

Inclusion on the City of Toronto's Heritage Register – 462-486 Eastern Avenue

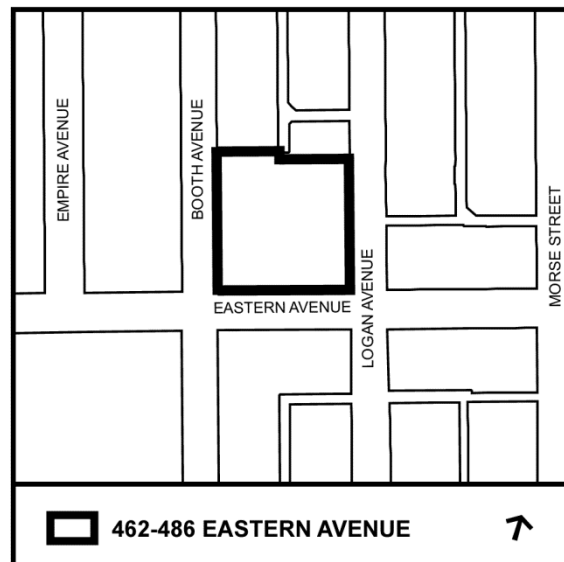
Date: May 12, 2017
To: Toronto Preservation Board
 Toronto and East York Community Council
From: Chief Planner and Executive Director, City Planning Division
Wards: Ward 30 - Toronto - Danforth

SUMMARY

This report recommends that City Council include the property at 462-486 Eastern Avenue (Brown's Bread Limited) on the City of Toronto's Heritage Register.

Located on the north side of Eastern Avenue between Booth and Logan Avenues, the property contains, a two-four storey bakery complex constructed between 1920 and 1929 with later rear additions, originally owned and occupied by Brown's Bread Limited.

Following research and evaluation, staff have determined that the property at 462-486 Eastern Avenue meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, which the City applies when considering properties for inclusion on its Heritage Register.



The inclusion of the property at 462-486 Eastern Avenue on the City's Heritage Register would identify the property's cultural heritage values and heritage attributes. Properties on the Heritage Register will be conserved and maintained in accordance with the Official Plan Heritage Policies.

RECOMMENDATIONS

The Chief Planner and Executive Director, City Planning, recommends that:

1. City Council include the property at 462-486 Eastern Avenue on the City of Toronto's Heritage Register in accordance with the Statement of Significance (Reasons for Inclusion): 462-468 Eastern Avenue, attached as Attachment 3 to the report (May 12, 2017) from the Chief Planner and Executive Director, City Planning.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

At its meeting of November 15, 2016, the Toronto and East York Community Council requested the Senior Manager, Heritage Preservation Services to research and evaluate the property at 462 Eastern Avenue for potential inclusion on the City's Heritage Register and to report to the Toronto Preservation Board and the Toronto and East York Community Council.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.TE20.71>

At its meeting of January 17, 2017, the Toronto and East York Community Council requested the Director, Community Planning, Toronto and East York District to report to the April 4, 2017 meeting of the Toronto and East York Community Council with an update on the Official Plan Amendment and Rezoning application for 462 Eastern Avenue, the status of the proposal within the Ontario Municipal Board appeals of OPA 231, and the planning and community consultation process that will be undertaken for the proposal.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.TE21.76>

COMMENTS

The property located at 462-486 Eastern Avenue (Brown's Bread Ltd.), on the north side of Eastern Avenue occupying the entire street frontage between Booth and Logan Avenues, is currently subject to a re-development application. The application, which proposes retaining substantial portions of the original buildings on the property, has been the subject of discussion and negotiation with City Planning and Heritage Preservations Services.

A location map (Attachment 1) and photographs (Attachment 2) are attached. Staff have completed the attached Research and Evaluation Summary (Attachment 4) for the property at 462-486 Eastern Avenue and determined that the property meets Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV,

Section 29 of the Ontario Heritage Act that the City also applies when considering properties for inclusion on the City of Toronto's Heritage Register under all three categories of design, associative and contextual values.

Brown's Bread Ltd., completed between 1920 and 1929, with later rear additions, has design value as a representative of an early twentieth century industrial building type with Art Deco detailing. The property is valued for its association with Lewis Brown who started Brown's Bread Ltd. at this site in 1892. The bakery expanded its premises over the next 70 years until it merged with General Bakeries Ltd. (Wonder Bread) and was purchased by the George Weston Company in 1985 which continued to operate at this site until 2014. The property has associative value as numerous significant architectural and engineering firms were involved with the construction of the complex including McGiffin & Smith, Harkness, Loudon & Hertzog, Sydney Comber, and the Chicago-based W. E. Long Company. The property has contextual value as it is one of a series of landmark industrial buildings on Eastern Avenue which with the adjacent tree-lined streets of single-family homes dating from the late 19th to early 20th century maintain and define this particular historic neighbourhood established a century ago.

The Statement of Significance (Attachment 3) for 462-86 Eastern Avenue comprises the Reasons for Inclusion.

CONTACT

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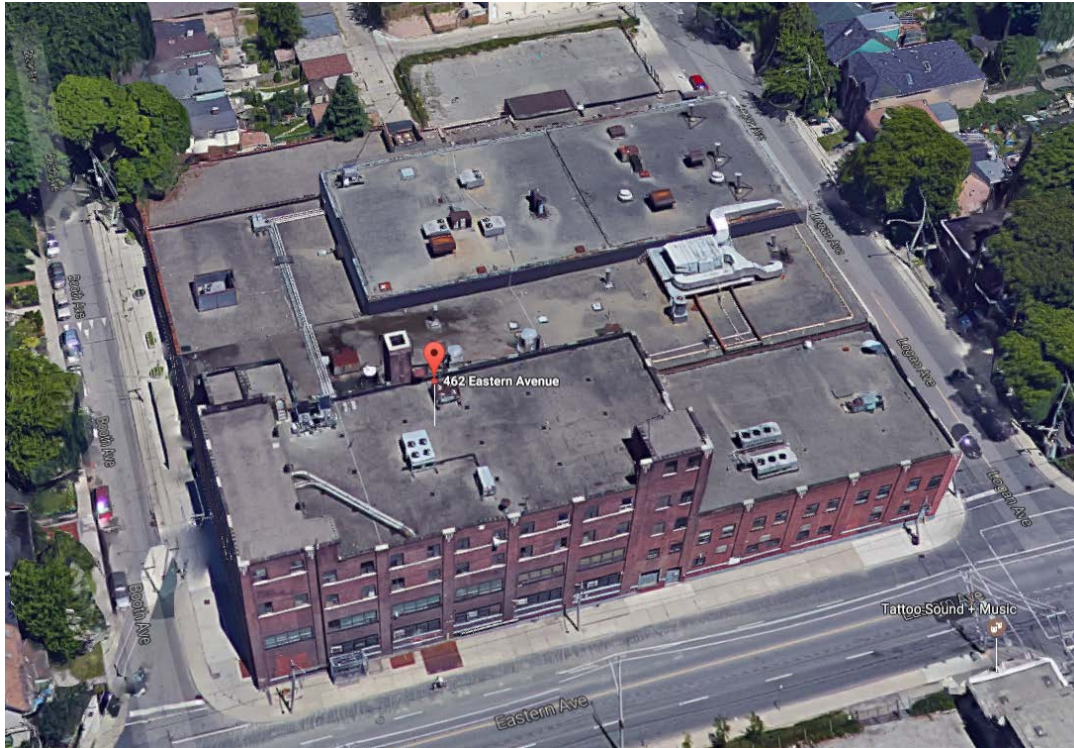
Jennifer Keesmaat, MES, MCIP, RPP
Chief Planner and Executive Director
City Planning Division

ATTACHMENTS

Attachment 1 – Location Map
Attachment 2 – Photographs
Attachment 3 – Statement of Significance (Reasons for Inclusion) -
462-486 Eastern Avenue
Attachment 4 – Heritage Property Research and Summary Report



This location map is for information purposes only; the exact boundaries of the properties are not shown. The arrow marks the site of the property at 462-486 Eastern Avenue.



Aerial photograph of the complex at 462-486 Eastern Avenue (Google Maps, 2017)



Photograph of the principal, south elevation on Eastern Avenue, and the side, west elevation facing Booth Avenue. (Heritage Preservation Services [HPS], 2016)



Photograph of the principal, south elevation on Eastern Avenue and a portion of the side, east elevation facing Logan Avenue (HPS, 2017)



Photograph of the east and north elevations from Logan Avenue (HPS, 2017)



Photograph of the west and north elevations from Booth Avenue (HPS, 2017)

The property at 462-486 Eastern Avenue (Brown's Bread Ltd.) is worthy of inclusion on the City of Toronto Heritage Register for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, which the City applies when considering properties for inclusion on the Register, under all three categories of design, associative and contextual value.

