

STATEMENT OF SIGNIFICANCE: 40 HANNA AVENUE ATTACHMENT NO. 3
(REASONS FOR DESIGNATION)

Brunswick-Balke-Collender Company Complex

Description

Located on the west side of Hanna Avenue where it extends along the block between Liberty and Snooker Streets, the Brunswick-Balke-Collender Company Complex (1905, with additions in 1907, 1912 and 1913) is an early 20th century industrial complex comprised of three attached factory buildings and a separate boiler house with a smokestack. The site was listed on the City of Toronto Inventory of Heritage Properties in 2004.

Statement of Cultural Heritage Value

The property at 40 Hanna Avenue 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 values.

The Brunswick-Balke-Collender Company Complex is valued as an important example of early 20th century industrial architecture in Toronto that is particularly distinguished by its scale, the vintage painted signage, and the landmark brick smokestack on the boiler house.

The associative value of the Brunswick-Balke-Collender Factory is linked to its designers, particularly Henry Simpson, the versatile Toronto architect who received the commissions for the original factory (1905), the complementary addition (1907) and the detached boiler house and smokestack (1912) while completing other significant projects in the industrial area adjoining King and Dufferin (now Liberty Village). The site is also associated with local architect J. L. Havill, who designed the large 1913 addition to the factory prior to his recruitment as the Imperial Oil Company's head designer.

The property at 40 Hanna Avenue is valued for its direct association with the Brunswick-Balke-Collender Company, the American firm that developed the site and occupied the premises for half a century. In the early 1900s, the company became the largest producer in the world of billiard tables and other recreational equipment, leading to the opening of its first international manufacturing facility in Toronto.

The contextual value of the property at 40 Hanna Avenue is found in the role of the Brunswick-Balke-Collender Company Complex in defining, maintaining and supporting the historical character of the area now known as Liberty Village, which was developed as an important manufacturing enclave in Toronto. The Brunswick-Balke-Collender Company's site is an integral part of the substantial collection of late 19th- and early 20th century industrial buildings in the area that were commissioned by enterprises that included the Toronto Carpet Manufacturing Company, the Gillett Company, and the

forerunner to the Canadian General-Electric Company, all of which are recognized heritage properties.

Contextually, the property at 40 Hanna Avenue is also valued for its visual and historical links to its surroundings in the industrial sector that was developed southeast of King and Dufferin Streets at the close of the 19th century and afterward. The Brunswick-Balke-Collender Complex faces the former Hinde and Dauch Paper Company Factory and Boiler House (1893ff. and more recently Irwin Toys) at 41-51 Hanna (west) and the Gowans, Kent and Company Warehouse (1906-1912) at 109 Atlantic Avenue (north), and overlooks the St. David's Tea Company Building (1890 with additions), the Canadian Bank of Commerce Book Vaults (1912-20) and the Bradshaw and Company Building (1905-10) at 60, 98 and 107 Atlantic Avenue, respectively (west), all of which are recognized heritage sites that contribute to the historical appearance of the neighbourhood.

With the scale of the complex, its prominent position at the east end of the former industrial enclave adjoining King and Dufferin Streets and, in particular its landmark brick smokestack, the Brunswick-Balke-Collender Company Complex stands as a local landmark in the Liberty Village neighbourhood.

Heritage Attributes

The heritage attributes of the property at 40 Hanna Avenue are the building complex known historically as the Brunswick-Balke-Collender Factory and Boiler House with:

- The placement, setback and orientation of the factory, which was designed in three stages along the west side of Hanna Avenue between present-day Snooker Street (north) and Liberty Street (south), with the detached boiler house and brick smokestack at the south end of the site
- The scale, form and massing of the four-storey factory complex and the detached boiler house with the smokestack
- The materials, with buff brick cladding and brick, stone and wood detailing
- Along the flat rooflines of the factories, the corner chimneys on the 1905 building, and the parapets on the north and south ends of the 1913 addition where an extension on the east side was originally the base for a water tower (later removed)
- On the factory complex, the entries and the symmetrically-placed flat-headed openings (mostly industrial-scale) with sills and minimal detailing, as well as the segmental-arched openings with the brick arches on part of the east elevation of the 1913 (south) building (some of the door and window openings have been altered)
- The restored painted signage reading "Brunswick-Balke-Collender Company of Canada Limited" on the south wall of the 1913 section, and the remaining original painted company signage on the factory buildings
- The detached boiler house with the segmental-arched openings and the extended brick smokestack with corbelled detailing

- The views of the landmark chimney along Liberty Street, including the view looking northwest from the corner of Hanna and Liberty that encompasses the boiler house and factory complex in situ on Hanna Avenue