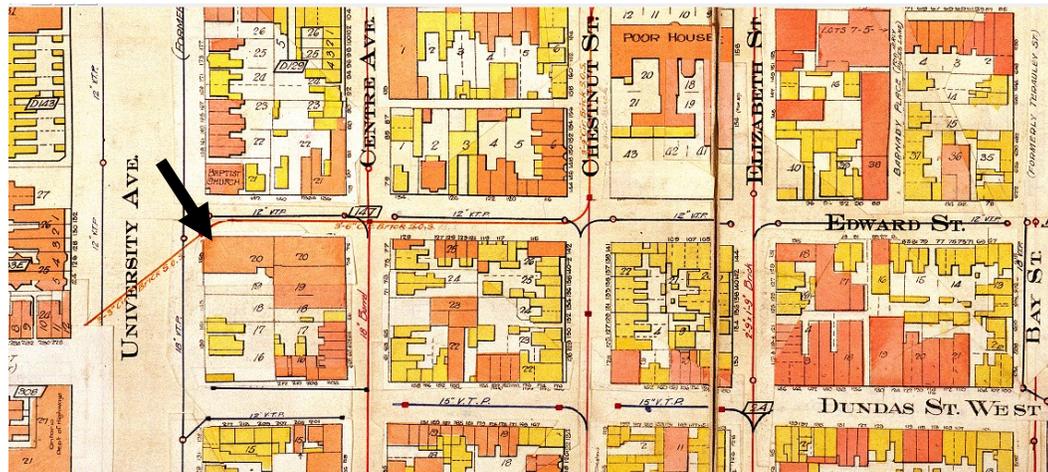
5. Goad's Atlases, 1880 (above) and 1903 (below): showing the status of the subject property where modest wood-clad residential buildings identified with the impoverished neighbourhood known as “The Ward” were in place prior to the development of Maclean's publishing complex



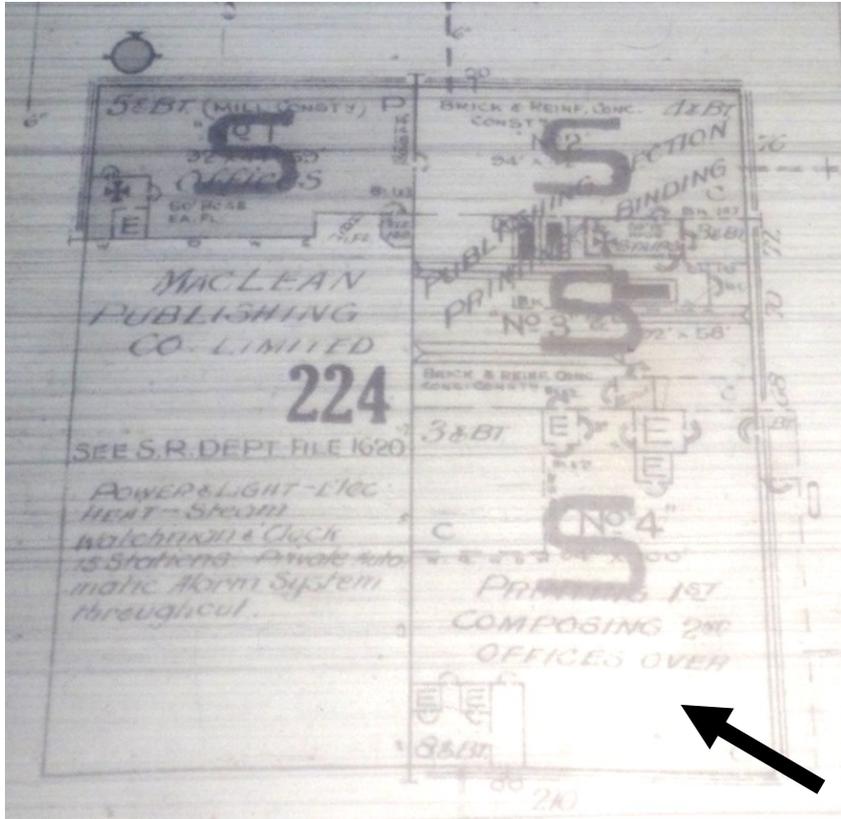
6. Map of Proposed "Federal Avenue," 1911: one of the designs associated with the City Beautiful Movement as proposed by Toronto's Civic Improvement League to create a ceremonial boulevard linking the new Union Station with a civic complex on the site of today's Toronto City Hall (the subject property is directly north)



