

Intention to Designate under Part IV, Section 29 of the Ontario Heritage Act - 41 and 47 Fraser Avenue and 135 Liberty Street

Date: October 8, 2020

To: Toronto Preservation Board
Toronto and East York Community Council

From: Senior Manager, Heritage Planning, Urban Design, City Planning

Wards: Ward 10 - Spadina - Fort York

SUMMARY

This report recommends that City Council state its intention to designate the listed heritage properties that contains significant built heritage resources at 41 Fraser Avenue, 47 Fraser Avenue and 135 Liberty Street (including the entrance addresses at 39, 47A, 49, 49A, 53 and 53A Fraser Avenue and 38 and 42 Pardee Avenue), formerly known as E. W. Gillett Co. Ltd. factory complex, under Part IV, Section 29 of the Ontario Heritage Act.

Originally developed as a single property known as 41 Fraser Avenue, the properties occupy the north end of the block and are bound by Fraser Avenue, Liberty Street and Pardee Avenue on the west, north and east sides respectively. They contain a large complex of industrial buildings including the original, four-storey factory, two-storey office building and one-storey powerhouse, all constructed in 1911-12. The employee welfare building of 1922 and the single-storey, garage-storage building of 1941-2 were later additions. 41 Fraser Avenue was severed in 2004 and is now known as three properties identified as 41 Fraser Avenue, 47 Fraser Avenue and 135 Liberty Street.

In 2005, the properties were listed on the City of Toronto's Heritage Register as 41 Fraser Avenue. The properties are located within historic Liberty Village which following the Great Fire of 1904 developed as a significant industrial and manufacturing hub in the City of Toronto.

Following city staff's additional research and evaluation under Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation, it has been determined that the properties at 41 and 47 Fraser Avenue and 135 Liberty Street merit designation under Part IV Section 29 of the Ontario Heritage Act for its design, associative and contextual value. The additional research identified the powerhouse, which is not

currently included in the listing as a heritage attribute on the property at 41 Fraser Avenue.

The designation of the former E. W. Gillett Co. Ltd. factory complex on the properties at 41 and 47 Fraser Avenue and 135 Liberty Street would identify all of the properties' cultural heritage values and heritage attributes which shall be conserved. Designation enables City Council to review proposed alterations for the properties, enforce heritage property standards and maintenance, and refuse demolition.

RECOMMENDATIONS

The Senior Manager, Heritage Planning, Urban Design, City Planning recommends that:

1. City Council amend the listing of the property at 41 Fraser Avenue to include the Powerhouse as a heritage attribute on the City of Toronto's Heritage Register.
2. City Council state its intention to designate the property at 41 Fraser Avenue including the entry addresses at 39, 49, 49A, 53, 53 A Fraser Avenue and 38 and 42 Pardee Avenue, under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 41 and 47 Fraser Avenue and 135 Liberty Street (Reasons for Designation) attached as Attachment 4 to the report (October 8, 2020) from the Senior Manager, Heritage Planning.
3. City Council state its intention to designate the property at 47 Fraser Avenue, including the entry address 47A Fraser Avenue, under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 41 and 47 Fraser Avenue and 135 Liberty Street (Reasons for Designation) attached as Attachment 4 to the report (October 8, 2020) from the Senior Manager, Heritage Planning.
4. City Council state its intention to designate the property at 135 Liberty Street under Part IV, Section 29 of the Ontario Heritage Act, in accordance with the Statement of Significance: 41 and 47 Fraser Avenue and 135 Liberty Street (Reasons for Designation) attached as Attachment 4 to the report (October 8, 2020) from the Senior Manager, Heritage Planning.
5. If there are no objections to the designations, City Council authorize the City Solicitor to introduce the bills in Council designating the properties under Part IV, Section 29 of the Ontario Heritage Act.
6. If there are objections in accordance with the Ontario Heritage Act, City Council direct the City Clerk to refer the designations to the Conservation Review Board.
7. If the designations are 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 to designate the properties.

FINANCIAL IMPACT

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

DECISION HISTORY

On May 17, 18 and 19, 2005, City Council adopted the recommendation to include 41 Fraser Avenue (the former E. W. Gillett Co. Ltd.) on the City of Toronto Inventory of Heritage Properties, now known as the Heritage Register.

At its meeting of June 14, 15 and 16, 2005, City Council adopted a recommendation to initiate a Heritage Conservation District Study for Liberty Village.

<https://www.toronto.ca/legdocs/2005/agendas/council/cc050614/te5rpt/cl064.pdf>

In 2006, the Director of Community Planning Toronto and East York District, reported to the Toronto and East York Community Council on a proposed study to create a comprehensive plan for Liberty Village which would have included a Heritage Conservation District (HCD) study. The Toronto and East York Community Council deferred sections of the report including that for a HCD study.

<https://www.toronto.ca/legdocs/mmis/2007/te/bgrd/backgroundfile-695.pdf>

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2007.TE2.9>

In 2018, City Council directed staff to initiate a Cultural Heritage Resource Assessment Study for Liberty Village.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.PG25.4>

BACKGROUND

Heritage Planning Framework

The conservation of cultural heritage resources is an integral component of good planning, contributing to a sense of place, economic prosperity, and healthy and equitable communities. Heritage conservation in Ontario is identified as a provincial interest under the Planning Act. Cultural heritage resources are considered irreplaceable and valuable assets that must be wisely protected and managed as part of planning for future growth under the Provincial Policy Statement (2020) and A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020). Heritage Conservation is enabled through the Ontario Heritage Act. The City of Toronto's Official Plan implements provincial policy regime, the Planning Act, the Ontario Heritage Act and provides policies to guide decision making within the city.

Good planning within the provincial and municipal policy framework has at its foundation an understanding and appreciation for places of historic significance, and ensures the conservation of these resources are to be balanced with other provincial interests. Heritage resources may include buildings, structures, monuments, and geographic areas that have cultural heritage value or interest to a community, including an Indigenous community.

The Planning Act establishes the foundation for land use planning in Ontario, describing how land can be controlled and by whom. Section 2 of the Planning Act identifies heritage conservation as a matter of provincial interest and directs that municipalities shall have regard to the conservation of features of significant architectural, historical, archaeological or scientific interest. Heritage conservation contributes to other matters of provincial interest, including the promotion of built form that is well-designed, and that encourages a sense of place.

The Planning Act requires that all decisions affecting land use planning matters shall conform to the Growth Plan and shall be consistent with the Provincial Policy Statement, both of which position heritage as a key component in supporting key provincial principles and interests.

<https://www.ontario.ca/laws/statute/90p13>

The Provincial Policy Statement provides policy direction on land use planning in Ontario and is to be used by municipalities in the development of their official plans and to guide and inform decisions on planning matters, which shall be consistent with the Provincial Policy Statement. The Provincial Policy Statement articulates how and why heritage conservation is a component of good planning, explicitly requiring the conservation of cultural heritage and archaeological resources, alongside the pursuit of other provincial interests. The Provincial Policy Statement does so by linking heritage conservation to key policy directives, including building strong healthy communities, the wise use and management of resources, and protecting health and safety.

Section 1.1 Managing and Directing Land Use to Achieve Efficient and Resilient Development states that long-term economic prosperity is supported by, among other considerations, the promotion of well-designed built form and cultural planning, and the conservation of features that help define character. Section 2.6 Cultural Heritage and Archaeology subsequently directs that "significant built heritage resources and significant cultural heritage landscapes shall be conserved". Through the definition of conserved, built heritage resources, cultural heritage landscape and protected heritage property, the Provincial Policy Statement identifies the Ontario Heritage Act as the primary legislation through which heritage conservation will be implemented.

<https://www.ontario.ca/page/provincial-policy-statement-2020>

A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020) builds on the Provincial Policy Statement to establish a land use planning framework that supports complete communities, a thriving economy, a clean and healthy environment and social equity. Section 1.2.1 Guiding Principles states that policies in the plan seek to, among

other principles, "conserve and promote cultural heritage resources to support the social, economic, and cultural well-being of all communities, including First Nations and Metis communities". Cultural heritage resources are understood as being irreplaceable, and are significant features that provide people with a sense of place. Section 4.2.7 Cultural Heritage Resources directs that cultural heritage resources will be conserved in order to foster a sense of place and benefit communities, particularly in strategic growth areas. Strategic growth areas include the downtown urban growth centre where this property is located.

