

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



WILLIAM HUBBARD HOUSE
660 BROADVIEW AVENUE, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

February 2016

1. DESCRIPTION



Cover: principal (east) elevation of the William Hubbard House at 660 Broadview Avenue;
Above: east (right) and south (right) elevations (Heritage Preservation Services, February 2016)

660 Broadview Avenue: William Hubbard House	
ADDRESS	660 Broadview Avenue
WARD	Ward 30 (Toronto-Danforth)
LEGAL DESCRIPTION	Plan 274E, Lot 15
NEIGHBOURHOOD/COMMUNITY	Riverdale
HISTORICAL NAME	William Hubbard House, politician
CONSTRUCTION DATE	1908
ORIGINAL OWNER	William Hubbard
ORIGINAL USE	Residential (single detached house)
CURRENT USE*	Educational (private school) * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	G. W. Gouinlock, architect
DESIGN/CONSTRUCTION	Brick cladding with brick, stone and wood trim
ARCHITECTURAL STYLE	Period Revival
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Historical/Associate & Contextual
HERITAGE STATUS	Listed on the City of Toronto's Heritage Register
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	February 2016

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 660 Broadview Avenue 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
1894 Jan	William Hubbard wins his first election as an alderman in the City of Toronto, beginning 15 consecutive terms as a municipal politician
1898 Jan	Hubbard is appointed to Toronto's Board of Control
1904 Jan	In the first election for the Board of Control, Hubbard secures one of the four positions
1905 Nov	Following the registration of Plan 274E in October, Julia Hubbard, the wife of William Hubbard, purchases Lot 15
1906 Apr	William Hubbard is recorded in the tax assessment roll as the owner of vacant Lot 15
1908 Jan	Hubbard loses his first election to the Board of Control
1908 May	The building permit is issued for the house, with the architect identified as G. W. Gouinlock (the assessment roll is compiled during the same month, with the subject property remaining vacant)
1908 May	Hubbard is sworn in as Justice of the Peace for York County
1908 July	William and Julia Hubbard secure two mortgages on the subject property, suggesting the construction of the house is being financed
1909 Aug	William Hubbard is identified in the tax assessment roll as the owner/occupant of a house valued at \$4000
1909	The City Directory for 1910, with information dating to the previous year, identifies William Hubbard as the occupant at 660 Broadview Avenue
1913	Hubbard is elected Alderman for Ward 1, but retires later that year
1917	Julia Hubbard dies
1935 Apr	William Hubbard dies
1935 May	Frederick Hubbard and Lillian Wells, the surviving children of William and Lillian Hubbard, sell the subject property
1978	The property at 660 Broadview Avenue is listed on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register)
1979	A plaque commemorating William Hubbard is unveiled in Riverdale Park
1995	The Montcrest School acquires the property at 660 Broadview Avenue
2009	The commemorative plaque is replaced with one at 660 Broadview Avenue

ii. HISTORICAL BACKGROUND

Riverdale

Following the founding of the Town of York (Toronto) in 1793, the area beyond the townsite, the government and military reserves and the Park Lots was part of York Township and surveyed into 200-acre farm lots. On the east side of the Don River,

township lot 15 was granted to Lieutenant-Governor Simcoe's secretary, John Scadding. Following Scadding's death, his estate retained the property until 1856 when the City of Toronto purchased the section north of present-day Gerrard Street East. While the Don Jail (1858) was constructed on the south end of this tract with the adjoining land operated as an industrial farm, the remaining land became part of Riverdale Park, which officially opened in 1880.¹

The fledging community that developed east of the Don River and south of the Danforth Road (Danforth Avenue) was informally known as Don Mount and Riverside, with access to the city limited to a few bridges. The Grand Trunk Railway (later Canadian National Railways) extended its line across the district in the mid-19th century, opening this area to residential, commercial and industrial development.

In 1884, the City of Toronto annexed the area roughly bounded by the Don River and Danforth, Greenwood and Eastern Avenues as Riverdale. At the same time, the former mill road between Queen and Danforth was renamed Broadview Avenue "because of its spectacular views" overlooking the park and river.² Annexation delivered municipal services, while a streetcar line along Broadview Avenue to the Danforth connected the area with the downtown core and served the new residential subdivisions adjoining the route. However, the completion in 1918 of the Bloor Street Viaduct accelerated the development of the district, which was promoted as "East Rosedale" for the number and quality of upscale residential developments adjoining the Broadview and Danforth corridors.³

The development of the area in the 19th and early-20th centuries can be traced on historical maps and atlases, including those found in Section 6 below.

