

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



S. PRICE AND SONS DAIRY BUILDING
245 Queen Street East, TORONTO

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

September 2016

1. DESCRIPTION



Above: principal (north) elevation of the S. Price and Sons Dairy Building at 245 Queen Street East; cover: north and east elevations (Heritage Preservation Services, 2016)

245 Queen Street East: S. Price and Sons Dairy Building	
ADDRESS	245 Queen Street East (south side, east of McFarrens Lane) ¹
WARD	Ward 28 (Toronto Centre-Rosedale)
LEGAL DESCRIPTION	Plan 124, Part Lot 2, Lot 3
NEIGHBOURHOOD/COMMUNITY	Queen and Sherbourne Neighbourhood
HISTORICAL NAME	S. Price and Sons Dairy Building
CONSTRUCTION DATE	1906
ORIGINAL OWNER	S. Price and Sons Limited
ORIGINAL USE	Industrial (dairy)
CURRENT USE*	Commercial * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	J. Francis Brown, architect
DESIGN/CONSTRUCTION/MATERIALS	Brick cladding with brick, stone and wood detailing
ARCHITECTURAL STYLE	Edwardian Classicism
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Historical/Associative & 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, 245 Queen Street East is the confirmed municipal address for the S. Price and Sons Dairy Building, with 251 Queen as the convenience or entrance address

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 245 Queen Street East, and applies evaluation criteria to determine whether it merits 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).

i. HISTORICAL TIMELINE

Key Date	Historical Event
1853 May	Plan 124 is registered on the former Town Lots bounded by present-day Queen Street East, Sherbourne Street, Richmond Street East and Ontario Street
1858 & 1880	The subject property remains vacant on the first fire insurance atlases for Toronto (Boulton and Goad’s)
1894	Goad’s Atlas illustrates small wood-clad buildings on the subject property
1905 June	According to the tax assessment rolls, the subject property is a vacant lot owned by David B. Jacques, co-owner of a coal and wood yard at the rear (south) of the site
1906 Feb 14	With the property now owned by S. Price and Sons Limited, architect J. Francis Brown prepares the plans for the company’s Dairy Building
1906 Feb 15	A building permit for a “2-storey brick and stone dairy building” on Queen Street East near Sherbourne Street and valued at \$22,000 is issued to S. Price and Sons (the same day, a separate permit is issued for the company’s two-storey brick stable at the rear of the property, also by architect J. Francis Brown)
1906 May	An “unfinished building” owned by S. Price and Sons Limited is recorded on Queen Street East in the tax assessment rolls ²
1906	The City Directory records S. Price and Sons Limited’s dairy on Queen Street East, relocating from King Street East where the company retains a branch
1907 May	The Dairy Building is valued at over \$31,000 in the assessment rolls
1911	Absorbed by the City Dairy Company, S. Price and Sons continues to operate its Queen Street East dairy under the original name
1912	The dairy on Queen and the stables on Duchess (Richmond) are illustrated on the update to the 1910 Goad’s Atlas
1917	S. Price and Sons Limited’s dairy is recorded on Queen Street East for the last time in the City Directory of 1918 (with information dating to the previous year)
1919 July	Grace Motors Limited rents the former dairy building as its sales room and garage according to the tax assessment rolls, which identify

² The tax assessment rolls also recorded an “unfinished building” on Lot 4 adjoining Duchess (Richmond) Street, referencing the custom-built stable

	“Thomas Price, c/o City Dairy Company” as the property owner
1925 July	The former dairy building stands vacant according to the assessment rolls, with the rear part of the site occupied by the De Luxe Cab Company (S. Price and Sons Limited remains the owner of both properties)
1926 July	A year later, De Luxe Cab Limited operates its livery on the subject property
1930	According to the City Directory, a “Hertz Drive-Ur-Self Station” is located in the subject building
1939 May	The tax assessment rolls record De Luxe Cab Limited on the subject property, where part of the site is occupied by the Canadian Chromalox Company Limited, proprietor of wholesale heat equipment and a long-term tenant to the “City Dairy Company”
1943	The update to the Underwriters’ Survey Bureau’s 1921 atlas shows the dairy on Queen and the stables on Duchess converted to “garages” according to a building permit issued to De Luxe Cab Limited
1950 Mar	The subject property is owned by De Luxe Cab Limited and occupied by the company’s offices, as well as by the Diamond Taxi Cab Association (Toronto) Limited (Kenneth Wallace serves as the president of both companies)