<https://www.ontario.ca/document/place-grow-growth-plan-greater-golden-horseshoe>

The Ontario Heritage Act is the key provincial legislation for the conservation of cultural heritage resources in Ontario. It regulates, among other things, how municipal councils can identify and protect heritage resources, including archaeology, within municipal boundaries. This is largely achieved through listing on the City's Heritage Register, designation of individual properties under Part IV of the Ontario Heritage Act, or designation of districts under Part V of the Ontario Heritage Act.

Section 27 of the Ontario Heritage Act gives municipalities the authority to maintain and add to a publicly accessible heritage register. The *City of Toronto's Heritage Register includes individual heritage properties that have been designated under Part IV, Section 29, properties in a heritage conservation district designated under Part V, Section 41 of the Act as well as properties that have not been designated but City Council believes to be of "cultural heritage value or interest."*

Ontario Regulation 9/06 sets out the criteria for evaluating properties to be designated under Part IV, Section 29 of the Ontario Heritage Act. The criteria are based on an evaluation of design/physical value, historical and associative value and contextual value.

<https://www.ontario.ca/laws/statute/90o18>

<https://www.ontario.ca/laws/regulation/060009>

The City of Toronto's Official Plan contains a number of policies related to properties on the City's Heritage Register and properties adjacent to them, as well as the protection of areas of archaeological potential. Indicating the integral role that heritage conservation plays in successful city-building, Section 3.1.5 of the Official Plan states that, "Cultural heritage is an important component of sustainable development and place making. The preservation of our cultural heritage is essential to the character of this urban and liveable City that can contribute to other social, cultural, economic and environmental goals of the City."

Policy 3.1.5.4 states that heritage resources on the City's 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." Policy 3.1.5.6 encourages the adaptive re-use of heritage properties while Policy 3.1.5.26 states that, when new construction on, or adjacent to, a property on the Heritage Register does occur, it will be designed to conserve the cultural heritage

values, attributes and character of that property and will mitigate visual and physical impacts on it.

<https://www.toronto.ca/city-government/planning-development/official-plan-guidelines/official-plan/>

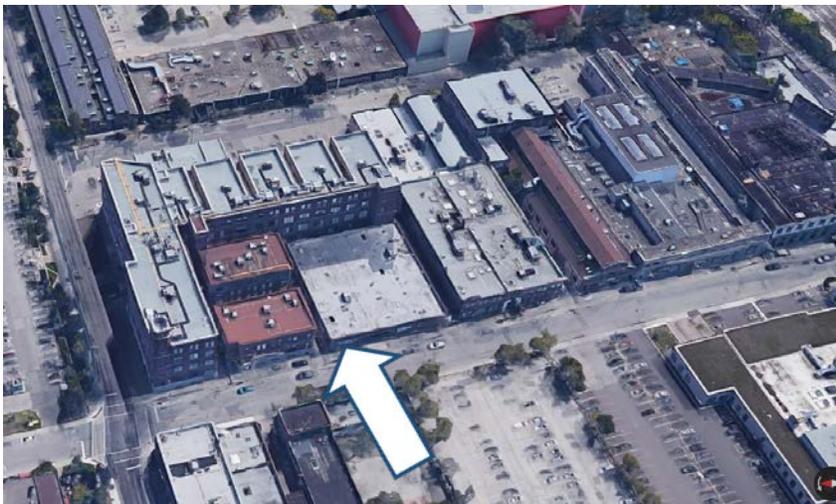
<https://www.historicplaces.ca/media/18072/81468-parks-s+g-eng-web2.pdf>

Heritage Impact Assessments (HIA) will be required for development applications that affect listed and designated properties. An HIA shall be considered when determining how a heritage property is to be conserved.

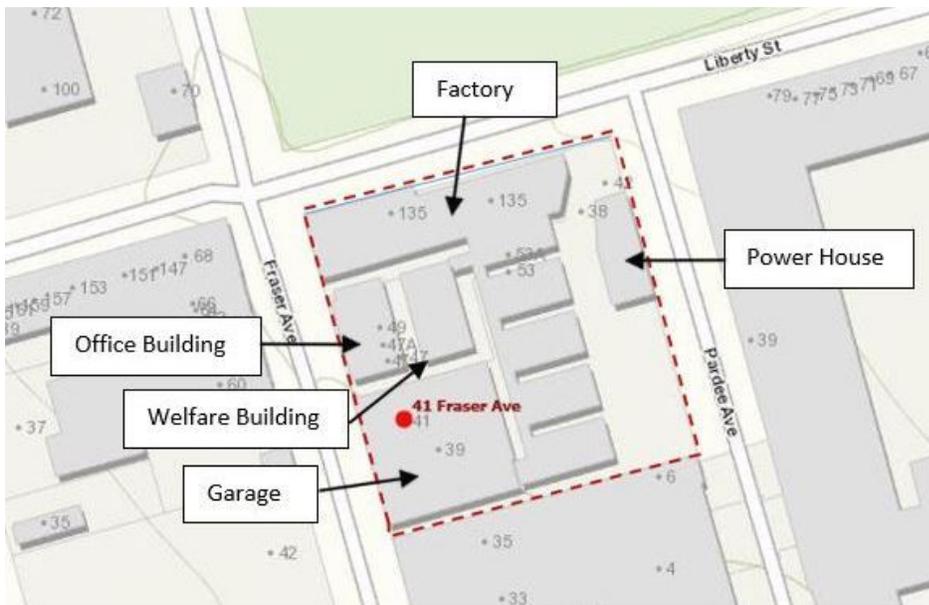
The Ontario Heritage Toolkit also provides guidance on designating properties of municipal significance. The Tool Kit provides direction on the purpose of designating heritage properties for identifying and protecting places in our communities that have cultural heritage value and is an important part of planning for the future, and of helping to guide change while keeping the buildings, structures and landscapes that give each of our communities its unique identity.

COMMENTS

E. W. GILLETT Co. LTD. Factory Complex, 41 FRASER AVENUE Research and Evaluation according to Ontario Regulation 9/06



Aerial view, looking east, of the properties originally known as the E. W. Gillett Co. Ltd. at 41 and 47 Fraser Avenue and 135 Liberty Street, showing the location of the properties at the south-east corner of Liberty Street and Fraser Avenue (Google Maps, 2020)



Map, oriented with north at the top, showing the various buildings and their associated addresses (41 and 47 Fraser Avenue and 135 Liberty Street) and entry addresses 39, 47A, 49A, 53 53A Fraser Avenue and 38 and 42 Pardee Avenue.



E. W. Gillett Co. Ltd. complex showing the factory building (1911-12) at 135 Liberty Street located at the south-east corner of Liberty Street and Fraser Avenue with the office building at 47 Fraser at the right of the photograph (Heritage Planning [HP], 2020)



53 Fraser Avenue, east and south elevations of the factory building (1911-1912) (HP, 2020)



47 Fraser Avenue, west elevation of the office building (1911-1912) with 135 Liberty Street to the north and 41 Fraser Avenue to the south (HP, 2020)



42 Pardee Avenue, west and south elevations of the powerhouse building (1911-1912) (HP, 2020)



49 Fraser Avenue, photograph of the west (left) and south (right) elevations of the employee welfare building (1922, addition 1938) (HP, 2020)



41 Fraser Avenue, Garage and Storage building (1941-1942) principal, west, elevation and side, north, elevation (HP, 2020)

1. DESCRIPTION



Above: Postcard, c1916-1921, E. W. Gillett Co. Ltd.,
[https://mycompanies.fandom.com/wiki/E. W. Gillett Company](https://mycompanies.fandom.com/wiki/E._W._Gillett_Company)

