

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



**NEWELL BUILDINGS AND DOMINION ENVELOPE COMPANY BUILDING
90 ONTARIO STREET AND 384 AND 410 RICHMOND STREET EAST, TORONTO**

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

September 2016

1. DESCRIPTION



Above: view south on Ontario Street toward Richmond Street East showing the Newell Building at 90 Ontario Street; cover: photographs of the Newell Building at 90 Ontario Street (left), and the Dominion Envelope Company Building (1925 with additions) and the Newell Building Annex at 410 Richmond Street East (right) (Heritage Preservation Services)

90 Ontario Street and 410 Richmond Street East: Newell Building and Newell Building Annex; 384 Richmond Street East: Dominion Envelope Company Building	
ADDRESS	90 Ontario Street (southwest corner of Brigden Place), and 384 and 410 Richmond Street East (north side, west of Ontario Street) ¹
WARD	Ward 28 (Toronto Centre-Rosedale)
LEGAL DESCRIPTION	Plan 124, Part Lot 1
NEIGHBOURHOOD/COMMUNITY	Queen and Sherbourne Neighbourhood
HISTORICAL NAME	Newell Building
CONSTRUCTION DATE	1911
ORIGINAL OWNER	Newell Buildings Limited ²
ORIGINAL USE	Industrial (factory)
CURRENT USE*	Commercial * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	90 Ontario Street: Symons and Rae, architects
DESIGN/CONSTRUCTION/MATERIALS	Brick cladding with brick, stone and wood detailing
ARCHITECTURAL STYLE	Edwardian Classicism
ADDITIONS/ALTERATIONS	1917: Newell Building Annex, 410 Richmond Street East; 1925: Dominion Envelope Company Building, 384 Richmond Street East (with later additions)
CRITERIA	Design/Physical, Historical/Associative and Contextual
HERITAGE STATUS	Cultural Heritage Evaluation
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	September 2016

¹ According to the City of Toronto's street numbering system, these are the confirmed municipal addresses for the properties

² Archival records also reference "The Newell Company" as the owners

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the properties at 90 Ontario Street and 384 and 410 Richmond Street East, and applies evaluation criteria to determine whether they merit inclusion on the City of Toronto's Heritage Register and designation under Part IV, Section 29 of the Ontario Heritage Act. The conclusions of the research and evaluation are found in Section 4 (Summary).

The three properties with the confirmed municipal addresses of 90 Ontario Street and 384 and 410 Richmond Street East were developed in the early 20th century by the Newell Company as the manufacturing and storage facilities for the Dominion Envelope Company, other enterprises owned and managed by members of the Newell family, and various occupants over time. The history of the entire complex is described and illustrated below.

i. HISTORICAL TIMELINE

Key Date	Historical Event
1853	Plan 124 is registered on the Town Lots bounded by present-day Queen Street East (north), Sherbourne Street (west), Richmond Street East (south), and Ontario Street (east)
1858 and 1880	When the first fire insurance atlases for Toronto are compiled (Boulton's and Goad's), the subject properties are occupied by wood structures, many of which remain on the 1903 update to Goad's Atlas
1905 Dec	The "Toronto Star" announces the creation of the Dominion Envelope Company, whose directors include Edward Newell and H. A. Lawrence ³
1911 July	The tax assessment rolls indicate that vacant houses on Ontario Street, north of Duchess (Richmond) Street are owned by Newell's company
1911 Aug	The "Newell Company" is issued a building permit for a 4-storey brick warehouse at 90 Ontario Street on the southwest corner of Ontario Place (present-day Brigden Place)
1911 July	The new building at 90 Ontario Street is occupied by the Dominion Envelope Company and other tenants, according to the tax assessment rolls ⁴
1911	The property at 90 Ontario Street is first recorded in the City Directory of 1912 (with information dating to the previous year)
1912	The update to the 1911 Goad's Atlas illustrates the structure at 90 Ontario
1913	Beginning in 1913, 90 Ontario Street is named the "Newell Building" in the city directories
1917 July	The Dominion Envelope Company at 90 Ontario Street is issued a building permit for a brick factory on Duchess Street, west of Ontario Street (present-day 410 Richmond Street East), on vacant land owned by Edward Newell ⁵
1917	By the end of 1917 (when information was recorded for the City Directory

³ In archival records, Lawrence is identified as the owner of the buildings, with Newell as the president and managing director of the various companies that occupied them

⁴ Two years later, archival records indicate that the Dominion Envelope Company also rented space in the neighbouring Hamilton Brewing Association Building at 78 Ontario Street

⁵ In this instance, the "tenant" rather than the owner was issued the building permit

	of 1918), the “Dominion Envelope and Carton Company” occupies the property at present-day 410 Richmond Street East, indicating that the construction is complete
1923	The update to Goad’s Atlas illustrates the building at present-day 410 Richmond
1924 Dec	The Dominion Envelope and Carton Company receives a building permit for the building at present-day 384 Richmond Street East, which is described as “unfinished” when the next tax assessment roll is recorded in June 1925 ⁶
1939	At the onset of World War II, “Dominion Envelopes Limited” is the primary tenant in the three buildings at 90 Ontario Street and present-day 384 and 410 Richmond Street East
1942	Alterations are approved for 90 Ontario Street to accommodate Champion Paper Mills, a company owned and managed by Edward Newell
1943	The update to the 1921 Underwriters’ Survey Bureau Atlas labels the three buildings on the complex “North, South and West”; the map indicates that the Dominion Envelope Company Building is “2 stories”
1945 October	A building permit application is submitted for additional storeys on the Dominion Envelope Company Building; the current building is valued at \$30,000 on the tax assessment rolls
1946 Feb	A building inspection report indicates that work is ongoing on the addition to the Dominion Envelope Building, which is partly complete when the tax assessment rolls are compiled in July 1946 ⁷
1965	The update to the Underwriters’ Survey Bureau Atlas labels the Dominion Envelope Company Building as “5 stories”
1970	J. D. Carrier Buildings Limited owns the properties at 90 Ontario Street and 410 Richmond Street West, where the J. D. Carrier Shoe Company has been a tenant at 90 Ontario since the post-World War II era
1970	Brigdens Limited, illustrators and printers, owns and occupies the Dominion Envelope Company Building at 384 Richmond Street East

ii. HISTORICAL BACKGROUND

Queen and Sherbourne Neighbourhood

The properties at present-day 90 Ontario Street and 384 and 410 Richmond Street East adjoin the northwest corner of the intersection in the area southeast of Queen and Sherbourne streets where Moss Park is directly north, with Corktown to the southeast and Old Toronto further south. After the founding in 1793 of Toronto as the Town of York, the townsite was established in the 10-block area bounded by present-day Front, George, Adelaide and Berkeley streets. Queen Street was laid out as Lot Street, separating Old Town and its environs from the park lots to the north where government and military officials established country estates, including “Moss Park.” While the 1797 plan for the expansion of the Town of York (with information summarized in Image 2) included