ii. HISTORICAL BACKGROUND

Queen and Sherbourne Neighbourhood

The property at 245 Queen Street East is located on the south side of the street, east of Sherbourne Street, where it adjoins Moss Park to the north, Corktown to the southeast, and Old Town directly south. Following the founding of York (Toronto) in 1793, the townsite was established in the ten-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.” The 1797 plan for the expansion of the Town of York (with information summarized in Image 2) included “town lots” south of present-day Queen Street East, but their development was delayed as the community expanded westward as New Town.

Historical maps and atlases (including those attached in Section 6) trace the development of the Queen and Sherbourne neighbourhood from the 19th century when it contained a mixture of residential and commercial buildings that were replaced in the early 20th century by manufacturing complexes, which included the S. Price and Sons Dairy Building at 245 Queen Street East, as Richmond Street East (formerly Duchess Street) became part of an industrial district extending westward from the Don River.

245 Queen Street East

The property at present-day 245 Queen Street East originated as a town lot conveyed to members of the White family, whose patriarch, John White (Attorney General of Upper Canada), also owned the neighbouring Park Lot 4 on the north side of Lot (Queen) Street. Following White's death in an infamous duel in 1800, his properties were acquired by George William Allan, the founder of Allan Gardens, who surveyed and registered the tract on the south side of the thoroughfare as Plan 124. Located on Lot 3 and part of adjoining Lot 2, the subject property remained vacant in 1858 when it was illustrated by Boulton on the first fire insurance map for Toronto (Image 2). Modest buildings marked part of the Queen Street frontage in the late 19th century and, by 1900, the property was owned by David Jacques, co-owner of the Jacques, Davy and Company coal yard at the rear of the site adjoining Duchess (Richmond) Street (Images 2-3). In 1906, S. Price and Sons Limited were the new owners of the parcel and received building permits for a dairy on Queen Street East and, to the rear, a stable on Duchess (Richmond) Street.

S. Price and Sons Limited was established in 1891 by Stephen Price, who operated a dairy farm with his family in Erindale, Ontario that became "the first dairy in Canada to pasteurize milk and received the first Milk Commission certificate for certified milk in 1909."³ With Stephen's son, Thomas, in charge of the operation, S. Price and Sons served the Toronto market from a location on King Street East before opening a branch on the same street and relocating the headquarters to Queen Street East. In 1911, S. Price and Sons Limited was absorbed by the City Dairy Company Limited. The latter enterprise, which was founded in 1900 by industrialist and philanthropist, Walter E. H. Massey to produce healthy milk for Torontonians, controlled 40% of the local market by 1915. The dairy at 245 Queen Street East operated under the name S. Price and Sons until 1917 when it was last recorded in the city directory.

The S. Price and Sons Limited's new premises were illustrated on the 1912 update to Goad's Atlas, showing the brick dairy on Queen Street, with the large brick stables fronting on Duchess Street (Image 4). After its absorption by the City Dairy Company, S. Price and Sons continued to own the Queen Street property, renting it to De Luxe Cab Limited as the location of its sales office and garage. De Luxe Cab afterward shared the site with a "Hertz Drive-Ur-Self Station" for rental automobiles (as illustrated in the archival photograph attached as Image 8). Following World War II and De Luxe Cab's acquisition of the subject property, its president, Kenneth Wallace, opened the Diamond Taxi Cab Association (Toronto) Limited's office on-site, which remains a local fixture in the community.

