

Alterations to a Heritage Property, Intention to Designate under Part IV, Section 29 of the Ontario Heritage Act and Authority to Enter into a Heritage Easement Agreement – 462 Eastern Avenue

Date: November 21, 2017
To: Toronto Preservation Board
Toronto and East York Community Council
From: Acting Chief Planner and Executive Director, City Planning Division
Wards: 30 - Toronto-Danforth

SUMMARY

This report recommends that City Council designate the property at 462 Eastern Avenue under Part IV of the Ontario Heritage Act, endorse the conservation strategy generally described for the property and give authority to enter into a Heritage Easement Agreement (HEA) with the owner of the property. The property at 462 Eastern Avenue is listed on the City of Toronto's Heritage Register. The applicant is proposing to alter the existing 4-storey building with 2-storey addition and to construct a new mid-rise building behind. The related Zoning By-law Amendment, Official Plan Amendment and Site Plan applications have been appealed to the Ontario Municipal Board. Under the Ontario Heritage Act there is no appeal to the Ontario Municipal Board from a decision of City Council respecting the alteration of a heritage building designated under Part IV of the Act, however an owner may request a review of a decision by the Conservation Review Board, which then results in recommendations to City Council.

RECOMMENDATIONS

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

1. City Council approve the alterations to the heritage property at 462 Eastern Avenue in accordance with Section 33 of the Ontario Heritage Act, to allow for the construction of a nine-storey building and alterations to the existing building on the lands known municipally in the year 2017 as 462 Eastern Avenue, with such alterations substantially in accordance with plans and drawings prepared by Diamond Schmitt Architects, dated November 3, 2017, date-stamped received by City Planning November 9, 2017, and on file with the Senior Manager, Heritage Preservation Services; and the Heritage Impact Assessment (HIA), prepared by Goldsmith Borgal Architects, dated November 3, 2017,

date-stamped received by City Planning November 3, 2017, and on file with the Senior Manager, Heritage Preservation Services, all subject to and in accordance with a Conservation Plan satisfactory to the Senior Manager, Heritage Preservation Services and subject to the following additional conditions:

a. That the property at 462 Eastern Avenue be designated under Part IV, Section 29 of the Ontario Heritage Act.

b. That the related site specific Zoning By-law Amendment and Official Plan Amendment giving rise to the proposed alterations is supported by City Council, and comes into full force and effect in a form and with content acceptable to City Council, as determined by the Acting Chief Planner and Executive Director, City Planning Division, in consultation with the Senior Manager, Heritage Preservation Services.

c. That prior to any Ontario Municipal Board Order issuing in connection with the Zoning By-law Amendment, Official Plan Amendment and Site Plan Approval application, the owner shall:

1. Enter into a Heritage Easement Agreement with the City for the property at 462 Eastern Avenue in accordance with the plans and drawings dated November 3, 2017, prepared by Diamond Schmitt Architects, date-stamped received by the City Planning Division November 9, 2017, and on file with the Senior Manager, Heritage Preservation Services, the Heritage Impact Assessment prepared by Goldsmith Borgal Architects, dated November 3, 2017, and in accordance with the Conservation Plan required in Recommendation 1.c.2 below to the satisfaction of the Senior Manager, Heritage Preservation Services including registration of such agreement to the satisfaction of the City Solicitor.

2. Provide a Conservation Plan prepared by a qualified heritage consultant that is consistent with the conservation strategy set out in the Heritage Impact Assessment for 462 Eastern Avenue, prepared by Goldsmith Borgal Architects, dated November 3, 2017, to the satisfaction of the Senior Manager, Heritage Preservation Services.

3. Provide final site plan drawings substantially in accordance with the approved Conservation Plan required in Recommendation 1.c.2 above to the satisfaction of the Senior Manager, Heritage Preservation Services.

4. Provide a Heritage Lighting Plan that describes how the exterior of the heritage property will be sensitively illuminated to enhance its heritage character to the satisfaction of the Senior Manager, Heritage Preservation Services and thereafter shall implement such Plan to the satisfaction of the Senior Manager Heritage Preservation Services.

5. Provide a detailed landscape plan for the subject property, satisfactory to the Senior Manager, Heritage Preservation Services.

6. Provide an Interpretation Plan for the subject property, to the satisfaction of the Senior Manager, Heritage Preservation Services and thereafter shall implement such Plan to the satisfaction of the Senior Manager, Heritage Preservation Services.

7. Submit a Signage Plan to the satisfaction of the Senior Manager, Heritage Preservation Services.

d. That prior to the issuance of any permit for all or any part of the property at 462 Eastern Avenue, including a heritage permit or a building permit, but excluding permits for repairs and maintenance and usual and minor works for the existing heritage building as are acceptable to the Senior Manager, Heritage Preservation Services, the owner shall:

1. Have obtained final approval for the necessary Zoning By-law Amendment and Official Plan Amendment required for the alterations to the property at 462 Eastern Avenue, such amendments to have come into full force and effect in a form and with content acceptable to City Council, as determined by the Acting Chief Planner and Executive Director, City Planning Division, in consultation with the Senior Manager, Heritage Preservation Services.

2. Provide building permit drawings, including notes and specifications for the conservation and protective measures keyed to the approved Conservation Plan required in Recommendation 1.c.2 above including a description of materials and finishes, to be prepared by the project architect and a qualified heritage consultant to the satisfaction of the Senior Manager, Heritage Preservation Services.

3. Provide a Letter of Credit, including provision for upwards indexing, in a form and amount and from a bank satisfactory to the Senior Manager, Heritage Preservation Services to secure all work included in the approved Conservation Plan, Lighting Plan, and Interpretation Plan.

e. That prior to the release of the Letter of Credit required in Recommendation 1.d.3 above the owner shall:

1. Provide a letter of substantial completion prepared and signed by a qualified heritage consultant confirming that the required conservation work and the required interpretive work has been completed in accordance with the Conservation Plan and Interpretation Plan and that an appropriate standard of conservation has been maintained, all to the satisfaction of the Senior Manager, Heritage Preservation Services.

2. Provide replacement Heritage Easement Agreement photographs to the satisfaction of the Senior Manager, Heritage Preservation Services.

2. City Council state its intention to designate the property at 462 Eastern Avenue under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Statement of Significance: 462 Eastern Avenue (Reasons for Designation) attached as Attachment No. 7 to the report (November 21, 2017) from the Acting Chief Planner and Executive Director, City Planning Division.

3. If there are no objections to the designations in accordance with Section 29(6) of the Ontario Heritage Act, City Council authorize the City Solicitor to introduce the bill in Council designating the property under Part IV, Section 29 of the Ontario Heritage Act.

4. If there are objections in accordance with Section 29(7) of the Ontario Heritage Act, City Council direct the City Clerk to refer the designation to the Conservation Review Board.

5. If the designation is referred to the Conservation Review Board, City Council authorize the City Solicitor and appropriate staff to attend any hearing held by the Conservation Review Board in support of Council's decision on the designation of the property.

6. City Council authorize the entering into of a heritage easement agreement under Section 37 of the Ontario Heritage Act with the owner of 462 Eastern Avenue in a form and content satisfactory to the City Solicitor and the Acting Chief Planner and Executive Director, City Planning Division.

7. City Council authorize the City Solicitor to introduce the necessary bill in Council authorizing the entering into a heritage easement agreement for the property at 462 Eastern Avenue.

FINANCIAL IMPACT

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

DECISION HISTORY

On May 15, 2012, Planning and Growth Management Committee considered a preliminary report from the Acting Chief Planner and Executive Director, City Planning Division for 462 Eastern Avenue - Official Plan Amendment and Zoning Amendment Applications - Preliminary Report", dated May 25, 2012. The application proposed a mixed-use, mid-rise development on the site of the existing Weston Bakery. Planning and Growth Management Committee adopted staff's recommendations without amendment.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.PG16.5>

On November 10, 2016, Toronto and East York Community Council (TEYCC) adopted a motion from Councillor Paula Fletcher to request 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>

On July 5, 2017, City Council listed the property at 462 Eastern Avenue on the City's Heritage Register.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.TE25.25>

ISSUE BACKGROUND

The application involves the property at 462 Eastern Avenue, which was listed on the City's Heritage Register by Toronto City Council on July 5, 2017, for its cultural heritage value. The site contains a two-to-four storey, red brick-clad bakery complex constructed between 1920 and 1929, with one-to-four storey later additions at the rear. The Statement of Significance and Heritage Property and Evaluation Report are attached to this report (Attachments 7 and 8).

The applicant is proposing to alter the existing property by constructing a nine-storey building and adaptively-reusing the existing four storey bakery building and two-storey addition for a mixed-use, multi-unit residential and commercial building complex.

Policy Framework

Provincial Policy Statement

The Provincial Policy Statement (PPS) provides policy direction on matters of provincial interest related to land use planning and development. The PPS sets the policy foundation for regulating the development and use of land. The key objectives include: building strong communities; wise use and management of resources; and, protecting public health and safety. City Council's planning decisions are required to be consistent with the PPS.