⁶ The building permit does not survive at City of Toronto Archives, but is referenced in Sparling’s biography in the Biographical Dictionary of Architects in Canada, 1800-1950, unpagged

⁷ In the tax assessment roll recorded in 1945, the original building and the unfinished addition were separately assessed at \$30,000 and \$5,000; the following year, the overall assessment for the entire building was \$45,000

“town lots” south of present-day Queen Street East, their development was delayed in favour of the westward extension of the community as New Town.

Historical maps and atlases (including those attached in Section 6) trace the development of the Queen and Sherbourne neighbourhood from the mid 1800s when it contained a mixture of buildings, which were replaced in the early 20th century by factories and warehouses, including those on the properties at 90 Ontario Street and 384 and 410 Richmond Street East, as Richmond Street East (formerly Duchess Street) became part of the industrial district extending westward from the Don River.

90 Ontario Street and 384 and 410 Richmond Street East

The subject properties originated as part of a town lot that was originally acquired by William Cooper in the late 1700s and subdivided with the adjacent lands under Plan 124 in 1853.⁸ Five years later when the first fire insurance atlas depicted Toronto, the lot adjoining the northwest corner of present-day Ontario and Richmond streets contained small wood structures. The status of the site remained unchanged until the early 1900s when Edward Newell purchased part of the tract. In 1906, Newell and his business partners incorporated the Dominion Envelope Company Limited in Toronto to “manufacture, buy, sell and otherwise dispose of letterheads, billheads, paper and stationery.”⁹

In 1911, Edward Newell’s company commissioned a five-storey warehouse on the southwest corner of Ontario Street and Ontario Place (now Bridgen Place) to house the Dominion Envelope Company Limited, which was followed in 1917 by a complementary factory at present-day 410 Richmond Street (Image 7). With the expansion of the business as the Dominion Envelope and Carton Company, Newell added a third factory, which opened on the adjoining property at present-day 384 Richmond Street East in 1925. When Newell’s complex was illustrated on the updates to the Underwriters’ Survey Bureau Atlas in 1943, the components were labelled as the North Building (1911), South Building (1917) and West Building (1925), with the Dominion Envelope Company Building identified as only two stories tall. An application was made for additional stories in 1945, with the work ongoing the following year.¹⁰

The Dominion Envelope Company was the main tenant in all of the buildings until the late 20th century when other occupants included Canadian Wrappers Limited and Champion Paper Mills, enterprises managed by Edward Newell.¹¹ By 1970, J. D. Carrier

⁸ The contributions of early settler William Cooper to the development of York and Toronto are described in http://www.biographi.ca/en/bio/cooper_william_1840_7E.html. Plan 124 was registered by George William Allan, who is best remembered as the founder of Allan Gardens

⁹ Stationery and Office Supplies, January 1907, 33

¹⁰ The Dominion Envelope Company Building was identified as five stories on the update to the Underwriters' Survey Bureau Atlas in 1965 (Image 6)

¹¹ Other occupants in the complex included the Canadian Tampax Corporation at present-day 410 Richmond Street in the 1930s, and the J. D. Carrier Shoe Company at 90 Ontario Street after World War II,

Buildings Limited, proprietors of a shoe company that was a long-term tenant at 90 Ontario Street, acquired the Newell Building and its Annex. During the same period, the noted printing and engraving company, Brigdens Limited, purchased and occupied the large factory at 384 Richmond Street East, as well as a low-rise building on the laneway behind, resulting in the renaming of the passageway as Brigden Place.¹²

Architects

Toronto architects Symons and Rae received the commission to design the first Newell Building at 90 Ontario Street (Image 7). William Limbery Symons (1870-1931) and William Rae (1867-1957) were partners in the firm of Strickland, Symons and Rae with Walter R. Strickland prior to starting their own practice in 1898. During their nearly 20-year career together, Symons and Rae were particularly noted for their residential commissions in Rosedale and the Annex, as well as the Beaux-Arts-inspired design they prepared for a competition for the Toronto Registry Office (1913). When the partnership dissolved in 1915, both men continued solo careers, with Rae accepting projects from the Anglican Diocese of Toronto before working as a draftsman and designer at the Royal Ontario Museum. Symons spent the remainder of World War I and the following interval designing military hospitals in Toronto and across Canada. In partnership, Symons and Rae's industrial projects included the National Matzo and Biscuit Manufacturing Company's factory (1907) on Ontario Street and the Nasmith Company's factory and stable complex on Duchess (Richmond) Street near Sherbourne Street (1911), as well as the Newell Company's factory at 90 Ontario Street.

No architect was identified on the building permit for the second Newell Building at present-day 410 Richmond Street East that dates to 1917, or in the reference to the "factory" in the August 2, 1917 issue of "The Contract Record" magazine (Image 7).

As the third part of the complex, the Dominion Envelope Company Building was constructed in 1925 following the designs of Toronto architect William Sparling. After apprenticing with the esteemed architectural practice of Burke and Horwood and working for Francis R. Heakes, Chief Architect of the Ontario Department of Public Works, Sparling entered into a short-lived partnership with Samuel G. Curry. The pair's projects included the Charles Goad Company's Toronto office building. The William F. Sparling and Company of architects and engineers was formed in 1916 and produced one of Toronto's most iconic buildings, the Masonic Temple (1918) at the intersection of Yonge Street and Davenport Road. Its design was "an engineering milestone, incorporating the largest reinforced concrete trusses ever used in North America up until that time."¹³ Sparling explored exposed concrete in his designs for the Lever Brothers Factory (1920) at present-day 21 Don Roadway, as well as the Ellis Building (1923) at 384 Adelaide Street West in the King-Spadina neighbourhood, incorporating the concrete grid with

and Brigden's Limited (printers and illustrators) at present-day 384 Richmond Street East in the late 20th century era

¹² The origins of Brigdens Limited are outlined in:
http://www.biographi.ca/en/bio/brigden_frederick_14E.html

