

## Inclusion on the City of Toronto's Heritage Register – 100 Simcoe Street

**Date:** January 12, 2017

**To:** Toronto Preservation Board

Toronto and East York Community Council

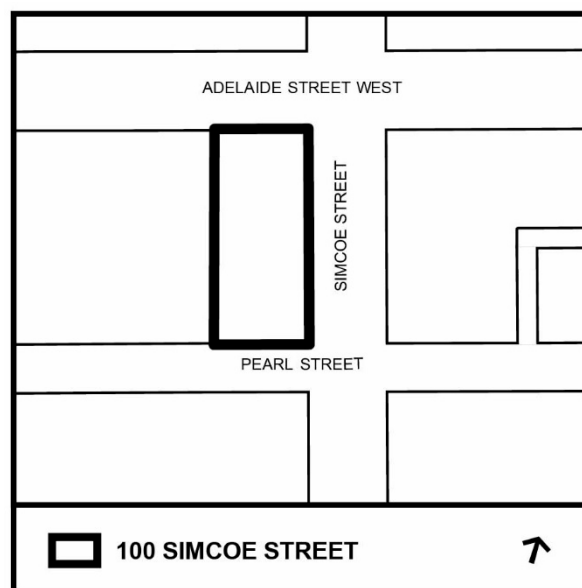
**From:** Chief Planner and Executive Director, City Planning Division

**Wards:** 20 - Trinity-Spadina

### SUMMARY

This report recommends that City Council include the property at 100 Simcoe Street (with the convenience addresses of 90 Simcoe Street, 130 Pearl Street and 203 Adelaide Street West) on the City of Toronto's Heritage Register.

Located on the west side of Simcoe Street between Pearl and Adelaide streets in the King-Spadina neighbourhood, the property contains an industrial building that was constructed in two phases and originally occupied by Rolph and Clark Limited (forerunners to Rolph-Clark-Stone Limited), lithographers, graphic designers and stationery manufacturers. Following research and evaluation, it has been determined that the property at 100 Simcoe Street meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under Part IV of the Ontario Heritage Act, which the City also applies for properties on the Heritage Register.



The inclusion of the property at 100 Simcoe Street on the City's Heritage Register would identify all of 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

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The Chief Planner and Executive Director recommends that:

1. City Council include the property at 100 Simcoe Street (Rolph and Clark Limited Building), with the convenience addresses of 90 Simcoe Street, 130 Pearl Street and 203 Adelaide Street West, on the City of Toronto's Heritage Register.

## FINANCIAL IMPACT

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

## DECISION HISTORY

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At its meeting of October 2, 2012, City Council adopted TE18.18, authorizing the study of the King-Spadina neighbourhood as a potential Heritage Conservation District (HCD) under Part V of the Ontario Heritage Act:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.TE18.18>

Following the prioritization of the King-Spadina area for study, at its meeting of May 23, 2014, the Toronto Preservation Board received the King-Spadina HCD Study and supported the preparation of two HCD Plans:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.PB31.2>

At its meeting of December 15, 2016, City Council adopted MM23.41 "King-Spadina - Study Area Designation By-law," which prohibits the demolition or removal of any buildings or structures on those properties that have been identified as potentially contributing to the proposed King-Spadina Study Area for a period of one year:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.MM23.41>

## COMMENTS

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The property at 100 Simcoe Street contains a former industrial building that was constructed in two phases (1904 and 1905) for Rolph and Clark Limited. It is identified as a contributing heritage property in the draft King-Spadina Heritage Conservation District (HCD) Plan, which was released for public comment on October 25, 2016:

<https://hcdtoronto.wordpress.com/2016/10/25/king-spadina-hcd-plan-draft>

In November 2016, Heritage Preservation Services presented an overview of the King-Spadina HCD Plan to the Toronto Preservation Board.

There is a development proposal for the property at 100 Simcoe Street, and its inclusion on the City's Heritage Register would enable City staff to comment on the impact of the proposal on the property's cultural heritage values and attributes and review the application against the City's Official Plan Heritage Policies (OPA 3.1.5).

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 100 Simcoe Street has design, associative and contextual values as an early-20th century industrial complex with Edwardian Classical styling that is historically linked to the development, evolution and revitalization of the King-Spadina neighbourhood, as well as to noted Toronto architects G. W. Gouinlock and Sproatt and Rolph and companies connected with graphic arts and design and the bookbinding and stationery industries.

Contextually the Rolph and Clark Limited Building supports the heritage character of King-Spadina where, in its setting with the neighbouring heritage buildings on King, Adelaide, Duncan and Pearl streets, it anchors the east end of the area.

While the Rolph and Clark Limited Building was altered in the late-20th century, the property at 100 Simcoe Street retains its integrity and embodies its cultural heritage values and attributes.

The property at 100 Simcoe Street has also been identified as a contributing heritage property in the proposed King-Spadina HCD. The HCD Study is currently underway and, in November 2016, Heritage Preservation Services staff presented an overview of the draft King-Spadina HCD Plan to the Toronto Preservation Board.

## **CONTACT**

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## **SIGNATURE**

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

## **ATTACHMENTS**

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Attachment 1 - Location Map  
Attachment 2 - Photograph  
Attachment 3 - Statement of Significance  
Attachment 4 - Heritage Property Research and Evaluation Report



This location map is for information purposes only; the exact boundaries of the property are not shown. The arrow marks the location of the site.



Current photograph of the Rolph and Clark Limited Building at 100 Simcoe Street, showing the principal (east) elevation on the right and the south elevation on Pearl Street on the left (Heritage Preservation Services, December 2016).

### Rolph and Clark Limited Building

The property at 100 Simcoe Street (including the convenience addresses of 90 Simcoe Street, 130 Pearl Street and 203 Adelaide Street West) is worthy of inclusion on the City of Toronto's Heritage Register for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation, which the City also applies for inclusion on the Heritage Register.

### Description

The property at 100 Simcoe Street is located on the west side of Simcoe Street between Pearl Street (south) and Adelaide Street West (north) in the King-Spadina neighbourhood. It contains a former industrial building that was constructed in two sections for Rolph and Clark Limited following the merger of two leading Toronto lithography firms. Toronto architect G. W. Gouinlock designed the south section (1904), with the architectural firm of Sproatt and Rolph completing the complementary north section (1905). From 1912 until 1951, the property at 100 Simcoe Street was occupied by Brown Brothers Limited, bookbinders and stationery manufacturers. The complex was modified for commercial uses at the end of the 20th century.