Description

The property at 462-486 Eastern Avenue is a landmark building located on the north side of Eastern Avenue, on the entire block between Booth and Logan avenues, and contains the two-four storey, red brick-clad bakery complex completed between 1920 and 1929 with various later one to four storey additions at the rear.

Statement of Cultural Heritage Value

The Brown's Bread Ltd. complex has design value as a representative example of a well-designed and carefully crafted early twentieth century industrial building. The regular articulation of the exterior elevations with pilaster reflects the internal structural grid typical of factory spaces. The design with its two towers, pilasters shallow pediment(s), and stone details on the pilasters and window sills and at the base demonstrates the attention to aesthetic architectural considerations with which this primary baking facility for Brown's Bread was conceived from the 1920 version through to the additions of 1925, 1926 and 1929.

The property at 462-486 Eastern Avenue has associative value with the historic origins of Brown's Bread which was established by the baker Louis Brown at the north-east corner of Eastern Avenue and Booth Avenue in 1892 and continued to operate and expand on that site until it merged with Inter City Bakery, and then General Bakeries which was finally acquired by George Weston Ltd. in 1985. Weston continued to operate at this site until 2014. For 120 years this facility represented significant production of baked goods and employment. The property is also valued for its association with the numerous prominent architectural and engineering firms who designed the facility including McGiffin & Smith, architects, Harkness, Loudon & Hertzog, engineers, Sydney Comber, architect and Canadian leader in the design of bakeries, and the Engineering Division of the Chicago-based W. E. Long Company, specialist in all facets of bakery operations from packaging and advertising through to facilities construction

Contextually, Brown's Bread Ltd. is valued as it maintains the early twentieth century industrial character of Eastern Avenue in south Riverside. Along with the Consumer Gas Buildings on the south side of Eastern Avenue, Brown's Bread is an important architectural landmark in the area representing local industry and employment. It is historically and functionally linked to its surroundings including the adjacent low-rise residential tree-lined streets primarily composed of single-family homes, some as early

as the late Victorian period and others dating from the early twentieth century. Together the industrial buildings and residential streets are part of a cohesive neighbourhood which maintains its particular identity established nearly a century ago.

The heritage attributes of the property at 462-486 Eastern Avenue are:

- The setback, placement and orientation of the building on the north side of Eastern Avenue between Booth and Logan avenues
- The scale, form and massing of the principal four-storey building, with its east and west end bays raised a half storey, and a two-storey, five bay addition to the east.
- The materials, comprising dark red and red brick cladding with stone details
- The brick pilasters on the Booth, Eastern and Logan avenues elevations
- The bands of vertical brick soldier courses running across the tops of window openings and continuing as a decorative band between pilasters
- The stone window sills which span from between the pilasters and have been cut to have angled slopes as well as being blocks at the base of the brick walls
- The stone sills running at the base of the pilasters on all three elevations on Booth, Eastern and Logan avenues
- The stone base at grade, currently painted over
- The stone caps and decorative, triple, vertical stone bands featured at the top of the pilasters with a longer central band
- The shallow pediment at the centre of the four-storey building with its circular stone disk
- The windows on the principal, four-storey building which include wide horizontal windows at the first and second floor levels seen on the elevations facing Booth and Eastern avenue
- The pairs of windows at the third and fourth floor levels of the four-storey building, all floors of the raised east end bay and the two storey addition, on all three elevations facing Booth, Eastern and Logan Avenues
- The pair of vertical windows at the west end of the Eastern Avenue elevation which have been bricked in
- The loading bay opening at the base of the eastern tower and the adjacent ground-level doorway

Please note: The numerous additions to the rear are **not** included

RESEARCH AND SUMMARY: 462-486 Eastern Avenue



Photograph showing Brown's Bread, 462-486 Eastern Avenue occupying the block on the north side of Eastern Avenue between Booth and Logan avenues (HPS, 2016)

i. HISTORICAL CHRONOLOGY

Key Date	Historical Event
1804	Frederick Brown obtains the patent for Lot 13 in the Broken Front Concession in the Township of York
1822	Lot 13 was sold to John Bishop Sr. who transferred the land to his son John Bishop Jr. in 1831
1853	Lot 13 was purchased by Septimus Tyrwhitt
1857	A portion of Lot 13 was purchased by Henry Blong
1860	Blong transferred the property to his son Edward, who subdivided the property under Plan 568A
1892	Lewis Brown is recorded in the assessment rolls as the owner of Lot 38, Plan 568A on Eastern Avenue at the north-east corner with Booth Avenue. Brown is recorded as a baker and his home is located at the same address as his work
1911	Goad's Atlas shows the Brown house on the north-east corner of Eastern Avenue at Booth with a large baking premises to the north and a drive shed to the east

1920	A report published on March 9, in the Toronto Daily Star indicates that Brown's Bread has purchased 5 lots, measuring 151 x 120' on Eastern Avenue at the north-west corner with Logan Avenue (this is the vacant land to the east of the original Brown property, Lots 31-5)
1920	In June, McGiffin and Smith, architects, with the engineers Harkness, Loudon and Hertzberg submit plans for a two-storey factory to be located at the north-east corner of Eastern Avenue and Booth. The building permit 32401, grants permission for a single storey factory only.
1922	Following the death of Lewis Brown in 1921, F. H. Brown succeeds as the president and general manager of the Brown's Bread
1925	The architect Sydney Comber produces a new two-storey, design for the bakery incorporating the original smaller, one storey building
1926	The noted Chicago-based bakery specialists, W. E. Long, Engineering Division, produce plans for an addition to Comber's design creating a four storey bakery
1929	A survey of the property by Speight and Van Nostrand, Surveyors, indicates that the entire block on the north side of Eastern Avenue from Booth to Logan avenues and up to the rear laneway is occupied by the bakery building, indicating that the two-storey wing was complete by this date
1935	Goad's Atlas indicates that the bakery complex has expanded north incorporating the former laneway into its property holdings.
1939	Drawings submitted by W. E. Long for a truck repair shop indicate that two houses on Logan Avenue have been integrated into the complex
1958	A plot plan from this date indicates the final expansion and volumes of the bakery complex which is now owned by Inter City Baking Company.
1969	By this date, the complex is owned by General Bakeries Ltd.
1985	George Weston Ltd. purchased General Bakeries
2014	George Weston Ltd. closes down its operations at the property
2016	The property is purchased by 462 Developments Inc.

ii. HISTORICAL BACKGROUND

The Riverside Neighbourhood

The property at 462-486 Eastern Avenue is located in the neighbourhood originally identified as Riverside (also known as Riverdale). (*Image 1*) Riverside is located on the east side of the Don, and grew following the laying out of the Kingston Road, now known as Queen Street East, with the establishment of the Town of York in 1793. The Kingston Road, connected the town with Kingston and other communities to the east. The road began on the east side of the bridge which crossed the Don River and was intersected by two principal routes the Don Mills Road (Broadview Avenue) which from

the 1790s provided a road to the mills north on the Don River and became known as the village of Don Mount and by Leslie Street where George Leslie and sons subdivided their property, established market gardens and by the 1852 a post office resulting in an early community now known as Leslieville. (*Image 2*) Initially populated by toll booths and taverns for travellers, other commercial and residential and institutional development soon followed along the route. By 1856, the Grand Trunk Railway had been constructed and this added means of transport, along with the wharves established to the west along the waterfront, would result in the location of industry in the neighbourhood. (*Images 3-5*)

The land surrounding the Town of York had been subdivided into, nominally, 200 acre park lots granted to those loyal to the British to encourage settlement. In Riverside these were long rectangular plots which stretched from the lakefront, north to the second concession, now known as Danforth Road. The property at 462-486 Eastern Avenue is located on the former Park Lot 13, the third lot east of the Don River, which had originally been granted to Frederick Brown and the patent obtained in 1804.¹ The land was subsequently sold to the Bishop family and then to Septimus Tyrwhitt. In 1857, Tyrwhitt sold the property to Henry Blong (c1805-1861). Blong transferred the property to his son Edward Blong in 1860. In 1884, the eastern half of Lot 13, was surveyed as Plan 568A creating a series of lots from the lake to the south side of Queen Street stretching on a long block between Booth (later Blong) Avenue and Logan Avenue which was bisected by Eastern Avenue.

Lewis Brown

Lewis Brown (1864-1921) purchased the Lot 38 on Eastern Avenue at the north-east corner with Booth Avenue by 1892. It was here that he lived and worked as a baker.² Previously, City Directories had recorded Lewis Brown as a driver for A. Burness in 1887, as a "baker at James Slatter," boarding at 182 Oak Street where Thomas H. Brown, also a baker, lived in 1888.³ The directories for 1889 and 1890 indicate Lewis Brown working as a baker and living at 518 Eastern Avenue, east of Morse Street. By 1892, he finds his permanent home at 462 Eastern Avenue, on Lot 38.