660 Broadview Avenue

A residential subdivision was surveyed along the west side of Broadview Avenue between Riverdale Park and the Danforth in October 1905 (Image 5). The next month, Lot 15 was acquired by Julia Hubbard, the wife of Toronto politician William Peyton Hubbard (1842-1935). Born in Toronto to the son of freed slaves from Virginia, Hubbard originally trained and worked for 16 years as a baker, inventing a special oven that was produced by the Hubbard Portable Oven Company.⁴ According to historical accounts, Hubbard's interest in politics began when, working for his uncle's livery business, he saved the life of the famed newspaper publisher, national politician and abolitionist, George Brown and became his personal driver. Hubbard won his first election as an alderman in Toronto's Ward 4 in 1894, launching a 15-year career in municipal politics.

¹ Riverdale Park continued on the west bank of the Don, where part of the City-owned land was reserved as the second location of Toronto General Hospital (1856)

² Myrvold, 11

³ The subdivisions along Broadview Avenue were dubbed "Doctors' Row" for the number of medical practitioners who moved to this community

⁴ After inventing the device, Hubbard never participated in the company, which was founded and operated by his two brothers

While serving as an alderman, Hubbard was a member of the Toronto Harbour Commissioners and other City agencies, as well as active in the Ontario Municipal Association, later serving as that organization's president. In 1898, Hubbard received an important appointment to the City's Board of Control, the four-member body with oversight of all municipal spending. Beginning in 1904 when elections were first held for the Board of Control, Hubbard won four successive terms and, in 1906 "topped the polls for Controller with...one of the largest mandates a Toronto politician ever received."⁵ Ironically, "at a time when Black Torontonians were barred from some Toronto hotels and restaurants, [Hubbard]...became Toronto's' second most powerful elected official, at times serving as Acting Mayor."⁶ After Hubbard's support for the provision of hydro-electric power to the city proved unpopular, he lost his first election to the Board of Control in 1908. Hubbard became Justice of the Peace for York County, but soon afterward retired from politics at the age of 66.⁷

Hubbard's retirement coincided with the construction of his new residence on Broadview Avenue that, following the issuance of a building permit in May 1908, was occupied by the following spring. The neighbouring house at 662 Broadview Avenue was completed at the same time for Hubbard's son, Frederick L. Hubbard (1878-1953).⁸ William Hubbard returned briefly to municipal politics as alderman for Ward 1 in 1913. Retiring that same year, Hubbard was honoured with the unveiling of his portrait at Toronto City Hall (Image 8).

Following Hubbard's death in 1935 at age 93, his Broadview Avenue property was sold. In 1995, it was acquired by the Montcrest School (founded 1961), a private non-denominational school for elementary students, which developed a campus comprising several house form buildings and new structures on Broadview Avenue north of Montcrest Boulevard.

The property at 660 Broadview Avenue was included on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) in 1976. Three years later, at the instigation of historian Daniel Hill, the Ontario Black History Society (OBHS) and members of the Hubbard family, a commemorative plaque honouring William Hubbard was unveiled in Riverdale Park near his Broadview Avenue residence. The plaque was updated in 2009 by Heritage Toronto in partnership with the OBHS and the Riverdale Historical Society and installed at 660 Broadview Avenue (Image 13).

⁵ Hubbard, 79

⁶ Plaque text, "William Peyton Hubbard" (Image 13)

⁷ Hubbard's numerous accomplishments as a municipal politician, as well as his service to many charitable agencies and as a long-time member of St. George's Church, are documented in the biography Against All Odds (1987) written by his great-grandson, Stephen L. Hubbard

⁸ Hubbard Boulevard was named in recognition of Frederick Hubbard and his distinguished career with the forerunners to today's Toronto Transit Commission. The house at 662 Broadview remained in his family until 1965 and is listed on the City's Heritage Register

G. W. Gouinlock, Architect

The William Hubbard House was designed by Toronto architect, G. W. (George Wallace) Gouinlock (1861-1932). During his 40-year career, during which he worked alone and in partnership, Gouinlock accepted commissions for all type of buildings, from residences in the city's high-end neighbourhoods to large-scale industrial warehouses in King-Spadina. However, he is best known for his role in the pre-World War I era when he redesigned the present-day Canadian National Exhibition grounds and prepared plans for new buildings, including the extant Horticultural Building (1906-1907). Gouinlock designed the William Hubbard House during the same period that he completed other notable projects, such as the Birkbeck Building (1908, and now the Ontario Heritage Trust's headquarters on Adelaide Street East), which is also recognized on the City's Heritage Register.