41 FRASER AVENUE – E. W. GILLETT CO. LTD.	
ADDRESSES	41 Fraser Avenue, Toronto ON M6K 1Y7 47 Fraser Avenue, Toronto ON M6K 1Y7 135 Liberty Street, Toronto ON M6K 1A7
WARD	10 - Spadina - Fort York
LEGAL DESCRIPTION	41 Fraser Avenue: PLAN 1122 PT BLK A LOTS 5 20 TO 22 PT LOTS 2 TO 4 6 18 19 AND 23 RP 66R21159 PARTS 1 TO 3 6 11 TO 13 47 Fraser Avenue: PLAN 1122 PT BLK A PT LOTS 2 3 AND 4 RP 66R25939 PARTS 1 7 AND 9 135 Liberty Street: PLAN 1122 PT BLK A PT LOT 1 PT LOTS 2 18 19 RP 66R25939 PARTS 4 5 8 10 13 AND 14
NEIGHBOURHOOD/COMMUNITY	Liberty Village
HISTORICAL NAME	E. W. Gillett Co. Ltd.
CONSTRUCTION DATES	1911-12, 1922, 1938, 1942
ORIGINAL OWNER	E. W. Gillett Co. Ltd.
ORIGINAL USE	Manufacturing
CURRENT USE*	Commercial: Office and Retail
ARCHITECT/BUILDER/DESIGNER	S. S. Beman with A. R. Denison & Stephenson, W. L. Symons, John M. Lyle
DESIGN/CONSTRUCTION/MATERIALS	Brick cladding, concrete and post-and-beam structure

ARCHITECTURAL STYLE	Neo-Gothic and Streamlined Moderne
ADDITIONS/ALTERATIONS	See sections ii and iii
CRITERIA	Design, associative and contextual
HERITAGE STATUS	Listed on the Heritage Register, 2005 Located within the Liberty Village CHRA
RECORDER	Heritage Planning: Marybeth McTeague
REPORT DATE	October, 2020

2. BACKGROUND

This research and evaluation section of the report describes the history, architecture and context of the properties at 41 Fraser Avenue, 47 Fraser Avenue and 135 Liberty Street (including the entrance addresses at 39, 47, 49, 53 and 53A Fraser Avenue, and 38 and 42 Pardee Avenue), and applies evaluation criteria as set out in Ontario Regulation 9/06, under the headings of historical/associative, design/physical and contextual value to determine whether it merits designation under Part IV, Section 29 of the Ontario Heritage Act. The application of the criteria is found in Section 3 (Evaluation Checklist). The conclusions of the research and evaluation are found in the Conclusion of the report.

Maps and Photographs are located in Attachment 1.
 The archival and contemporary sources for the research are found in Attachment 2.
 The 2005 Listing of 41 Fraser Avenue is found in Attachment 3.
 The Statement of Significance is contained in Attachment 4.
 Please Note: until 2004, the properties and the complex of buildings were known as 41 Fraser Avenue until it was severed creating two additional properties known as 47 Fraser Avenue and 135 Liberty Street.

i. HISTORICAL TIMELINE

Key Date	Historical Event
1793	The properties at 41 and 47 Fraser Avenue and 135 Liberty Street are located in the former Military Reserve also known as the Garrison Common, a large area of land set aside for defensive purposes surrounding Fort York which was established with the Town of York in 1793
1834	The Town of York is incorporated as the City of Toronto and its western boundary is extended to Dufferin Street including the subject properties
1850s-1870s	The former military reserve between Bathurst and Dufferin streets is occupied by institutional buildings including the Provincial Lunatic Asylum (1850) and the Central Prison (1871) and the Mercer Reformatory for Women (1878)
1850-1880	The construction of the railways along the waterfront and across the reserve begins to transform the area to being primarily industrial with commercial and residential uses
1886	The Toronto branch of the Chicago-based E. W. Gillett Co. Ltd. is open at 32 Front Street

1886	The plan for the subdivision of Block A of the Lunatic Asylum Farm (sic) is drawn by Silas James, PLS. The western half of Liberty Village was subdivided with small residential lots with the Mercer Reformatory as the central institutional landmark and Liberty Street as the main east-west axis route
1903	By this date the subject properties at the south east corner of Liberty and Fraser Avenue are occupied by the Toronto Baseball Grounds
1910	Land Registry Office (LRO) Records for Plan 1122, Block A, Lots 1-6 and 18-23 indicate that E W Gillett Co. Ltd. purchased land from the Corporation of the City of Toronto and Wm G Harris for their new facility in Liberty Village
1911	Building Permits (No's. 30681, 30783 32026) granted to E. W. Gillett Co. Ltd. to build a four-storey factory, a two-storey office and a one-storey powerhouse on the subject properties then known as 41 Fraser Avenue, bound by Liberty, Fraser and Pardee Avenues, with designs by S. S. Beman in association with Toronto architects A. R. Denison & Stephenson.
1916	Building Permit 20587 is granted to E. W. Gillett Co. Ltd. to erect a brick and concrete mill and grain elevator on the west side Pardee Avenue. No architect is referenced on the permit
1922	Building Records File 52705 contains drawings for the Welfare Building, a three-storey building with raised basement for E. W. Gillett Co. by William L. Symons, Architect. Increased value in the assessment rolls indicate the building was completed by June 1923
1929	E. W. Gillett and other companies including Fleischmann Products and Chase & Sanborn merge to create Standard Brands. LRO Records indicate E. W. Gillett Co. Ltd. sold their property identified as Plan 1122, Block A, Lots 1-6 and 18-23 to Standard Brands in September 1929
1937	According to Building Records File B57103, a fourth story is added to the Welfare Building designed by the architect Earle. L. Sheppard
1942	A warehouse and garage, designed by the architect John M. Lyle, was added to the Standard Brands complex at 41 Fraser Avenue, south of the company office building
1948	LRO records indicate that Standard Brands sold their property to Darby Hill Ltd. who leased the property to the T. Eaton Co. Ltd. Standard Brands relocated to 488 Dupont Avenue
1949-1969	During these decades a variety of companies occupied the various parts and levels of the property including direct mail advertisers, printing, stationary and paper products, shoes companies, upholsterers, cabinet makers and lighting companies, auto parts.

1991	By this date the property still included some manufacturing but expanded to include community based and arts uses including the Christie Rehabilitation Centre, film animation, an athletic club,
2000-present	During these two decades, 53 Fraser Avenue would be occupied by a communication and broadcasting business, which added a restaurant, 41 Fraser was occupied by light manufacturing including a showroom and later by Loblaw, 135 had an elevator shaft added to the building in 2003
2004	The grain elevator at 38 Pardee Avenue is demolished (Demolition Permit 2003-185021)
2004	The property known as 41 Fraser is severed and the second property is known as 135 Liberty Street (2004-124709)
2004	The ground floor at 135 Liberty Avenue is maintained as restaurant use with conversion to office uses of the remaining building. Building Permit 2004-124570
2005	The property at 41 Fraser Avenue is listed on the City's Heritage Register. The listing identifies the property as including 47 Fraser and 135 Liberty Street
2006	In 2006, the Director of Community Planning Toronto and East York District, reported to the Toronto and East York Community Council on a proposed study to create a comprehensive plan, a Heritage Conservation District (HCD) study, for Liberty Village. The Toronto and East York Community Council deferred sections of the report including that for a HCD study. ¹
2014	By this date the subject properties were severed again, creating a third property known as 47 Fraser Avenue
2018	City Council directed staff to initiate a Cultural Heritage Resource Assessment Study for Liberty Village. ²

ii. HISTORICAL BACKGROUND

The following section outlines the history and facts related to the properties which are the basis for determining 'Historical and Associative Value' according to O. Reg. 9/06 Criteria.

Liberty Village Neighbourhood

The location of the former E. W. Gillett property at 41 and 47 Fraser Avenue and 135 Liberty Street is shown on the City of Toronto Map where it sits at the south-east corner of the intersection of Liberty Street and Fraser Avenue. (Images 1-3) The Gillett property occupies land, which following the establishment of Fort York and the Town of York in 1793, was originally part of the military reserve, known as Garrison Common which surrounded Fort York. Garrison Common extended from today's Dufferin Street as far east as George Street and from the lakeshore of the 1790s, north to Queen Street. By 1834 with the incorporation of the Town of York as the City of Toronto, the

1 <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2007.TE2.9>

2 <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.PG25.4>

city's boundaries extended westward to Dufferin Street including the military reserve. The land allocated to the reserve was surveyed and gradually sold off for development. (Image 4)

The introduction of railways in the 1850s resulted in numerous lines (originally the Ontario Simcoe and Huron Railway, then the Northern Railway, Grand Trunk and Credit Valley railways and, now, the GO transit system) cutting across the former military reserve making it an ideal location for industrial development. While industries lined the edges of the tracks, the rest of what had been the western portion of the military reserve was largely occupied with institutional uses which included the Provincial Lunatic Asylum (1850), on the south side of Queen Street, the Central Prison (1877) and the Mercer Reformatory for Women (1880) south of King Street and just north of the subject properties. The area also included the Crystal Palace (1858) which was in the Agricultural Show Grounds which would later be relocated south of the Grand Trunk Railway line, along the lakeshore and known first as the Toronto Industrial Exhibition and later as the Canadian National Exhibition or CNE. (Images 5-6)

The former western half of the Garrison Common evolved, accommodating industries and smaller housing development for employees, but this area, west of Strachan and south of the railway lines was cut off from the city and developed more slowly. Following the Great Fire of 1904, which destroyed the industrial district at Bay and Front Streets, a greater number of industries moved west, at last spurring on this neighbourhood's development.