¹³ Biographical Dictionary of Architects in Canada, unpagged

brick panels and industrial-scale windows that he used afterward on the Dominion Envelope Company Building in 1925.¹⁴

During this period, Sparling was also credited as “the author of the design of the tallest building in the British Empire” with the 22-storey Metropolitan Building (completed 1925).¹⁵ Practicing from 1928 to 1931 with the successor firm of Sparling, Martin and Forces, Sparling designed the Loblaw Groceteria Company’s warehouse (1928) at Lake Shore Boulevard West and Bathurst Street, as well as the Pierce Arrow Auto Showroom (1929) on Yonge Street in North Toronto, both of which are heralded as achievements in Art Deco design in the city.¹⁶

iii. ARCHITECTURAL DESCRIPTIONS

Current photographs of the Newell Buildings at 90 Ontario Street and 410 Richmond Street East and the adjoining Dominion Envelope Company Building at 384 Richmond Street East are found on the cover and in Sections 2 and 6 of this report.

90 Ontario Street and 410 Richmond Street East: Newell Building and Annex

The complementary Newell Building and Annex are modest examples of Edwardian Classicism, the most popular style for all types of buildings in the early 20th century. The style was a reaction to the elaborate architecture of the late Victorian era, with Edwardian Classicism characterized by the simple balanced design with red brickwork, the symmetrically-placed openings, and the minimal classical detailing that are present on the Newell Building and Annex where the 1911 warehouse displays triangular pediments and the 1917 factory has an oculus window with quoins.

The Newell Building at 90 Ontario Street rises four stories above a raised base with window openings. The rectangular-shaped plan is covered by a flat roof with a triangular pediment with coping on the east end and a tall brick chimney at the southeast corner. The structure is clad with red brick, which has been painted. The principal (east) elevation is organized into four bays. The north (right) bay, which is anchored by an extended pier on the north end, has an entrance in the first (ground) floor and single segmental-arched window openings with brick flat arches and stone sills in the upper three stories. The remaining bays are organized by brick pilasters with stone coping that

¹⁴ The Lever Brothers Company’s factory is similar to the Dominion Envelope Company Building in its scale and lack of classical embellishment, while the Ellis Building (which is listed on the City’s Heritage Register) is modest in size in comparison to the subject building, but rich in classical detailing, reflecting Sparling’s “long standing interest in, and devotion to, the Renaissance Revival style” (Biographical Dictionary of Architects in Canada, unpagd)

¹⁵ Ibid. A decade later, it was surpassed by the Canadian Bank of Commerce Building (now known as Commerce Court North) at 34 stories

¹⁶ The Masonic Temple at 888 Yonge Street and the Loblaw Groceteria Company Building at 500 Lake Shore Boulevard West are designated under Part IV, Section 29 of the Ontario Heritage Act, while the Pierce Arrow Auto Showroom at 1140 Yonge Street is recognized on the City of Toronto’s Heritage Register

extend above the roofline and contain industrial-scale flat-headed window openings with stone sills. The long north elevation overlooking Brigden Place extends 14 bays with pilasters arranging the flat-headed window openings in the centre bays. On the north elevation, the end bays (east and west) are extended, with segmental-arched window openings and a pediment surmounting the roof near the east end. The south elevation is partially concealed by the low-rise building at 88 Ontario Street, but the flat-headed window openings remain visible in the upper stories.¹⁷ The rear (west) wall abuts the Dominion Envelope Company Building (1925, with additions) at 384 Richmond Street East.

The Newell Building Annex at 410 Richmond Street East complements the earlier structure in its scale, red brickwork (which is now painted) with brick and stone detailing, and fenestration. Rising five stories, the structure has a near-square-shaped plan beneath a flat roof with a tall brick chimney on the southwest corner. The principal (south) elevation on Richmond Street East is organized into eight bays with extended end bays (east and west) and segmental-arched openings with brick and stone detailing. Pilasters separate the window openings in the centre bays. The first (ground) floor has door and window openings, with the south entrance to the building at the east end and a loading dock on the west end. An oculus window with quoins highlights the west bay beneath the chimney. The long east side elevation is visible above the low-rise buildings on Ontario Street and has flat-headed industrial-scale window openings. From Richmond Street, the west elevation is concealed, but is visible from the interior courtyard separating it from the adjoining building at 384 Richmond Street East. The rear (north) wall of the Newell Building Annex abuts the Newell Building at 90 Ontario Street.

410 Richmond Street East: Dominion Envelope Company Building

The Dominion Envelope Company Building at 384 Richmond Street East complements the earlier buildings on the site with its scale and red brick cladding, yet it appears distinctly modern with the exposed concrete. Its appearance is indicative of industrial buildings in the 1920s that responded to innovations in manufacturing and product handling by utilizing new building technologies and load-bearing materials (steel and concrete) for “larger factory structures and more flexible floor areas in which machinery could be redeployed as newer methods were introduced.”¹⁸ The Dominion Envelope Company Building employed exposed concrete beams to denote the horizontal division of the floors on the principal (south) elevation and for the seamless addition of extra stories. The frank expression of structure and materials is more striking on the west and rear (north) elevations where the grid of concrete posts and beams is filled with red brick panels and oversized flat-headed industrial-scale window openings with steel sash windows.

¹⁷ The two-storey building is addressed at 88 Ontario Street and was likely constructed at the same time as the Dominion Envelope Company Building at 384 Richmond Street East as it shares its concrete construction (Image 6)

¹⁸ Bloomfield, 5

The Dominion Envelope Company is comprised of an L-shaped complex around an interior courtyard (which is visible in Image 1). Facing Richmond Street East, the five-storey section is covered by a flat roof with coping and a penthouse. The principal (south) elevation is organized into four wide bays with door and window openings in the first (ground) floor. In the upper stories, each bay contains a trio of flat-headed window openings, which are reduced in height in the upper stories. The west elevation is viewed from Richmond Street East and arranged into four bays, with the south (or right) bay left devoid of openings. The remaining bays contain large flat-headed window openings in the second through the fourth floors, with trios of window openings in the upper storey. The fenestration is repeated on the north elevation of the fifth storey, as well as on the east elevation facing the interior courtyard. At the north end of the building, the four-storey section repeats the grid pattern with concrete posts and beams containing industrial-scaled steel-sash windows on the west and rear (north) elevations. A five-storey tower with an extended brick chimney adjoins the northwest corner of the wing, and a second chimney rises from the northeast end.