The Planning Act and associated Provincial Policy Statement guide development in the Province and they include provincial interests regarding heritage resources as described in the Provincial Policy Statement issued under the authority of Section 3 of the Planning Act. The Planning Act requires that all decisions affecting land use planning matters "shall be consistent with" the Provincial Policy Statement. The Provincial Policy Statement (PPS) provides direction on matters of provincial interest related to land use planning and development, and promotes the provincial policy-led planning system.

Provincial Policy Statement 2.6.1 reads "Significant built heritage resources and significant cultural heritage landscapes shall be conserved".

Official Plan

The heritage policies in the City of Toronto's Official Plan provide the policy framework for heritage conservation in the City. The following Official Plan policies apply to the proposed alterations:

3.1.5.4: "Properties on the Heritage Register will be conserved and maintained consistent with the Standards and Guidelines for the Conservation of Historic Places in Canada, as revised from time to time and adopted by Council."

3.1.5.5: "Proposed alterations, development, and/or public works on or adjacent to, a property on the Heritage Register will ensure that the integrity of the heritage property's cultural heritage value and attributes will be retained, prior to work commencing on the property and to the satisfaction of the City."

3.1.5.6: "The adaptive re-use of properties on the Heritage Register is encouraged for new uses permitted in the applicable Official Plan land use designation, consistent with the "Standards and Guidelines for the Conservation of Historic Places in Canada."

3.1.5.26: "New construction on, or adjacent to, a property on the Heritage Register will be designed to conserve the cultural heritage values, attributes and character of that property and to mitigate visual and physical impact on it."

3.1.5.28: "The owner of a designated heritage property will be encouraged to enter into a Heritage Easement Agreement where the City considers additional protection beyond designation desirable due to the location, proposed alteration, and/or the nature of that property".

The Standards and Guidelines for the Conservation of Historic Places in Canada

In 2008 Toronto City Council adopted the Parks Canada Standards and Guidelines for the Conservation of Historic Places in Canada (Standards and Guidelines) as the official document guiding planning, stewardship and conservation approach for all listed and designated heritage resources within the City of Toronto.

The General Standards (1-9) and the Standards for Rehabilitation (10-12) and Restoration (13) apply to this project.

<http://www.historicplaces.ca/media/18072/81468-parks-s+g-eng-web2.pdf>

COMMENTS

Heritage Preservation Services has reviewed the Heritage Impact Assessment (HIA) prepared by Goldsmith Borgal Architects, dated November 3, 2017, date-stamped received by City Planning November 3, 2017. The HIA finds that the proposed alterations to the existing building at 462 Eastern Avenue are appropriate and will be mitigated through the retention of the four-storey building and the two-storey addition façade.

New Construction

The applicant is proposing to retain the existing four-storey bakery building at the northeast corner of Booth Avenue and Eastern Avenue, and the south and east facades of the two-storey addition at the northwest corner of Logan Avenue and Eastern Avenue. The later additions to the rear of the existing four-storey building and two-storey additions are not identified as heritage attributes and are proposed to be demolished.

The proposed new nine-storey addition is stepped back from the south elevation of the four-storey building between six and ten metres, and from the west elevation five metres. Due to the height difference of the existing four-storey building and the new construction, the new addition will extend above the existing four-storey building by two storeys. Above the two-storey addition at Booth Avenue and Eastern Avenue, the new construction will be stepped back 3m.

The materials of the new construction above the existing four and two-storey buildings will be legible from the existing construction of red brick with the use of curtain walls and glazing. Along the east side of the addition on Logan Avenue, masonry will be used at the first storey beyond the retained façade of the two-storey addition to create a material relationship between the existing and new construction.

Alterations to the Existing Building

The applicant is proposing to alter the existing window openings on the west and south elevations of the four-storey building to accommodate new residential uses while making interior spaces more functional and liveable. The proposal includes the retention of the existing floor levels of the four-storey building, and the existing windows are currently too high above the floor slab to allow exterior views. Staff have worked extensively with the applicant to determine the best possible solution for this adaptive re-use of the existing heritage building while ensuring the rhythm, pattern and legibility of the original openings.

On the first storey of the south elevation the existing sills and lintels will be retained with new glazing inserted between to allow light and views for future ground-floor retail use. At the second storey of the south elevation of the four-storey building the window openings will be lowered and the edges of the existing sills conserved on either side. The applicant is also proposing to proportionally increase the existing window openings on the third and fourth stories of the existing four-storey building, conserving the existing window sills on either side of the new openings. The window openings in the west elevation of the existing four-storey building will be also be modified to accommodate the proposed residential use. At the second and third stories, large openings historically made to bring large equipment into the building will be retained and new glazing will be inserted within those openings to maintain the legibility of the changes made during the building's former use as a bread bakery.

The existing ground floor opening in the third bay from the west side of the south elevation will be modified with the introduction of a new entrance door that will also retain the sill and lintel on either side of the new door opening. A new ground floor entrance door will also be inserted on the west elevation.

New openings will be created on the first storey of the two-storey addition to allow for adaptive re-use as retail space. The proposed ground floor openings will retain the existing brick pilasters on the two-storey addition and will have new sills compatible with yet legible from the existing sills on the four-storey building. Existing second storey window openings will also be retained. On the southeast corner of the two-storey addition, a new opening will be created to establish an angular pedestrian way to improve pedestrian movement at the corner condition.

CONCLUSION

Staff are supportive of the applicant's efforts to conserve the heritage property through its adaptive re-use and recommend that City Council approve the proposed alterations to the existing four-storey and two-storey additions. Staff recommend that City Council also give authority to enter into a Heritage Easement Agreement with the owner to secure the long-term conservation of the heritage property.

CONTACT

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SIGNATURE

Gregg Lintern, MCIP, RPP
Acting Chief Planner and Executive Director

ATTACHMENTS

Attachment 1 - Location Map - 462 Eastern Avenue
Attachment 2 - Photographs - 462 Eastern Avenue
Attachment 3 - Proposed Site Plan - 462 Eastern Avenue
Attachment 4 - Proposed Plans - 462 Eastern Avenue
Attachment 5 - Proposed Elevations - 462 Eastern Avenue
Attachment 6 - Proposed Renderings - 462 Eastern Avenue
Attachment 7 - Statement of Significance - 462 Eastern Avenue
Attachment 8 - Heritage Property and Evaluation Report - 462 Eastern Avenue