J. Francis Brown, Architect

S. Price and Sons Limited commissioned Toronto architect J. (John) Francis Brown (1866-1942) to design its dairy on Queen Street East, as well as the stable to the rear on Duchess (Richmond) Street (Images 6-7). Brown trained with the local architectural

³ http://www.citydairytoronto.com/dairy_horse.html, unpagged

partnership of Edwards and Webster before establishing a solo practice in 1882. He was associated with James and James, after the New York City firm received a well-publicized commission for the Board of Trade Building (1892) in Toronto where Brown supervised the construction. During his 40-year career, including the period between 1926 and his death when he practiced with his son, F. Bruce Brown, J. Francis Brown executed innumerable commissions for all types of buildings in Toronto and beyond, including the churches he specialized in during his early career, to the high-end houses he designed in the city's exclusive neighbourhoods.⁴ After the Great Fire of 1904 destroyed Toronto's manufacturing centre, Brown's projects included factories and warehouses, particularly in King-Spadina where new industries located, but also in the neighbourhoods east of Yonge Street. In the latter area, Brown completed 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) during the same era that he designed the S. Price and Sons Dairy Building at 245 Queen Street East.

iii. ARCHITECTURAL DESCRIPTION

Photographs of the property at 245 Queen Street East are found on the cover and in Sections 2 and 6 of this report. The S. Price and Sons Dairy Building is designed with features of Edwardian Classicism, which was most popular style for all building types during the period prior to World War I. After the ornate styles identified with the late Victorian era, Edwardian Classicism offered a more rational approach to design with smooth brick surfaces, symmetrically-placed openings and classically-inspired decoration. Some Edwardian Classical designs, such as that employed on the S. Price and Sons Dairy Building, provided "a concentration of stylized and often exaggerated Classical elements" where "subdued pilasters and piers were favoured over colossal columns, [and] window surrounds and entrances were often subject to overworked exhibitions of Classical detailing reminiscent of 16th century Italian Mannerist architecture."⁵ The S. Price and Sons Dairy Building is particularly distinguished by organization of the principal (north) elevation with the stone base course, incised piers, band course and window surrounds beneath the wood cornice. The highlight of the design is the central frontispiece, which is crowned by a half-round pediment with keystones.

The S. Price and Sons Dairy Building features a two-storey rectangular-shaped plan that is clad with red brick and trimmed with brick, sandstone and wood.⁶ The flat roof has an extended brick chimney at the south west corner and, on the principal (north) elevation, a brick and stone parapet, wood cornice, and half-round pediment with stone keystones.

⁴ Brown's firm continued under the direction of different partners:
<http://www.dictionaryofarchitectsincanada.org/node/1212>

⁵ Blumenson, 166-167. Blumenson's chapter on Edwardian Classicism provides a more detailed discussion and illustrations of the variations of the style

⁶ The specifications filed with the plans at City of Toronto Archives describe the "dark red brick facing" and "the front to be faced with tooled Indiana or Cleveland sandstone," including the piers with moulded caps, the carving in the panels, the window heads and sills, and the string courses, reveals, entrance arch and stonework in the entry

On the north elevation above the stone base course, incised stone pilasters with decorative caps organize the seven bays. In the centre, the frontispiece incorporates the main entrance at the base in a round-arched stone surround with banding and a multi-paned transom (the original doors were replaced). Flanking the entrance, the first (ground) floor has large flat-headed window openings with multi-paned transoms and stone lintels and sills (the windows have been replaced). In the second storey where the flat-headed window openings have corbelled stone sills and stone detailing, the original multi-paned sash windows have been removed.

Viewed from Queen Street East, the west elevation has symmetrically-placed fenestration, while the east elevation has been parged. At the rear (south), the extended additions to the building, which are seen in the images included in Section 6 below, absorbed the former free-standing stable building and are not identified as heritage attributes.