iv. CONTEXT

The maps attached as Image 1 show the location of the subject buildings adjoining the northwest corner of Ontario and Richmond streets. The Newell Buildings at 90 Ontario Street and 410 Richmond Street (1917) bookend the Hamilton Brewing Association Building at 78-82 Ontario Street (1917), which complements the subject buildings in its appearance and vintage (but is not part of the complex). The Newell Building at 410 Richmond Street East adjoins, at the west end, the Dominion Envelope Company Building (1925) at 384 Richmond. To the south, the complex faces the Gendron Manufacturing Company Building (1894) at 411 Richmond Street East, which is designated under Part IV, Section 29 of the Ontario Heritage Act. The Newell Building, the Newell Building Annex, and the Dominion Envelope Company Building, with the adjoining Hamilton Brewing Association Building and the Gendron Manufacturing Company Building, form an enclave of factory and warehouse buildings adjoining the intersection of Ontario and Richmond streets that contributes to the historical industrial character of the neighbourhood southeast of Queen Street East and Sherbourne Street.

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	N/A
iii. demonstrates high degree of scientific or technical achievement	N/A

Representative Examples of Style and Type – The properties at 90 Ontario Street and 384 and 410 Richmond Street East have cultural heritage value for their designs. The Newell Building at 90 Ontario Street and the adjoining Newell Building Annex at 410 Richmond Street East are representative examples of early 20th century industrial buildings with Edwardian Classical styling. They share simple balanced designs 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 of the Newell Building and the oculus window opening with quoins on the Newell Building Annex, which are characteristics of Edwardian Classicism, the most popular style for all building types in the World War I era. The Newell Building and the Newell Building Annex, which were commissioned by the Newell Company as part of a three-building manufacturing complex adjoining the northeast corner of Ontario and Richmond streets, complement one another in their design and vintage.

The adjoining property at 384 Richmond Street East has cultural heritage value for the design of the Dominion Envelope Company Building as an early 20th 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.

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

Organization – The Newell Building, the Newell Building Annex, and the Dominion Envelope Company Building are valued for their 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 buildings were shared by other occupants that included Champion Paper Mills at 90 Ontario Street and the Canadian Wrappers Company at 410 Richmond Street East (both Newell family enterprises). The Canadian Tampax Corporation (following the founding of the American parent company in the 1930s) was a tenant in the Newell Building Annex at 410 Richmond. After World War II, the J. D. Carrier Shoe Company, was an occupant in both the Newell Building and its Annex before purchasing both

properties. 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 20th century by Brigden’s Limited, the noted printing and graphic design company that subsequent purchased the property.

Architects - 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.

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.

The architect for the Newell Building Annex at 410 Richmond Street East has not been identified, but its design complements the neighbouring Newell Building (1910) at 90 Ontario Street.

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 adjoining properties at 90 Ontario Street and 383 and 410 Richmond Street East are valued for their role in defining and supporting the character of the neighbourhood southeast of Queen and Sherbourne streets as it evolved in the early 20th century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). As a 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, the Newell Building Annex and the Dominion Envelope Company Building are historically, visually and physically linked to their surroundings and remain key components of the industrial enclave adjoining the corner of Ontario and Richmond streets.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the properties at 90 Ontario Street and 384 and 410 Richmond Street have design, associative and contextual values. The three adjoining industrial buildings dating to 1911, 1917 and 1925 (with additions) were developed for the Dominion Envelope Company by the Newell Company, headed by Edward Newell and his associates. The notable Toronto architectural firm of Symons and Rae was commissioned to design the Newell Building at 90 Ontario Street, which was complemented in scale and detailing by the Newell Building Annex at 410 Richmond Street East. The Dominion Envelope Company Building (1925, with additions) at 384 Richmond Street East repeats the scale and red brickwork of the earlier factories, but is particularly distinguished by its design where Toronto architect William Sparling incorporated a grid pattern with concrete posts and beams, brick panels and industrial-scale window openings. The properties are valued as early 20th century factory buildings (with two designed by notable Toronto architects) that contributed to the transformation of the area southwest of Queen and Sherbourne streets for industrial uses. Contextually, the complex reflects the historical character of the area where the buildings are historically, visually, and physically linked to their setting as an enclave of factories and warehouses adjoining the northwest corner of Ontario and Richmond streets.