Goad's Map of 1911 shows the development and expansion of his premises, with the house situated at the corner of the lot, a bakery building behind to the north and a drive shed to the east. (*Image 6*) By 1920, McGiffin and Smith architects with the engineers, Harkness, Loudon and Hertzberg, submitted plans for a two-storey bakery for Brown's Bread Ltd., to be constructed adjacent to the existing earlier bakery facing Booth Avenue, on the site of the original house. The building permit granted approval for only a single storey complex.⁴ (*Image 7*)

1 Archaeological Services Inc. pp. 2-5 provides a history of land ownership.

2 Assessment Rolls, St. Lawrence Ward for 1893, Eastern Avenue, September, 1892 indicate land, buildings as well as personal property valued at \$200 which was part of the bakery business.

3 Lewis boarded with Thomas who owned the house at Oak. It is not known at this time what the relationship was between the two, but for a time Thomas worked for Lewis.

4 City of Toronto Building Records, Building Permit 32401 - notes on the permit records indicate approval for a single storey only.

In 1925, the architect Sydney Comber, who was a well-known specialist in the design of bakeries,⁵ produced a design for a larger, two storey bakery building which included the original 1920 McGiffin and Smith building. McGiffin and Smith's building had three bays on Eastern Avenue; Comber's extended to five. Comber's design introduced the shallow pediment, with its central stone disc, and the vertical stone strips on the buttresses that are the chief decorative elements of the complex.⁶ (*Images 8-9*)

Within a year, in 1926, the Engineering Division of the Chicago-based, American firm of W. E. Long, specialists in design of all facets of bakeries, from graphics and packaging through to baking, produced the first of a series of designs for Brown's Bread Ltd. This design expanded the bakery from five to seven bays on Eastern Avenue and from two to four storeys.⁷ (*Image 10*) By 1929, they had designed the two-storey wing that extended east so that the bakery now occupied the entire block on the north side of Eastern Avenue from Booth to Logan avenues. (*Image 11*)

From 1931 through to 1979 a series of additions and alterations, typically of one or two storeys, were made at the rear of the building which extended the premises first of all across the laneway providing for drive sheds, repair shops, additional offices and employee facilities. In 1935, the premises expanded on Logan Avenue including two of the original Victorian semi-detached houses as part of the operations (they were used as a paint shop) but by 1951, Goad's Atlas indicates they had also been demolished and replaced with a new drive shed, which acquired a second story in 1979.⁸ (*Images 12-13*) After this time, the building construction was confined to internal alterations.

After Lewis Brown died in 1921, F. H. Brown took over as the president and general manager. By 1958, Brown's Bread Ltd. had merged with Inter City Bakeries and later merged with General Bakeries by 1969. In 1985 George Weston Ltd. acquired General Bakeries and continued to occupy the site until ending their operations there in 2014.

iii ARCHITECTURAL DESCRIPTION

Eastern Avenue Building 1920-1929

Located on the north side of Eastern Avenue extending the entire block between Booth and Logan avenues, the Brown's Bread Ltd. bakery complex comprises a four-storey building, seven bays long at the west end of the block with a two-storey, five bay long extension at the east end. (*Images 14-15*) Both buildings are four bays deep on their side elevations facing Booth and Logan avenues. The massing of the deep red, brick-clad building is articulated by the regular sequence of flat pilasters along the Booth, Eastern and Logan avenue elevations, by the slightly higher outer end bays of the four-storey block and by the minimal expression of a pediment in the central bay of the four storey block. The verticality of the pilasters is given contrast by the horizontal stone sills of the original McGiffin and Smith design, near the base which mark the point where the pilasters merge with the base of the building.

5 Hill, see entry for Comber.

6 Building Permit 84032

7 Building Permit 92200 has the relevant documents for additions made between 1926 and 1939.

8 Building Permit 127214

The earliest windows, still evident on the west end of the Eastern Avenue elevation and the Booth Avenue elevation were broad horizontal openings spanning from pilaster to pilaster maximizing daylight. The other McGiffin and Smith feature is the vertical pair of windows (now bricked in) at the western most bay of the Eastern Avenue elevation. The additions of 1926 and 1929 broke away from the wide horizontal windows, favouring pairs of windows with taller narrower proportions between each pilaster. Many of these windows still remain and are metal sash with opening sections in their two bottom panels. *(Image 16)* All elevations indicate a sequence of alterations as openings have been extended and sometimes later bricked in, but a consistent rhythm remains.

With its pilasters and the consistent approach to fenestration, the building conveys its function as an industrial building with the pilasters and window bays indicating the internal structural grid of the factory-type. *(Images 17-22)* However the pediment, the massing with towers, stone details, evident as decorative vertical bands on the pilasters, the disc in the pediment and the stone sills, which provide horizontal bands from pilaster to pilaster indicate the dignity and pride of the owners in their business enterprise. The design of the window sills as they are adapted from a wide horizontal window spanning between pilasters to a pair of windows is particularly fine as the stone is cut to combine the steep slope of the window sill with the vertical stone that provides a base to the adjacent brick wall. *(Image 23)*

Stylistically the building fits into a reductive streamlined styling that was occurring in the 1920s and was on the one-hand appropriate to the industrial building type of the bakery and on the other, coincided with the Art Deco and Style Moderne styles which retained aspects of traditional styles but minimized them. This is evident here in the reduced pediment at the centre of the south elevation with its stone disc - two Classical elements, as well as in the vertical decorative bands on the pilasters which hint at Gothic buttresses but speak more clearly of the linear facility of the Art Deco Style.

Rear Additions 1931-1979

The extensions to the complex which can be seen on Logan and Booth avenues, are constructed of a lighter red brick and vary in height from a tall one to three stories. They have a more rudimentary and expedient quality lacking the well-crafted coherence of the original building created between 1920 and 1929. *(Images 24-25)*

CONTEXT

Brown's Bread Ltd. is a landmark located on the north side of Eastern Avenue between Booth and Logan avenues. Eastern Avenue is an important east-west artery running parallel and mid-way between Queen Street East and Lakeshore Boulevard. It represents a transitional boundary between what is typically small scale residential development to the north with its fine grain of single-family homes on well-treed streets and the industrial development which has primarily characterized the south side of Eastern Avenue since the early twentieth century.⁹ *(Image 26)* Several heritage buildings exist on the south side including the 1908 Consumer Gas Station B at 415 Eastern Avenue, as well as the 1912 Consumer Gas building at 433 Eastern Avenue

⁹ However Logan, Morse and Carlaw are exceptions as they extend the residential scale south of Eastern Avenue.

and its later twin at 477 Eastern Avenue which is 'kitty-corner' to the Brown's Bread property. At the south-east corner of Logan and Eastern is a low-rise industrial building of c.1930 featuring glass block. (Images 27-30) Brown's Bread Ltd. complements the type, period and scale of these buildings as well as the period of the surrounding residential neighbourhood which features houses dating from the late Victorian period through to the early twentieth century. (Images 31-33) The neighbourhood also features more recent infill projects which preserve the scale and typology of the houses built 100 years earlier. The Eastern Avenue neighbourhood presents a consistent and long-established mix of residential and industrial buildings dating from the early twentieth century.

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

The Brown's Bread Ltd. complex has design value as a representative example of a well-designed and carefully crafted early twentieth century industrial building. The regular articulation of the exterior elevations with pilaster reflects the internal structural grid typical of factory spaces. The composition of the principal elevation with two towers, a shallow pediment and stone details on the pilasters and window sills demonstrates the care with which this primary baking facility for Brown's Bread was conceived from the factory of 1920 through to the additions of 1925, 1926 and 1929.

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

The property at 462-486 Eastern Avenue has associative value with the historic origins of Brown's Bread which was established by the baker Louis Brown at the north-east corner of Eastern Avenue and Booth Avenue in 1892 and continued to operate and expand on that site until it merged with Inter City Bakery, and then General Bakeries

which was finally acquired by George Weston Ltd. in 1985. Weston continued to operate at this site until 2014. For 120 years on this site baked goods were produced and a large number of people were employed. The property is also valued for its association with the numerous significant architectural and engineering firms who were involved with the construction of the complex including McGiffin & Smith, architects, Harkness, Loudon & Hertzog, engineers, Sydney Comber, architect and Canadian leader in the design of bakeries, and the Engineering Division of the Chicago-based W. E. Long Company, specialist in all facets of bakery operations from packaging and advertising through to facilities construction

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	X

Contextually, Brown's Bread Ltd is valued as it maintains the early twentieth century industrial character of Eastern Avenue. Along with the Consumer Gas Buildings on the south side of Eastern Avenue, Brown's Bread is an important architectural landmark in the area representing local industry and employment. It is historically and functionally linked to its surroundings including the adjacent low-rise residential tree-lined streets primarily composed of single-family homes, some as early as the late Victorian period and others dating from the early twentieth century. Together the industrial buildings and residential streets are part of a cohesive neighbourhood which maintains its particular identity established nearly a century ago.