iv. CONTEXT

The maps attached as Image 1 show the location of the property at 245 Queen Street East. The S. Price and Sons Dairy Building is found on the south side of the street between Sherbourne Street (west) and Ontario Street (east) and directly east of McFarrens Lane. This section of Queen Street East contains mainly commercial buildings, apart from the former Berkeley Methodist Church (1871, and now a special events venue) at 315 Queen. To the west and east, respectively, of the subject property, the Andrew McFarren Building (1879) at 237 Queen and the Christina Lauder Buildings (1875) at 263-265 Queen are low-rise commercial structures that are designated under Part IV, Section 29 of the Ontario Street. Opposite the S. Price and Sons Dairy Building on the northeast corner of Queen and Sherbourne streets, the extended row of commercial buildings dating to the 1890s that incorporates the Carlyle Block is recognized on the City of Toronto’s Heritage Register. The S. Price and Sons Dairy Building stands out in its setting as a building custom-designed for industrial uses, in contrast to the commercial blocks and rows adjoining it.

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
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Well-crafted Representative Example of a Style and Type – The cultural heritage value of the property at 245 Queen Street East is through its design as a well-crafted early 20th 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 characteristics 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.

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	N/A
ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	X
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	X

Architect – 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 19th and early 20th centuries, Brown was particularly noted for its 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.

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 – 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 20th 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.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 245 Queen Street East has design, associative and contextual value. The S. Price and Sons Dairy Building is a well-crafted example of an early 20th century

purpose-built dairy building designed in the Edwardian Classical style with refined stone detailing by the notable Toronto architect, J. Francis Brown that contributes to the early 20th century industrial character of the neighbourhood adjoining Queen and Sherbourne streets where it is historically, visually and physically linked to its setting.

5. SOURCES

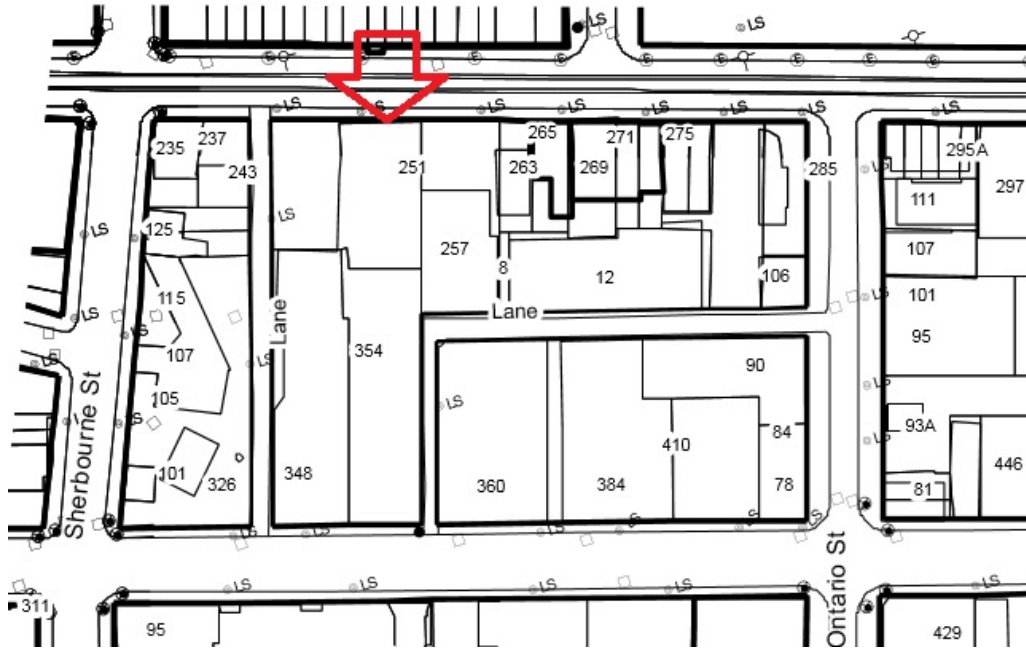
Archival Sources

Abstract Indices of Deeds, Plan 124, Lots 2 and 3
Archival Photographs, City of Toronto Archives and Toronto Historical Board
(individual citations in Section 6)
Assessment Rolls, City of Toronto, Ward 2, Division 1B, 1905 ff.
Boulton, Historical Atlas of the City of Toronto, 1858
Building Permit Application Plans and Specifications, Dairy Building, City of Toronto
Archives, Fonds 200, File 1698
Building Permits #2935 and #2937, February 15, 1906, City of Toronto Archives
Building Records, City of Toronto, Toronto and East York, 1943 ff.
City of Toronto Directories, 1905 ff.
Goad's Atlases, 1884-1923
Underwriters' Survey Bureau of Canada Atlases, Vol. 1, 1921 revised to 1943, and 1965