### Statement of Significance

The Rolph and Clark Limited Building is valued for its design as a representative example of Edwardian Classicism, which was popular for industrial and other building types in the pre-World War I era. The subject building displays the features of the style, with the sombre red brick surfaces, the symmetrical fenestration, and the classical organization and detailing that (according to archival images) originally included elaborate cornices. The complex was updated in the late-20th century with the addition of the fifth storey, which complements the original sections of the building with the brickwork and the segmental-arched window openings that reflect the historic fenestration.

The property at 100 Simcoe Street is valued historically for its contribution to the development, evolution and regeneration of the King-Spadina neighbourhood during the 20th century. The area changed from an institutional enclave adjoined by residential subdivisions to Toronto's new manufacturing district after the Great Fire of 1904, which led to the merger of two leading Toronto lithography companies that occupied and expanded the industrial building at 100 Simcoe Street. Although King-Spadina declined after World War with the departure of many industries to Toronto's suburbs, it was revived in the 1960s when entrepreneur Edwin "Honest Ed" Mirvish restored the Royal Alexandra Theatre and adapted the neighbouring early-20th century warehouses for restaurants. In the late 1980s, the property at 100 Simcoe Street was converted from industrial to commercial uses as part of the ongoing transformation of King-Spadina.

The cultural heritage value of the Rolph and Clark Limited Building is also through its historical association with significant businesses in King-Spadina. After the Great Fire

of 1904 destroyed the premises of the Rolph, Smith and Company, it merged with the rival Clark Lithographing Company as Rolph and Clark Limited and completed the complex at 100 Simcoe Street. Rolph and Clark Limited left King-Spadina in 1912 ((prior to the company's amalgamation with lithographers Stone Limited as Rolph-Clark-Stone Limited) and sold the subject property to Brown Brothers Limited. For the next 40 years, Brown Brothers Limited operated its bookbindery and business stationery company at 100 Simcoe Street.

The Rolph and Clark Limited Building's historical value is also through its links to important Toronto architects. Famed practitioner G. W. Gouinlock received the commission for the south section of the building at 100 Simcoe Street after designing the headquarter of the Toronto Lithography Company (1901), a designated heritage property at 461 King Street West. The Rolph and Clark Limited Building reflected Gouinlock's ability to design high-end classically-inspired buildings, a skill that contributed to his subsequent role as official architect of the Canadian National Exhibition where he oversaw the early-20th century reorganization of the grounds with more than a dozen new structures, including several commemorated as National Historic Sites. The north section of the Rolph and Clark Limited Building was completed by the notable Toronto architectural partnership of Sproatt and Rolph as an early example of the firm's work. While Sproatt and Rolph had a personal connection to the project (Ernest Rolph was the son of Rolph and Clark Limited's co-founder), it demonstrated the architects' dexterity in the design of a complementary yet distinguishable extension to the complex, and prefaced Sproatt and Rolph's success in designing other industrial edifices in King-Spadina and landmark buildings throughout Toronto.

Contextually, the property at 100 Simcoe Street has value through its support for the historical character of the King-Spadina neighbourhood where it is part of an important collection of former factories and warehouses that changed the area from its origins as an institutional and residential district to Toronto's new manufacturing centre following the Great Fire of 1904 and, in the late-20th century, evolved into a commercial hub and the city's Entertainment District. With its location on Simcoe Street, the Rolph and Clark Limited Building anchors the east end of the King-Spadina neighbourhood.

The Rolph and Clark Limited Building is historically and visually linked to its setting on the west side of Simcoe where it extends along the block from Pearl Street to Adelaide Street West. The property at 100 Simcoe Street forms part of an enclave of surviving early-20th century industrial buildings northwest of King and Simcoe streets, including the collection of former factories and warehouses on King Street West between Simcoe and John streets and on Duncan Street, north of King, which are recognized on the City of Toronto's Heritage Register.

#### Heritage Attributes

The heritage attributes of the Rolph and Clark Limited Building on the property at 100 Simcoe Street are:

- The placement, setback and orientation of the building on the west side of Simcoe Street between Pearl Street and Adelaide Street West

- The scale, form and massing of the five-storey building above the raised base with the window openings
- The materials, with the red brick cladding and the brick and stone detailing
- The flat roofline covering the complex
- The organization of the building into the south (1904) and north (1905) sections, which are distinguished from one another by the paired openings on the north section
- The south section of the building, which extends eight bays on Simcoe Street (east) and six bays on Pearl Street (south), with the canted southeast corner
- The fenestration on the south section (east and south elevations), with the flat-headed window openings with the stone lintels in the first, second and fourth stories and the segmental-arched window openings with the brick voussoirs and stone keystones in the third storey
- The entrance on the east wall of the south section, which is placed in the northernmost bay (the eighth bay from the south end) and reflects the late-20th century conversion of the building from industrial to commercial uses
- The north section, which extends four double bays on both Simcoe Street (east) and Adelaide Street West (north), with the single bay at the west end of the north elevation with the entrance at the base (the entrance has been modified)
- The fenestration on the north section (east and north elevations), where the flat-headed window openings in the first, second and fourth stories and the segmental-arched window openings in the third storey have brick and stone detailing and are arranged in pairs (apart from the single openings in the westernmost bay of the north elevation)
- The fifth storey, which was added in the late-20th century and extends across the north and south sections, with the complementary red brickwork with brick and stone trim, and the symmetrically-placed regular and oversized segmental-arched window openings that reference the shape and detailing of the third-storey openings

The window opening at the base of the southeast corner (which replaced the original corner entrance), the adjoining entrance opening in the southernmost bay of the east elevation, and the cladding adjoining the latter openings are not identified as heritage attributes.



ATTACHMENT NO. 4

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



ROLPH AND CLARK LIMITED BUILDING  
100 SIMCOE STREET, TORONTO

Prepared by:

Heritage Preservation Services  
City Planning Division  
City of Toronto

January 2017

## 1. DESCRIPTION



Above: south section (1904) adjoining Simcoe and Pearl streets (left), and north section (1905) adjoining Simcoe and Adelaide streets (right); cover: east elevation on Simcoe Street (Heritage Preservation Services, 2016)

