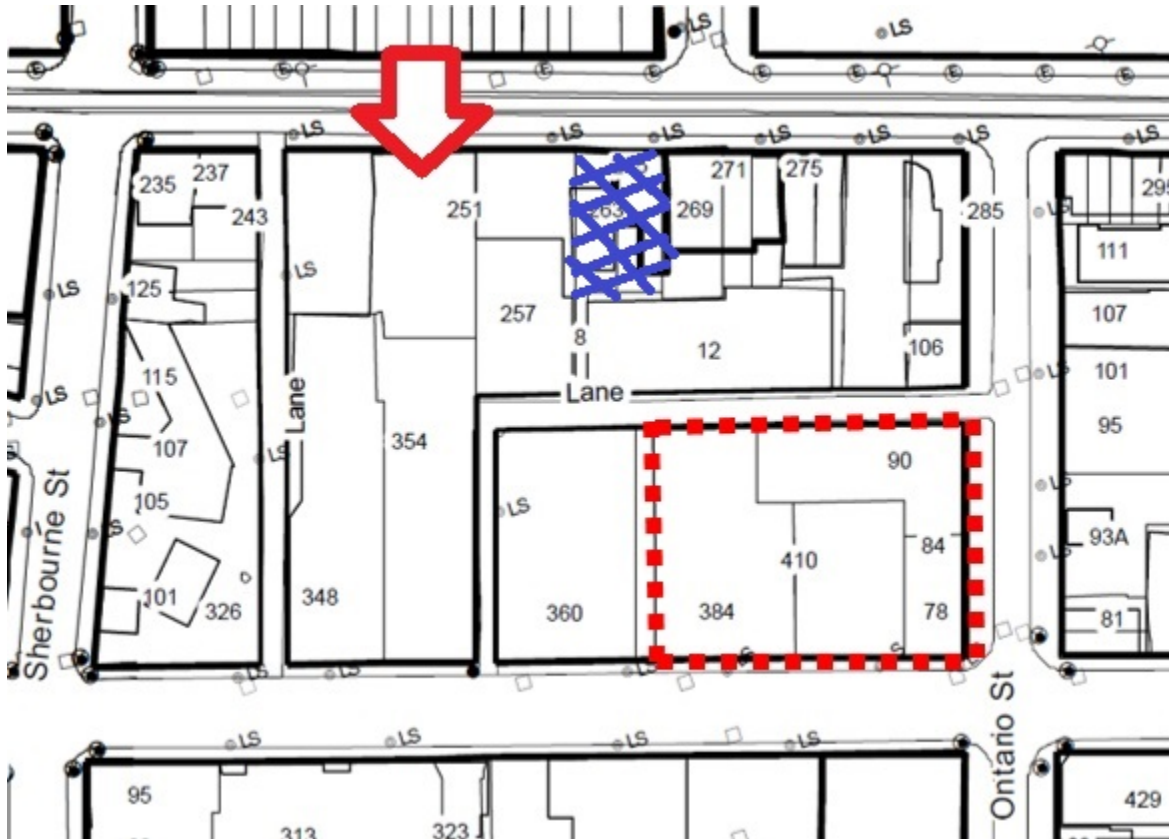


LOCATION MAP: 78 AND 90 ONTARIO STREET, ATTACHMENT NO. 1  
245 QUEEN STREET EAST, AND 384 AND 410 RICHMOND STREET EAST



The location of the group of properties at the northwest corner of Ontario Street and Richmond Street East, comprised of 78 and 90 Ontario Street and 384 and 410 Richmond Street East, is shown within the dotted lines.

The location of the property at 245 Queen Street East is identified by the arrow.

The properties at 263-265 Queen Street East, which are designated under Part IV, Section 29 of the Ontario Heritage Act are identified by the hatched lines.

This location map is for information purposes only; the exact boundaries of the properties are not shown.

PHOTOGRAPHS: 78 AND 90 ONTARIO STREET, ATTACHMENT NO. 2  
245 QUEEN STREET EAST, AND 384 AND 410 RICHMOND STREET EAST



Photograph of the northwest corner of Ontario Street (right) and Richmond Street East (left), showing the industrial buildings adjoining the intersection, which are individually identified by the arrows (Heritage Preservation Services, 2016).



Photograph of the S. Price and Sons Dairy Building at 245 Queen Street East, showing the principal (north) elevation (Heritage Preservation Services, 2016).

**(REASONS FOR DESIGNATION)****Newell Building**

The property at 90 Ontario Street is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values.