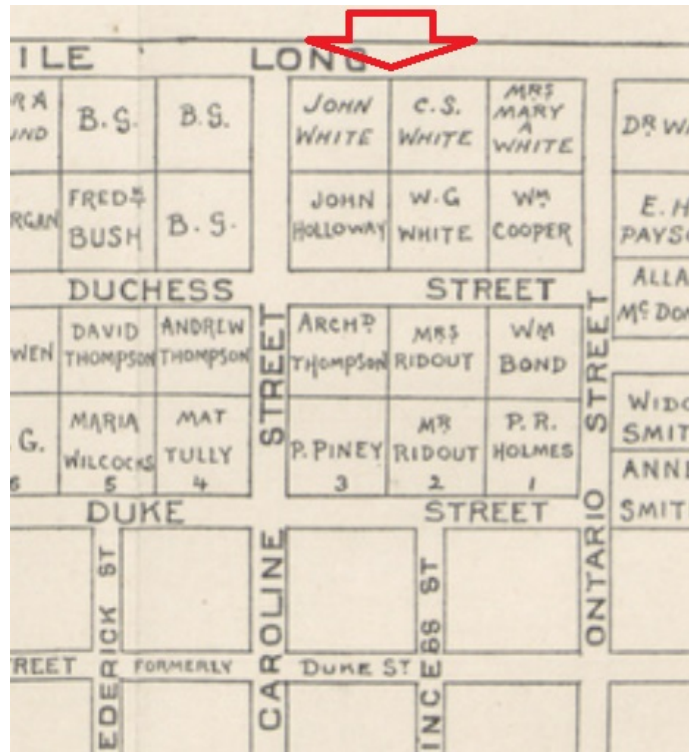
Secondary Sources

Arthur, Eric, Toronto: No Mean City, 3rd ed. revised by Stephen A. Otto, 1986
Blumenson, John, Ontario Architecture, 1990
Brown, Douglas B., "J. Francis Brown Architect 1891 - Brown Beck and Ross 1991:
A Record of Practice," typescript, 1991
"City Dairy Limited," http://www.citydairytoronto.com/dairy_horse.html
"If It's City Dairy, It's Clean and Pure..."
<http://torontoist.com/2013/11/historicist-if-its-city-dairy-its-clean-and-pure-thats-sure/>
"John Francis Brown," entry in Biographical Dictionary of Architects in Canada, 1800-1950, <http://www.dictionaryofarchitectsincanada.org/node/1673>
Lumsden, Liz, The Estates of Old Toronto, 1997
Marchant, Dave, and Bob Thomas, When Milk Came in Bottles: A History of Toronto Dairies, 1997
McHugh, Patricia, Toronto Architecture: A City Guide, 2nd ed., 1989
Robertson, J. R., Landmarks of Toronto, Vol. 1, 1894