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



462 Eastern Avenue: Looking Northeast, Showing the West and South Elevations

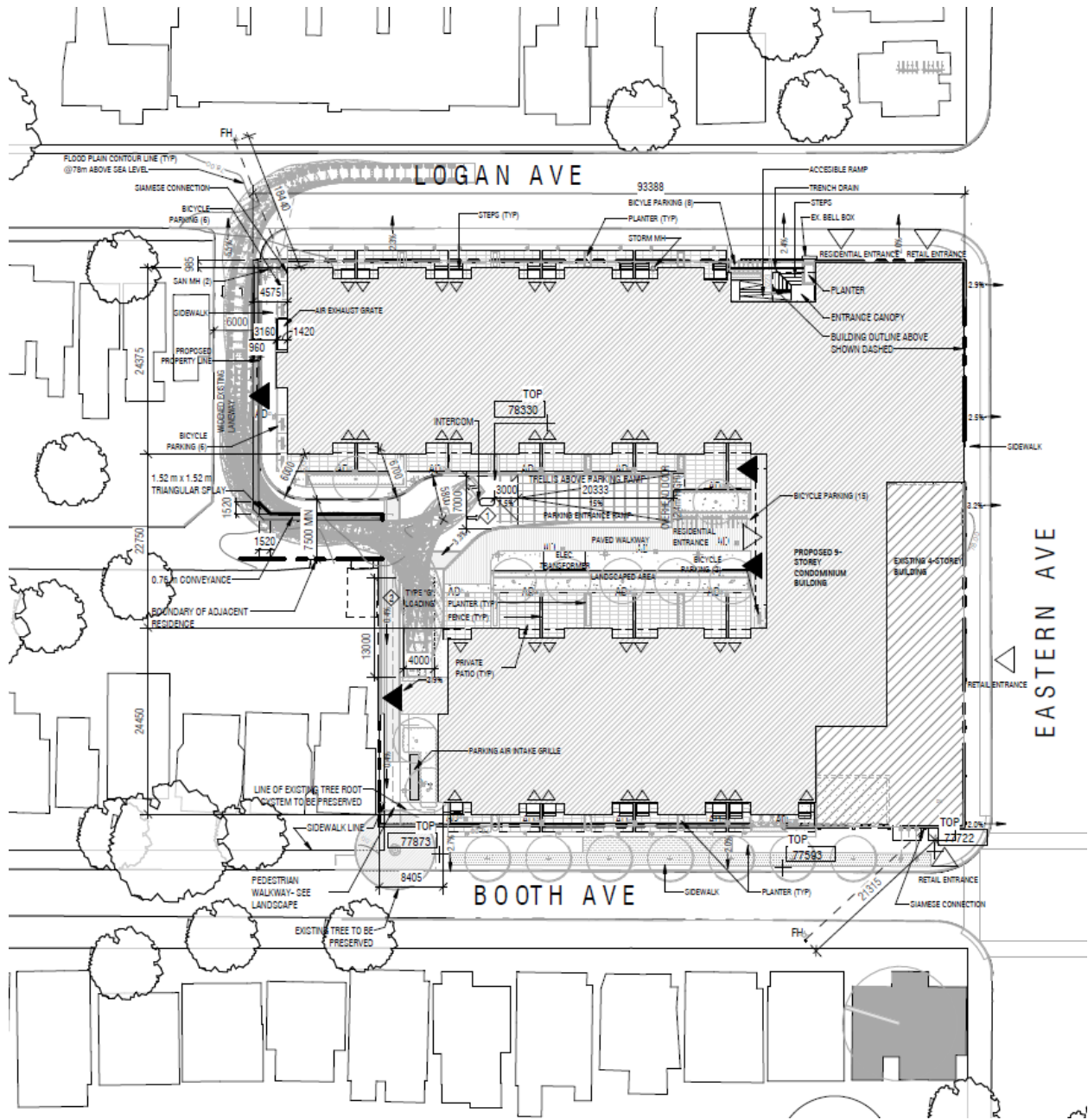


462 Eastern Avenue: Looking North, Showing the South Elevation

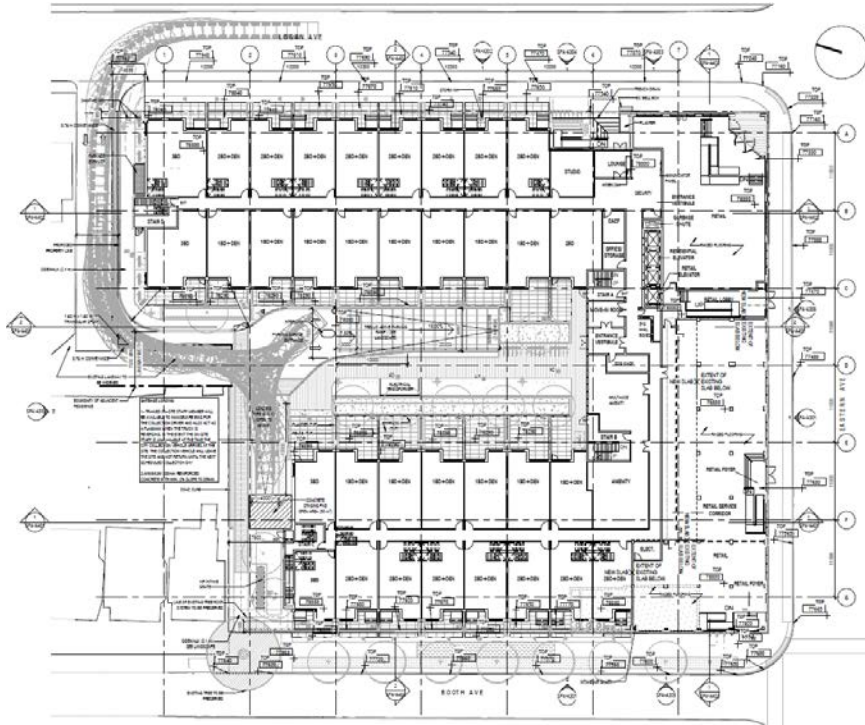
PHOTOGRAPHS: 462 Eastern Avenue



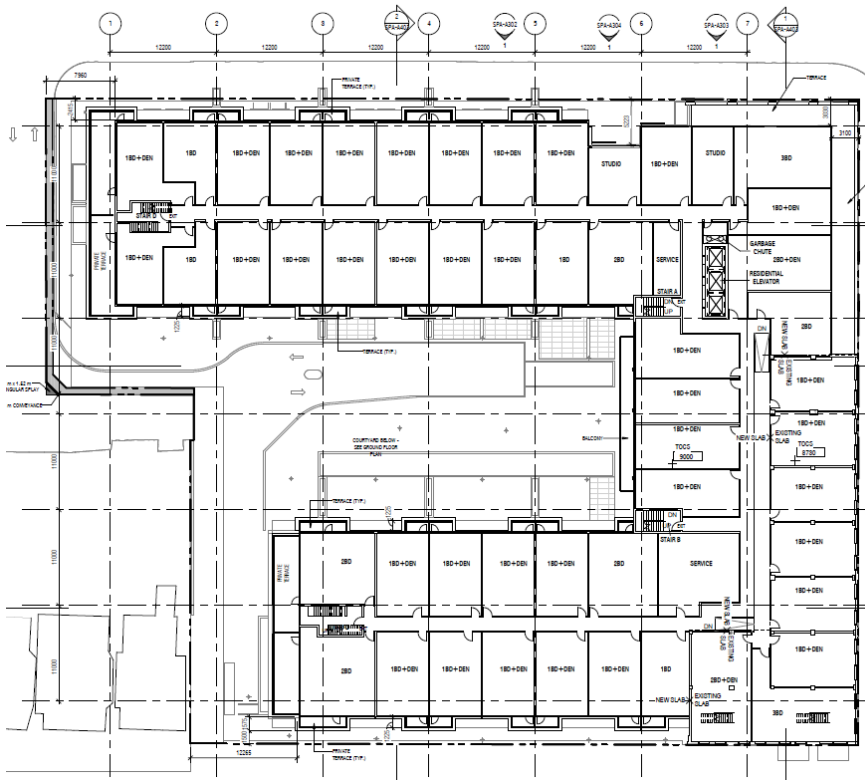
462 Eastern Avenue: Looking Northwest, Showing the South and East Elevations