By 1890 with the residential neighbourhood of Parkdale established to the west of Dufferin Street, the area, now circumscribed by Dufferin Street on its western edge, the GTR on the south, with the CPR and King street on the north and east, was subdivided with a series of north-south streets including Mowat, Fraser, Pardee, Jefferson, Exhibition (now Atlantic Avenue) and Pacific Avenue (now Hanna). Liberty Street was the primary east-west street connecting the rest. Located on the southern edge of the Mercer Reformatory, which was the primary public institution and landmark within the neighbourhood, the name Liberty may be associated with the release of prisoners. Initially Liberty Street terminated at Fraser Avenue, but by 1910 had extended westward to Dufferin Street. By 1903, Goads Map indicates that the subject properties, on the north end of the block on the south side of Liberty Street with Fraser Avenue on the west and Pardee Avenue on the east, were occupied by the Toronto Baseball Grounds with wooden L-shaped stands constructed on the north-west corner of the property. (Images 7-8)

41 Fraser Avenue and E. W. Gillett Co. Ltd and Standard Brands

In 1910, the baseball grounds were purchased from the City of Toronto by E. W. Gillett Co. Ltd. Originally founded in Chicago in 1852, the E. W. Gillett Co. Ltd. produced baking and laundry products. They opened their Toronto branch in 1886 in a building at 32-34 Front Street which included a factory and sales rooms. In 1893, *Toronto Illustrated* described the company as follows:

"Mr. Gillett manufactures extensively Royal Yeast cakes, the best yeast in the world, Imperial Cream Tartar Baking Powder, the purest, strongest and best in the country,

Gillett's Powdered Lye for making soap and Gillett's Washing Crystal for saving time and labour. The trade of this branch extends throughout the entire Dominion, also to Great Britain, Australia and South Africa."³ (Images 9-12)

Following Toronto's Great Fire of 1904, E. W. Gillett purchased the former Pure Gold Manufacturing premises at 276 King Street West.⁴ In 1911, following the purchase of the baseball grounds, they received three building permits between September and December for the construction of a factory (135 Liberty Street and 53-53A Fraser Avenue) an office building (47 Fraser Avenue) and a powerhouse including a boiler room and coal bunker (42 Pardee Avenue).⁵ The architect for all three buildings was the Chicago-based architect S. S. Beman in association with Toronto-based architects A. R. Denison & Stephenson. Assessment rolls recorded in June 1912 indicate the buildings were still unfinished but complete by the following year in July of 1913. (Images 13-18)

Over the next three decades three other buildings would be added to the complex. The first was the grain elevator and mill, constructed 1916-1917, architect unknown, and located to the south of the boiler house.⁶ This building was demolished in 2004.⁷ (Images 19-21)

In 1922 the Welfare Building, at 49 Fraser Avenue, designed by William L. Symons was built behind 47 Fraser Avenue and received praise in *Construction Magazine* for being "among the first if not the first entire and separated building planned and erected in Canada in which to carry on industrial welfare work."⁸ The building had a basement recreation club for male employees, a first floor dining room and a kitchen where lunch was prepared, a second floor with lockers and a restroom for female employees and third floor with the same for males. The article concluded that the company "are very proud of their new department and feel that it has been of distinct advantage, first in making the workers more contented and thereby reducing labor turn-over; second in improving their health, and increasing efficiency; and third in making them more loyal to the company and thus deriving the advantage of more faithful and devoted service."⁹ Next to the club, to the south on the site now occupied by the garage at 41 Fraser Avenue, was an open space, including tennis courts and bowling greens, "which gives the clubhouse an admirable setting"¹⁰ (Image 22)

In 1929, Standard Brands was created through the amalgamation of E.W. Gillett, Chase & Sanborn and Fleischmann Co. Ltd. Standard Brands were the new owners of the property and assumed production for the various food labels of the amalgamated companies. In 1938, they engaged the architect, Earle L Sheppard to design an

3 *Toronto Illustrated*, p. 167.

4 *Toronto Daily Star*, April 30, 1904, p. 2.

5 Building Permits, No. 30681, 30783, 32026)

6 Building Permit, No. 20587, April 27, 1916 for a grain elevator and mill. Increased value in the assessment rolls indicate the new building was completed by June 1917.

7 Building Permit 2003-185021

8 *Construction*, March 1924, p. 89.

9 *Construction*, p 91.

10 *Ibid.*, p. 89.

additional fourth floor for the employee welfare building which was used as a laboratory.¹¹ In 1942 they added the final component to the property when they commissioned the renowned Toronto architect, John M. Lyle to design their single-storey, garage and storage building which occupied the previous setting for the tennis courts and bowling alley. (Images 23-25)

Architects

S. S. Beman

The E. W. Gillett Co. Ltd. engaged the American architect S. S. (Solon Spencer) Beman (1853-1914) who was well-known for his work for the Pullman Palace Car Company. Beman met George M. Pullman in 1879 and was commissioned to design an extension to Pullman's Chicago residence. Pullman soon gave Beman additional commissions including the interior design of the Pullman railway cars and more significantly the design and construction management of "Pullman" a model town 12 miles outside of Chicago on a 3,500 acre site. Beman subsequently designed the Pullman headquarters office building as well as Chicago's Grand Central Station. Further commissions expanded to include other office towers in Milwaukee and St. Paul as well as Proctor and Gamble's town of Ivorydale.

A.R. Denison & Stephenson

The partnership of A.R. Denison & Stephenson worked in association with Beman as the local architects of record on the Gillett project. Colonel Arthur Denison (1857-1923) was a son of Colonel Richard Lippincott Denison, a member of the influential Denison family whose members owned several of Toronto's original Park Lot estates in the west end of the city including Dovercourt, where Arthur was born, Brookfield, Belle Vue, Heydon Villa and Rusholme. With hundreds of commissions across Ontario, A. R. Denison was a prolific architect who practised for more than 40 years and formed numerous partnerships. The longest partnership lasted from 1906-1919 with George E. Stephenson (1874-1922). Stephenson had articulated with Denison & Fellowes from 1894-6 and worked as a draughtsman until Stephenson offered him a partnership in 1906. The partnership took on a variety of commissions including banks, hospitals and residences. They were commissioned by the Ontario Government to design prototypes for rural village schools which were published in 1909 in the book "Plans for Rural School Buildings."

The firm also specialized in the design of warehouses, which following Toronto's Great Fire of 1904, responded to the demand for fire-resistant construction. Denison's experience culminated in his publishing an article in 1917 "Slow Burning and Mill Construction," in *Contract Record*,¹² on the high degree of fire protection offered by the use of timber mill construction. He also argued that mill construction was efficient in terms of the area provided, reduced construction time and cheapness of material.

¹¹ Goad's Atlas, 1941, vol.2, pl. 87

¹² Denison, A. R. "Slow Burning and Mill Construction," *Contract Record*, 14 March 1917, pp. 219-220

John M. Lyle

John Macintosh Lyle (1872-1946) designed the garage/storage building in 1941-2 at the end of a long and successful career. Lyle has been declared to be "one of Canada's outstanding architects of the first half of the twentieth century,"¹³ who "designed more than one hundred of the most beautiful and historic building in and around Toronto as well as across Canada."¹⁴ Lyle was elected to the Royal Canadian Academy in 1925 and to the Royal Institute of British Architects in 1928. He was awarded the Gold Medal of Architects in 1926 and a silver medal for civilian relief work in France during World War I. He served as the president of the Art Gallery of Ontario from 1941-1944.