iii. ARCHITECTURAL DESCRIPTION

Current photographs of the property at 660 Broadview Avenue are found on the cover and in Sections 2 and 6 of this report. The William Hubbard House was designed with features of the Period Revival Style introduced in the early 20th century. The style is described as an "inclusive term" referring to designs inspired by residential buildings from the English Tudor period, including those "marked by a striking combination of Medieval forms with Classical elements."⁹ The William Hubbard House is a more restrained version of the style (particularly in comparison with the houses adjoining it to the south at 650 and 658 Broadview), but displays the asymmetrical composition, the steeply-pitched roof with flared eaves and a tall chimney, as well as the multiple bay windows that reflects the Period Revival.

The William Hubbard House rises 2½-stories above a raised base with window openings. The building is clad with red brick, with brick, stone and wood detailing. The structure is covered by a steeply-pitched gable roof with an extended brick chimney on the south end and an oversized shed-roofed dormer on the north slope (the dormer is a modification). The east end of the gable roof is enclosed as a pediment with extended eaves and flat-headed window openings. Below, the principal (east) elevation is arranged in three bays with the main entrance centred in the first (ground) floor. Set in a surround with a transom, this entrance is protected by a single-storey open porch with classical detailing. Above the entrance, a diminutive flat-headed window opening marks the second storey. In the north (right) bay, segmental-arched window openings are found in both stories, with the larger version in the first floor incorporating a transom. The south (left) bay contains a two-storey three-sided bay window. The side elevations (north and south) are viewed from Broadview Avenue, with the fenestration on the north wall placed according to the interior arrangement. On the south wall, a single segmental-arched window opening is found in the first floor beside the three-sided bay window (which has been modified and extended as a dormer). Most of the window openings are highlighted by

⁹ Blumenson, 156

brick voussoirs and stone keystones. The rear (west) extensions to the house are not identified as heritage features.

iv. CONTEXT

The location of 660 Broadview Avenue is shown on the map attached as Image 1. The property is found on the west side of the street in the extended block between Montcrest Boulevard to the south and Danforth Avenue on the north. The William Hubbard House is part of the surviving group of nearly a dozen early 20th century house form buildings that is contiguous north of Montcrest, apart from the removal of one of the original structures and its replacement with the Coral Gable Apartments (1956) at 678 Broadview. All of the properties, including the apartment building, are included on the City of Toronto’s Heritage Register. On the opposite side of Broadview Avenue, the street contains a mixture of detached and semi-detached house form buildings, as well as the Broadview Mansions (1927), the mid-size apartment complex on the corner of Broadview Avenue and Tennis Boulevard, which is also recognized on the Heritage Register.

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.

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

Representative and Well-Crafted Example of a Style and Type - The William Hubbard House is valued for its design as a fine and well-crafted representative example of the Period Revival style applied to an early 20th century house form building. Displaying the mixture of elements drawn from English medieval architecture, its design is particularly distinguished by the steeply-pitched gable roof with the flared eaves and tall chimney, the asymmetrical arrangement of the principal (east) elevation, and the mixture of window styles that is typical of the Period Revival. In its design and vintage, the William Hubbard House complements the neighbouring residential buildings along the west side of Broadview Avenue adjoining Riverdale Park.

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X

ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	N/A
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	X

Person - The property at 660 Broadview Avenue is particularly significant for its historical association with William Peyton Hubbard (1842-1935), who is recognized as the first black politician in Toronto. While winning 13 consecutive elections, he served in significant positions as an elected official, including as a member of the City’s Board of Control and as Deputy Mayor. Hubbard’s retirement from municipal politics in 1908 coincided with the construction of his residence on Broadview Avenue, where he remained for nearly 30 years, including a brief return to City Council as an alderman in 1913. Hubbard was involved in numerous City initiatives and charitable causes, among them his 40-year stint as a board member for the House of Industry. Hubbard’s contributions to the City are summarized on the commemorative plaque (2009) located on the property at 660 Broadview Avenue.