SUMMARY

The three properties have been evaluated according to Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act that the City also applies when considering properties for inclusion on the City of Toronto's Heritage Register.

Brown's Bread Ltd., completed between 1920 and 1929, with later rear additions, has design value as a representative of an early twentieth century industrial building type with Art Deco detailing. The property is valued for its association with Lewis Brown who started Brown's Bread Ltd. at this site in 1892. The bakery expanded its premises over the next 70 years until it merged with General Bakeries Ltd. (Wonder Bread) and was purchased by the George Weston Company in 1985 which continued to operate at this site until 2014. The property has associative value as numerous significant architectural and engineering firms were involved with the construction of the complex including McGiffin & Smith, Harkness, Loudon & Hertzog, Sydney Comber, and the Chicago-based W. E. Long Company. The property has contextual value as it is one of a series of landmark industrial buildings on Eastern Avenue which with the adjacent tree-lined streets of single-family homes dating from the late 19th to early 20th century maintain and define this particular historic neighbourhood established a century ago.

SOURCES

Archival Sources

Assessment Rolls, City of Toronto, St. Lawrence Ward.
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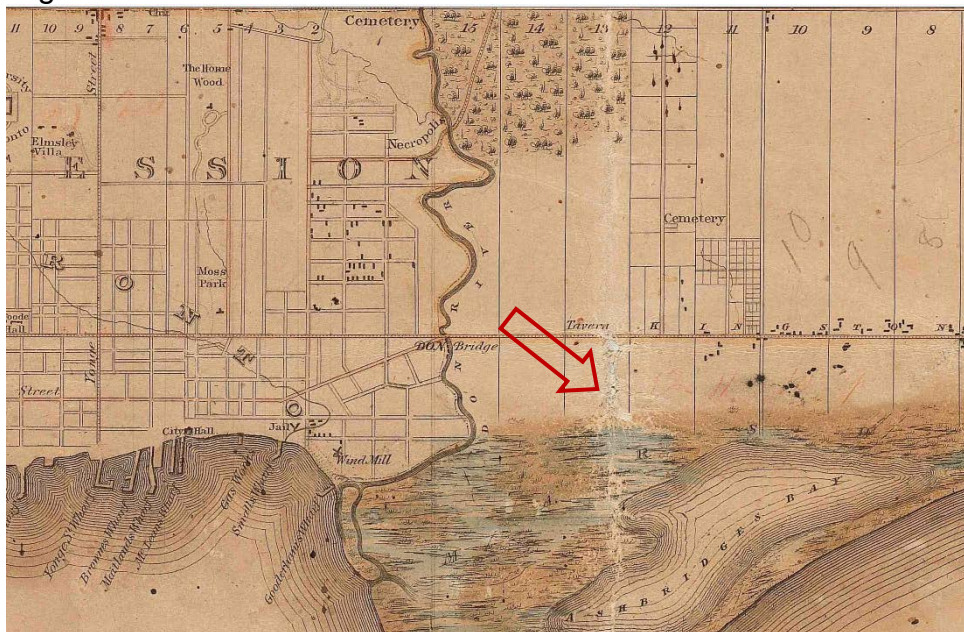
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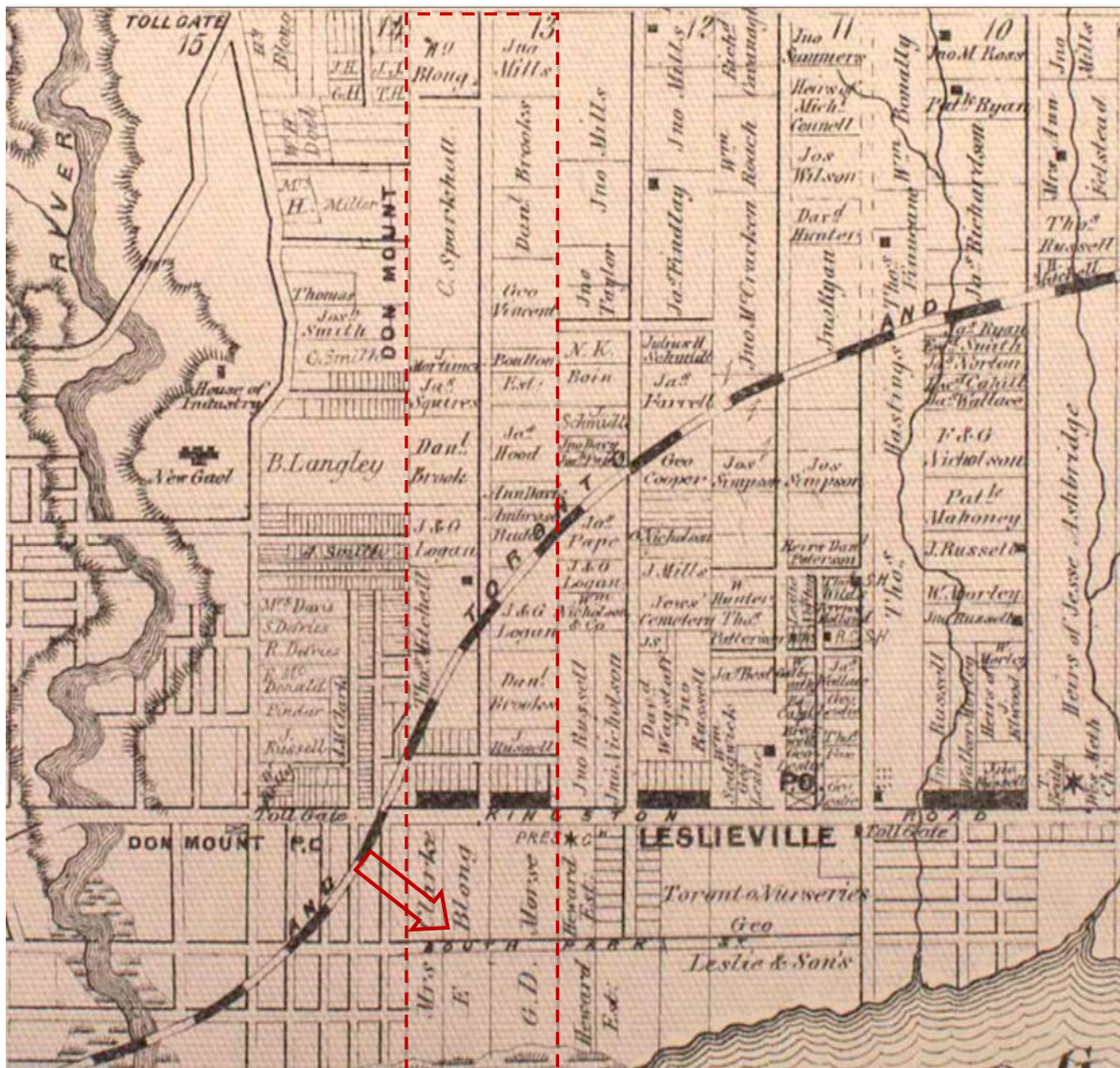
IMAGES: The arrows mark the location of the property at 462-486 Eastern Avenue. Please note: all maps are oriented with north at the top, unless otherwise indicated