Proposed Site Plan

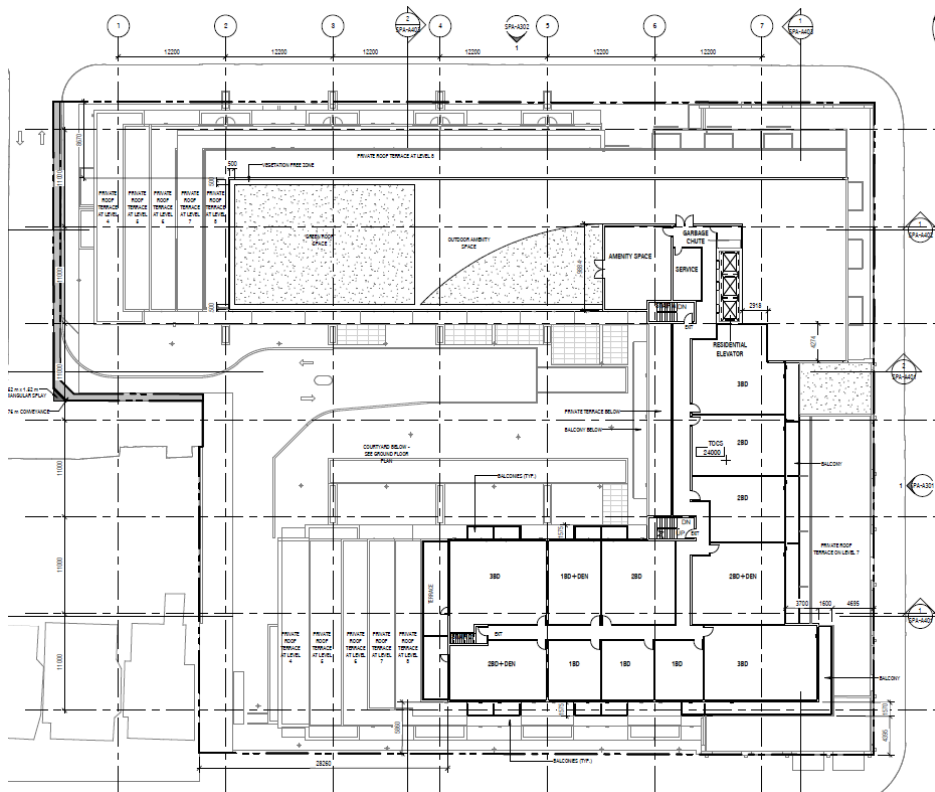


Proposed Ground Floor Plan

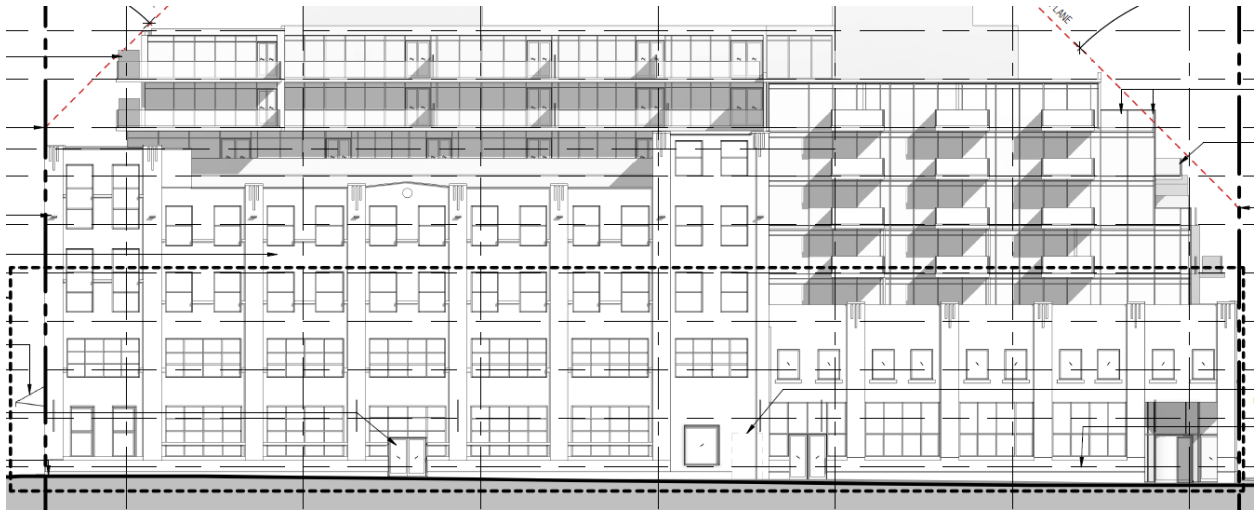


Proposed Fourth Floor Plan

PROPOSED PLANS: 462 Eastern Avenue



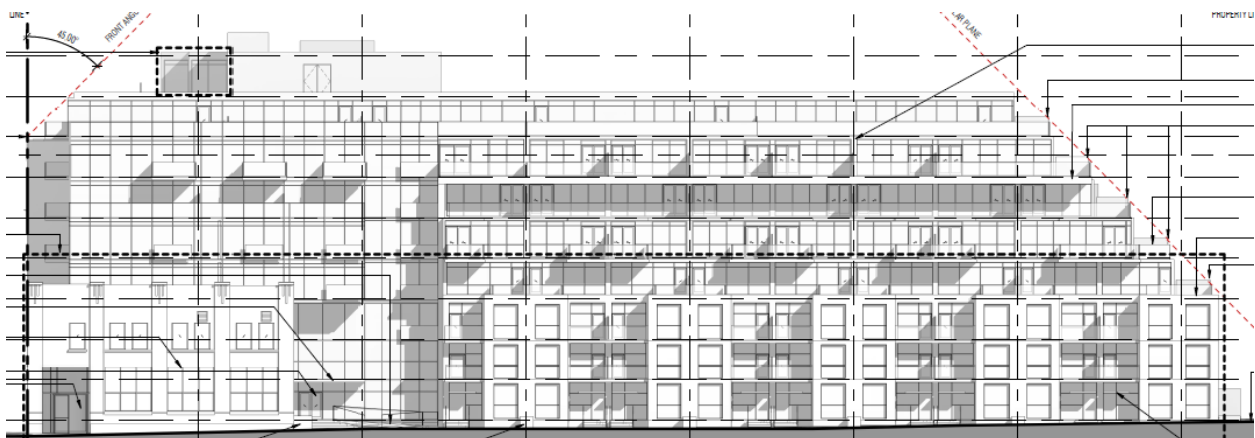
Proposed Ninth Floor Plan



Proposed South Elevation

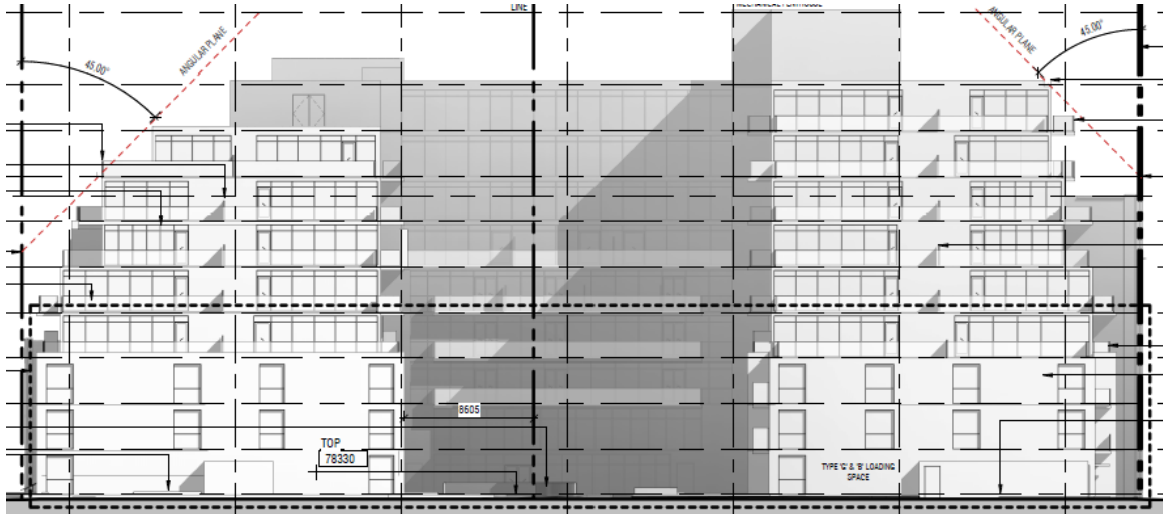


Proposed West Elevation



Proposed East Elevation

PROPOSED ELEVATIONS: 462 Eastern Avenue



Proposed North Elevation



CORNER OF EASTERN AND LOGAN



CORNER OF EASTERN AND BOOTH

Proposed Renderings

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

Description

The property at 462 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 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 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



BROWN'S BREAD BAKERY
462 EASTERN AVENUE

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

November 2017

1. DESCRIPTION



Above: Photograph of the principal, south elevation on Eastern Avenue and a portion of the side, east elevation facing Logan Avenue (HPS, 2017)
 Cover: Photograph of the principal, south elevation on Eastern Avenue, and the side, west elevation facing Booth Avenue. (Heritage Preservation Services [HPS], 2016)

462 Eastern Avenue	
ADDRESS	462 Eastern Avenue
WARD	30 Toronto-Danforth
LEGAL DESCRIPTION	PLAN M19 PT LOT 27 LOTS 28 TO 38 LOTS 101 TO 104 CLOSED BY BY-LAW 12392 RP 66R14084 PART 2
NEIGHBOURHOOD/COMMUNITY	Riverside
HISTORICAL NAME	Brown's Bread Co.
CONSTRUCTION DATE	1920-1929
ORIGINAL OWNER	Brown's Bread Co.
ORIGINAL USE	Bakery
CURRENT USE*	Facility vacant
ARCHITECT/BUILDER/DESIGNER	McGriffin & Smith, Sydney Comber
DESIGN/CONSTRUCTION/MATERIALS	Brick cladding with concrete and steel
ARCHITECTURAL STYLE	Industrial
ADDITIONS/ALTERATIONS	Multiple rear additions
CRITERIA	Design, Associative and Contextual
HERITAGE STATUS	Included on the Heritage Register
RECORDER	Heritage Preservation Services: Marybeth McTeague
REPORT DATE	November 2017

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 462 Eastern Avenue and applies the evaluation criteria which determine that it merits designation under Part IV, Section 29 of the Ontario Heritage Act

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.

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

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*)

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

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.

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.

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.

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

⁸ Building Permit 127214

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*)

iv. 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 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. The criteria are prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act. 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.

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

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.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 462 Eastern Avenue, containing the building historically known as Brown's Bread Bakery has design, associative and contextual values and is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act

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.

5. SOURCES

Archival Sources

Assessment Rolls, City of Toronto, St. Lawrence Ward.

(City of Toronto Archives [CTA]).

City of Toronto Directories. (CTA)

Building Records, City of Toronto - Building Permits 426-486 Eastern Avenue

Browne, J. O. *Map of the Township of York in the County of York, Upper Canada. 1851.*

City of Toronto Planning Board Survey Map, 1957. (CTA)

Goad Charles E. *Atlas of the City of Toronto and Suburbs*, 1880, 1884, 1890, 1899, 1903, 1911, 1913, 1924. (CTA and Toronto Reference Library).

Secondary Sources

Archaeological Services Inc. *Stage 1 Archaeological Resource Assessment of 875-887 Queen Street East*. 2014.

Arthur, Eric. *Toronto: No Mean City*. 3rd edition, revised by Stephen A. Otto, 1986.

Brown, Ron. *Toronto's Lost Villages*. 1997.

Lundell, Liz. *The Estates of Old Toronto*. 1997.

Miles & Co., *Illustrated Historical Atlas of the County of York*. 1878.

Ng, Nathan, *Historical Maps of Toronto*.