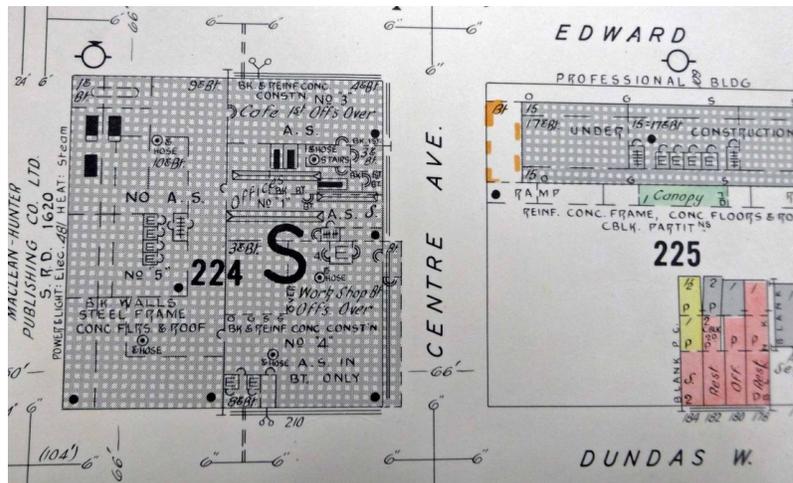
7. Goad's Atlas, 1910 revised to 1912: showing the first phase of the Maclean Publishing Company's complex (1910) on the west side of Centre Avenue



8. Goad's Atlas, 1910 revised to 1923: the Maclean Publishing Company's office building (1914) at the southeast corner of University and Edward and the printing plant (1919) at the southwest corner of Edward and Centre are illustrated, along with the renaming of Agnes Street after Dundas Street West was extended across the downtown core (the 1914 office building was demolished for the 1961 building)



9. Underwriters' Survey Bureau Atlas, January 1921 revised January 1943: showing the 1928 office building and printing plant on the northwest corner of Dundas Street West and Centre Avenue



10. Underwriters' Survey Bureau Atlas, January 1964: showing the site after the completion of the 1961 building for Maclean-Hunter on the east side of University Avenue





13. Archival Postcard, University Avenue, south from Queen's Park, 1897: showing the portion of the thoroughfare labelled as "Queen's Avenue" after the opening of the Ontario Legislature with the primarily residential neighbourhood to the south ([www.blogTO.com](http://www.blogTO.com))



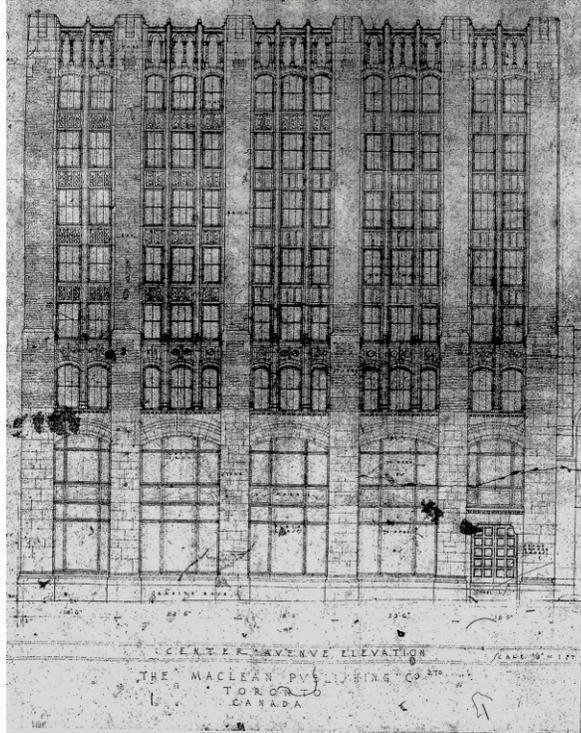
14. Archival Photograph, University Avenue, north of Queen Street West, 1900: showing the street prior to the construction of the first phase of the MacLean Publishing Company's complex and before the thoroughfare was widened (City of Toronto Archives, Fonds 1568, Item 310)