**Description**

Located on the southwest corner of Ontario Street and Brigden Place, the Newell Building is a 4½-storey warehouse that was completed in 1911 and designed by the Toronto architectural partnership of Symons and Rae. Newell Buildings Limited, part of the family-run Newell Company headed by Edward Newell, commissioned the building as the location of its Dominion Envelope Company. With the addition of the Newell Building Annex at 410 Richmond Street East and the Dominion Envelope Company Building at 384 Richmond Street East, the Newell Building contributes to the three-part industrial complex adjoining the intersection of Ontario and Richmond streets.

**Statement of Cultural Heritage Value**

The property at 90 Ontario Street has cultural heritage value for the design of the Newell Building as a representative example of an early 20<sup>th</sup> century industrial building with Edwardian Classical styling. Its simple balanced design with the red brick cladding (which is currently painted), the symmetrical placement of the door and window openings, and the restrained classical detailing that is evident in the triangular pediments on the east and north rooflines are characteristics of Edwardian Classicism, the most popular style for all building types in the World War I era. In its design and vintage, the Newell Building complements the adjoining Newell Building Annex at 410 Richmond Street East, which was also commissioned by the Newell Company as part of a three-building manufacturing complex adjoining the northeast corner of Ontario and Richmond streets.

The Newell Building is valued for its historical associations with the Newell Company, the family-owned enterprise headed by Edward Newell, which founded the Dominion Envelope Company (1903) that produced an array of paper products in the three-part industrial complex on Richmond and Ontario streets. In addition to the Dominion Envelope Company (afterward renamed the Dominion Envelope and Carton Company), the building at 90 Ontario Street was shared by other occupants that included Champion Paper Mills (another Newell family enterprise) and, after World War II, the J. D. Carrier Shoe Company, which subsequently purchased the property, along with the adjoining site at 410 Richmond Street East.

The historical value of the Newell Building is also through its association with the Toronto architectural practice of Symons and Rae, which designed the structure. While Symons and Rae designed a range of architectural types prior to the dissolution of the partnership during World

War I, most of its industrial buildings were lost during the Great Fire of 1904 or subsequent demolition, making the Newell Building an important surviving example of the firm's work.

Contextually, the property at 90 Ontario Street is valued for its role in defining and supporting the character of the neighbourhood southwest of Queen and Sherbourne streets as it evolved in the early 20<sup>th</sup> century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). As the original component of the three-part industrial complex developed by the Newell Company at 90 Ontario Street and 384 and 410 Richmond Street East, and with the neighbouring Hamilton Brewing Association Building at 78 Ontario Street and the Gendron Manufacturing Company Building at 411 Richmond Street East (a designated heritage property), the Newell Building is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave adjoining the corner of Ontario and Richmond streets.

### Heritage Attributes

The heritage attributes of the Newell Building at 90 Ontario Street are:

- The setback, placement and orientation of the building on the southwest corner of Ontario Street and Brigden Place
- The scale, form and massing of the rectangular-shaped structure, which extends four stories above the raised base with the window openings
- The materials, with the red brick cladding (which is currently painted) and the brick, stone and wood detailing
- The flat roof, with the extended brick chimney on the southeast corner, and the triangular pediments on the east and north ends
- The principal (east) elevation, which extends four bays and is divided by pilasters
- On the principal (east) elevation, the entrance in the first (ground) floor, the segmental-arched window openings with the stone sills and the brick flat arches in the north bay and, in the remaining bays, the flat-headed window industrial-scale openings with the stone detailing
- The north elevation that extends 14 bays along Brigden Place and continues the detailing introduced on the east elevation with the flat-headed door and window openings and, in the end bays, the segmental-arched window openings
- The south elevation, which has flat-headed window openings in the upper floors

Note: the rear (west) elevation abuts the adjoining Newell Building Annex at 410 Richmond Street East.

## 410 RICHMOND STREET EAST (REASONS FOR DESIGNATION)

## Newell Building Annex

The property at 410 Richmond Street East is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values.

Description

Located on the north side of Richmond Street East, west of Ontario Street, the Newell Building Annex is a five-storey factory that was completed in 1917 for Newell Buildings Limited, part of the family-run Newell Company headed by Edward Newell. The building was commissioned as an addition to the Newell Building (1911) at 90 Ontario Street where the Newell family's Dominion Envelope Company was the main occupant. The architects for the Newell Building Annex have not been identified, but it complements the original Newell Building that was designed by Toronto architects Symons and Rae. With the Newell Building and the Dominion Envelope Company Building (1925, with additions) at 384 Richmond Street East, the Newell Building Annex contributes to the three-building industrial complex adjoining the intersection of Richmond and Ontario streets.