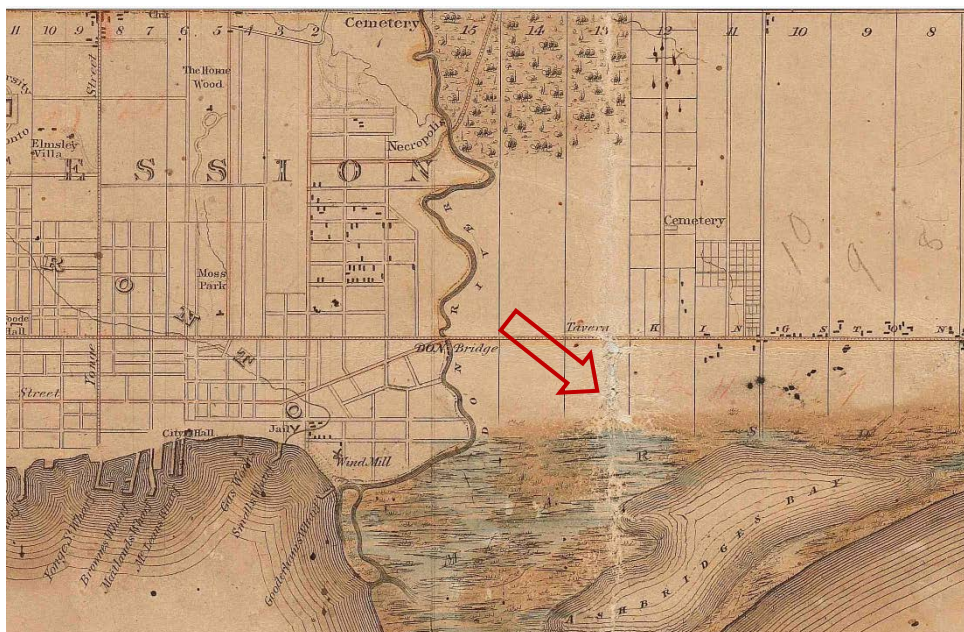
<http://oldtorontomaps.blogspot.ca/p/index-of-maps.html>

Whyte, Gerald Arthur. *The Streets of Riverdale*. 2012.

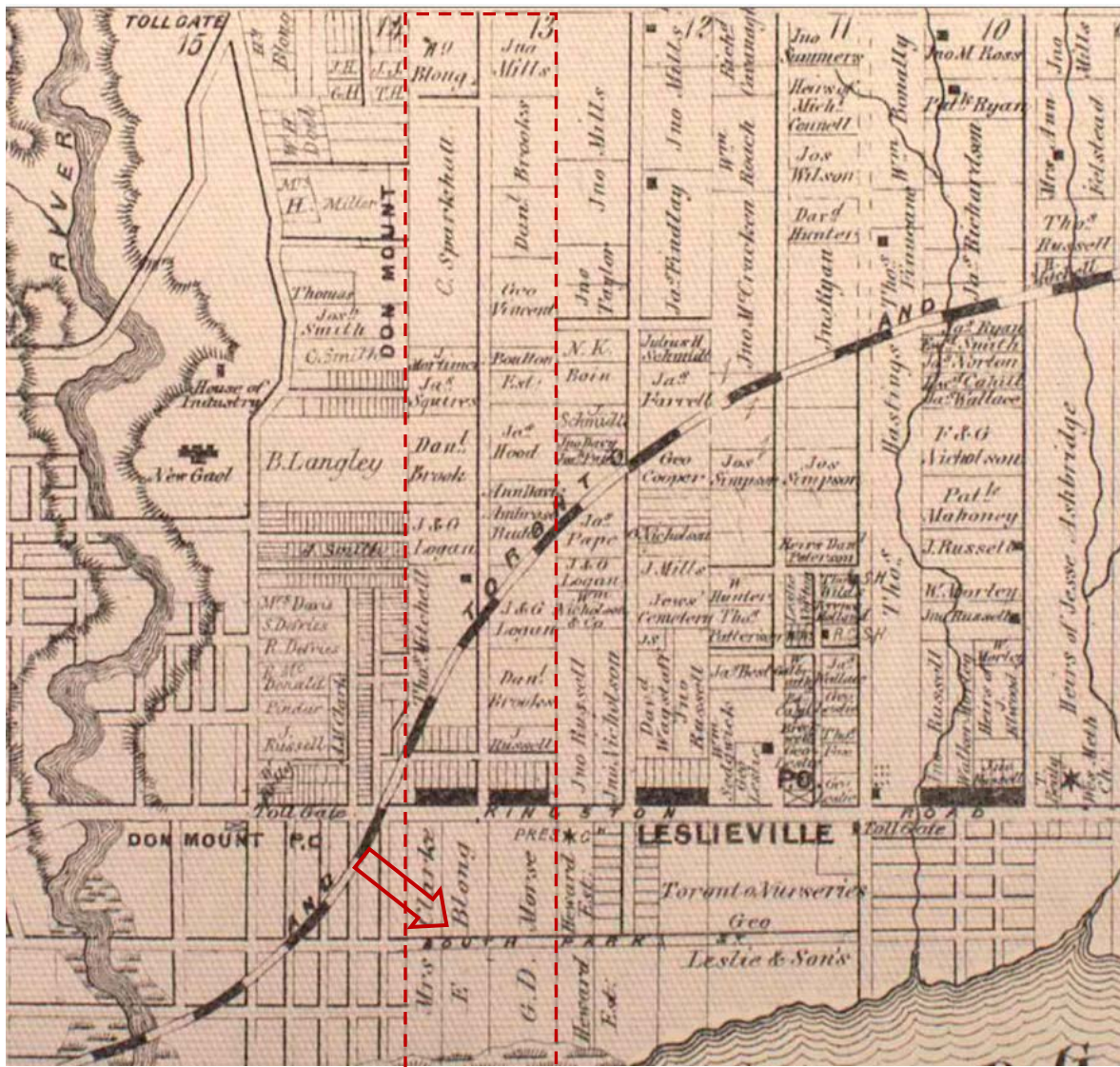
6. IMAGES: The arrows mark the location of the property at 462-486 Eastern Avenue. Please note: all maps are oriented with north at the top, unless otherwise indicated



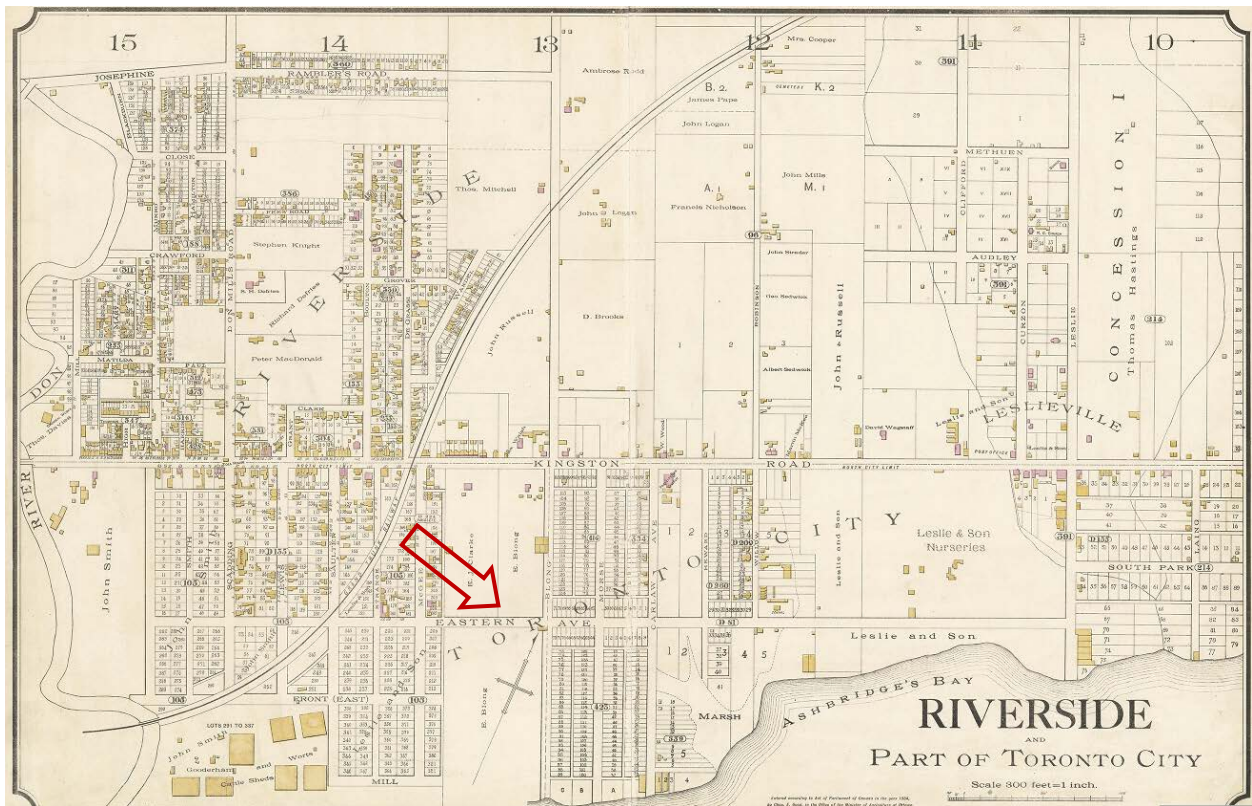
1. *City of Toronto Property Data Map*: the subject property at 462-486 Eastern Avenue is marked on the north side of Eastern Avenue with Booth Avenue to the west and Logan Avenue to the east.