5. SOURCES

Archival Sources

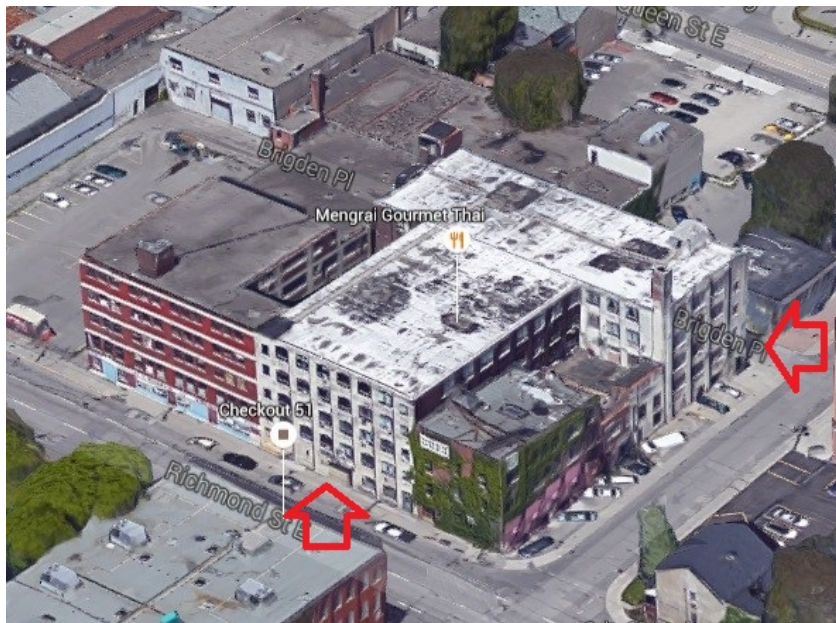
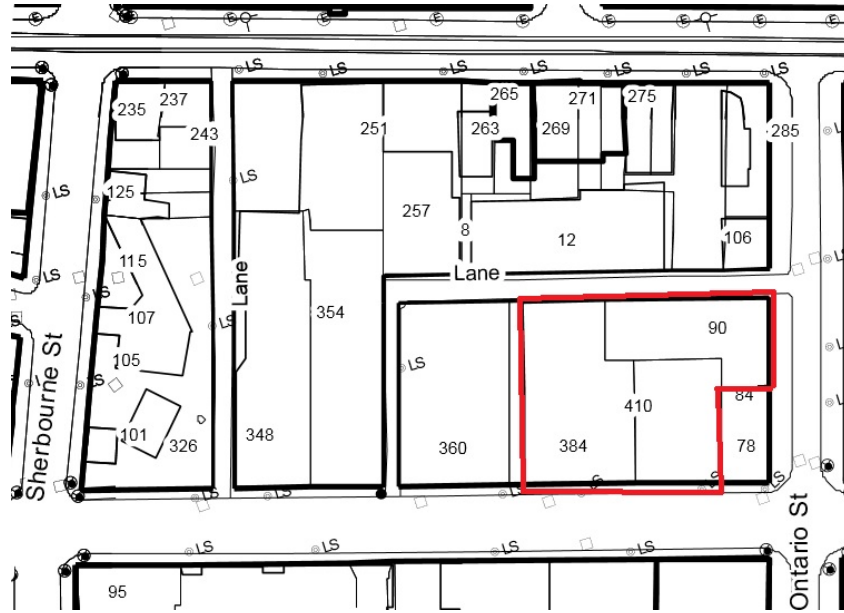
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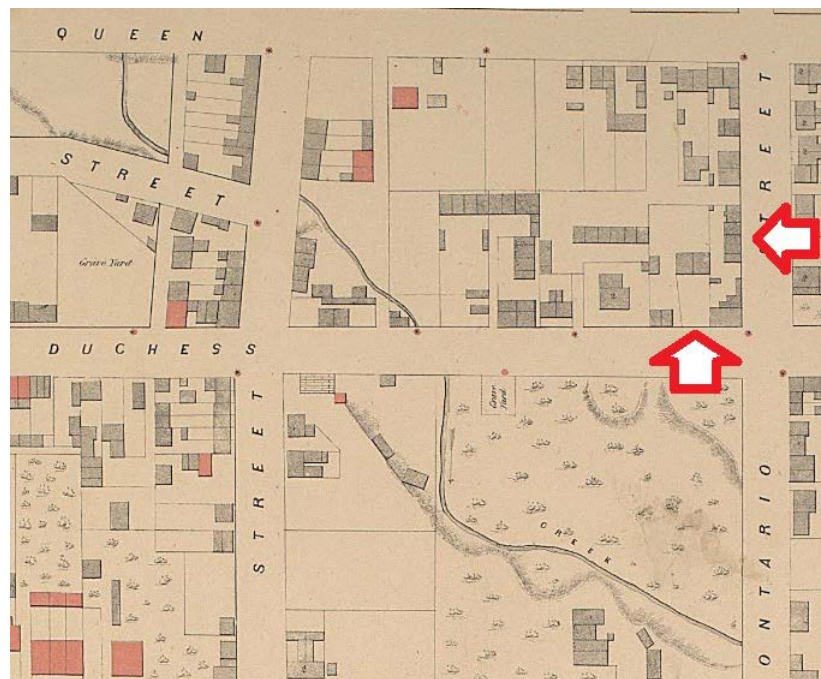
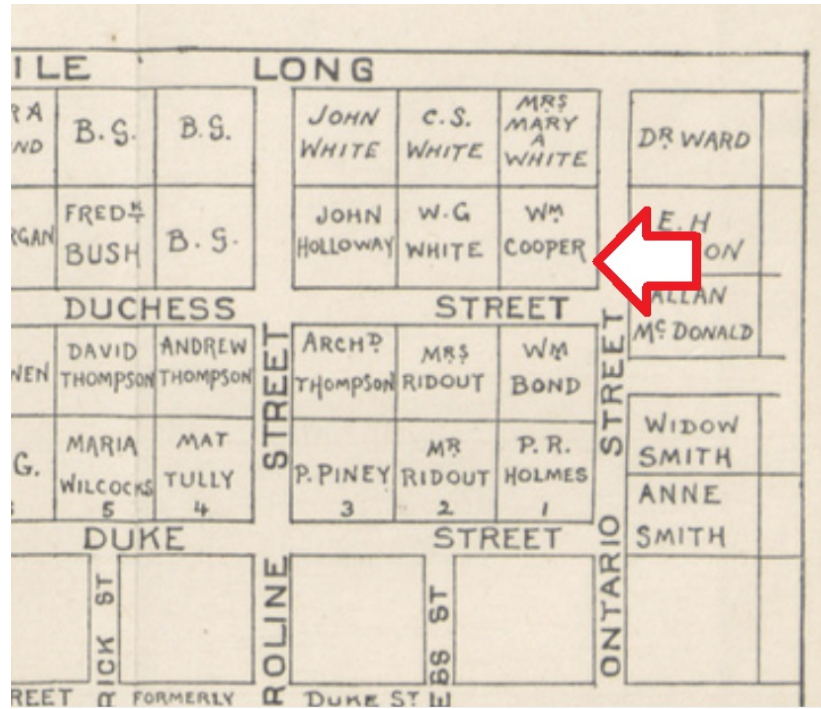
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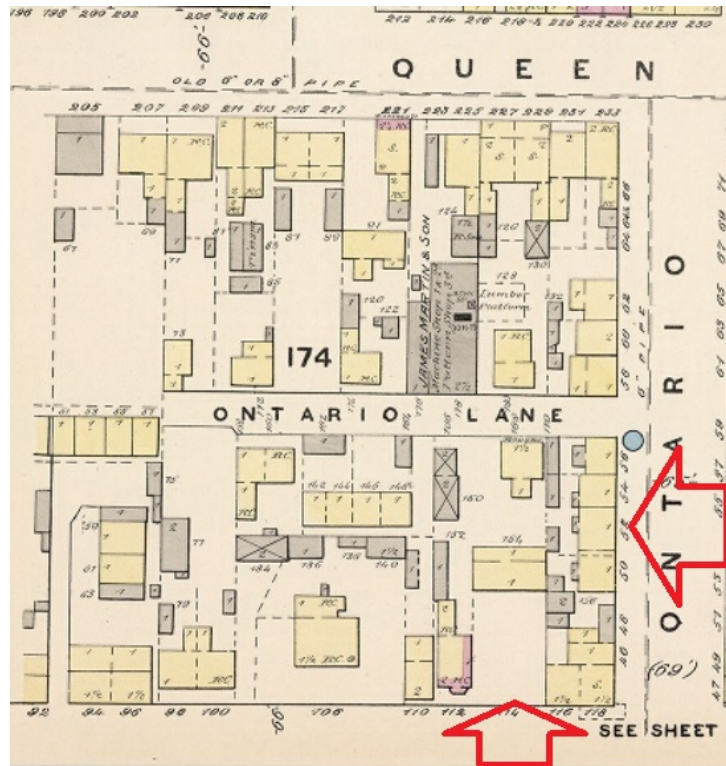
6. IMAGES – maps and atlases are followed by archival images and current photographs. The **arrows** mark the location of the subject All maps are oriented with north on the top.