Statement of Significance

The property at 410 Richmond Street East has cultural heritage value for the design of the Newell Building Annex as a representative example of an early 20<sup>th</sup> century industrial building with Edwardian Classical styling, the most popular style for all building types during the World War I era. It displays the hallmarks of Edwardian Classicism in the simple balanced design with the red brick cladding (which is currently painted), the symmetrical placement of the door and window openings, and the restrained classical detailing that incorporates an oculus window opening with quoins on the principal (south) elevation. In its design and vintage, the Newell Building Annex complements the adjoining warehouse at 90 Ontario Street, which was also commissioned by the Newell Company (and is historically known as the Newell Building, 1911) as part of a three-building manufacturing complex adjoining the northeast corner of Ontario and Richmond streets.

The Newell Building Annex is valued for its historical associations with the Newell Company, the family-owned enterprise headed by Edward Newell, which founded the Dominion Envelope Company (1903) that produced an array of paper products in the three-part industrial complex on Richmond and Ontario streets. In addition to the Dominion Envelope Company (afterward renamed the Dominion Envelope and Carton Company), the building at 410 Richmond Street was shared by other occupants that included the Canadian Wrappers Company (another Newell family enterprise), the Canadian Tampax Corporation (following the founding of the American parent company in the 1930s) and, after World War II, the J. D. Carrier Shoe Company, which subsequently purchased the property, along with the adjoining site at 90 Ontario Street.

Contextually, the property at 410 Richmond Street East is valued for its role in defining and supporting the character of the area southeast of Queen Street East and Sherbourne Street as it evolved in the early 20<sup>th</sup> century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). With the neighbouring Hamilton Brewing Association Building at 78 Ontario Street and the Gendron Manufacturing Company Building at 411 Richmond Street East (which is designated under Part IV, Section 29 of the Ontario Heritage Act), as well as the adjoining Newell Building at 90 Ontario Street and the Dominion Envelope Company Building at 384 Richmond Street East, the Newell Building Annex is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave that anchors the northwest corner of Ontario and Richmond streets.

### Heritage Attributes

The heritage attributes of the Newell Building Annex at 410 Richmond Street East are:

- The setback, placement and orientation of the building in its original location on the north side of Richmond Street East, directly west of Ontario Street
- The scale, form and massing of the five-storey structure with the rectangular-shaped plan
- The materials, with the red brick cladding (which is currently painted), and the brick, stone and wood trim
- The flat roofline with the tall brick chimney at the southwest corner
- The principal (south) elevation, which is organized into eight bays by pilasters
- On the principal (south) elevation, the segmental-arched door and window openings with the brick and stone trim and, beneath the chimney in the westernmost bay, the oculus window with the quoins
- The side elevations (east and west) with the symmetrically-placed window openings

Note: the rear (north) elevation abuts the adjoining Newell Building at 90 Ontario Street.

## 384 RICHMOND STREET EAST (REASONS FOR DESIGNATION)

## Dominion Envelope Company Building

The property at 384 Richmond Street East is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values.

Description

Located on the north side of Richmond Street East, west of Ontario Street, the Dominion Envelope Company Building was constructed in 1925 by the Newell Company, headed by Edward Newell, and according to the designs of Toronto architect William Sparling, with additions dating to the late 1940s. The Dominion Envelope Company was first located in the Newell Building at 90 Ontario Street, and afterward expanded into the Newell Building Annex at 410 Richmond Street East and the subject building that form a three-building complex near the corner of Richmond and Ontario streets.

Statement of Significance

The property at 384 Richmond Street East has cultural heritage value for the design of the Dominion Envelope Company Building as an early 20<sup>th</sup> century industrial building that is an early example of the Modern Movement in architecture with its innovative use of new building technologies and materials. With the exposed concrete posts and beams that divide the stories horizontally and create grid patterns for the red brick panels and industrial-scale windows, its design allowed the seamless addition of extra stores and the frank expression of exposed concrete.

The associative value of the property at 384 Richmond Street East is through its connection to the Newell Company, the family-owned enterprise headed by Edward Newell, which founded the Dominion Envelope Company (1903) and commissioned the three-part industrial complex on Richmond and Ontario streets where it produced an array of paper products. In addition to the Dominion Envelope Company (afterward renamed the Dominion Envelope and Carton Company), the building at 410 Richmond Street was shared in the late 20<sup>th</sup> century by Brigden's Limited, the noted printing and graphic design company that subsequent purchased the property.