Born in Hamilton, Lyle studied at Yale University and then continued his training at the Ecole des Beaux Arts in Paris. Returning to North America, he joined Carrere and Hastings, contributing to the design of New York City's grand Public Library on Fifth Avenue in 1905. He brought his Beaux Arts training and the ethos of the City Beautiful Movement back to Toronto initially designing, in association with Carrere and Hastings, the Alexandra Theatre, 1906-7 and finally with the commission at Union Station, where he worked in association with Ross & Macdonald and Hugh G. Jones. Union Station has been declared to be "a monumental centre for the City Beautiful Movement" and "the first stage in modernizing architecture and design in Toronto."¹⁵

Adept at the traditional classical language Lyle evolved as an architect becoming in Harold Kalman's words "a proto-modernist."¹⁶ Throughout his career, he wrote and lectured extensively, focusing in the late 1920s on the emerging Modern Movement. In 1932 Lyle wrote, "If however, you look at the modern movement as a new spirit of design and a release from the historical styles of the past, then I see a germ of greatness which offers rewards to the skilful designer."¹⁷ On the Art Deco and Streamlined Moderne styles Lyle would write, "Speaking generally its characteristics are a simplicity of wall surface both of exterior and interior use of parallel lines or concentric curves, a use of incised relief ornament with semi-flat surfaces."¹⁸ In this statement, he could be describing the garage at 41 Fraser Avenue. Completed in 1942, it is one of the last Lyle was to design before his death in 1945, and represents the continuing evolution of his work as one of Toronto's greatest architects with an evolving style which kept pace with the times.

iii. ARCHITECTURAL DESCRIPTION

The E. W. Gillett Co. Ltd. factory complex is unusual in both its form and massing, as well as its Neo-Gothic style, as it comprises a group of buildings whose design indicates the various functions required for an early 20th century industrial complex. These include the factory, the administration building, the powerhouse, the employee welfare building and the garage/storage building.¹⁹ Rather than being designed as a single long

13 Richards, p. 49

14 Hamilton Public Library, entry for John M. Lyle

15 Armstrong, p. 53-54

16 Kalman, p. 869.

17 Kalman, p. 750.

18 Kalman, p. 762

19 A grain elevator, added in 1916 was demolished in 2005.

rectangular volume typical of most early 20th century industrial buildings in Toronto, such as the nearby Carpet Factory or those populating King Street West between Bathurst and Spadina, the massing of the E. W. Gillett company factory is highly articulated and provides two principal elevations facing Fraser Avenue and Liberty Street. The factory is essentially a four-storey, L-shaped form, but with a tower at one end of the 'L', marking the intersection of Fraser and Liberty streets, with a step back in plan along this leg, facing Liberty Street and allowing for loading docks, and an angled corner. The other leg of the L, facing Pardee Avenue, is even more unusual as the two storey base is topped by a sequence of five two-storey blocks with windows on all three sides. These may have been designed to facilitate the yeast drying which occurred in this section of the complex.²⁰ A further modification of the form was achieved through the notched roofline crenellations, and the raised promontories at the crux of the L and at the south end of the L, provided the complex with its distinctive castellated silhouette. (Images 26-49)

The structure of the factory was timber-beam mill construction, favoured by the associate architects Denison & Stephenson for its fire resistance, but characteristic of factories for the continuous open space which allowed flexibility for accommodating machinery and manufacturing processes, as well as maximizing day light from several sides and cross ventilation. This typically resulted in facades with grids of identical openings. As with the massing, the tall rectangular window openings at the E. W. Gillett factory building are varied, combining three types: single windows in pairs, wider openings of combined pairs and the broad "Chicago" window with its wide central pane and narrow side panels. Archival photographs show these were double-hung sash with multiple panes or with top "hopper" openings. Since the 1990s, they have been replaced by single panes.

The surfaces of the factory were similarly varied. The building had a stone base with a concrete finish, stone belt courses and window sills. The brick cladding featured broad striations at the first storey with recessed panels at the parapet. The detailing of the tower with its combination of stone, brick panels and piers indicate that the owners intended their facility to be a showplace building their products' brand, as the extensive signage indicates, and a landmark amongst their industrial neighbours. Postcards and pamphlets produced shortly after the facility was completed and again in 1929 when the amalgamation with Standard Brands took place indicate their pride in their building complex. (Images 18, 23 and 34)

To the south of the factory, and linked to it by a one-storey, crenellated bridge, is the two-storey head-office building, a rectangular block, with a notch at the north-west corner, matching the factory in materials and, originally, in the roofline crenellations. The building combined the Neo-Gothic and Classical elements present in the factory. Its elevations were composed with classical, bilateral symmetry introduced in the shallow projecting bays at either end of the elevations which originally terminated in pediments on the principal (west) elevation. These end bays were distinguished from the central portion of the façade which had pairs of windows, by having single windows. The second storey windows had segmental-arched headers, matching the arched opening

20 Notations on Goad's Atlas, 1914, Vol. 2, Pl. 87.

of the entrance. The brick striations of the factory here continue for two storeys and suggest piers flanking the windows with brick panels between the first and second floor openings. The projecting entrance portico re-establishes the Neo-Gothic element with its crenellated roofline with a central pediment matching that of the factory's corner tower. A raised brick shield over the entrance, flanked by buttress-like piers with projecting stone capped finials adds to the Neo-Gothic sensibility.

The Employees Welfare building mimicked the administration building, occupying the same footprint and having the west and east façades feature a bi-lateral symmetry in the two slightly projecting end bays accentuated by the pair of pediments in the brick parapet. Pairs of windows in the outer two bays versus the rows of single windows further highlighted the bi-lateral symmetry.

In contrast, the design of the two-storey powerhouse was simpler as it stood at the back of the site facing Pardee Avenue with the factory loading docks opposite and a railway spur in between. Originally a rectangular block by 1914 the north-west corner was later rebuilt on an angle to accommodate the turning of the railway cars from Liberty Street. Its brick cladding and stone window sills are consistent with the rest of the complex. Brick piers support the walls adjacent to the double-storey windows which like the other original openings of the powerhouse feature segmental arched heads.

The final component, the garage/storage building designed by the renowned architect John M. Lyle compliments the existing complex with its matching brick and stone details but contrasts stylistically introducing a modern inter-war aesthetic through the Streamlined Moderne style that departs from the pre-World War I historicist Neo-Gothic style of the complex.

The Streamlined Moderne style²¹ emerged in the 1930s and has been described as "the only architectural style in North American that didn't seek to imitate Europe."²² It is often associated with the Art Deco style of the 1920s, but is quite distinct as it is less flamboyant and lacks the inclusion of both figurative elements and historical styles in its decoration. In its greater simplicity, flat surfaces and linear qualities, it reflects the economic austerity of the Great Depression and its horizontality contrasts with the verticality of the ambitious skyscrapers that defined the 1920s. The streamlined character suggested "progress and a better future" introducing the "vogue for the science of aerodynamics,"²³ and its qualities were reflected in product designs for consumer goods such as cars and radios. The style was frequently chosen for movie theatres, with neon-lit signage, and was featured in movie sets, most notably those for featuring Ginger Rogers and Fred Astaire.