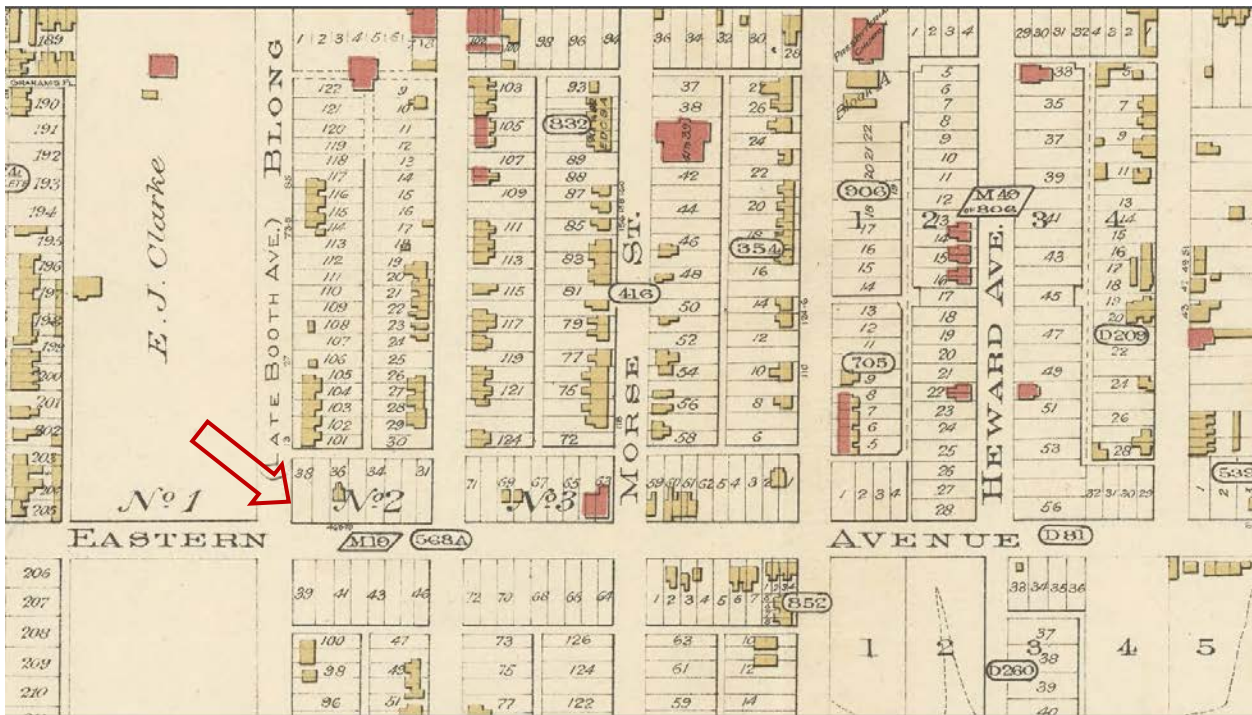
2. J. O. Browne. *Map of the Township of York in the County of York, Upper Canada, 1851*, showing the location of the subject property south of the Kingston Road/Queen Street East, on Lot 13 between the Don River and to the west of Leslie estate (Lot 11) and subdivisions. (City of Toronto Archives)



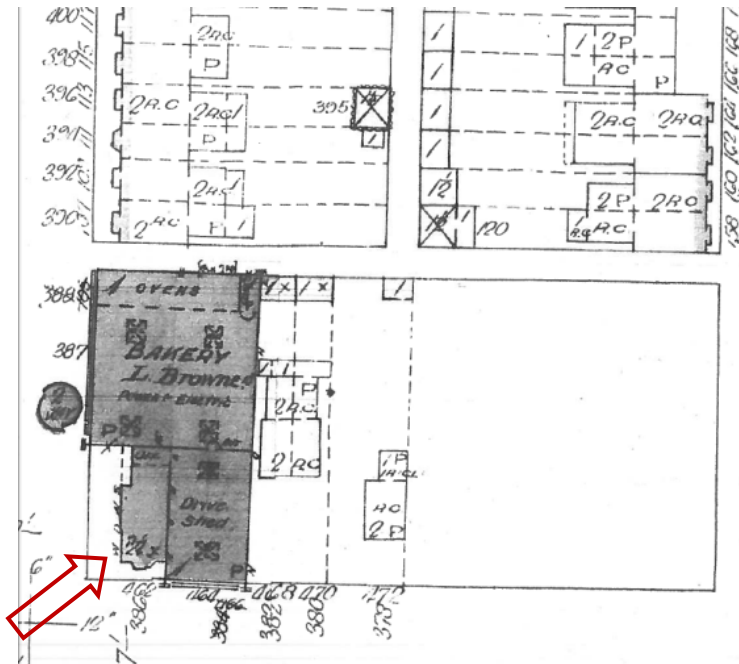
3. Miles & Co., *Illustrated Historical Atlas of the County of York*, (detail) 1878, showing Lot 13, and the portion owned by Edward Blong, located between the villages of Don Mount and Leslieville, with the Toronto Nurseries, as well as the Grand Trunk Railway (Ng)



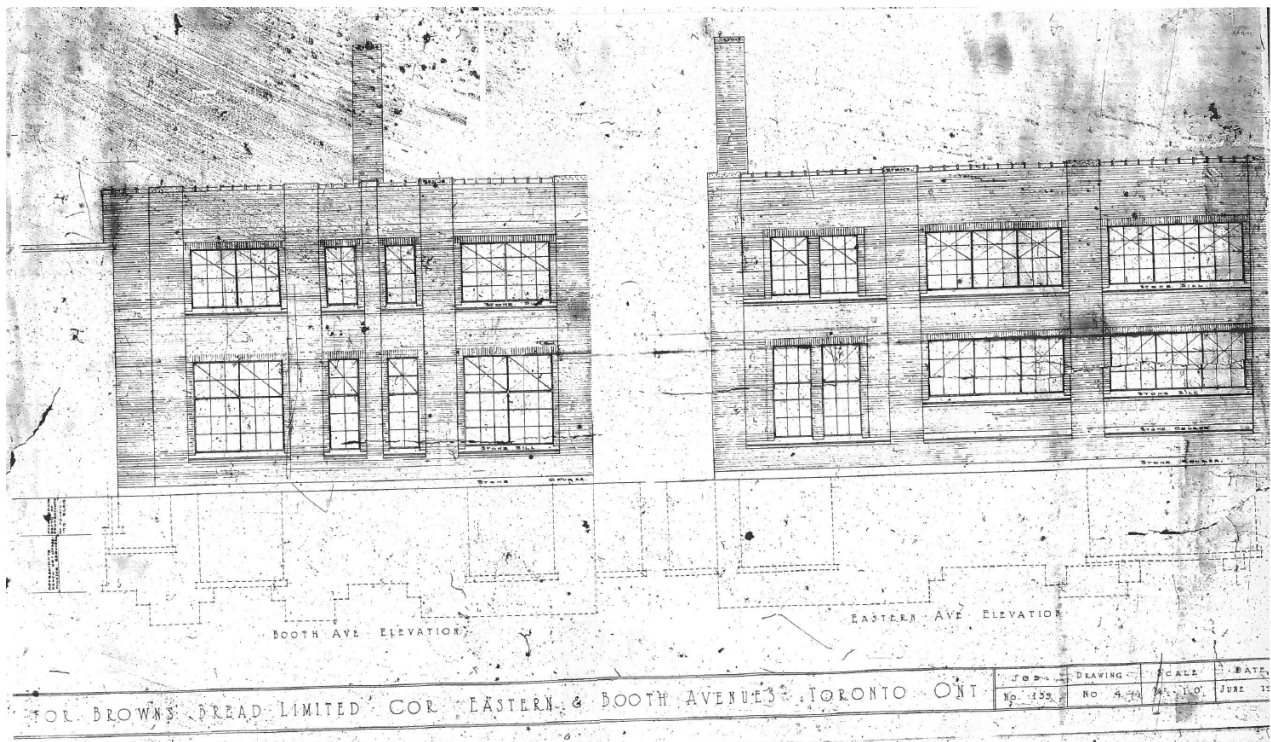
4. Goad's Atlas, 1884, (detail) showing Riverside with the Park Lots, the railway, and the subdivisions, development and the property owned by Edward Blong to the north and south of Eastern Avenue. (City of Toronto Archives)