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

Character and Surroundings – Contextually, the property at 658 Broadview Avenue is also valued for its role in defining, maintaining and supporting the historical character of Broadview Avenue between present-day Montcrest Boulevard and Danforth Avenue that was developed as a high-end residential enclave in the early 1900s. The William Hubbard House is historically and visually linked to its setting in the block where it forms part of a contiguous group of house form buildings that complement one another in their early 20th century stylistic appearance and placement along the edge of Riverdale Park.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 660 Broadview Avenue has design, associative and contextual values. Located on the west side of Broadview Avenue north of Montcrest Boulevard, the William Hubbard House is a well-crafted representative example of an early 20th century house form building designed in the Period Revival style by Toronto architect G. W Gouinlock. It supports the historic character of Broadview Avenue adjoining Riverdale Park as a high-end residential neighbourhood, and is historically and visually linked to its setting as part of a surviving enclave of early 20th century house form buildings that are recognized on the City of Toronto’s Heritage Register.

5. SOURCES

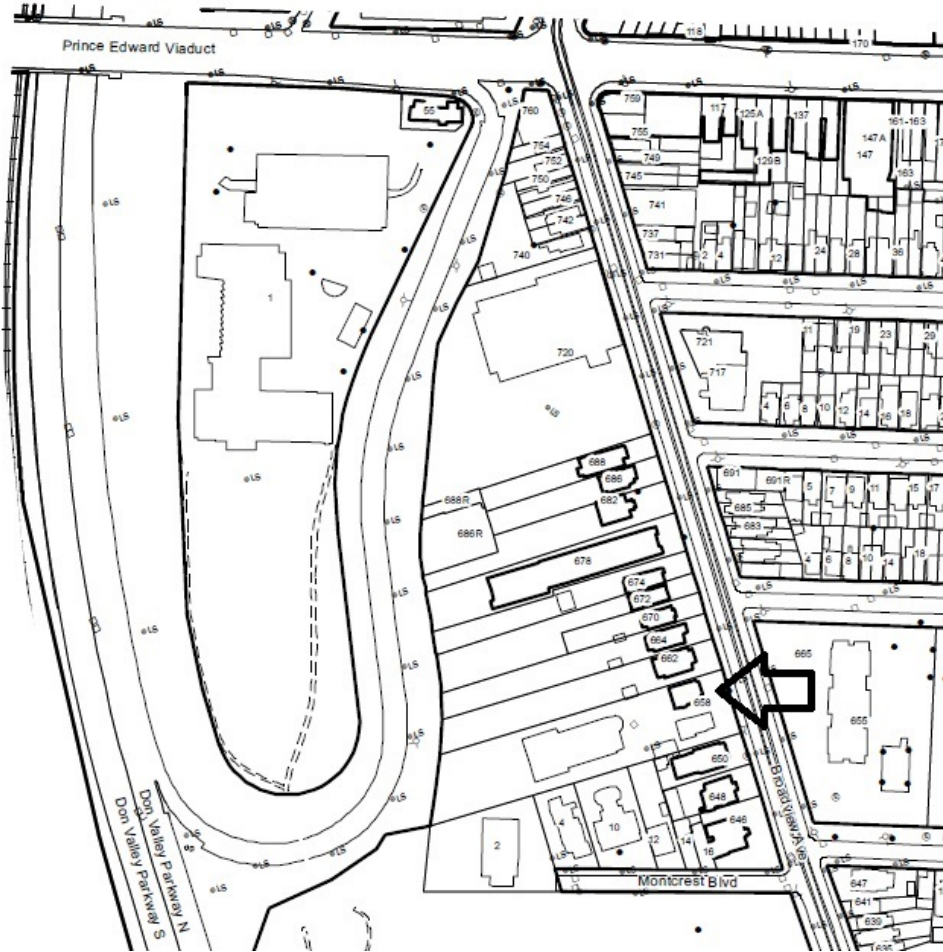
Archival Sources

Abstract Index of Deeds, Plan 274E, Lot 15
Archival Photographs, <http://www.thecanadianencyclopedia.ca/en/media/8003/>, City of Toronto Archives and Toronto Historical Board (individual citations in Section 6)
Assessment Rolls, City of Toronto, Ward 1, Division 2, 1900 ff.
Browne, Map of the Township of York, 1851
Building Permit #10979, May 12, 1908, City of Toronto Archives
City of Toronto Directories, 1900 ff.
Decennial Censuses of Canada, 1871 ff.
Goad's Atlases, 1884-1923
Tremaine, Map of the City of Toronto, 1860
Underwriters' Survey Bureau Atlases, 1931 revised to 1935 and 1951