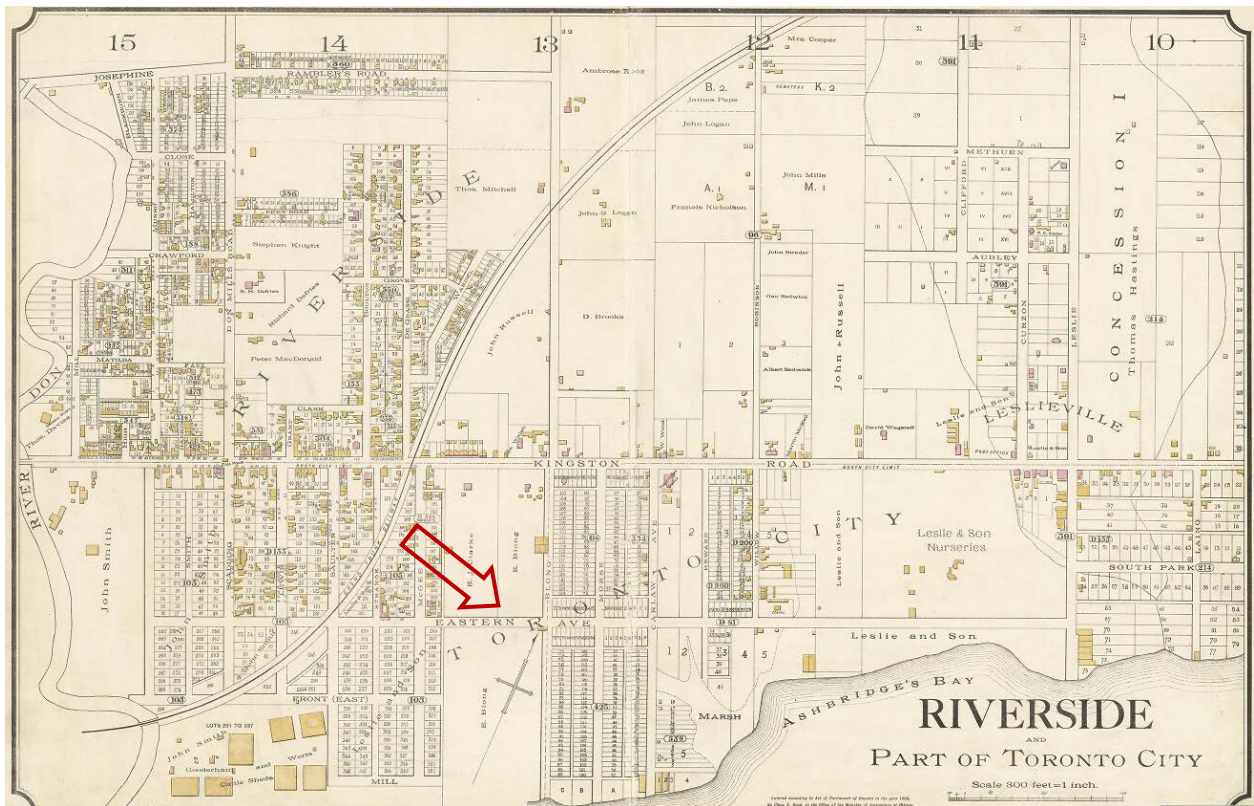
1. *City of Toronto Property Data Map*: the subject property at 462-486 Eastern Avenue is marked on the north side of Eastern Avenue with Booth Avenue to the west and Logan Avenue to the east.



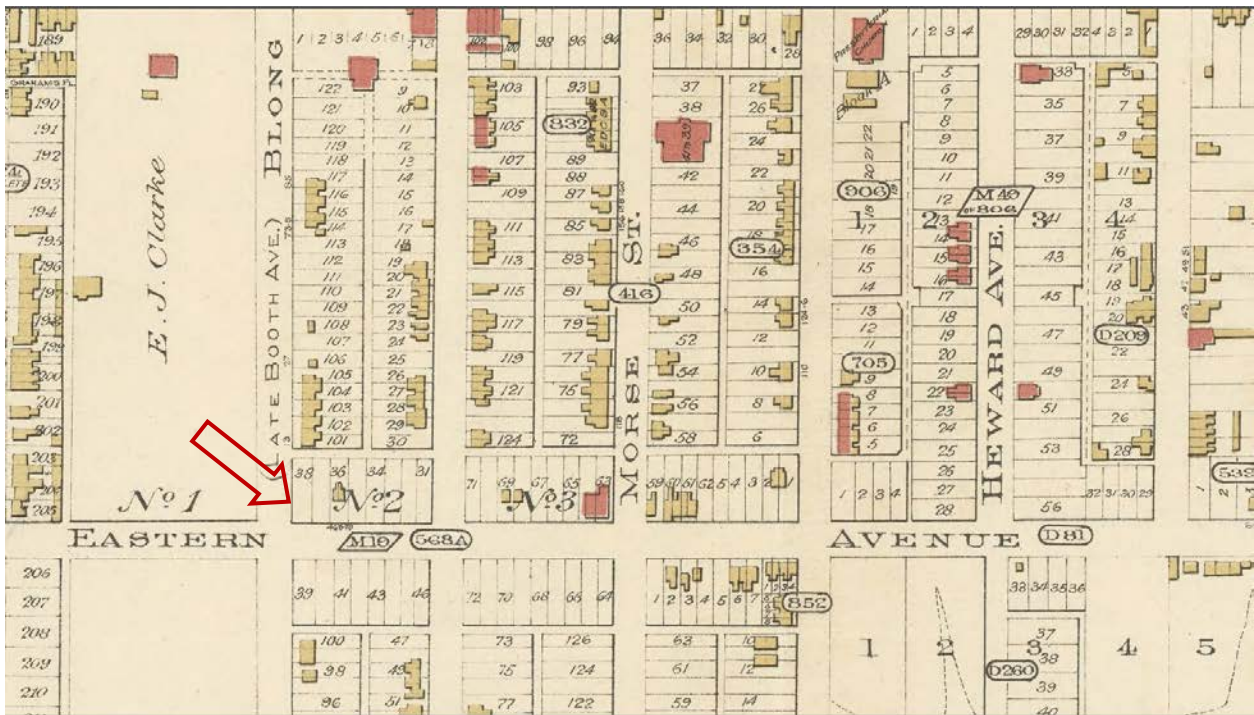
2. J. O. Browne. *Map of the Township of York in the County of York, Upper Canada, 1851*, showing the location of the subject property south of the Kingston Road/Queen Street East, on Lot 13 between the Don River and to the west of Leslie estate (Lot 11) and subdivisions. (City of Toronto Archives)



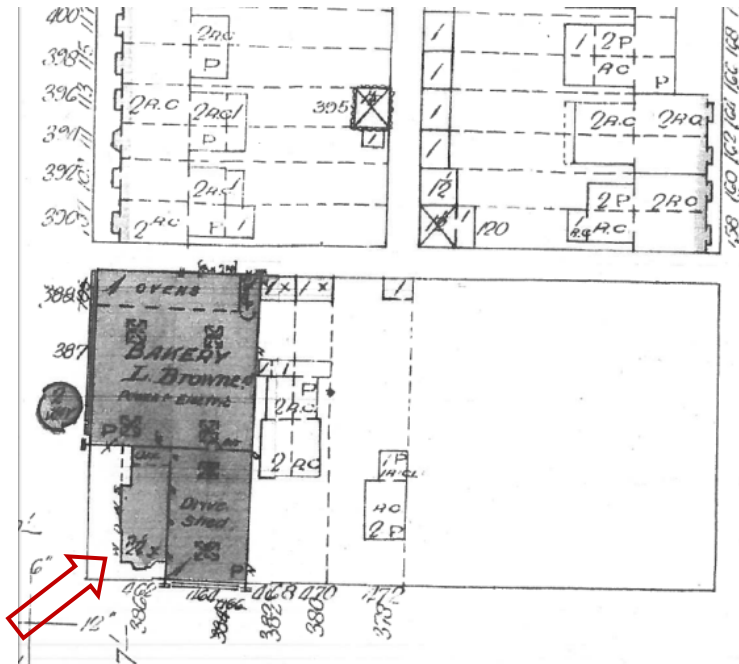
3. Miles & Co., *Illustrated Historical Atlas of the County of York*, (detail) 1878, showing Lot 13, and the portion owned by Edward Blong, located between the villages of Don Mount and Leslieville, with the Toronto Nurseries, as well as the Grand Trunk Railway (Ng)