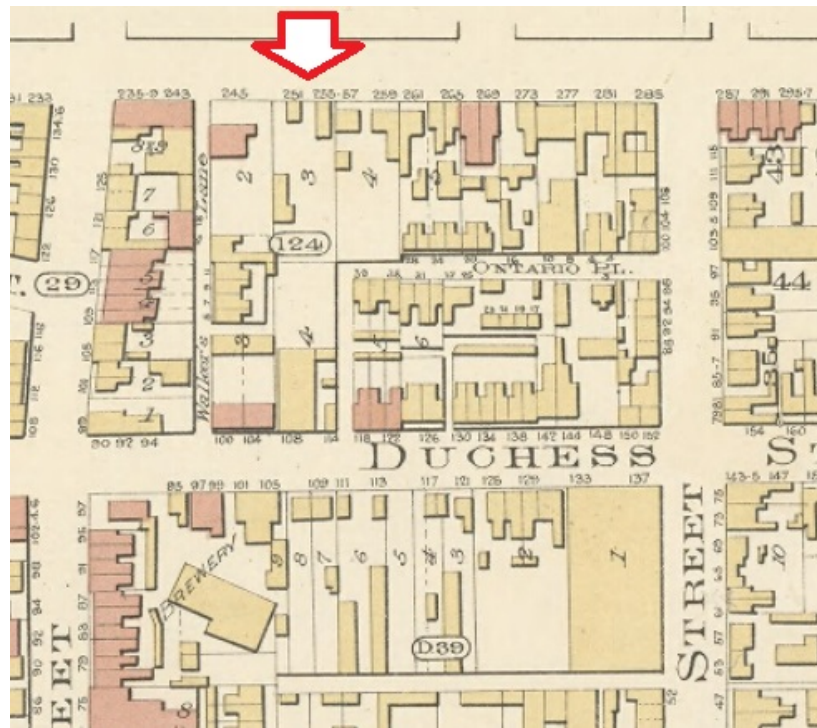
6. IMAGES – maps and atlases are followed by other archival images and current photographs. The **arrows** identify the property at 245 Queen Street East. All maps are oriented with north on top unless otherwise indicated in the captions.



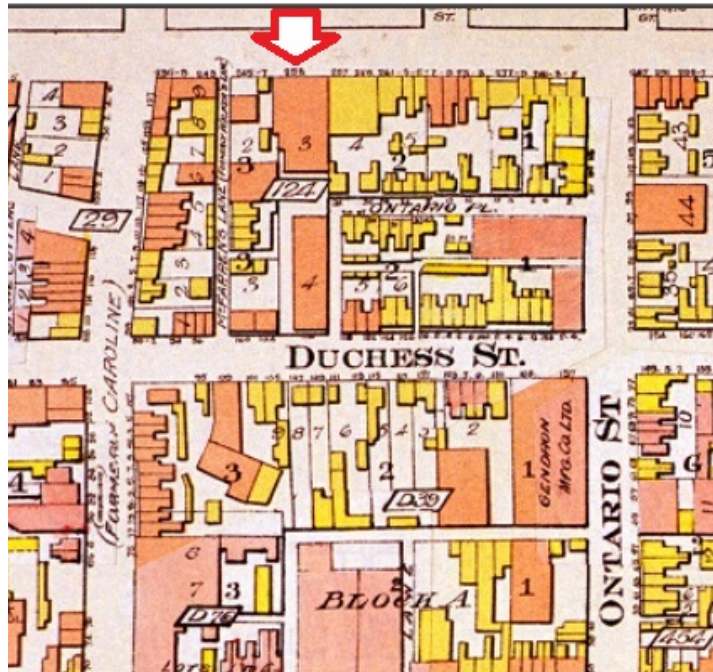
1. Location Maps, 245 Queen Street East: showing the property on the south side of Queen Street East between McFarren's Lane and Ontario Street (City of Toronto Property Data Map and www.bing.com/maps).



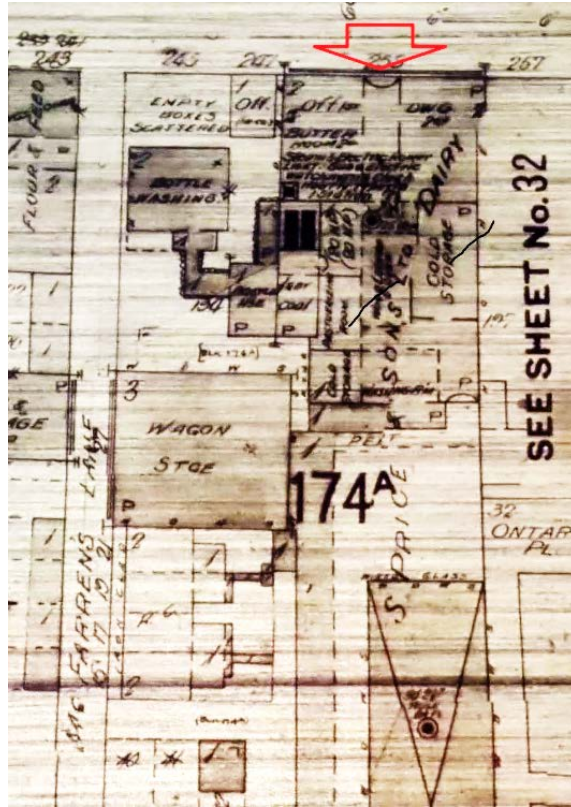
2. Historical Maps, 245 Queen Street East, 1797 and 1858: showing the future location of the S. Price and Sons Dairy Building following the expansion of the Town of York (above), and on the first fire insurance atlas depicting the area (below) (Landmarks of Toronto, Vol. 1, 1894, and Boulton, 1858).