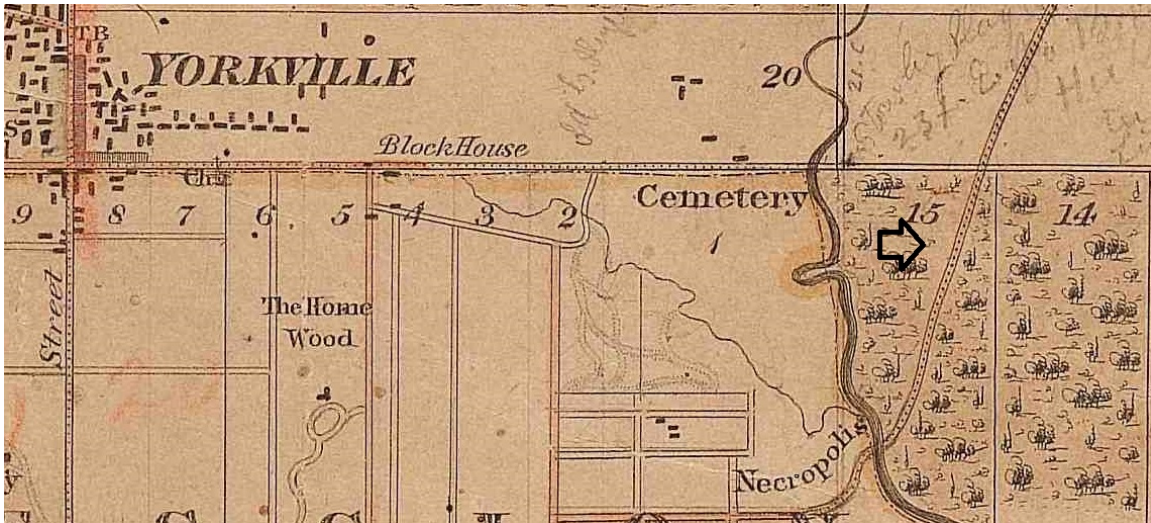
Secondary Sources

Blumenson, John. Ontario Architecture, 1990.
"Former slaves' son became popular Toronto controller," Toronto Star, September 9, 1978
"George Wallace Gouinlock," entry in Biographical Dictionary of Architects in Canada, 1800-1950, <http://www.dictionarofarchitectsincanada.org/node/1593>
Hill, Daniel G., Freedom Seekers: Blacks in Early Canada, 1981
Hubbard, Stephen L., Against All Odds, 1987
McHugh, Patricia, Toronto Architecture: a city guide, 2nd ed., 1989
Muir, Elizabeth Gillian, Riverdale: East of the Don, 2014
Myrvold, Barbara, The Danforth in Pictures, 1979
-----, Historical Walking Tour of the Danforth, 1992
William Hubbard Fonds, City of Toronto Archives, Fonds 1328
"William Peyton Hubbard," Plaque Text, Heritage Toronto, 2009

IMAGES – The **arrows** mark the location of the subject property. All maps are oriented with north on the top.



1. City of Toronto Property Data Map: the location of the property at 660 Broadview Avenue is shown on the west side of Broadview Avenue, north of Montcrest Boulevard.



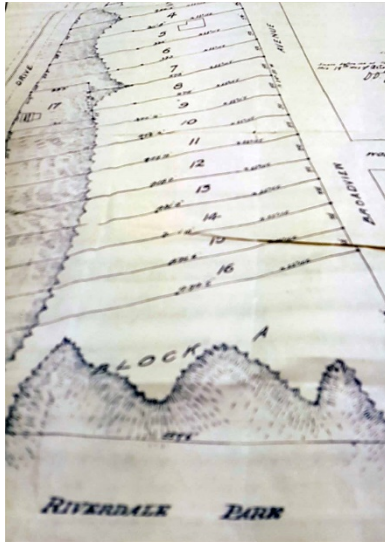
2. Browne's Map of the Township of York, 1851: showing the future site of 660 Broadview Avenue at the north end of Lot 15 in York Township.



3. Tremaine's Map of the City of Toronto, 1862: prior to the development of the subject property, the land was owned by the City of Toronto, which developed the Don Jail (labelled "new jail") and an industrial farm on the tract.