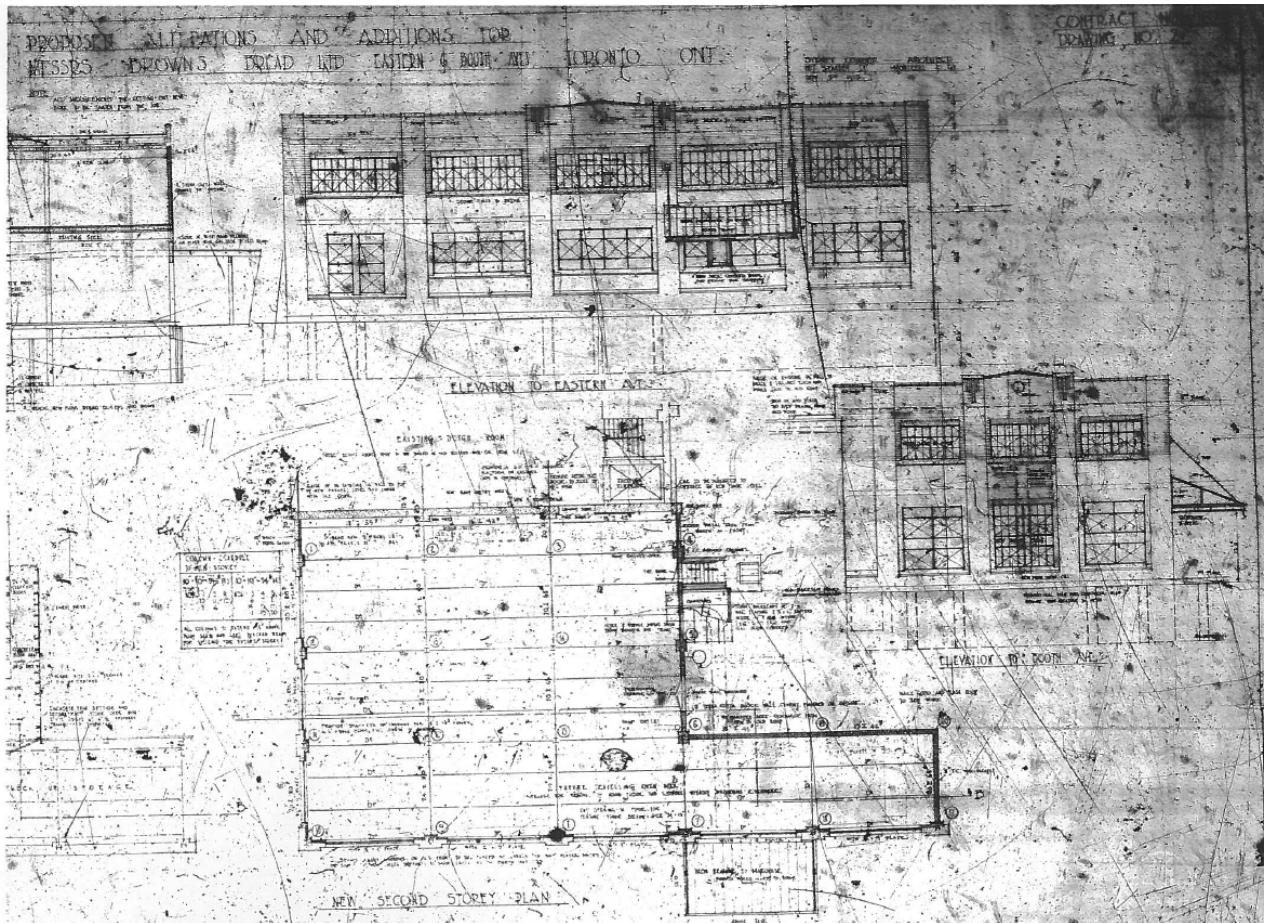
5. Goad's Atlas, 1890 (detail): showing the subdivision of the portion of Lot 13 owned by Blong under Plan 568A. Note the creation of Blong Avenue (formerly known as Booth and now known as Booth again) (CTA)



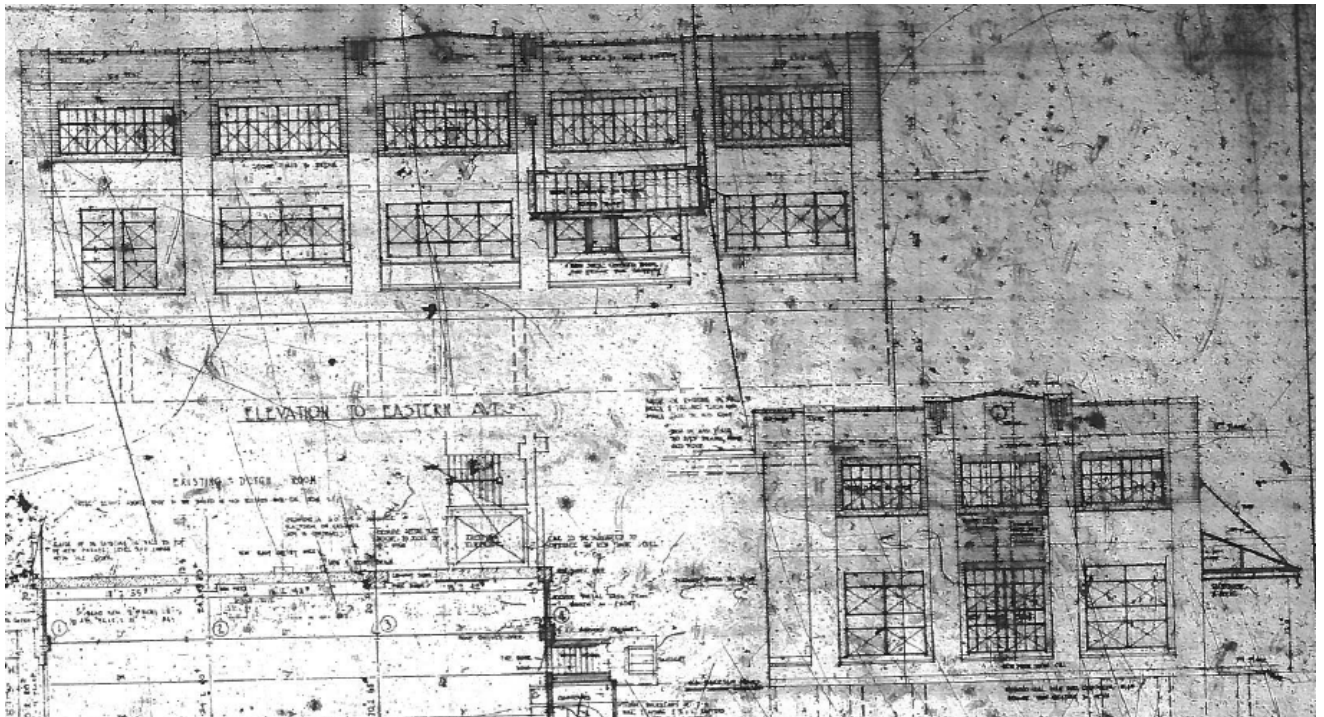
6. Goads Atlas, 1911 (detail): showing the Lewis Brown house at the north-east corner of Eastern Avenue and Booth Avenue, with the bakery building to the north and the drive shed to the east. (City of Toronto Reference Library)



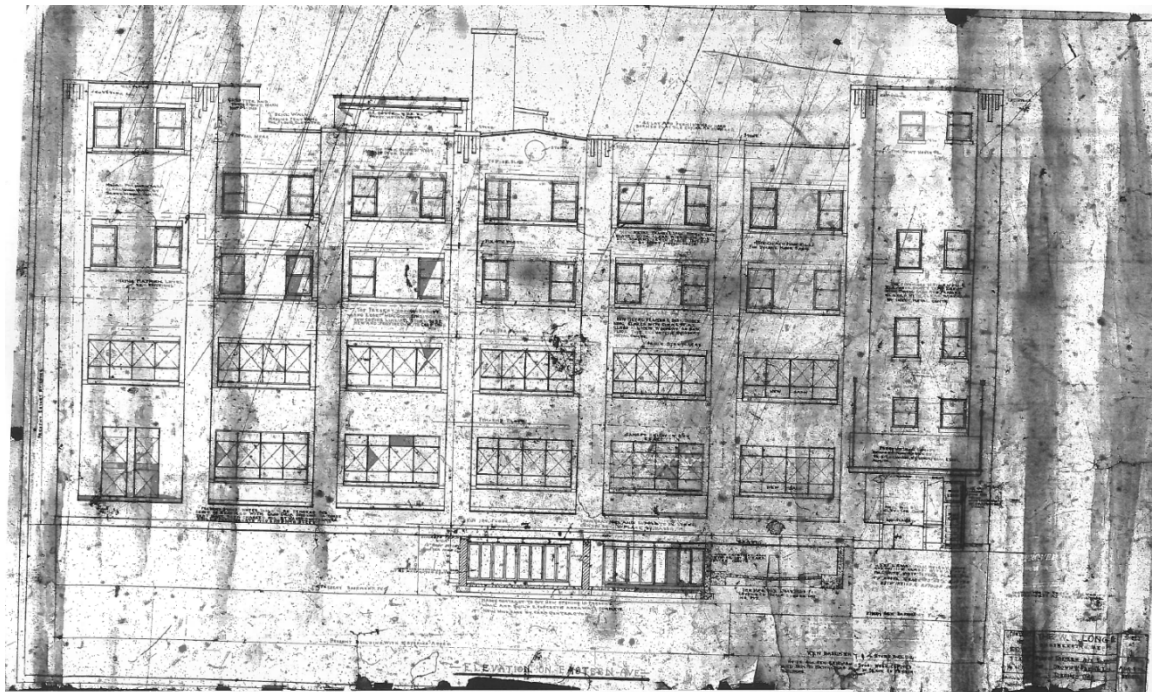
7. McGiffin and Smith Architects, June 1920, design for new bakery building for Brown's Bread Ltd. at the corner of Booth and Eastern avenues, with the side elevation on Booth Avenue at the left hand side and the principal elevation on Eastern Avenue at the right hand side of the drawing. (City of Toronto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