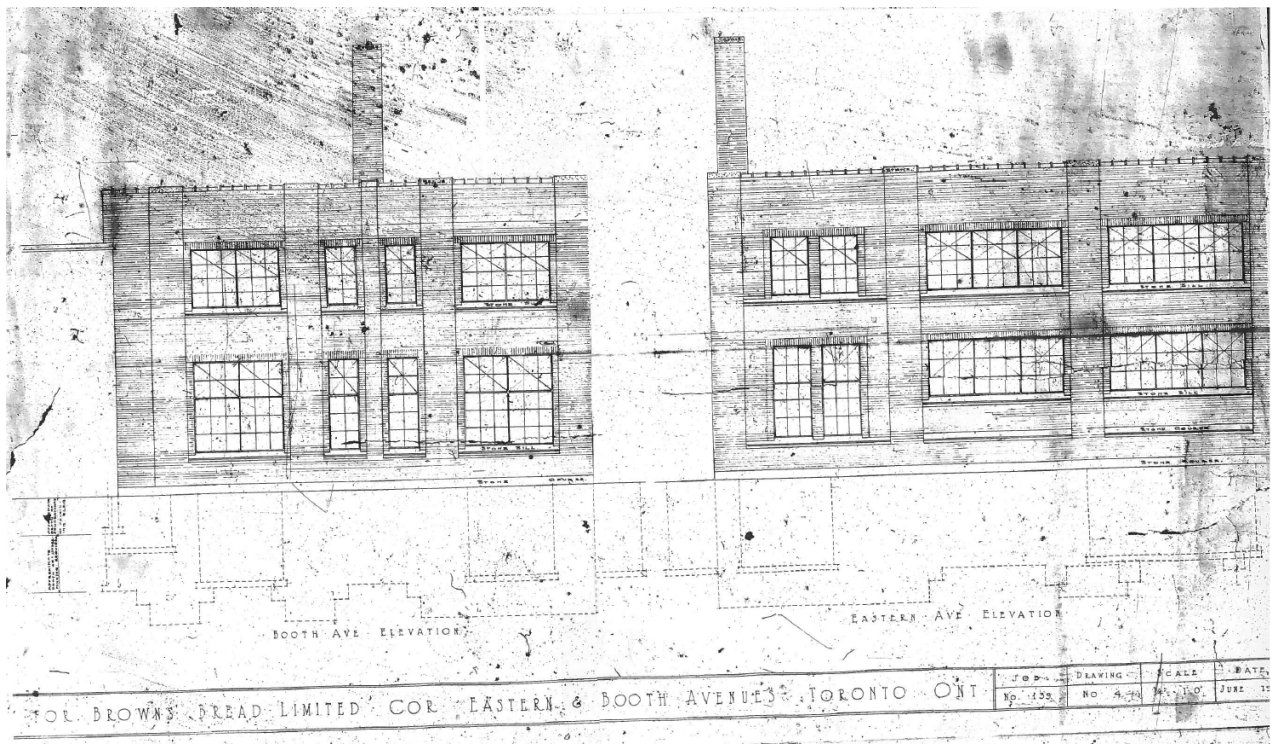
4. Goad's Atlas, 1884, (detail) showing Riverside with the Park Lots, the railway, and the subdivisions, development and the property owned by Edward Blong to the north and south of Eastern Avenue. (City of Toronto Archives)



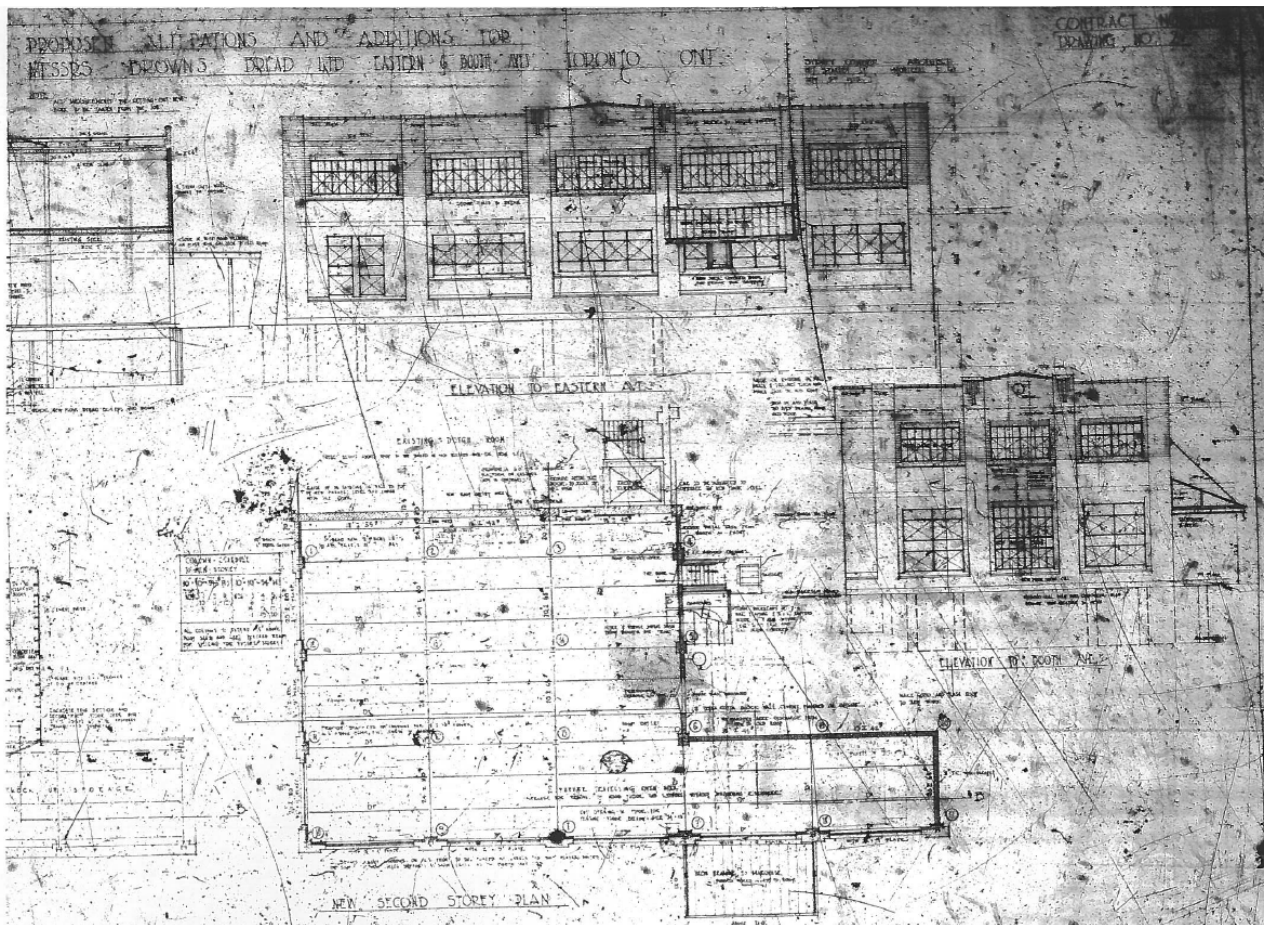
5. Goad's Atlas, 1890 (detail): showing the subdivision of the portion of Lot 13 owned by Blong under Plan 568A. Note the creation of Blong Avenue (formerly known as Booth and now known as Booth again) (CTA)



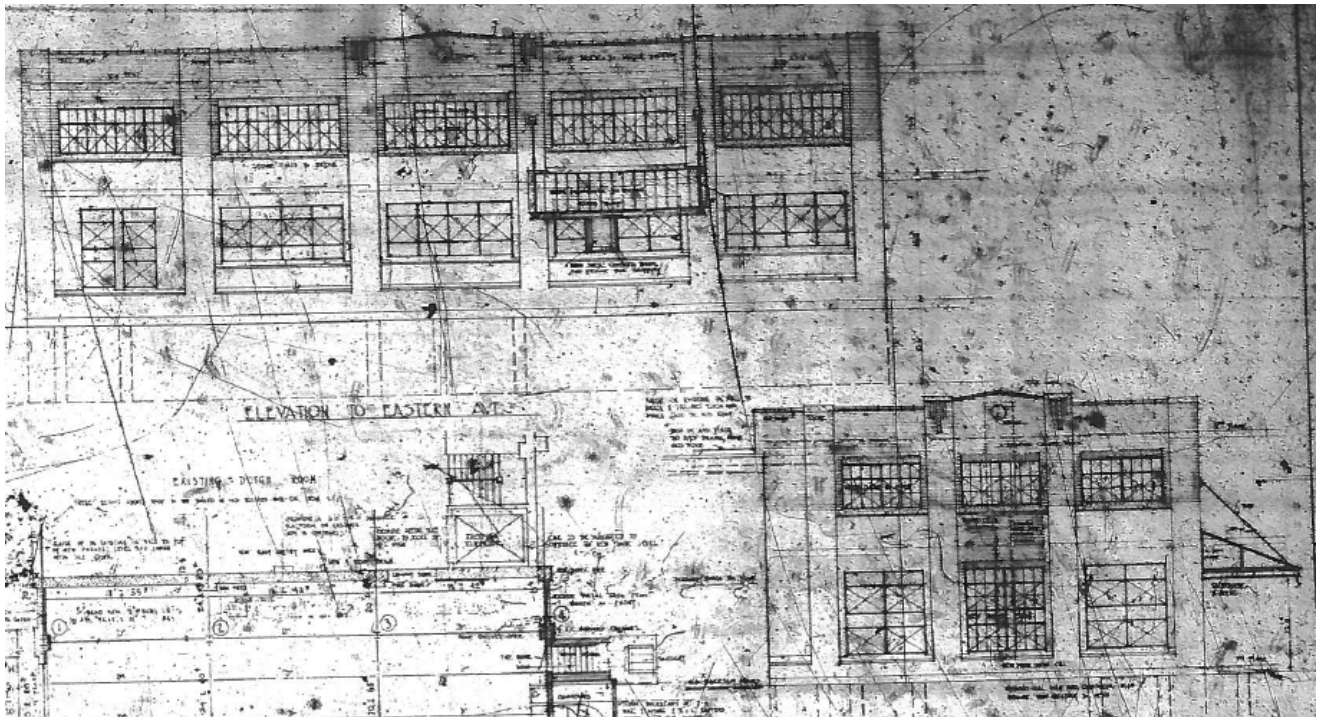
6. Goads Atlas, 1911 (detail): showing the Lewis Brown house at the north-east corner of Eastern Avenue and Booth Avenue, with the bakery building to the north and the drive shed to the east. (City of Toronto Reference Library)