The Dominion Envelope Company Building is also valued historically for its connection to Toronto architect, William Sparling, who designed the structure. In a career that included apprenticeships and partnerships with leading Canadian architects, as well as his roles as the founder of the William F. Sparling Company and as a principal in Sparling, Martin and Forbes, Sparling designed many of Toronto's iconic buildings, from the Masonic Temple (1918) at Yonge Street and Davenport Road with its innovative concrete technology, to the Loblaw Groceteria Company's Lake Shore Boulevard West warehouse (1928) that is a hallmark of Art Deco styling. At the Dominion Envelope Company Building, Sparling continued his use of

exposed concrete that he had applied in earlier projects, including the Ellis Building, a designated heritage property at 384 Adelaide Street West.

Contextually, the property at 384 Richmond Street East is valued for its role in defining and supporting the character of the area southeast of Queen Street East and Sherbourne Street as it evolved in the early 20<sup>th</sup> century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). With the adjoining Newell Building and its Annex at 90 Ontario Street and 410 Richmond Street, respectively, as well as the neighbouring Hamilton Brewing Association Building at 78 Ontario Street and the Gendron Manufacturing Company Building at 411 Richmond Street East (which is a designated heritage property), the Dominion Envelope Company Building is historically, visually and physically linked to its surroundings where it remains a key component of the industrial enclave that anchors the northwest corner of Ontario and Richmond streets.

### Heritage Attributes

The heritage attributes of the Dominion Envelope Company Building at 384 Richmond Street East are:

- The setback, placement and orientation of the building in its original location on the north side of Richmond Street East, west of Ontario Street
- The scale form and massing of the building, which rises five stories at the south end, four stories at the north end, and is L-shaped with an interior courtyard (which is not visible from Richmond Street East)
- The materials, with the red brick and concrete cladding and detailing
- The flat roofline with the coping
- The principal (south) elevation on Richmond Street East where, above the first (ground) floor openings, the upper stories contain trios of flat-headed window openings, which decrease in height from the bottom to the top
- On the principal (south) elevation, the exposed concrete beams separating the stories
- On the west elevation, which extends from five stories on the south to four stories on the north, the grid of concrete posts and beams containing red brick panels and flat-headed industrial-scale window openings with steel sash windows
- The east elevation facing the interior courtyard and the rear (north) elevation on Brigden Place, which continue the design, materials and fenestration from the west elevation



## Hamilton Brewing Association Building

The property at 78 Ontario Street (with the convenience address of 82 Ontario Street) is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual value.

### Description

Located on the northwest corner of Ontario Street and Richmond Street East, the Hamilton Brewing Association Building (1912) is a three-storey industrial building that was designed by the American architectural firm of Hand Harris and Merritt. Founded in 1903 to manage the assets of four Ontario breweries, the Hamilton Brewing Association was absorbed in 1930 by the Brewing Corporation of Ontario (forerunner to Canadian Breweries Limited) founded by the notable financier and entrepreneur, E. P. Taylor. Beginning in 1913, the Home Furniture Company was the first in a series of tenants that shared the building at 78 Ontario Street with the Hamilton Brewing Association. The site was associated with the brewing industry until the post-World War II era.

### Statement of Significance

The property at 78 Ontario Street has cultural heritage value for the design of the Hamilton Brewing Association Building as an early 20<sup>th</sup> century industrial building with Edwardian Classical styling. Its simple balanced design with the red brick cladding, the symmetrical arrangement of the door and window openings, and the restrained classical detailing incorporating stepped parapets along the east roofline is identified with Edwardian Classicism, the most popular style for all building types in the World War I era. With its scale and appearance, the Hamilton Brewing Association Building is part of a collection of early 20<sup>th</sup> century factories and warehouses adjoining the intersection of Ontario and Richmond streets.

The Hamilton Brewing Association Building is valued for its historical associations with the architectural practice of Buffalo, New York architects, Hand Harris and Merritt, which designed it. With partner Havelock Elkins Hand based in Toronto, the firm was known in the 1920s for its designs throughout Ontario of terra cotta-clad buildings for Bowles Lunch, the American restaurant chain. The Hamilton Brewing Association Building is rare as the last surviving documented building by Hand Harris and Merritt in Toronto.

Contextually, the value of the property at 78 Ontario Street is through its role in defining and supporting the character of the neighbourhood southeast of Queen and Sherbourne streets as it evolved in the early 20<sup>th</sup> century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). With its placement opposite the Gendron Manufacturing Company Building at 411 Richmond Street East (which is designated under Part IV, Section 29 of the Ontario Heritage Act), and with the adjoining factory

and warehouse complex built by the Newell Company at 90 Ontario Street and 384 and 410 Richmond Street East, the Hamilton Brewing Association Building is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave adjoining the intersection of Ontario and Richmond streets.