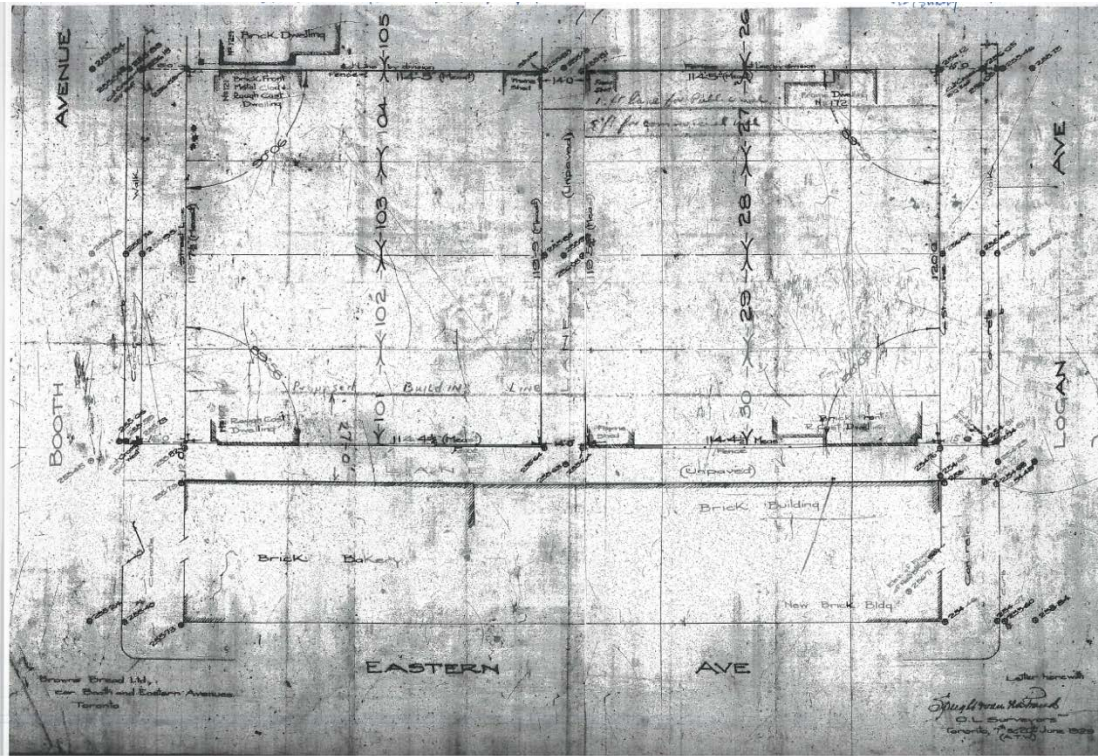
8. Sydney Comber drawings, 1925, showing the extension of the elevation on Eastern Avenue from three to five bays, the addition of the upper level, shown in the plan below. (Building Permit 84032)



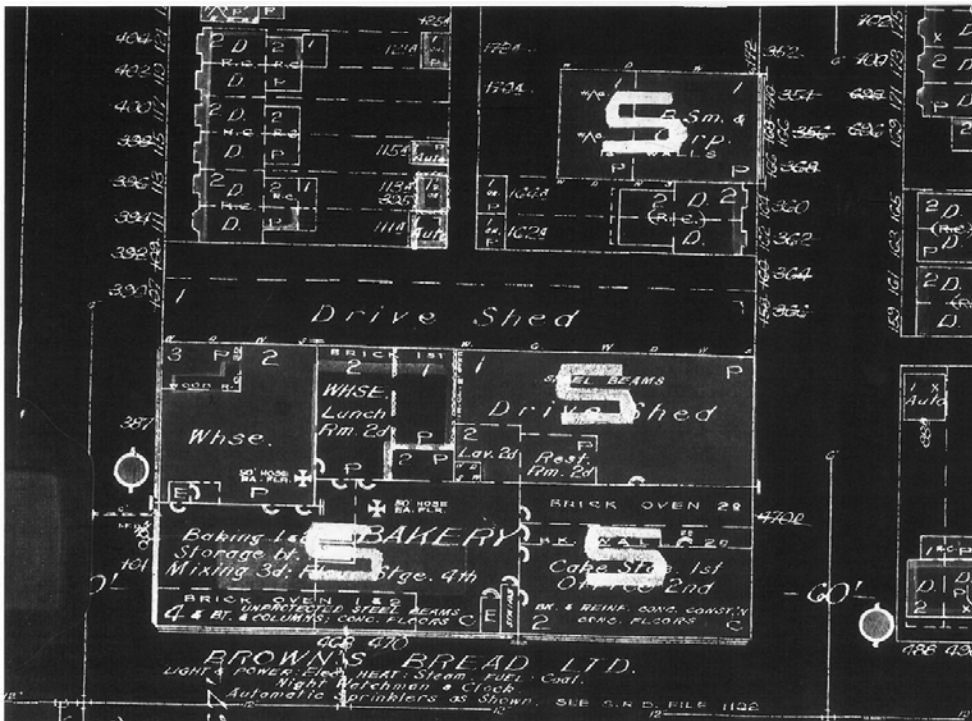
9. Comber Drawings, detail, showing the inclusion of a very slightly sloped pediment in the central bay of both elevations, the disc in the pediment and the vertical stone strips on the tops of the pilasters. Note that Comber maintains the unusual design of the western-most window of the Eastern Avenue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



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)



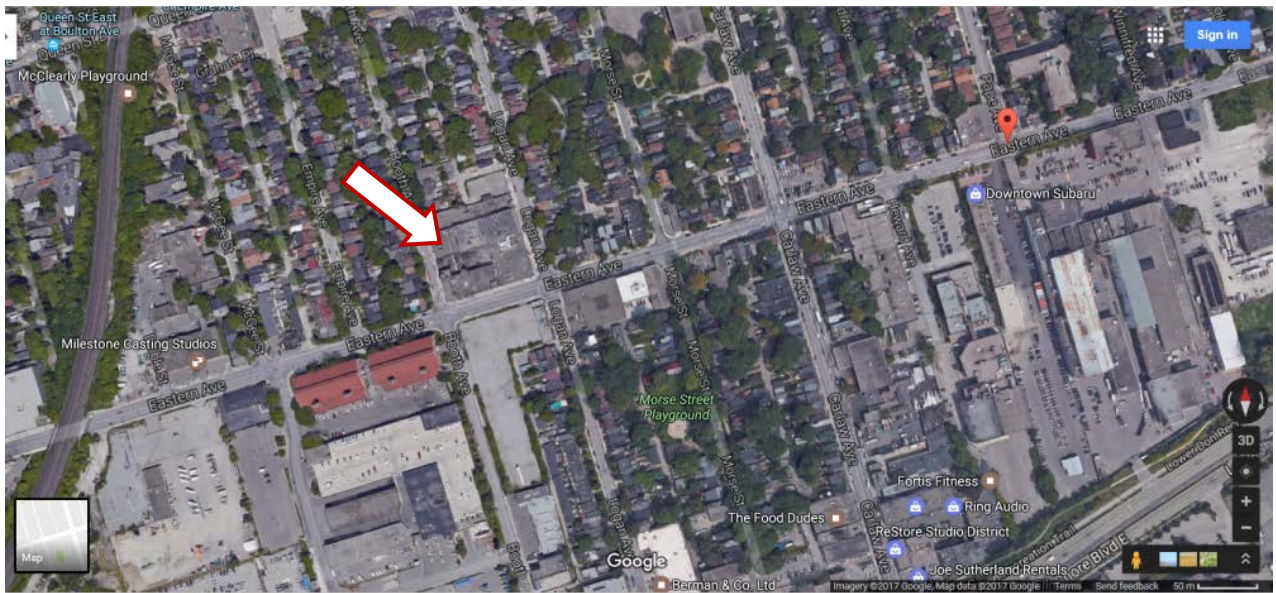
23. Principal, south elevation showing the stone details including the particular cut of the window sills, the vertical bands on the pilasters with their stone caps, the pediment with its stone disc and the vertical soldier courses above the window heads stretching from pilaster to pilaster (HPS, 2017)



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)