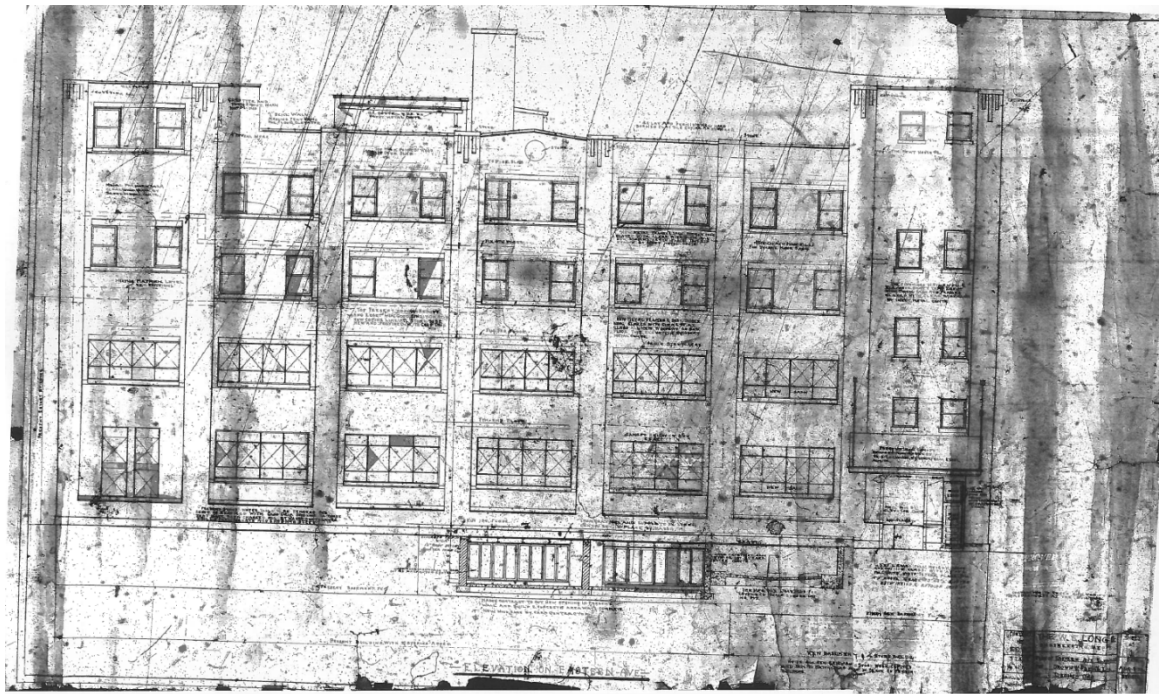
7. McGiffin and Smith Architects, June 1920, design for new bakery building for Brown's Bread Ltd. at the corner of Booth and Eastern avenues, with the side elevation on Booth Avenue at the left hand side and the principal elevation on Eastern Avenue at the right hand side of the drawing. (City of Toronto Building Records, Building Permit 32401)



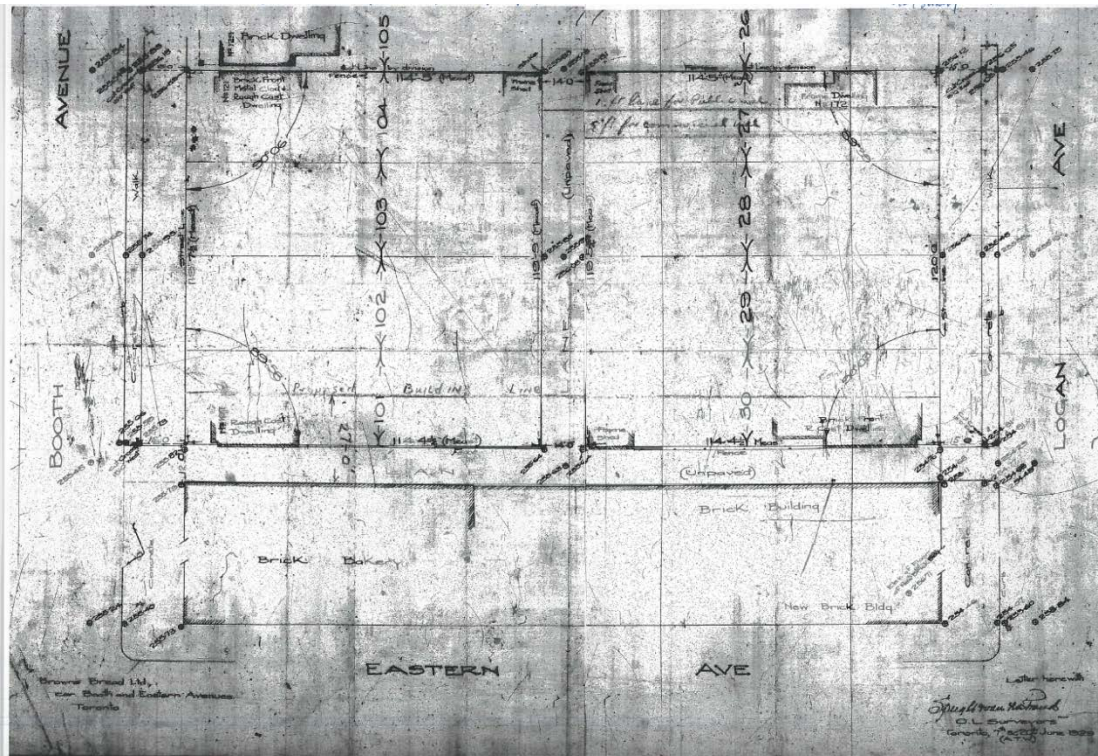
8. Sydney Comber drawings, 1925, showing the extension of the elevation on Eastern Avenue from three to five bays, the addition of the upper level, shown in the plan below. (Building Permit 84032)



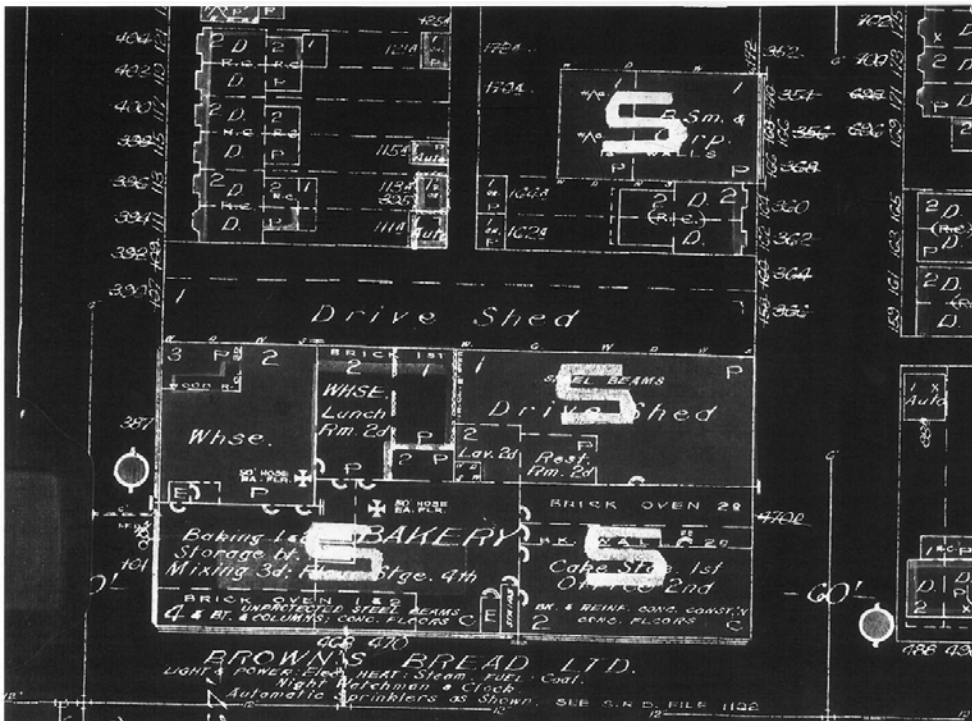
9. Comber Drawings, detail, showing the inclusion of a very slightly sloped pediment in the central bay of both elevations, the disc in the pediment and the vertical stone strips on the tops of the pilasters. Note that Comber maintains the unusual design of the western-most window of the Eastern Avenue elevation which is present in the elevation today. (Building Permit 84032)