The garage/storage building presents all the defining elements of the Streamlined Moderne style. The one-storey square-plan volume is striking in its horizontality which contrasts with the verticality of the earlier complex. This is established through the low one-storey square plan volume, the broad and deeply recessed entrance, the flanking

21 The style was also known as Style Moderne, Art Moderne or Depression Modern

22 Morawetz, p.4.

23 Morawetz, p.4.

horizontal windows which retain the Chicago window pattern and the linear band which links entrance and window heads together. Elements of the Streamlined Moderne are evident in the overall minimal, flat and linear quality of the wall surfaces expressed in the striations of the brick, and especially at the curving corners of the entrance. The Streamlined Moderne preference for geometric shapes, seen in the quarter circle curves of the entrance, is continued in the large round windows, in the recessed entrance and also on the north elevation, facing the walkway between the garage and the administration building, the circular lights in the entrance ceiling with their decorative pair of diagonal lines and in the cylindrical light fittings on the north, west and south facades, with their minimal linear copper frames. The recessed entrance, originally intended for vehicles has been altered as the vehicular entry has been infilled with a brick wall and windows

iv. CONTEXT

The former E. W. Gillett Co. Ltd. complex is located on the south side of Liberty Street, the main thoroughfare through the Liberty Village, at the south-east corner with Fraser Avenue. This western half of Liberty Village is characterized by numerous late 19th and early 20th century factory complexes adjacent to Liberty Street and by the green open space of Lamport Stadium Park opposite the E. W. Gillett properties. Created in 1969, the park occupies the former grounds and buildings of the Victorian Mercer Reformatory for Women originally constructed in 1880 and demolished in 1969. To the east and west of the park a series of long, narrow, north-south oriented blocks run from King Street on the north edge of the Village south to the railway lines. Laid out in the 1890s they are still lined with splendid industrial buildings like the majestic Carpet Factory (1898-99) on Mowat Avenue, and the corbelled S F Bowser and Co. Factory complex on the south side of Liberty Street between Mowat and Fraser avenues or the Brunswick Balke Collender complex at 99 Atlantic Avenue. The buildings are typically low-rise, constructed of brick which typically features a rich surface texture and a variety of ornamentation reflective of the eclecticism of the Victorian and Edwardian styles which predominated during the period of the construction. Located at the corner of Liberty Street and Fraser Avenue, which retains several early 20th century industrial buildings, the former E. W. Gillett complex contributes to and sustains the character of the surrounding west half of Liberty Village, with its tower and roofline crenellations it is a distinctive historic landmark. (Images 50-56)

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, and the City of Toronto also uses these criteria when assessing properties for inclusion on the City of Toronto Inventory of Heritage Properties. There are three categories for a total of nine criteria under O. Reg 9/06. A property is only required to meet one criteria to warrant designation. As demonstrated below, the properties at 41 and 47 Fraser Avenue and 135 Liberty Street meet several criteria amongst the three categories.

DESIGN OR PHYSICAL VALUE

Design or Physical Value	
i. rare, unique, representative or early example of a style, type, expression, material or construction method	X
ii. displays high degree of craftsmanship or artistic merit	X
iii. demonstrates high degree of scientific or technical achievement	N/A

Representative example of a type

The properties at 41 and 47 Fraser Avenue and 135 Liberty Street contains a complex of buildings which have design and physical value as finely crafted early-20th century Neo-Gothic style and mid-20th Streamlined Moderne industrial buildings which are rare in both their composition, style and program in the City of Toronto. In the massing and distinct identity of functions, the complex departs from the customary narrow, rectangular structure typical of late 19th and early 20th century factories, replacing the single volume with a cluster of buildings adapted to the site and expressive of the variety of functions associated with industry. These include the a-typical L-shaped factory building, which includes a series of small wings on its north-south leg and features a prominent tower, which appears to have had an aesthetic or marketing purpose rather than a functional one, at its north-west corner.

The location of the offices in a separate building was also unusual and this structure at 47 Fraser Avenue features a single-storey portico with a crenelated roof, linked to the factory building at 135 Liberty Street by a bridge also with a crenellations. The two-storey, powerhouse is a much more rudimentarily-designed structure whose original rectangular plan form was rebuilt with the current curved wall at the north-west corner to accommodate the later railway spur that passed along the east side of the factory building. The employee welfare building of 1922 was designed to match the adjacent office building in its choice of brick and stone, window openings and originally featured brick pediments at the projecting outer corners of the principal elevations.

Representative example of a style:

The subject properties demonstrate the characteristics of both the early-20th century Neo-Gothic style and the mid-20th Streamlined Moderne style. While the Neo-Gothic style was gaining prominence at this time for institutional buildings, the application of the style to an industrial building was unusual and is seen in the crenellations and the raised corner rooflines which combined with the tower, made this factory a distinctive landmark amongst its neighbours.

The single-storey garage-storage building is elegantly rendered in the Streamlined Moderne style with its striking minimalism, curving walls framing the deeply recessed garage entrance, horizontal brick banding, circular windows at the entrance and on the north elevation and minimally-detailed metal lighting fixtures. Although a departure in architectural style from the rest of the complex, representing the shifting tastes of the interwar years towards more modern styles, this later addition is complementary to the earlier complex with its brick cladding of the same reddish tone, stone base and trim elements.

HISTORICAL OR ASSOCIATIVE VALUE

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

Direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community:

The former E. W. Gillett industrial complex has value through its direct association with the E. W. Gillett Co. Ltd., which was established in Chicago in 1852 and manufactured baking supplies including Magic Baking Powder and Royal Yeast Cakes as well as Gillett's powdered lye and washing crystals, which were exported to the United Kingdom, Australia and South Africa. The company opened its first Toronto branch on Front Street in 1886. Following the Great Fire of 1904, it relocated to premises at King and Duncan streets before moving, in 1912, to Liberty Village. In 1929 the company amalgamated with Standard Brands who continued to own the Fraser Avenue property until 1948 when it relocated to Dupont Street. The company's 1922 inclusion of an employee welfare building with a club, dining room adjacent sports fields represented attracted the attention of the local press for the care of its employees.

Yields, or has the potential to yield, information that contributes to an understanding of a community or culture:

The complex has historic value as it yields information about the historical development of the Liberty Village neighbourhood from its earliest use as part of Fort York's Garrison reserve with its later 19th century institutional uses to its development, following the introduction of railways, as an important industrial centre in the early 1900s which contributed to Toronto's economic development and prosperity.

Demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community:

The complex has further associative value as it demonstrates the work of the American architect S. S. Beman, known for his work for the famous Pullman railway car company and that of the prolific, Toronto-based architectural partnership of A. R. Denison & Stephenson, and in particular, the firm's leadership in the construction of fire-resistant mill construction following the Great Toronto Fire of 1904. With the addition of 1941, it is also associated with John M. Lyle, who has been declared to be "one of Canada's outstanding architects of the first half of the twentieth century."²⁴ Early in his career and with his foreign training and practice, Lyle was a great proponent of the Beaux Arts style and the City Beautiful Movement but through his work and writing, Lyle evolved

24 Richards, p. 49

becoming a "a proto-modernist"²⁵ who embraced the Art Deco and Streamlined Modern styles in his later career.

CONTEXTUAL VALUE

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

Important in defining, maintaining or supporting the character of an area:

Located on the south side of Liberty Street, the principal traffic artery through Liberty Village, opposite the Lambert Stadium and fields, the complex of one-to-four storey brick clad buildings is important for maintaining the early 20th century industrial character of Liberty Village as it maintains the scale, material qualities and building typologies of an evolving factory complex.

Physically, functionally, visually or historically linked to its surroundings:

Built between 1911 and 1942, and having been a centre of manufacture, employment and enterprise for 110 years the complex is functionally, visually and historically linked to its surroundings.

Landmark:

With its prominent corner tower at the south-east corner of Liberty Street and Fraser Avenue and its distinctive roofline crenellations, the complex is a landmark within Liberty Village.

CONCLUSION

Staff have completed the Research and Evaluation Report for the properties at 41 and 47 Fraser Avenue and 135 Liberty Street and determined that the properties meet Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act under all three categories of design, associative and contextual values.

The E. W. Gillett Co. Ltd. factory complex has design and physical value as within Liberty Village it represents a rare factory-type designed as a series of separate buildings related to particular functions including factory, head office, powerhouse and notably an employee welfare building. The L-shaped factory was also a departure from the standard long rectangular factory volume. The complex is distinctive in Liberty Village as its design features Neo-Gothic style roof-line crenellations, a prominent corner tower and its unusual factory massing with its notched wing. With its red brick

25 Kalman, p. 869.

and concrete cladding which is employed in numerous details adding texture and variety, it has physical value as it represents the architectural styles of over a century ago within Liberty Village. Finally it has design value for the 1942, John M. Lyle-designed garage/storage building which with its horizontal linearity and circular shapes and forms is a fine representative of the Streamlined Moderne style adding a mid-century modern element to the industrial context of Liberty Village.