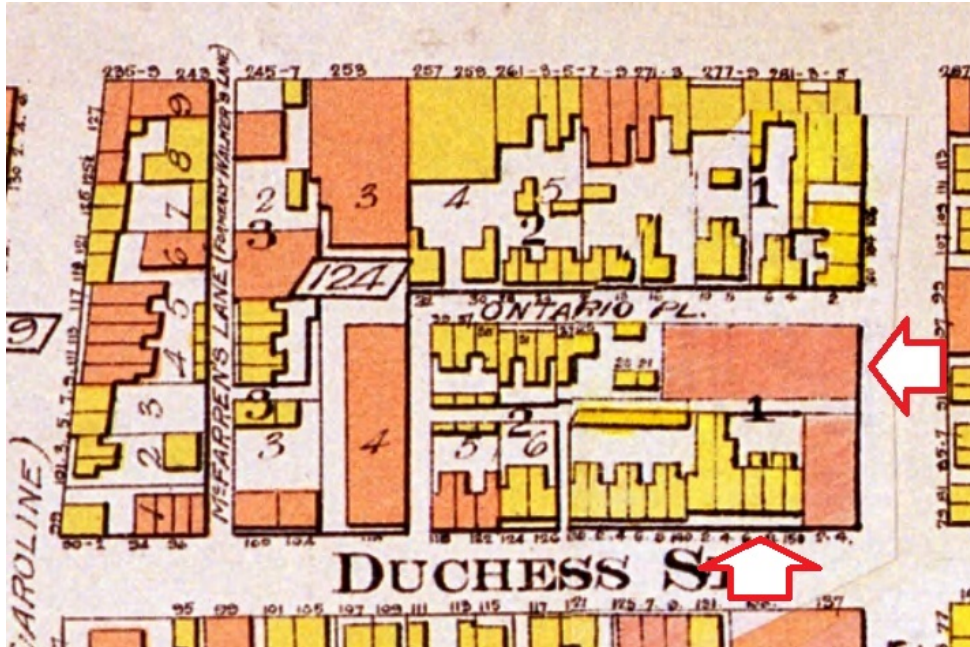
1. Location Maps, 90 Ontario Street (right) and 410 Richmond Street (left): the arrows mark the Newell Building and its Annex adjoining the northwest corner of Ontario and Richmond streets, with the 1911 (right) and 1917 (left) structures. To the west (left), the Dominion Envelope Company Building is distinguished by its scale and exposed concrete detailing.



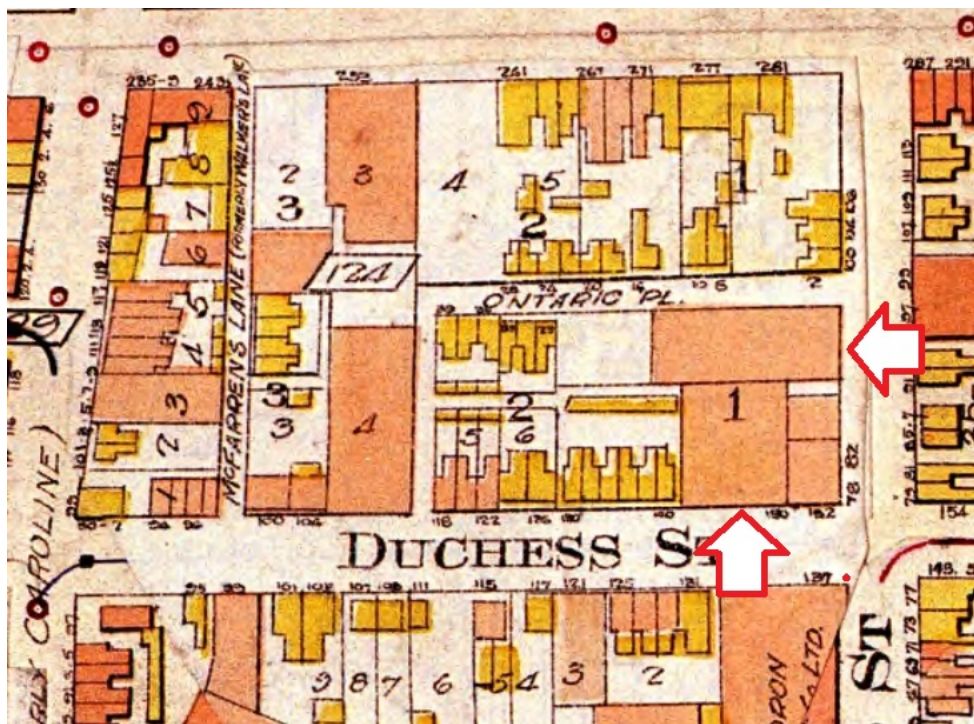
2. Historical Maps and Atlases, 1797 and 1858: showing the subject properties adjoining the northwest corner of Ontario and Duchess (Richmond) streets when they were part of a town lot north of the original Town of York (above), and occupied by wood-clad structures on the first fire insurance atlas for the City of Toronto (below) (Landmarks of Toronto, Vol. 1, 1894, and Boulton, 1858).