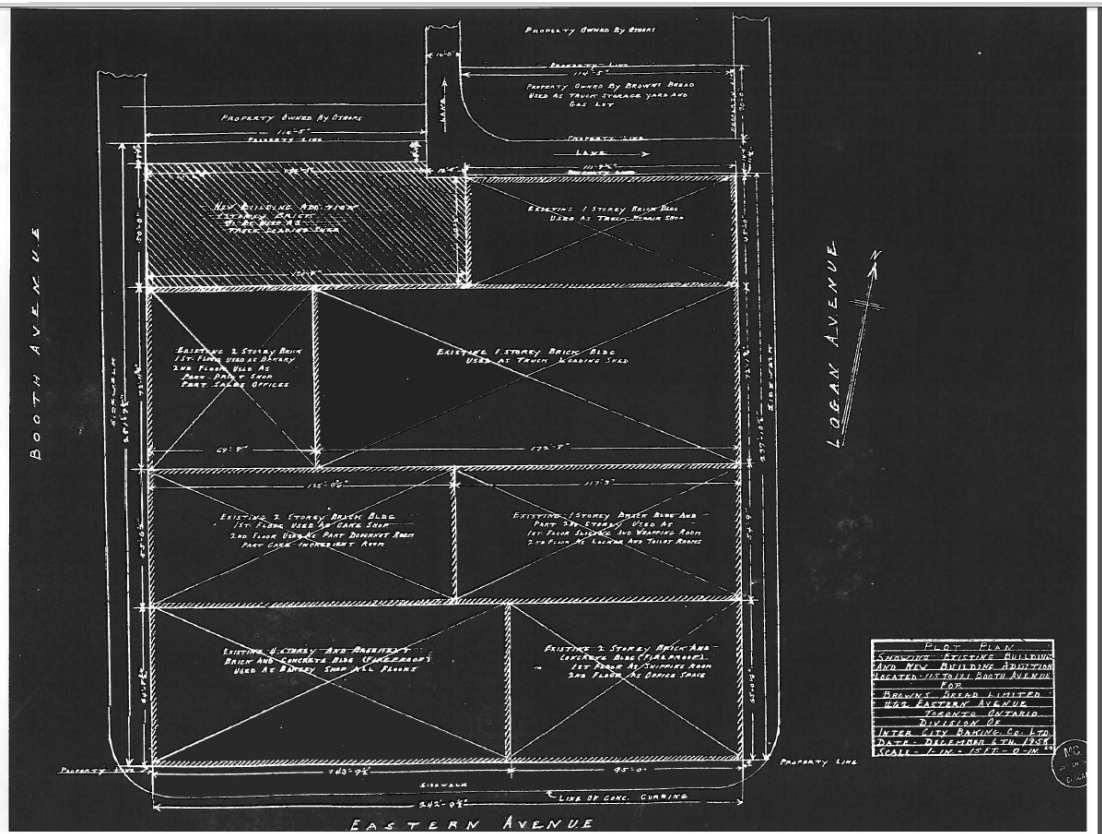
10. W. E. Long, Engineering Division, Eastern Avenue elevation, 1926, showing the building extended to four stories including two extra bays to the east. Note the inclusion of Combers decorative details of the pediment, disc and vertical stone details on the buttresses and the two corner tower elements. (Building Permit, 92200)



11. Speight and Van Nostrand, Survey, 1929, showing the bakery complete along with Eastern Avenue from Booth to Logan, with the "new brick building" now complete at the corner with Logan and Eastern Avenue. The unpaved laneway continues behind the building with "rough-cast" dwellings to the north on Booth (Building Permit 83091)



12. Goad's Atlas, 1935 (detail), showing the expansion of the bakery complex across the laneway with warehouses, lunchrooms and drive sheds. The two houses on Logan were used as paint shops. (Toronto Reference Library)



13. Plot Plan, 1958 showing the extent of the complex including the most recent addition as marked with the diagonal hatching. (Building Permit Drawings, 462 Eastern Avenue)



14. Principal south elevation facing Eastern Avenue at the corner of Booth Avenue (HPS, 2017)



15. Principal south elevation facing Eastern Avenue at the corner with Logan Avenue (HPS, 2017)



16. Interior view of metal windows installed with the 1926 additions to the complex, showing the opening bottom sections.



17. Interior of the 1926 building, fourth floor showing internal structure



18. Interior of the east extension, ground floor showing the internal structural grid (HPS, 2016)



19. Interior of one of the rear additions showing remaining bakery machinery (HPS, 2016)



20, 21. Bakery machinery (HPS, 2016)



22. Rear addition (HPS, 2016)



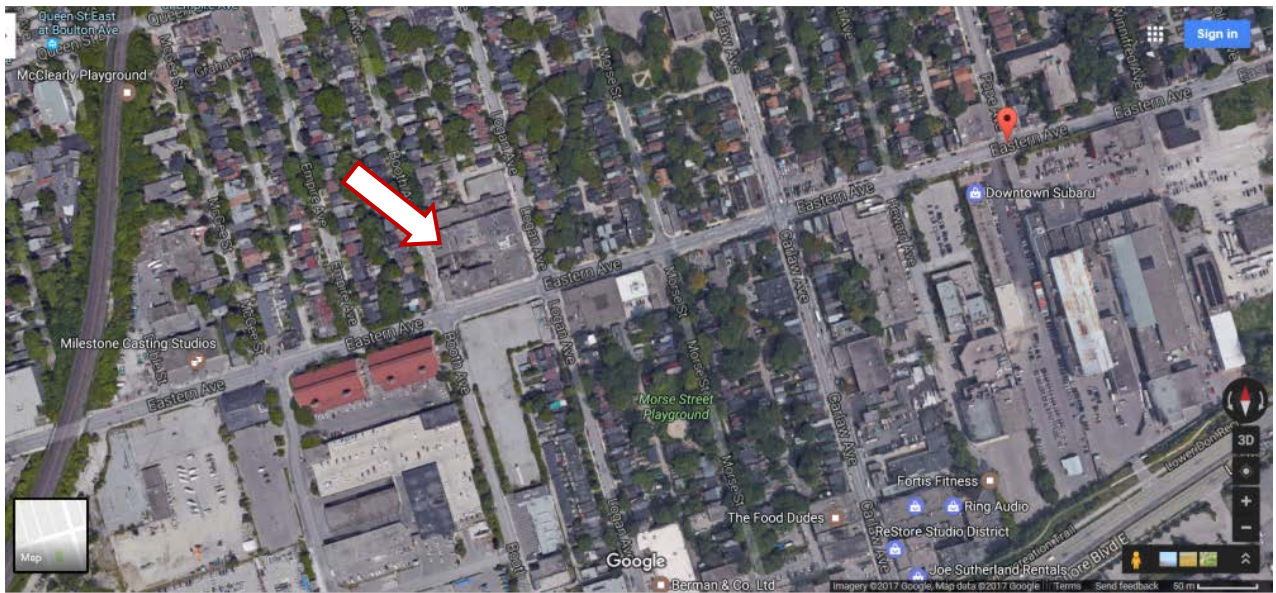
23. Principal, south elevation showing the stone details including the particular cut of the window sills, the vertical bands on the pilasters with their stone caps, the pediment with its stone disc and the vertical soldier courses above the window heads stretching from pilaster to pilaster (HPS, 2017)



24. Side and north elevations as seen from Booth Avenue (HPS, 2017)



25. Side and north elevations as seen from Logan Avenue (HPS, 2017)



26. Aerial View of Eastern Avenue showing the industrial complexes and the treed residential neighbourhoods (Google Maps, 2017)



27. Consumers Gas, Station B, 433-477 Eastern Avenue (HPS, 2017)



28. Consumers Gas, Station B, 415 Eastern Avenue (HPS, 2017)



29. Industrial Building, "Nicks Shipping," south-east corner of Logan and Eastern Avenue (HPS, 2017)



30. Industrial Building, west side, Logan Avenue, south of Eastern Avenue (HPS, 2017)



31. Booth Avenue, looking south to Brown's Bread (HPS, 2017)



32. Booth Avenue, east side, north of Eastern Avenue (HPS, 2017)



33. Logan Avenue, east side, north of Eastern Avenue, opposite Brown's Bread Ltd. (HPS, 2017)