100 Simcoe Street: Rolph and Clark Limited Building	
ADDRESS	100 Simcoe Street (west side between Pearl and Adelaide streets) <sup>1</sup>
WARD	Ward 20 (Trinity-Spadina)
LEGAL DESCRIPTION	Plan 223E, Part Block C
NEIGHBOURHOOD/COMMUNITY	King-Spadina
HISTORICAL NAME	Rolph and Clark Limited Building
CONSTRUCTION DATE	1904 (north section); 1905 (south section) <sup>2</sup>
ORIGINAL OWNER	Clark Lithographing Company (south section); Rolph and Clark Limited (north section)
ORIGINAL USE	Industrial
CURRENT USE*	Commercial * This does not refer to permitted use(s) as defined by the Zoning By-law
ARCHITECT/BUILDER/DESIGNER	G. W. Gouinlock, architect (south section); Sproatt and Rolph, architects (north section)
DESIGN/CONSTRUCTION/MATERIALS	Brick cladding with brick and stone detailing
ARCHITECTURAL STYLE	See Section 2
ADDITIONS/ALTERATIONS	See Section 2
CRITERIA	Design/Physical, Historical/Associative & Contextual
HERITAGE STATUS	Cultural Heritage Evaluation
RECORDER	Heritage Preservation Services: Kathryn Anderson
REPORT DATE	January 2017

<sup>1</sup> The property has convenience addresses at 90 Simcoe Street, 130 Pearl Street, and 203 Adelaide Street West

<sup>2</sup> The Rolph and Clark Limited Building is labelled "South Section" and "North Section" on the atlas attached as Image 5

## 2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 100 Simcoe Street, 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
1832	Upper Canada College (UCC) opens its first campus on King Street West, west of Graves (Simcoe) Street, where it remains until 1891 (Images 2 and 6)
1846	Thomas Brown establishes a bookbinding business in Toronto as the forerunner to Brown Brothers Limited
1849	Rolph, Smith and Company, lithographers, is founded in Toronto
1902	With the relocation of UCC to Deer Park, its former campus is subdivided under Plan 223E (Image 7)
1902	The Clark Lithographing Company is established in Toronto
1903 Sept	Architect George Gouinlock is "receiving tenders for a large warehouse on the corner of Pearl and Adelaide streets for the "Clark Lithographic Company" according to the Canadian Contract Record <sup>3</sup>
1903	The subject property remains vacant on Goad's Atlas (Image 4)
1904 Feb	The Clark Lithographing Company is issued a building permit for a three-storey warehouse on the northwest corner of Simcoe and Pearl streets, and a building is under construction by April (Image 8) <sup>4</sup>
1904 Mar	Leonard Foulds purchases the subject property from UCC's executors
1904 Apr	The Great Fire destroys Toronto's manufacturing centre where Rolph, Smith and Company's business is located
1904 May-June	The Clark Lithographing Company merges with Rolph, Smith and Company as Rolph and Clark Limited
1904 July	Rolph and Clark Limited is issued a building permit for a warehouse at Simcoe and Adelaide streets, with Sproatt and Rolph identified as the architects (Image 8)
1904 Aug	An "unfinished building" occupies the south end of the property at 100 Simcoe Street according to the tax assessment rolls
1904 Oct	Foulds sells the property at 100 Simcoe to Rolph and Clark Limited, followed by adjoining land in December 1904
1905 Jan	Rolph and Clark Limited are listed in the City Directory on Simcoe Street between Pearl and Adelaide streets
1905 Aug	The tax assessment rolls identify Rolph and Clark Limited as the owners and occupants of two buildings on Simcoe Street with a collective value of \$67,000
1906 Jan	The City of Toronto Directory contains a full-page advertisement illustrating Rolph and Clark's new complex (Image 9)

<sup>3</sup> Canadian Contract Record, September 23, 1903, 3

<sup>4</sup> *100 Years of Lithographing and Printing, unpagged*

1912	The subject property is included on the update to Goad's Atlas (Image 12)
1912	Rolph and Clark Limited purchase additional land on Adelaide Street from UCC's executors, as well as property on Carlaw Avenue for a new manufacturing facility
1913	Brown Brothers Limited, bookbinders and stationery manufacturers, purchase the property at 100 Simcoe Street and rent the north building to stationers Blackwell and Company
1936	Brown Brothers' complex is illustrated in an advertising brochure (Image 12)
1943	Revisions to the Underwriters' Survey Bureau's 1921 atlas show the building while it is occupied by Brown Brothers Limited (Image 5)
1951	Wilfred Gordon acquires the subject property and leases the premises to a series of tenants
1952-1962	The subject property is owned by One Hundred Simcoe Limited and, in 1956, an application is made to alter the main (east) entrance
1982	Famous Players Realty Limited acquires the subject property and submits plans for alterations, including the entrance on the east elevation and a two-storey interior atrium and skylight
2012	City Council authorizes the study of the King-Spadina neighbourhood as a potential Heritage Conservation District (HCD) under Part V of the Ontario Heritage Act, with the property at 100 Simcoe Street included within the study boundaries
2016	The King-Spadina HCD Plan [Draft] is released, identifying 100 Simcoe Street as a contributing heritage property

## ii. HISTORICAL BACKGROUND

### King Spadina Neighbourhood:

The property at 100 Simcoe Street is located in the King-Spadina neighbourhood, which is named for the main cross-roads of King Street West and Spadina Avenue. Following the founding of York (Toronto) at the end of the 18th century, the Military Reserve was established between the townsite and the Humber River, with (Old) Fort York guarding the entrance to the harbour. The rapid growth of the community led to its westward expansion to the edge of the Military Reserve, creating a "New Town" In 1797. West of Simcoe (originally Graves) Street, large squares were created for the Third Parliament Buildings and Upper Canada College's inaugural campus. Following the incorporation of the City of Toronto in 1834, parts of the Military Reserve were sold and the area subdivided for residential development. The introduction of the first steam railways in the century witnessed tracks extending across the former Military Reserve, followed by early small-scale industries.

The Great Fire of 1904, which destroyed the city's manufacturing district adjoining Front and Bay streets, resulted in the transformation of the King-Spadina neighbourhood from a predominantly residential and institutional enclave to an industrial area. The removal (at the end of the 19th century) of the provincial legislature and Upper Canada College from King-Spadina provided significant tracts of land for the large-scale factories and warehouses that characterized the area prior to World War II. After the latter conflict,

many industries relocated to Toronto's suburbs, leaving buildings vacant or underutilized. The revitalization of the King-Spadina neighbourhood is largely credited to famed businessman Edwin "Honest Ed" Mirvish who restored the landmark Royal Alexandra Theatre in the 1960s and converted many of the neighbouring warehouses to restaurants as the nucleus of the "Entertainment District." This led to the transformation during the 1970s and 1980s of industrial buildings for commercial uses. The adoption of the King-Spadina Secondary Plan in 1996 lifted the restrictive industrial zoning, encouraging the adaptive reuse of former industrial buildings. Today, the regeneration of King-Spadina as a sought-after mixed-use community continues where part of the neighbourhood has been identified and studied as a potential Heritage Conservation District.<sup>5</sup>

The historical development of the King-Spadina can be traced on archival maps and atlases, including those attached in Section 6 of this report.