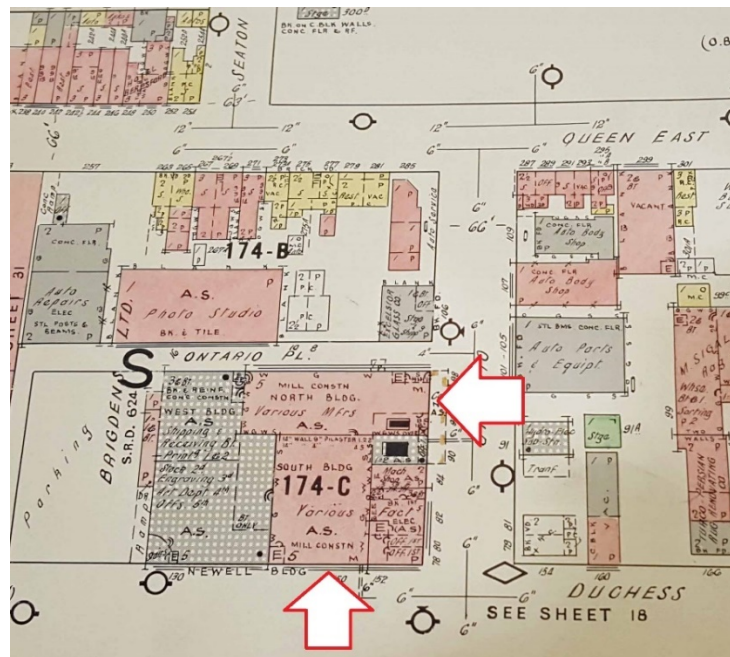
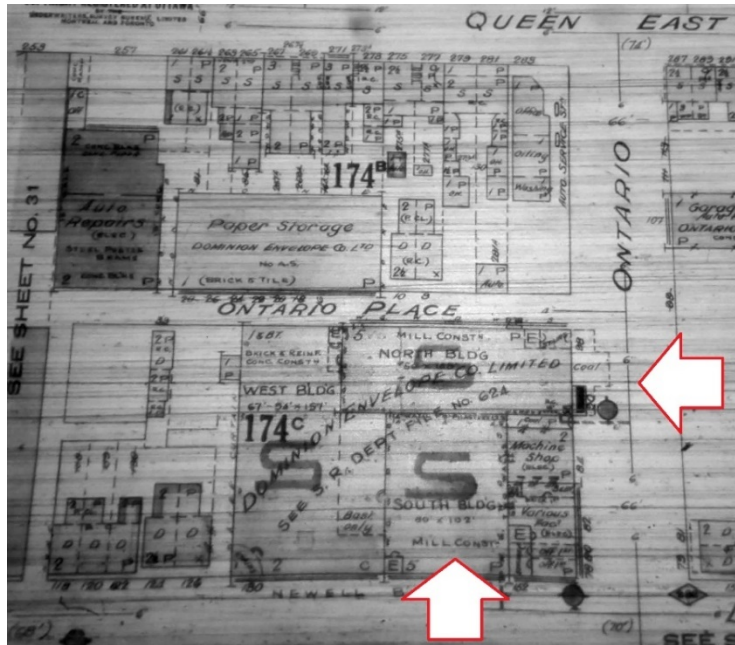
3. Goad's Fire Insurance Atlases, 1880 and 1903: showing the properties on the first Goad's atlas illustrating the area (above), and after the turn of the 20th century (below) when the property at present-day 90 Ontario Street was occupied by house form buildings, with part of the future 410 Richmond Street East remaining vacant.



4. Goad's Atlas, 1910 revised to 1912: showing the Newell Building (1911) in place at 90 Ontario Street, while the future sites of 384 and 410 Richmond Street East are occupied by house form buildings.



5. Goad's Atlas, 1910 revised to 1923: the second Newell Building Annex facing Duchess (Richmond) Street appears on the update.



6. Underwriters' Survey Bureau Atlases, 1921 revised to 1943 and 1965: the 1941 atlas indicates that the Dominion Envelope Company continues to occupy the three-part complex with each building labeled according to its location. The Dominion Envelope Company Building is marked "2" stories on the 1943 update and, by 1965 (when it is illustrated in gray denoting its concrete construction) identified as "5" stories.

BUILDING PERMIT

No. 22824

Plan No. _____
 Lot No. _____

Toronto, AUG 17 1910 19__

Permit granted to

Mr. The Newell Co. *Mason & Belmont*
 To erect a 4-story brick warehouse

on cor. Ontario St. & Ontario Place

Architect Sydney & Coe.
 Builder J. E. Egan
 Cost of Building, \$ 45,000
 Plans and Specifications approved by _____

No. of Block Plan _____
 Limit 2 Water, \$ 10.00

This Permit does not include any openings in sidewalks or encroachment past line of street

BUILDING PERMIT

Department of City Architect and Superintendent of Building

No. 26085

File No. 12916 Toronto, July 20th 1917

Permission is hereby granted to Mr. Norman Envelope Co.
 Address 90 Ontario St to erect Brick Factory
 on North side of Huron St
 near 40' west of Ontario St accordance with terms of application on file in this
 Department for said building.

Estimated cost \$40,000 Fee 41.00
7.45
48.45

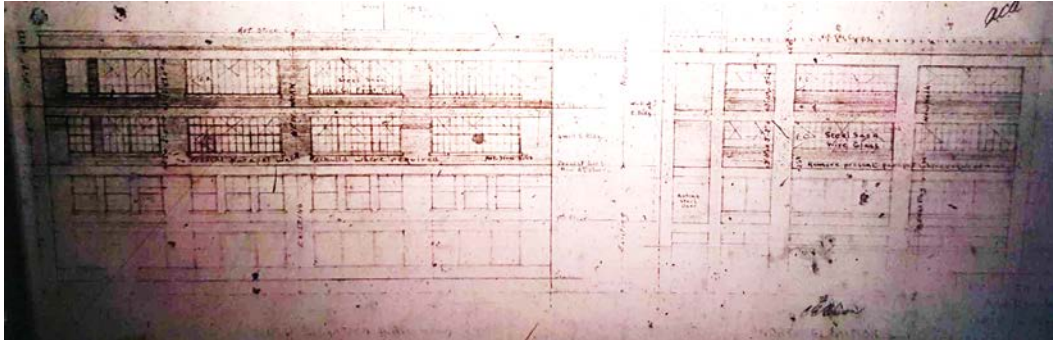
This permit is granted on the express condition that the said building, etc., shall in all respects conform to the provisions to By Law 6401 of the City of Toronto, regulating the construction of buildings, etc.
 This permit lapses on the expiry of six months from the date of issue unless active work under it is sooner commenced.