### Heritage Attributes

The heritage attributes of the Hamilton Brewing Association Building on the property at 78 Ontario Street are:

- The setback, placement and orientation of the building on the northwest corner of Ontario and Richmond streets
- The scale, form and massing of the three-storey structure with the rectangular-shaped plan
- The flat roofline with the stepped parapets at the east end
- The materials, with the red brick cladding and the brick, stone and wood detailing
- The principal (east) elevation, which has storefronts (which have been altered) on the first (ground) floor
- On the principal (east) elevation, the arrangement of the south part of the wall into three symmetrically-arranged bays with the tripartite flat-headed window openings in the projecting end bays and the trios of flat-headed window openings in the centre bay
- At the north end of the principal (east) elevation, the extended bay with the segmental-arched window openings
- The south elevation on Richmond Street East, which is arranged into three bays with the segmental-arched window openings and, in the easternmost bay, the segmental-arched entrance with the original wood doors
- On the north elevation, the window openings in the upper storey

Note: the rear (south) elevation abuts the adjoining building at 410 Richmond Street East.

### S. Price and Sons Dairy Building

The property at 245 Queen Street East (with a convenience address at 251 Queen Street East) is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values.

#### Description

Located on the south side of Queen Street East between Sherbourne Street (west) and Ontario Street (east), the S. Price and Sons Dairy Building is a two-storey industrial building that was constructed in 1906 according to the plans of Toronto architect, J. Francis Brown. It was purpose-built for a family-run company that established a dairy farm in Erindale, Ontario, and afterward opened a dairy on King Street East in Toronto. The S. Price and Sons Dairy Building was developed as part of a large complex with a dairy, large stable and outbuildings between present-day Queen and Richmond streets before Price and Sons Limited's business was absorbed by the City Dairy Company in 1911. The S. Price and Sons Dairy Building was linked afterward to the automobile service industry, with the De Luxe Cab Company, the Hertz Drive-Ur-Self car rental enterprise, and the Diamond Cab dispatch centre as the most recognizable long-term occupants.

#### Statement of Cultural Heritage Value

The cultural heritage value of the property at 245 Queen Street East is through its design as a well-crafted early 20<sup>th</sup> century industrial building with features of Edwardian Classicism, the most popular architectural style in the pre-World War I era. The S. Price and Sons Dairy Building displays the red brickwork, symmetry and classical detailing that are characteristic of Edwardian Classicism, but its design is particularly distinguished by the stone detailing on the principal (north) elevation with the frontispiece that incorporates the round-arched entrance surround at its base and the half-round pediment at the roofline.

The S. Price and Sons Dairy Building is valued for its historical associations with its architect, J. Francis Brown. Active in Toronto in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, Brown was particularly noted for his designs for warehouses in the King-Spadina manufacturing district and at the east end of the city, including the Queen City Vinegar Company's factory (1907) at 19 River Street (which is designated under Part IV, Section 29 of the Ontario Heritage Act), and the S. Price and Sons Dairy Building on the subject property.

Contextually, the value of the property at 245 Queen Street East is through its role in defining and supporting the character of the neighbourhood southeast of Queen and Sherbourne streets as it evolved in the early 20<sup>th</sup> century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). While the S. Price and Sons Dairy Building was placed on Queen Street East to take advantage of commercial traffic, it formed part of an industrial complex that extended south to Richmond.

## Heritage Attributes

The heritage attributes of the S. Price and Sons Dairy Building on the property at 245 Queen Street East are:

- The setback, placement and orientation of the building in its original location on the south side of Queen Street East, east of McFarrens Lane
- The scale, form and massing of the structure with the two-storey rectangular-shaped plan
- The materials, with the red brick cladding, and the brick, sandstone, wood and glass detailing
- The flat roof with the tall brick chimney at the southwest corner and, on the north end, the coping, the wood cornice, and the parapet with the half-round pediment with the brick and stone detailing
- The principal (north) elevation, which is symmetrically organized above the stone band course where the door and the window openings are separated by incised stone pilasters with decorative caps
- In the centre of the north elevation, the frontispiece with the stone detailing
- At the base of the frontispiece, the main (north) entrance, which is placed in the round-arched surround with the multi-paned transom (the original doors have been replaced)
- On the north elevation, the oversized flat-headed window openings in the first (ground) floor with the multi-paned transoms and the continuous stone lintels and sills, and the flat-headed window openings in the second storey with the stone detailing
- The west elevation with the segmental-arched window openings, and the east elevation, which has been paraged