#### 100 Simcoe Street:

The property at 100 Simcoe Street is located at the east end of the King-Spadina neighbourhood on land originally subdivided for Russell Square, Upper Canada College's first campus. After the boys' school moved to Deer Park in 1891, representatives of the University of Toronto (which formed the College's Board of Governors) rented out the premises to various businesses before registering a plan of subdivision in 1902. Two years later, Leonard Foulds, a local architectural draftsman, acquired two parcels on the west side of present-day Simcoe Street, which he immediately conveyed to the new lithography company of Rolph and Clark Limited.

The development of 100 Simcoe Street is linked to the Great Fire of April 19, 1904 when T. J. Clark, founder in 1902 of the Clark Lithographing Company, was constructing a new facility on the subject property to manufacture lithographed labels.<sup>6</sup> He arranged to complete urgent orders from one of his rivals, the Rolph and Smith Company, whose premises were destroyed in the inferno.<sup>7</sup> Headed in 1904 by Frank Rolph, the latter enterprise was one of the oldest lithography establishments in Toronto (with origins dating to the mid-19th century) and among the first to produce business stationery in Canada.<sup>8</sup> After working together, the two companies decided to create a "multiple service graphics arts house" and "with the new plant [on Simcoe Street] nearing completion, a merger was arranged and Rolph and Clark was formed."<sup>9</sup>

Following its amalgamation in 1904, Rolph and Clark immediately extended the company's complex north to Adelaide Street West. The north section of the building was completed by August 1905 when it was recorded in the tax assessment rolls.

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5 In 2012, City Council authorized the study of King-Spadina as a potential Heritage Conservation District for Part V designation under the Ontario Heritage Act. The HCD Study was prioritized in 2014, with the King-Spadina HCD Plan [Draft] released two years later

6 Lithography is a printing process invented at the end of the 18th century to reproduce artwork and text

7 Evidently the building permits were issued and construction of the complex began before the land was legally transferred to Rolph and Clark

8 Founded in 1873 by English watercolorist J.T. Rolph, his brother Frank Rolph and partner David Smith, the company took over the existing business and premises of Ellis and Company, engravers (*100 Years of Lithographing and Printing*, unpagged)

9 *100 Years of Lithographing and Printing*, unpagged

Rolph and Clark Limited used a full-page advertisement in the City Directory of 1906 to illustrate the complex (Image 9). While “the new building, one of the most spacious and modern plants of its type on the continent, had been considered too big for the company by some sceptics in the trade”, Rolph and Clark Limited soon outgrew the facility and relocated to a larger manufacturing complex in the east end of Toronto in 1912.<sup>10</sup> Five years later, the company amalgamated with Stone Limited, lithographers specializing in calendars and advertising, as Rolph-Clark-Stone Limited.<sup>11</sup>

The property at 100 Simcoe Street was acquired in 1915 by Brown Brothers Limited, which was “one of the city’s most prominent bookbinders, manufacturing stationers, and dealers in bookbinders’ and printers’ supplies.”<sup>12</sup> Founded in 1856 by bookbinder Thomas Brown, the company relocated to a custom-built facility on Wellington Street West that was destroyed in the Great Fire of 1904. After purchasing Rolph and Clark Limited’s Simcoe Street facility, Brown Brothers Limited expanded its product lines (including leather goods and fountain pens) and, with its continued success, rented additional space in King-Spadina and New Toronto before moving to an expansive complex in East York in 1951.<sup>13</sup> During the latter year, 100 Simcoe was transferred to Wilfred Gordon “in trust for a company to be incorporated.”<sup>14</sup> The property was leased to a series of businesses, including printers and publishers, until 1982 when it was purchased by Famous Players Realty Limited. The current owners acquired 100 Simcoe Street in 1985.

Architects, 100 Simcoe Street:

The Clark and Rolph Limited Building was designed in two phases by Toronto architect G. W. Gouinlock (south section, completed 1904) and the architectural partnership of Sproatt and Rolph (north section, completed 1905).

In 1903, the Clark Lithographing Company engaged Toronto architect G. W. (George Wallace) Gouinlock to design its new warehouse at 100 Simcoe Street. Gouinlock opened a solo practice in 1889 and first received local recognition six years later as the winner of a competition for the Temple Building, the North American headquarters of the Independent Order of Foresters (IOOF) on Bay Street, which was completed in 1897 as the tallest building in the British Empire. Gouinlock designed the first of many warehouses and factories in the up-and-coming King-Spadina neighbourhood when he worked in partnership with F. S. (Francis Spence) Baker between 1899 and 1902.<sup>15</sup> Among the pair’s clients was the Toronto Lithography Company, which may have led to Gouinlock’s commission for 100 Simcoe Street. The latter project was commenced when Gouinlock was working as a solo practitioner and prior to his appointment in 1906 as the official architect for the Canadian National Exhibition. Gouinlock remains best known for this role, whereby he reorganized the exhibition grounds after a disastrous

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10 *100 Years of Lithographing and Printing*, unpagged

11 Rolph and Clark’s complex at 201 Carlaw Avenue is designated under Part IV, Section 29 of the Ontario Heritage Act, along with Stone Limited’s manufacturing facility at 461 King Street West

12 Brown Brothers Limited, City of Toronto Archives, Fonds 1141, unpagged

13 Brown Brothers was sold to an American company in 1972 and closed 25 years later

14 Land Registry Office, Plan 223E, Block C, Instrument 33841, November 1951

15 Located at 461 King Street West, the property is designated under Part IV, Section 29 of the Ontario Heritage Act



fire and designed 15 new buildings for the property, five of which were designated by the federal government as National Historic Sites. The architect remained in practice until the 1930s and the City of Toronto's Heritage Register contains many of his landmark buildings, including the Birkbeck Building (1910, a National Historic Site and current headquarters of the Ontario Heritage Trust) on Adelaide Street East, and the Ontario Hydro-Electric Power Commission's administration building (1915, and now part of Princess Margaret Hospital) on University Avenue.

The new firm of Rolph and Clark Limited commissioned an extension to its facility at 100 Simcoe Street while the south section was under construction. The project was undertaken by Henry Sproatt (1866-1934) and Ernest Rolph (1871-1958) who, in 1901, had established "one of the most important architectural partnerships in Canada after 1900."<sup>16</sup> Rolph had a personal connection to 100 Simcoe Street as the son of Frank Rolph, co-founder with T. J. Clark of Rolph and Clark Limited.<sup>17</sup> While Sproatt and Rolph received other commissions in the King-Spadina neighbourhood, including the Southam Press Building (1909) at 19 Duncan Street, the firm remains best remembered for landmark buildings such as Hart House at the University of Toronto (1919, and famed for popularizing the Collegiate Gothic style in Canada) and Eaton's College Street Store (1930, in association with Ross and Macdonald). Among Sproatt and Rolph's later designs was the Ontario Hydro-Electric Power Commission's offices (1935) on University Avenue, which also adjoins an earlier building designed by G. W. Gouinlock's building.