W. W. [Signature]
 City Architect and Supt. of Building

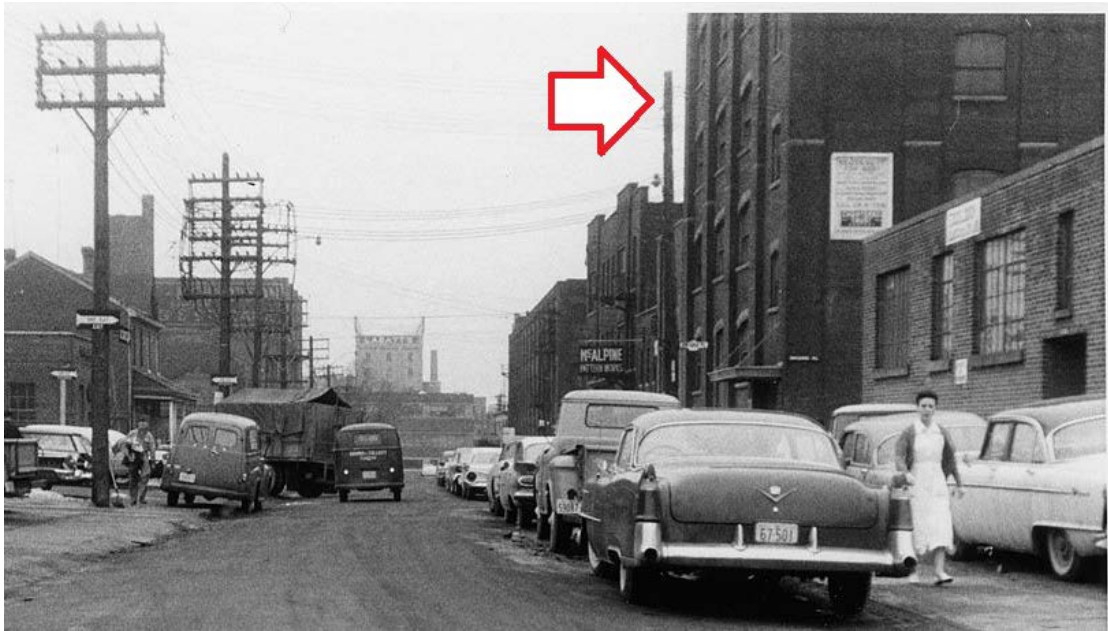
To obtain permission to occupy the street or sidewalk during construction, present this permit at the office of the Commissioner of Works.

This Permit does not include any openings in sidewalk or encroachment past line of street.

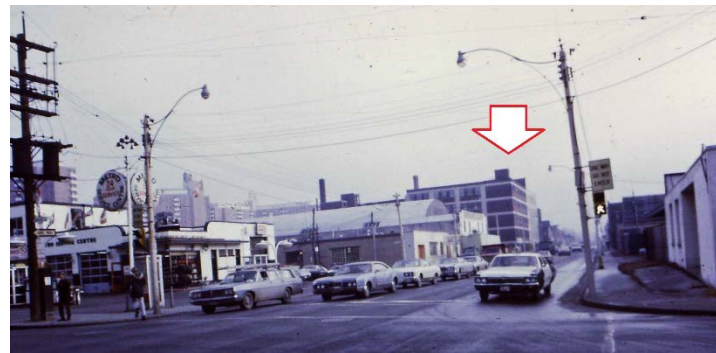
7. Building Permits, Newell Buildings, 1911 and 1917: issued in 1911 for the Newell Building at 90 Ontario Street (above), and in 1917 for the addition to the complex at present-day 410 Richmond Street (below) (City of Toronto Archives).



8. Architectural Drawings for Addition, 384 Richmond Street East, 1945: showing plans for additional stories on the Dominion Envelope Company Building (City of Toronto Building Records, File #85604).



9. Archival Photograph 90 Ontario Street, 1960: looking south on Ontario Street from Queen Street East and showing the Newell Building on the southwest corner of Ontario Place (now Brigden Place) before the brickwork was painted (City of Toronto Archives, Series 372, Item 370).



10. Archival Photographs, 90 Ontario Street and 384 and 410 Richmond Street, 1973: showing the Newell Building and its Annex bookending the intersection of Ontario and Richmond streets (top), the contextual view looking east from Sherbourne to Ontario streets, with the Dominion Envelope Company Building marked by the arrow (centre), and the adjoining Gendron Building (1894) on the southwest corner of Ontario and Richmond streets that contributes to the industrial character of the neighbourhood southeast of Queen and Sherbourne streets (bottom). In the upper image, the Hamilton Brewing Association Building (1917) on the northwest corner of Ontario and Richmond streets is not part of the complex (Toronto Historical Board).



11. Archival Photographs, 90 Ontario Street and 384 and 410 Richmond Street East, 1973: showing the Newell Building at 90 Ontario Street (top), the Newell Building Annex at 410 Richmond Street East (centre, marked by the arrow) and the Dominion Envelope Company Building (1925, with additions) at 384 Richmond Street East (bottom) (Toronto Historical Board).



12. Photographs, Lever Brothers Building, 21 Don Roadway, 1920 (above), and Ellis Building, 384 Adelaide Street East, 2005 (below): showing two of the extant projects by William Sparling, architect for the building at present-day 384 Richmond Street East, both dating to the 1920s and with the exposed concrete grid with brick panels that he employed afterward on the Dominion Envelope Company Building (Toronto Public Library, LocHist-RD-015, and Heritage Preservation Services, 2005).



13. Current Photographs, Newell Building, 90 Ontario Street, 2016: showing the principal (east) elevation on Ontario Street, with the north elevation on Brigden Place (above), and the view north from Richmond Street East along Ontario Street to the Newell Building (below, and marked with the arrow) (Heritage Preservation Services).



14. Current Photographs, Newell Building, 90 Ontario Street, 2016: showing the north elevation of the Newell Building adjoining Brigden Place (above), and south elevation that is visible above the low-rise building at 88 Ontario Street (below right). While part of the Newell Company's complex, the latter building is not identified as a heritage attribute (Heritage Preservation Services, 2016).



15. Current Photographs, Newell Building Annex, 410 Richmond Street East, 2016: showing the principal (south) elevation (above), and the placement of the Newell Building Annex (marked by the arrow) on Richmond Street East beside (east of) the Dominion Envelope Company Building at 384 Richmond Street East (below left) (Heritage Preservation Services).



16. Current Photographs, Dominion Envelope Company Building, 384 Richmond Street East, 2016: showing the principal (south) elevation (top), the west elevation (centre), and the west and part of the rear (north) elevations of the four-storey section (bottom) (Heritage Preservation Services).