Constructed in 1911-12 for the E. W. Gillett Co. Ltd., the factory complex has historic value as it represents the development of Liberty Village as a significant industrial centre in Toronto following the Great Fire of 1904. It has associative value with the Chicago-based E. W. Gillett Co. Ltd. which first opened its Toronto branch on Front Street in 1886. The company manufactured and exported the well-known Magic Baking Powder and Royal Yeast Cakes until it amalgamated with Standard Brands in 1929 and remained at this location until 1948. The complex has further value as it is associated with significant architects including, the American architect, S. S. Beman, renowned for his detail-oriented industrial and town designs for George Pullman, the railway car manufacturer. Beman worked on the commission for the new E. W. Gillett company premises in association with the prolific Toronto, architectural firm of A. R. Denison & Stephenson, who were well-known for their fire-resistant structures. The renowned and influential Toronto architect, John M. Lyle, who was a proponent for establishing a Modern Canadian architecture, contributed with his design for the garage/storage facility at 41 Fraser Avenue in 1942.

The substantial complex of factory buildings known as 41 Fraser Avenue has contextual value as they are located in the Liberty Village neighbourhood, on the south side of Liberty Street between Fraser and Pardee avenues where for the past century they have defined and contributed to the historic industrial character of the neighbourhood. Prominently situated opposite to Lamport Stadium Park, at the corner of Fraser Avenue and Liberty Street, with its corner tower and fortress-like roofline the complex is a distinctive landmark within the village.

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SIGNATURE

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Urban Design, City Planning

ATTACHMENTS

Attachment No. 1 - Maps and Photographs

Attachment No. 2 - List of Research Sources

Attachment No. 3 - Garrison Common North Area Study Listing, 41 Fraser Avenue,
2005

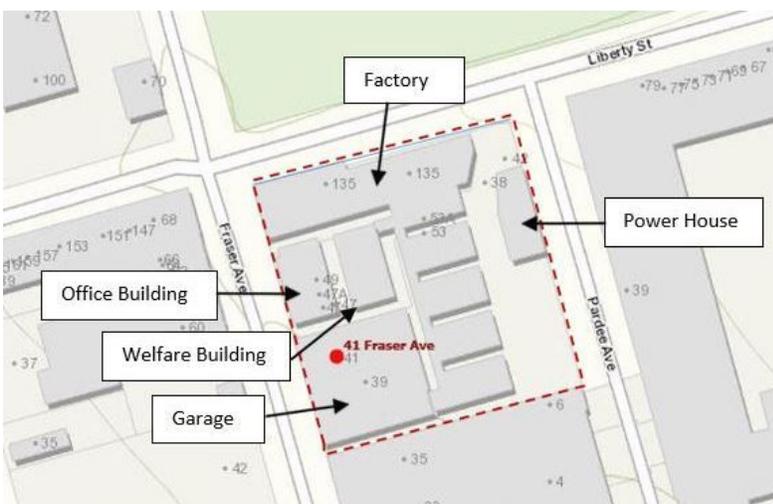
Attachment No. 4 - Statement of Significance (Reasons for Designation)
41 and 47 Fraser Avenue and 135 Liberty Street

**MAPS AND PHOTOGRAPHS:
41 AND 47 FRASER AVENUE AND 135 LIBERTY STREET**



1. City of Toronto INview Map: showing the location and extent of the complex of properties known as 41 and 47 Fraser Avenue and 135 Liberty Street located within Liberty Village.

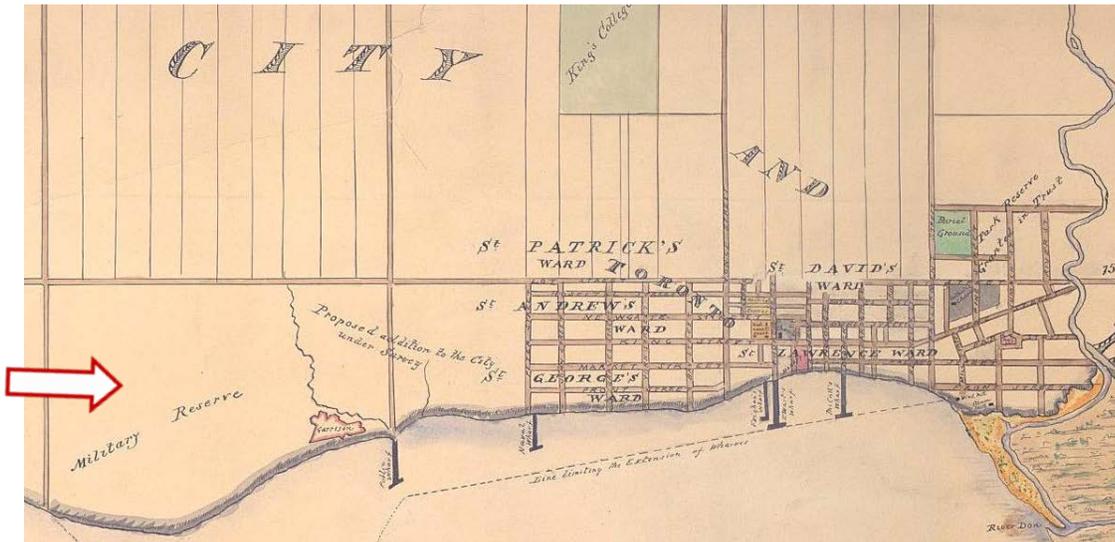
The arrow marks the site of the properties and the red dashed line indicates its approximate boundaries. This location map is for information purposes only; the exact boundaries of the properties are not shown. North is at the top of the map.



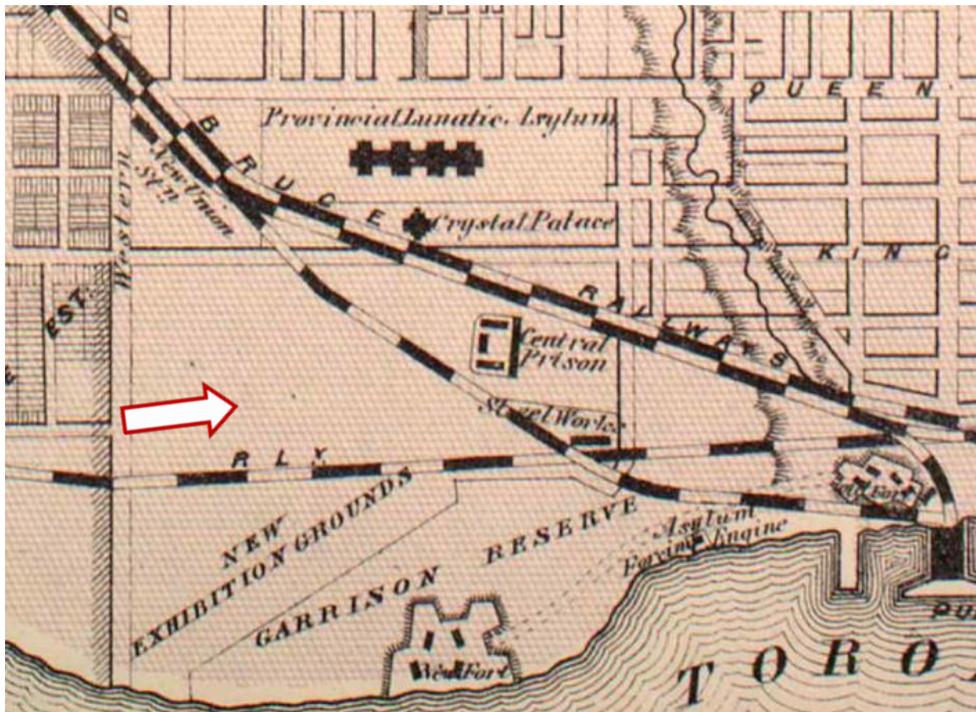
2. Map showing the various buildings and their associated addresses (41 and 47 Fraser Avenue and 135 Liberty Street) and entry addresses 39, 47, 49A, 53 53A Fraser Avenue and 38 and 42 Pardee Avenue.