### iii. ARCHITECTURAL DESCRIPTION

Current photographs of the property at 100 Simcoe Street are found on the cover and in Sections 2 and 6 of this report. The Rolph and Clark Limited Building displays features of Edwardian Classicism that, "with a selective distribution of strong Classical elements, provided a transitional style from 19th century eclecticism to the 20th century Beaux-Arts Classicism."<sup>18</sup> As the most popular style for commercial, residential and industrial buildings in the pre-World War I era, the distinctive elements of Edwardian Classicism are displayed on the Rolph and Clark Limited Building with its sombre red brick cladding, the symmetrical placement of the door and window openings, and the detailing in stone and brick derived from classical architecture. As shown in the illustration and archival photographs attached as Images 9, 11 and 12, the Rolph and Clark Limited Building was designed with the classical organization of the base, body and cornice. The original oversized cornice with brackets, as well as the cornice separating the third and fourth floors were removed (as shown in Image 13, dating to 1973).

The two-part complex is organized into south (1904) and north (1905) sections that share rectangular-shaped plans, red brick cladding with brick and stone detailing, and a flat roof (where the original cornice, visible in Images 9, 11 and 12, was removed in the late-20th century). The south section extends eight bays on Simcoe Street (east) and six bays on Pearl Street (south) with a canted southeast corner (the original entrance,

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16 "Ernest Ross Rolph," entry in <http://www.dictionaryofarchitectsincanada.org/node/579>, unpaginated

17 Ernest Rolph's brother, Frank A. Rolph, became the company's president in 1949

18 Blumenson, 166

seen in Images 9, 12 and 13, was recently converted to a window opening, with the addition of an entrance in the southernmost bay on the east elevation).

On the principal (east) and south elevations, the bays contain single flat-headed window openings with stone labels in the first, second and fourth floors and segmental-arched window openings with brick voussoirs and stone keystones in the third storey. As a compatible, yet distinguishable addition in the late-20th century, the fifth storey features regular and oversized segmental-arched openings with brick and stone detailing that reflect the historical fenestration and are aligned with the bays below. On the east elevation, an entrance is found in the eighth bay from the south end while, on the south wall, some of the openings are placed according to the original interior layout (refer to cover photograph).

The north section of the complex runs four bays on both Simcoe and Adelaide streets and repeats the fenestration from the south section. However, it is distinguished from the earlier construction by the pairs of window openings in each bay (apart from the single bay at the west end of the north wall). The entrance on the north wall was modified in the late 20th century (an archival photograph attached as Image 10 shows it circa 1911). The west elevation is concealed by the adjoining parking garage.

#### iv. CONTEXT

The maps attached as Image 1 show the location of the property at 100 Simcoe Street. The Rolph and Clark Limited Building is located on the west side of Simcoe Street where it extends along the block between Pearl Street (south) and Adelaide Street West (north). Directly south, the Union Building (1907) at 212 King Street West is designated under Part IV, Section 29 of the Ontario Heritage Act, along with the adjoining warehouses between Simcoe Street and John Street.<sup>19</sup> West of 100 Simcoe Street, the early-20th century former factories and warehouses around the intersection of Duncan and Pearl streets are recognized on the City's Heritage Register, along with the Canadian Magazine Company Building (1913) at 200 Adelaide Street West. The latter sites are all identified as contributing heritage properties in the draft King-Spadina HCD Plan (2016).

The property at 100 Simcoe Street anchors the east end of the proposed King-Spadina Heritage Conservation District and, with its vantage point on Adelaide Street West, offers a strong introduction to the collection of factory and warehouse buildings that characterized the early-20th century development of the King-Spadina neighbourhood.

### 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"

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<sup>19</sup> The block also contains the Royal Alexander Theatre (1907) at 260 King and the Princess of Wales Theatre (1993) at 300 King, which are designated under Part IV, Section 29 of the Ontario Heritage Act



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 Example of a Style and Type** – The Rolph and Clark Limited Building is valued for its design as a representative example of Edwardian Classicism, which was popular for industrial and other building types in the pre-World War I era. The subject building displays the features of the style, with the sombre red brick surfaces, the symmetrical fenestration, and the classical organization and detailing that (according to archival images) originally included elaborate cornices. The complex was updated in the late-20th century with the addition of the fifth storey, which complements the original sections of the building with the brickwork and the segmental-arched window openings that reflect the historic fenestration.

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	X
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	X

**Community** – The property at 100 Simcoe Street is valued historically for its contribution to the development, evolution and regeneration of the King-Spadina neighbourhood during the 20th century. The area changed from an institutional enclave adjoined by residential subdivisions to Toronto's new manufacturing district after the Great Fire of 1904, which led to the merger of two leading Toronto lithography companies that occupied and expanded the industrial building at 100 Simcoe Street. Although King-Spadina declined after World War I with the departure of many industries to Toronto's suburbs, it was revived in the 1960s when entrepreneur Edwin "Honest Ed" Mirvish restored the Royal Alexandra Theatre and adapted the neighbouring early-20th century warehouses for restaurants. In the late 1980s, the property at 100 Simcoe Street was converted from industrial to commercial uses as part of the ongoing transformation of King-Spadina.

**Activity** - The cultural heritage value of the Rolph and Clark Limited Building is also through its historical association with significant businesses in King-Spadina. After the Great Fire of 1904 destroyed the premises of the Rolph, Smith and Company, it merged with the rival Clark Lithographing Company as Rolph and Clark Limited and completed the complex at 100 Simcoe Street. Rolph and Clark Limited left King-Spadina in 1912 ((prior to the company's amalgamation with lithographers Stone Limited as Rolph-Clark-Stone Limited) and sold the subject property to Brown Brothers Limited. For the next 40 years, Brown Brothers Limited operated its bookbindery and business stationery company at 100 Simcoe Street.