4. Goad's Atlases, 1884 (above) and 1903 (below): the subject property remained vacant during the twenty-year period depicted on the fire insurance atlases, while residential subdivisions were developed on the opposite (east) side of Broadview Avenue.



5. Plan 274E, August 1905: showing the subdivision on the west side of Broadview Avenue where the William Hubbard House was built in 1908 on Lot 15 (Toronto Land Registry Office).



6. Archival Photograph, William Hubbard, 1908: showing the retired politician outside of his Broadview Avenue residence (Hubbard, 110).



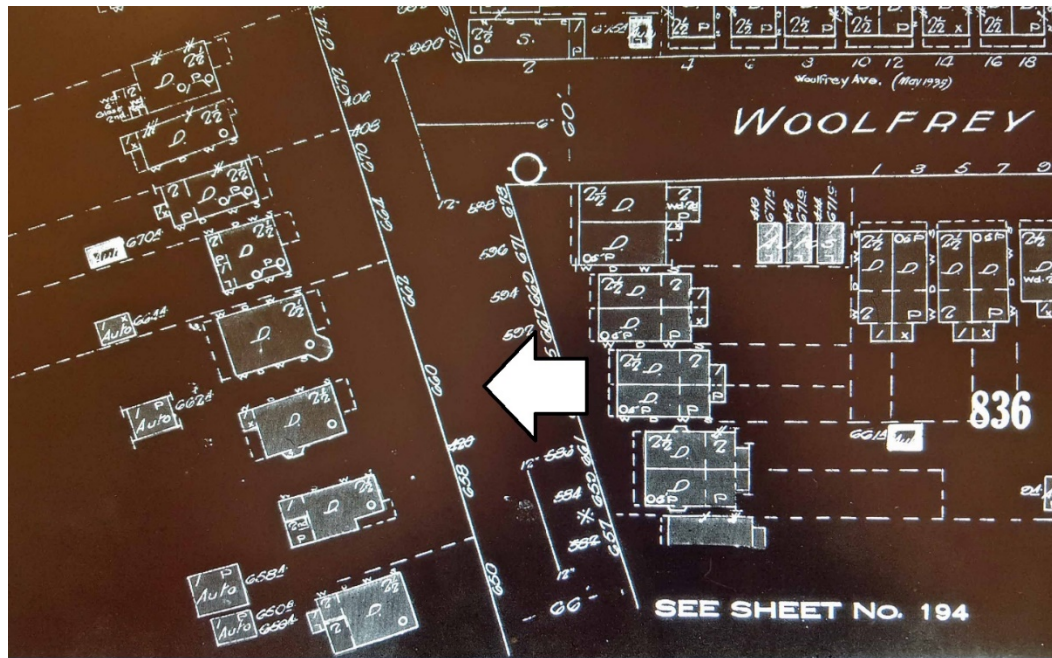
7. Goad's Atlas, 1910 revised to 1912: the William Hubbard House is illustrated on the update to the fire insurance atlas.



8. Portrait of William Peyton Hubbard, 1913: unveiled at (Old) Toronto City Hall following Hubbard's final retirement from municipal politics (<http://www.thecanadianencyclopedia.ca/en/media/8003/>).



10. Archival Photograph, Broadview Avenue south of Danforth Avenue, 1920: showing the residential street where the William Hubbard House was built near the south end of the group of early 20th century house form buildings (City of Toronto Archives, Series 372, Item 862).



11. Underwriters' Survey Bureau Atlas, 1931 revised to 1935: showing the status of the property (no changes are illustrated on the 1951 revisions to the fire insurance atlas).



12. Archival Photograph, Broadview Avenue, north of Montcrest Boulevard, July 1977: showing the William Hubbard House as part of the enclave of early 20th century residential buildings in this block (Toronto Historical Board).



13. Commemorative Plaque, 660 Broadview Avenue, 2009: the plaque, produced by Heritage Toronto in association with the Ontario Black History Society and the Riverdale Historical Society, replaced the original version unveiled in Riverdale Park in 1979 (<https://www.google.ca/maps/@>).



14. Current Photographs, Broadview Avenue, February 2016: showing the east (left) and north (right) elevations of the William Hubbard House (above), and its location near the south end of the enclave of early 20th century houses on Broadview Avenue, north of Montcrest Boulevard (below) (Heritage Preservation Services).