15. Archival Photograph, University Avenue and Agnes Street, 1908 (sic): looking northeast from the corner of present-day University Avenue and Dundas Street West and showing the Maclean Publishing Company's offices and printing plant on Centre Avenue in the background (although the photograph is dated "1908", other archival records indicate that the building was in place in 1910) (City of Toronto Archives, Fonds 1244, Item 522)



16. Archival Photograph, University Avenue and Edward Street, November 1929: showing the Maclean Publishing Company's office building facing University Avenue (later demolished), and the complementary 1919 printing plant on the southwest corner of Edward Street and Centre Avenue in the background (left) (City of Toronto Archives, Fonds 1231, Item 681)



17. Architectural Drawing, 210 Dundas Street West, 1928: showing the east elevation of Maclean's printing plant with offices above, which was built on the northwest corner of Dundas and Centre according to the designs of architect Murray Brown (City of Toronto Building Records)



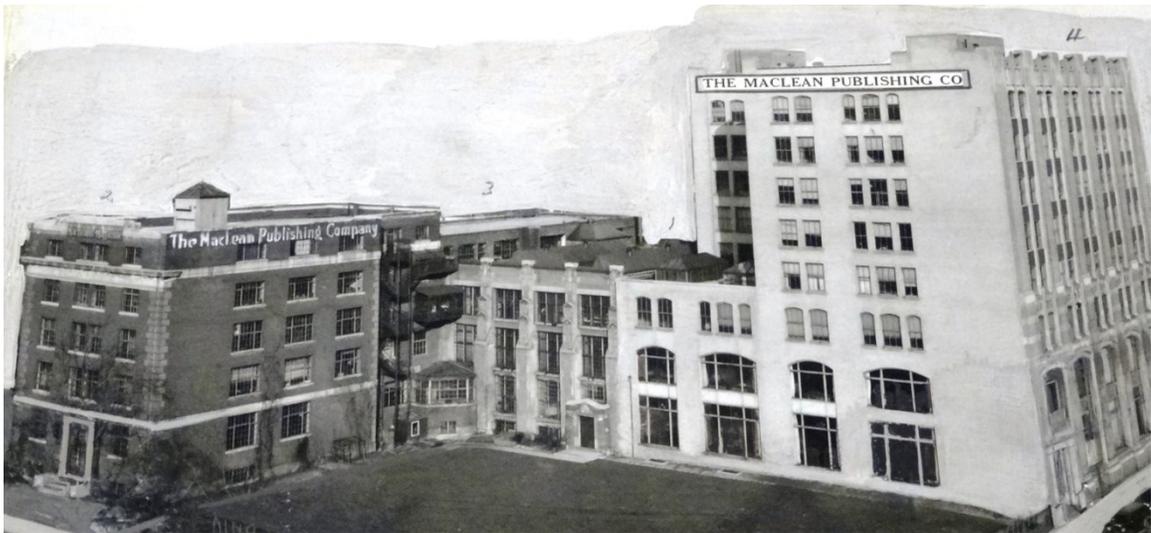
18. Archival Photograph, University Avenue and Dundas Street West, 1929: showing the Maclean Publishing Company complex with the 1928 building on the right (City of Toronto Archives, Fonds 1231, Item 827)