Architects - The Rolph and Clark Limited Building's historical value is also through its links to important Toronto architects. Famed practitioner G. W. Gouinlock received the commission for the south section of the building at 100 Simcoe Street after designing the headquarter of the Toronto Lithography Company (1901), a designated heritage property at 461 King Street West. The Rolph and Clark Limited Building reflected Gouinlock's ability to design high-end classically-inspired buildings, a skill that contributed to his subsequent role as official architect of the Canadian National Exhibition where he oversaw the early-20th century reorganization of the grounds with more than a dozen new structures, including several commemorated as National Historic Sites. The north section of the Rolph and Clark Limited Building was completed by the notable Toronto architectural partnership of Sproatt and Rolph as an early example of the firm's work. While Sproatt and Rolph had a personal connection to the project (Ernest Rolph was the son of Rolph and Clark Limited's co-founder), it demonstrated the architects' dexterity in the design of a complementary yet distinguishable extension to the complex, and prefaced Sproatt and Rolph's success in designing other industrial edifices in King-Spadina and landmark buildings throughout Toronto.

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 property at 100 Simcoe Street has value through its support for the historical character of the King-Spadina neighbourhood where it is part of an important collection of former factories and warehouses that changed the area from its origins as an institutional and residential district to Toronto's new manufacturing centre following the Great Fire of 1904 and, in the late-20th century, evolved into a commercial hub and the city's Entertainment District. With its location on Simcoe Street, the Rolph and Clark Limited Building anchors the east end of the King-Spadina neighbourhood.

Surroundings – The Rolph and Clark Limited Building is historically and visually linked to its setting on the west side of Simcoe where it extends along the block from Pearl Street to Adelaide Street West. The property at 100 Simcoe Street forms part of an enclave of surviving early-20th century industrial buildings northwest of King and Simcoe streets, including the collection of former factories and warehouses on King Street West between Simcoe and John streets and on Duncan Street, north of King, which are recognized on the City of Toronto's Heritage Register.

#### 4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 100 Simcoe Street has design, associative and contextual values as an early-20th century industrial complex with Edwardian Classical styling that is historically linked to the development, evolution and revitalization of the King-Spadina neighbourhood, as well as to noted Toronto architects G. W. Gouinlock and Sproatt and Rolph and companies connected with graphic arts and design and the bookbinding and

stationery industries. Contextually the Rolph and Clark Limited Building supports the heritage character of King-Spadina where, in its setting with the neighbouring heritage buildings on King, Adelaide, Duncan and Pearl streets, it anchors the east end of the area.

While the Rolph and Clark Limited Building was altered in the late-20th century, the property at 100 Simcoe Street retains its integrity and embodies its cultural heritage values and attributes.

## 5. SOURCES

### Archival Sources:

- Abstract Index of Deeds, Plan 223E, Part Block C
- Archival Photographs, City of Toronto Archives and Toronto Historical Board (individual captions in Section 6)
- Assessment Rolls, City of Toronto, Ward 4, Division 1
- Bonnycastle and Tazewell, Map of the City of Toronto, 1834
- Building Permits 8 (February 9, 1904) and 862 (July 11, 1904), City of Toronto Archives
- Building Records, City of Toronto, Toronto and East York, 1951-1983
- City of Toronto Directories, 1900 ff.
- Goad's Atlases, 1880-1923
- Underwriters' Survey Bureau Atlases, 1921 revised to 1943, and 1954 revised to 1964

### Secondary Sources:

- Arthur, Eric, *Toronto: No Mean City*, 3rd ed. revised by Stephen A. Otto, 1986
- Careless, J. M. S., *Toronto to 1918*, 1984
- "Contracts Awarded," *Canadian Contract Record*, September 23, 1903 and October 28, 1903
- Dendy, William, *Lost Toronto*, 2nd ed., revised 1993
- Doucette, Joanne, "Rolph-Clark-Stone Limited, 201 Carlaw Avenue," Riverdale Historical Society, October 2016, <https://leslievillehistory.com/2016/10/22/rolph-clark-stone-ltd-201-carlaw/>
- "Ernest Ross Rolph," entry in *Biographical Dictionary of Architects in Canada, 1800-1950*, <http://www.dictionaryofarchitectsincanada.org/node/579>
- Foder, D. J., *The Brown Brothers: History*, 2000
- "George Wallace Gouinlock," entry in *Biographical Dictionary of Architects in Canada, 1800-1950*, <http://dictionaryofarchitectsincanada.org/node/1593>
- "Graphic Art and Design," entry in *The Canadian Encyclopedia*, [www.thecanadianencyclopedia.com/en/article](http://www.thecanadianencyclopedia.com/en/article)
- "Henry Sproatt," entry in *Biographical Dictionary of Architects in Canada, 1800-1950*, <http://dictionaryofarchitectsincanada.org/node/1322>
- "Leonard Foulds," entry in *Biographical Dictionary of Architects in Canada, 1800-1950*, <http://www.dictionaryofarchitectsincanada.org/node/770>
- McHugh, Patricia, *Toronto Architecture: A City Guide*, 2nd ed., 1989

- “Noted Industrialist dies in Preston (Frank A. Rolph), *The Globe*, October 25, 1941, 1-2
- Rolph-Clark-Stone Limited, *100 Years of Lithographing and Printing*, 1949
- -----, *A Profile of Rolph-Clark-Stone*, 1970
- Rolph Family Records, [www.ancestry.ca](http://www.ancestry.ca)

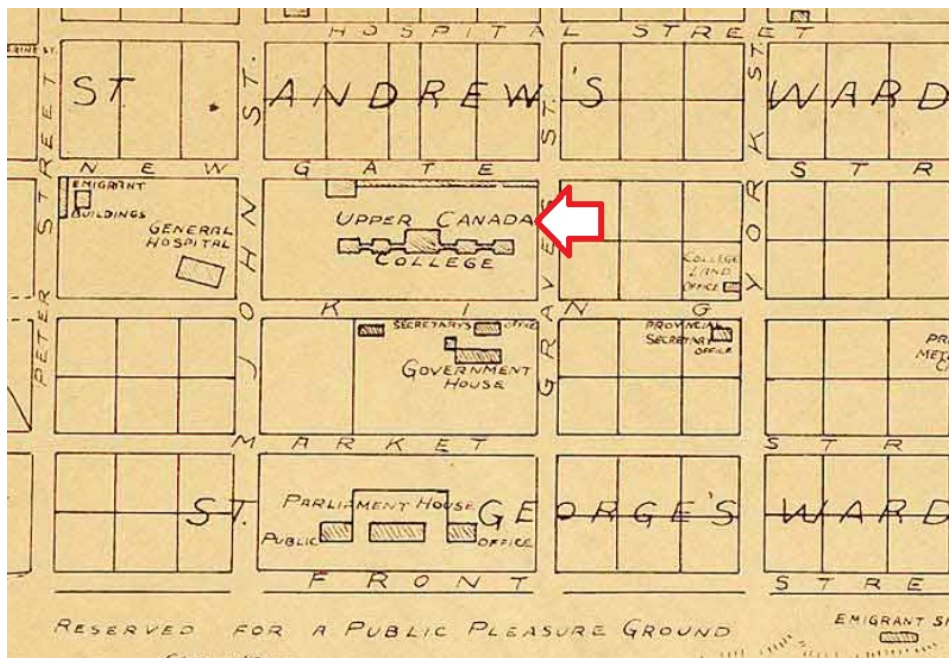
## 6. IMAGES

Maps and atlases are followed by other archival images and current photographs. The arrows mark the location of the property at address. All maps are oriented with north on the top unless indicated in the captions.