3. Goad's Atlases, 1884 and 1894: Goad's atlas records the Queen Street frontage of the subject property as vacant in 1884 (above), with wood structures in place a decade later (below). No changes were shown on updates to the atlas until 1912 (Image 4).



4. Goad's Atlases, 1910 revised to 1912 and 1923: showing the subject building in place on the 1912 update (above), and the changes to the adjacent sites during the following decade (below). South of the dairy, the long building marked (Lot) 4 on Duchess Street was the S. Price and Sons Stable (1906).



5. Underwriters' Survey Bureau Atlas, 1909 revised to 1915 and 1921 revised to 1943: the subject property is illustrated and labelled "S. Price and Sons Dairy" in the World War I era (above) and, on the 1943 update (below), the Canadian Chromalox Company, a long-time tenant, occupies part of the site.

BUILDING PERMIT

No. 2935

Plan No. _____
Lot No. _____

Toronto, FEB 15 1906 1906

Permit granted to
Mr. Mrs. S. Price & Sons, King St. E.

To erect a 2-storey stone & brick
dairy Bldg.
near Sherbourne St.

on Queen St East.

Architect. J. Francis Brown

Builder _____ FEB 23 1906

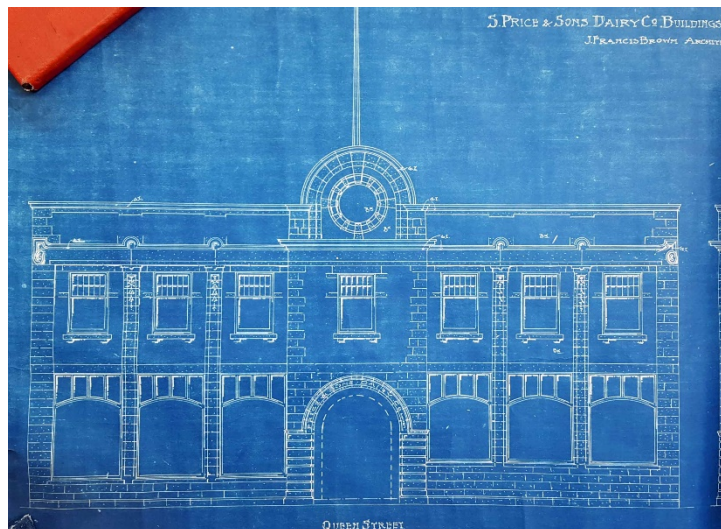
Cost of Building, \$ 22,000.00 MAR 7 1906