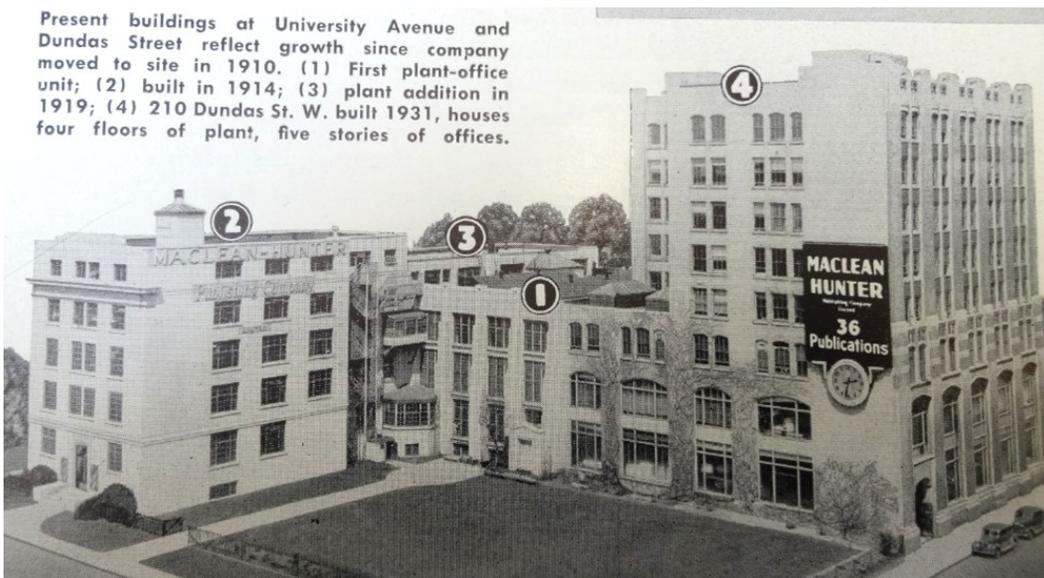
19. Archival Photograph, Dundas Street and Centre Avenue, 1929: showing the Maclean Publishing Company complex at the northwest corner of the intersection where the combined office building and printing plant (1928) stood among the tallest structures in the area (City of Toronto Archives, Fonds 1231, Item 680)



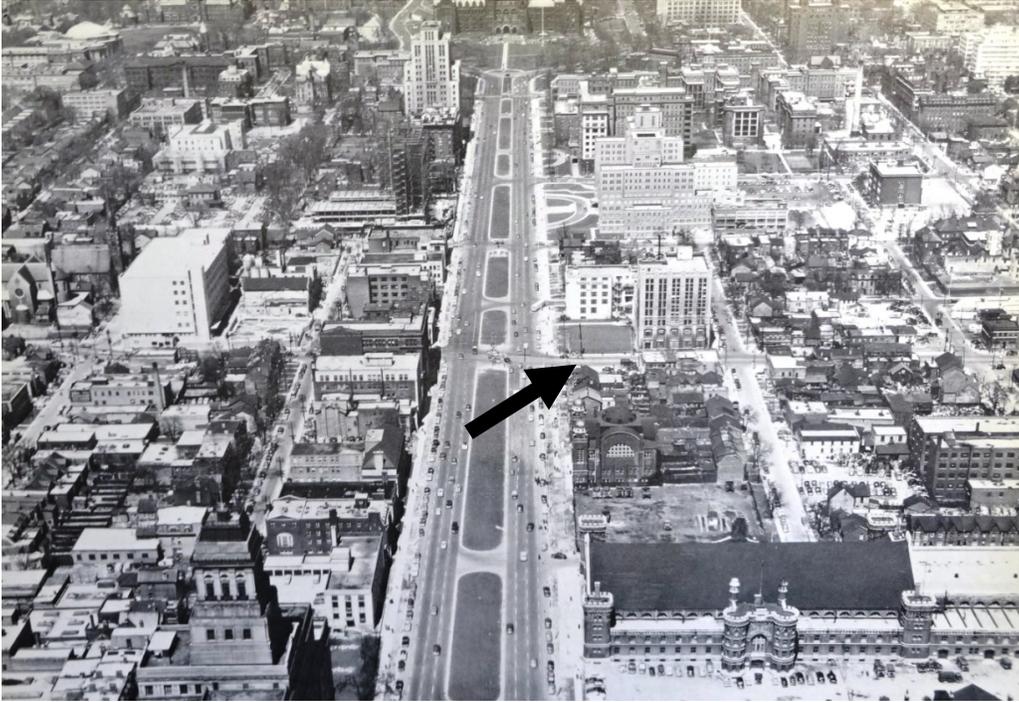
20. Archival Photograph, University Avenue, 1929: taken from the Canada Life Building and showing the Maclean Publishing Company complex on the east side of the thoroughfare between Dundas Street West and Edward Street, where the taller 1928 edifice overlooks the open space on University Avenue (City of Toronto Archives, Fonds 1244, Item 10090)