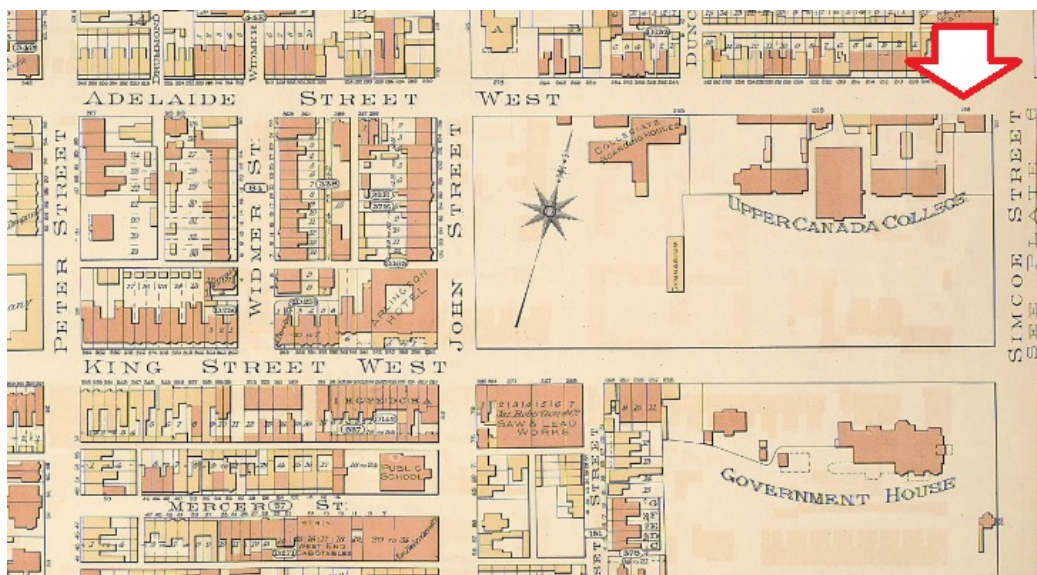


1. Location Maps: showing the location of the subject property on the west side of Simcoe Street between Pearl (south) and Adelaide Street West (north). The aerial photograph (below) is oriented with north on the bottom and looks south toward Roy Thomson Hall (City of Toronto Property Data Map and [www.bing.ca/maps](http://www.bing.ca/maps)).

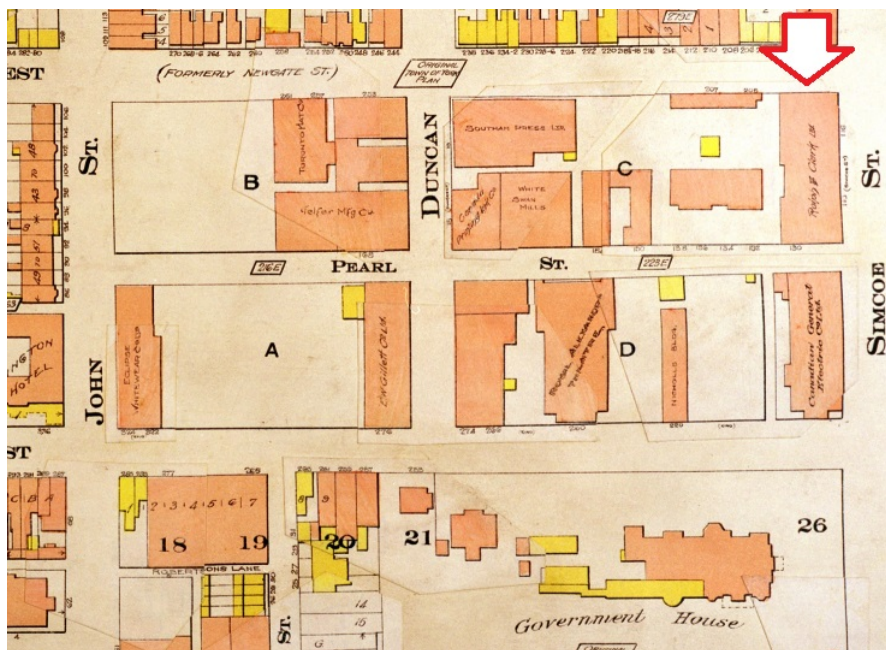




2. Map, Bonnycastle and Tazewell, 1834: showing the subject property occupied by the original campus of Upper Canada College.

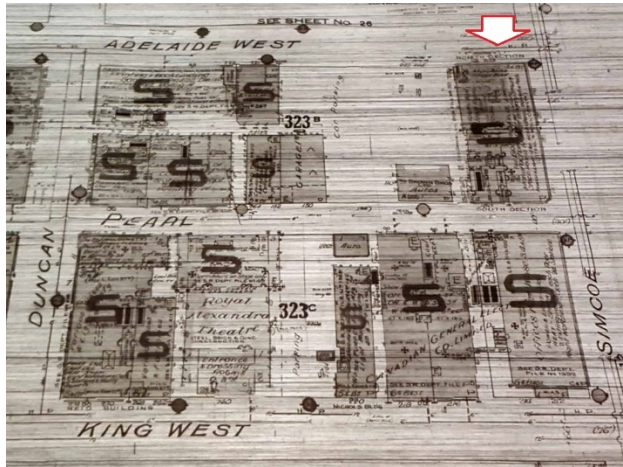


3. Goad's Atlas, 1890: Upper Canada College is illustrated prior to the subdivision of the lands for industrial development.

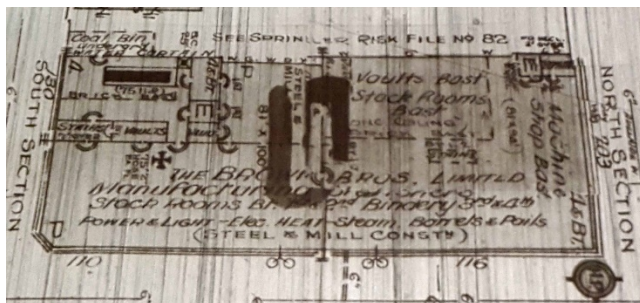


4. Goad's Atlas, 1903 (above) and 1910 revised to 1912 (below): showing the subject property prior to and after the construction of the subject building, as well as the development of the adjoining King-Spadina neighbourhood with industrial buildings.