Plans and Specifications approved by _____ FEB 26 1906

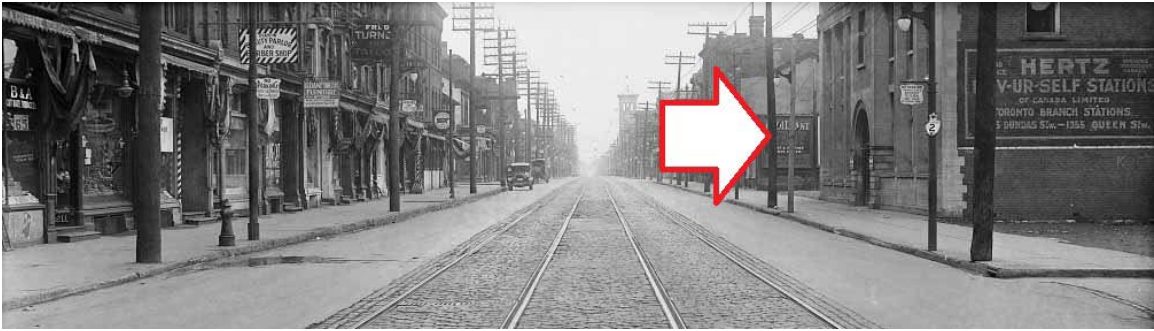
No. of Block Plan _____

Limit B Water, \$ _____

6. Building Permit 2935, February 15, 1906: identifying J. Francis Brown as the architect for the S. Price and Sons Limited's "two-storey stone and brick dairy building" (City of Toronto Archives).



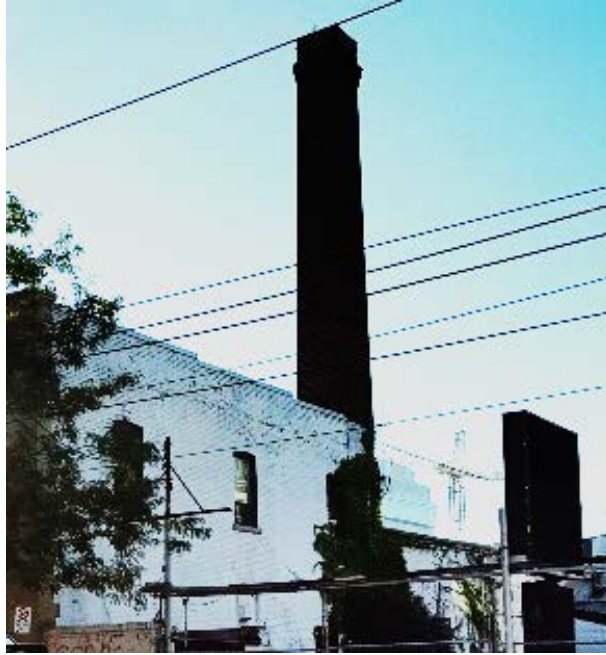
7. Architectural Drawing, S. Price and Sons Dairy Building, 1906: showing the principal (north) elevation of the building designed by architect J. Francis Brown (City of Toronto Archives, Fonds 200, File 1698).



8. Archival Photographs, Queen Street East, east of Sherbourne, 1934 and 1981: showing the property at 245 Queen Street East with the Hertz sign (above, right), and the partially obscured “Taxi” sign (below, right) (City of Toronto Archives, Series 71, Item 10212, and Fonds 1526, Item 9).



9. Archival Photographs, 245 Queen Street East, undated: showing the S. Price and Sons Dairy Building on the south side of the street, between Sherbourne and Ontario streets (Toronto Historical Board).



10. Current Photographs, 245 Queen Street East, 2016: showing the west elevation where the brickwork has been painted (top), the east elevation, which has been parged (centre), and the south elevation on Richmond Street East (bottom) with the rear additions that are not identified as heritage attributes. In the last image, the arrow marks the extended brick chimney on the southwest corner of the S. Price and Sons Dairy Building (Heritage Preservation Services).



11. Photographs, Queen Street East, 2015: showing the Andrew McFarren Building at 237 Queen (top), the Christina Lauder Buildings at 263-265 Queen (centre), and the commercial row including the Carlyle Block on the northeast corner of Queen and Sherbourne streets (bottom), which stand to the west, east and north, respectively of the subject property and are recognized on the City of Toronto's Heritage Register (Heritage Preservation Services).



12. Image, Google Earth, 2016: showing the property at 245 Queen Street East that, with convenience addresses, extends south to Richmond Street East. The S. Price and Sons Dairy Building (1906), which is outlined in red and includes the chimney at the southwest corner of the structure, is identified as the heritage attribute on the property. The image is oriented with north at the bottom.