21. Perspective, Maclean Publishing Company Complex, 1934: showing the oldest parts of the complex before the company was renamed Maclean-Hunter, including the Maclean Publishing Company Building (1928) (Archives of Ontario, #F138-1-1-48)



22. Photograph, Maclean-Hunter Company, 1947: showing the complex two years after it was renamed, as indicated by the sign and clock on the subject building at 210 Dundas Street West (right) (Rutledge, 15)

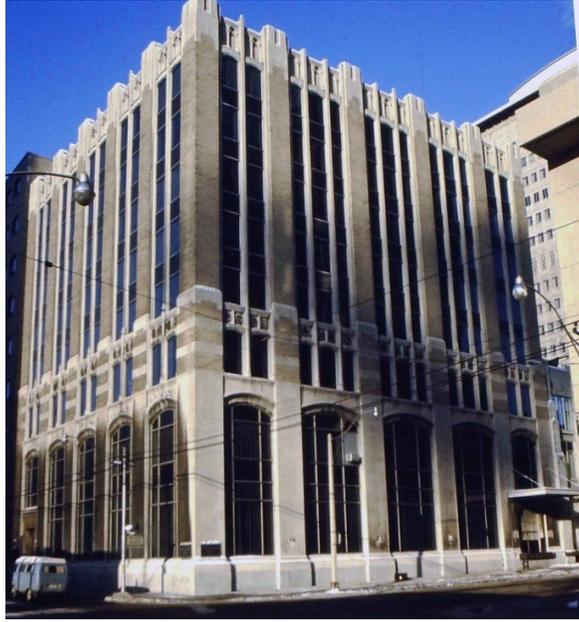


23. Archival Photograph, 1951: showing University Avenue after World War II and the location of the publishing complex on the northeast corner of Dundas Street West, where the Maclean Publishing Company Building (1928) remains the tallest building on the site (Jarrett, unpagued)



24. Archival Photographs, 481 University Avenue, 1973: showing the Maclean-Hunter Building (1961) on the east side of University, north of Dundas Street West that was the final piece of the publishing complex and partially concealed the 1928 edifice directly east (not shown) (City of Toronto Archives, Fonds 2043, Series 1587)

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25. Archival Photographs, 210 Dundas Street West: showing the Maclean Publishing Company Building (1928) on the northwest corner of Centre Avenue in 1976 when the property was listed on the City's heritage inventory (above) and in 1993 (below) (Toronto Historical Board)



26. Current Photographs, 210 Dundas Street West, 2014: showing the 1928 addition to the Maclean Publishing Company complex, with the south elevation (top left), the east and north walls (top right) and the detailing on the fourth-storey sills and spandrels (below) (Heritage Preservation Services)