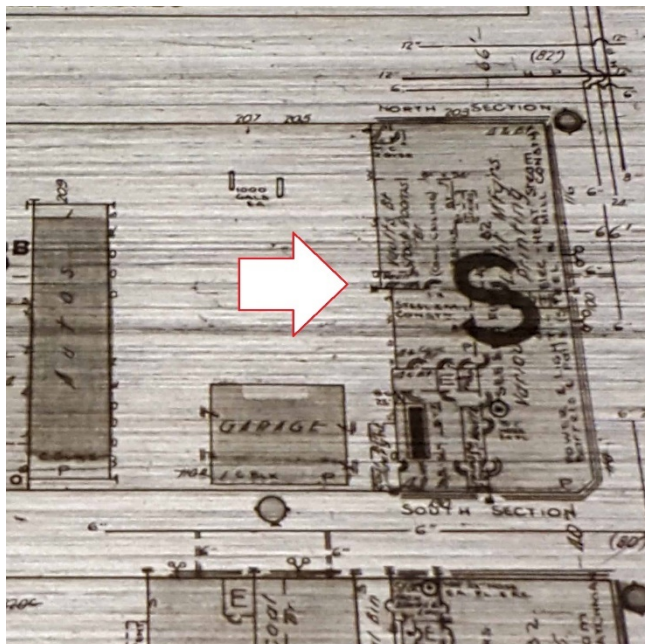




1921 revised 1943



1921 rev 1943 (detail, with north on the right)



1954 revised 1964

5. Underwriters' Survey Bureau Atlases, 1921 revised to 1943 (above) and 1954 revised to 1964 (below): showing the subject property when it was occupied by Brown Brothers Limited, followed by light manufacturing.





6. Archival Photograph, Russell Square, 1890: looking east from the Upper Canada College to Simcoe Street prior to the relocation of the institution (Toronto Public Library, Image 2331).



7. Plan 223E, 1902: showing the subdivision of the former Upper Canada College Campus at Russell Square where the subject property was developed afterward on part of Block C (Land Registry Office, Toronto).

**BUILDING PERMIT.**

Permit No. **S**

Toronto, **FEB - 9 1904** 189

Permission is hereby granted to

Passed by *The Clark Lithographic Co*

Address *Louisa St -*

for the *Three storey Warehouse*

*Stone & rich steel column*

*& no eaves*

*h. w. cor of Simcoe St -*

*near Peter St*

Architect *Cost \$40 000*

*Limit - a*

**BUILDING PERMIT**

No. **862**

Plan No. **1**

Lot No. **1**

Toronto, **JUL 11 1904** 190

Permit granted to

*Mr Ralph & Clark*

To erect a *Three Storey Brick & Stone Warehouse*

on *Cor of Simcoe & Adelaide Sts*

Architect *Sprague & Ralph*

Builder *H. Martin & Son*

Cost of Building, \$ *30 000*

Plans and Specifications approved by \_\_\_\_\_ City Architect

No. of Block Plan \_\_\_\_\_

Limit *A.* Water, \$ *metered*

8. Building Permits, 100 Simcoe Street, 1904: issued for the construction of the north and south parts of the complex.



9. Advertisement, City of Toronto Directory, January 1906: showing Rolph and Clark's newly completed complex at 100 Simcoe Street.



10. Archival Photograph, 100 Simcoe Street, circa 1911: view looking west on Adelaide Street West from Simcoe Street showing the north entrance to Rolph and Clark Limited's complex on the left (City of Toronto Archives, Series 372, Item 48).



11. Archival Photograph, 100 Simcoe Street, 1929: Clark and Rolph Limited's complex with the cornice is shown in this view looking south on Simcoe Street from Richmond Street West (City of Toronto Archives, Series 71, Item 7335).





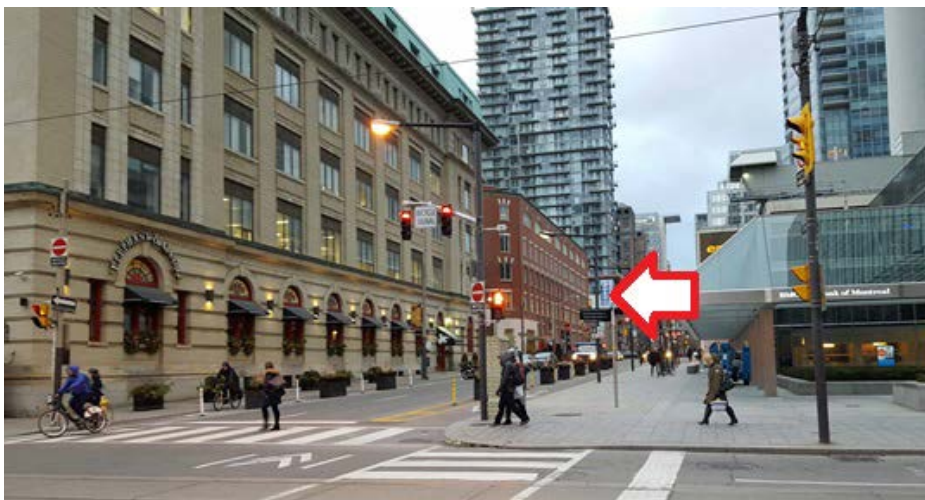
12. Archival Photograph, 100 Simcoe Street, 1936: showing the property during its long-term occupancy by Brown Brothers Limited (catalogue image reproduced in Foder).



13. Archival Photographs, 100 Simcoe Street, 1973: showing the complex following the removal of the cornice and before the addition of the fifth storey (City of Toronto Archives, Fonds 2040, Files 4, 202 and 257).



14. Archival Photograph, 100 Simcoe Street, 1988: showing the north elevation of the complex on Adelaide Street West after the addition of the complementary fifth storey (Toronto Historical Board).



15. Current Photograph, 100 Simcoe Street, 2016: looking north on Simcoe Street from King Street West and showing the subject property on the northwest corner of Pearl Street (Heritage Preservation Services).





16. Current Photographs, 100 Simcoe Street, 2016: contextual views on Adelaide Street West (above) and Pearl Street (below), showing the subject complex on Simcoe Street between Adelaide (north) and Pearl (south) (Heritage Preservation Services).