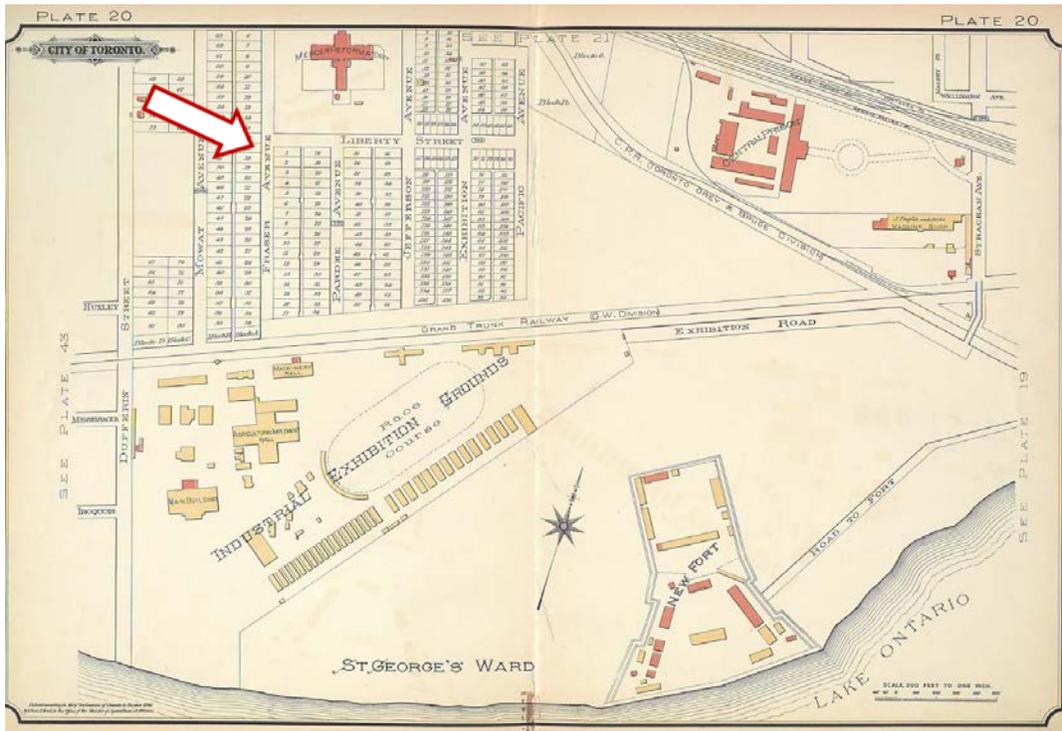
3. Aerial view of the properties at 41 and 47 Fraser Avenue and 135 Liberty Street looking south-east. (Google Maps, 2020)



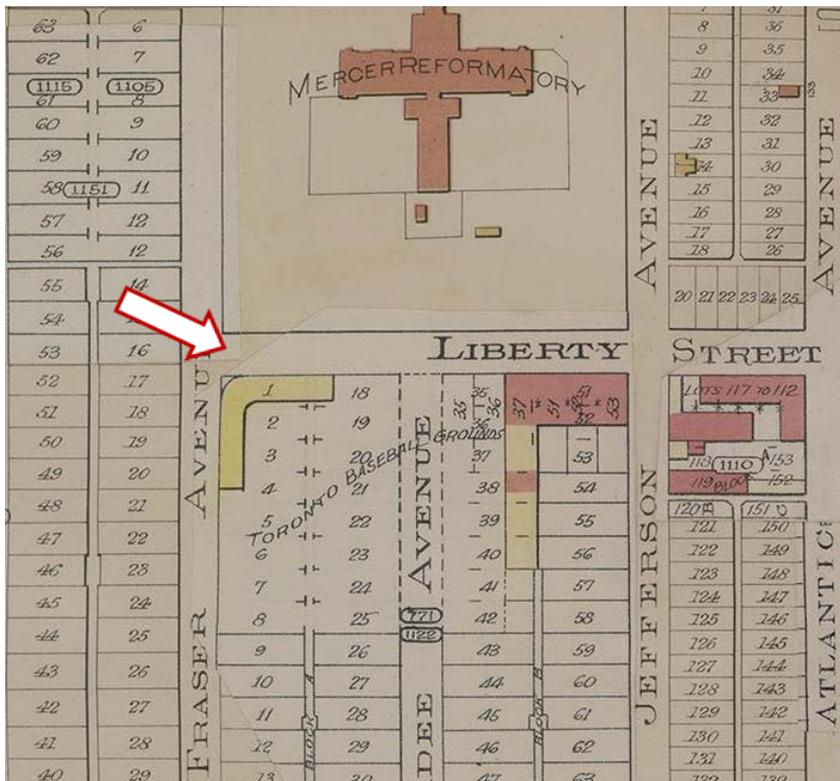
4. J. G. Chewett's 1834 map of City of Toronto and Liberties showing the City of Toronto (former Town of York) to the east of Peter Street which marks the boundary with the open land surrounding the "Military Reserve." The arrow marks the approximate location of the future properties at 41 and 47 Fraser Avenue and 135 Liberty Street (Ng)



5. Miles & Co., 1878 Map showing the area east of Dufferin Street and south of King Street West with the influx of the railways, and various institutional uses including prisons, asylums and exhibition grounds (CTA)



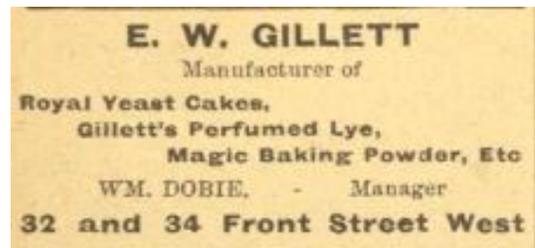
6. Goad's Atlas, 1890 showing the initial subdivision of the west end of Liberty Village with Liberty Street and Fraser Avenue along with other roads and the adjacent Mercer Reformatory for Women, the Central Prison and the Industrial Exhibition Grounds (now known as the Canadian National Exhibition) (CTA)



7. Goad's Atlas, 1903, (detail) showing the property later known as 41 Fraser Avenue occupied by the Toronto Baseball Grounds (Ng)

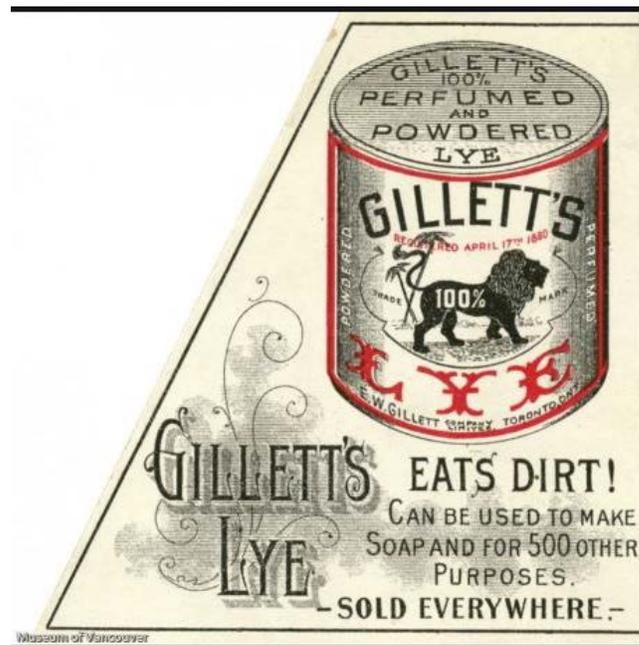


8. Photograph of Diamond Park, located at the south-east corner of Fraser Avenue and Liberty Street, looking north (Toronto Public Library, Baldwin Collection, E1 46d)



9. Illustration of the first E. W. Gillett Co. Ltd. premises opened in 1886 at 32-34 Front Street West. (Toronto Illustrated, 1893, p.67)

10. Entry for E. W. Gillett in the Toronto City Directory of 1900. (CTA)



11. Illustration of E. W. Gillett's Magic Baking Powder (left)

12. Illustration of an advertisement for Gillett's Lye (Museum of Vancouver, H979.76.3a-k)



13. 1904 Goad's Map of the Area of the Fire in the Wholesale District of Toronto. 32-34 Front Street, the location of E. W. Gillett Co. Ltd. from 1886-1904, has the words "Yeast Fac." and is marked with an arrow. (CTA)

BUILDING PERMIT
 No. 30681

Plan No.
Lot No.

Toronto, DEC 22 1911

Permit granted to
 Mr. E. W. Gillett Co. Ltd. King St. W.
 To erect a 4-story brick factory

on cor. Fraser's Liberty St.
 Architect A. R. Dawson & Stephenson
 Builder Richard O'Brien & Son
 Cost of Building, \$ 100,000
 Plans and Specifications approved by T

No. of Block Plan
 Limit B Water, \$

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

BUILDING PERMIT
 No. 30783

Plan No.
Lot No.

Toronto, Oct 5 1911

Permit granted to
 Mr. E. W. Gillett Co. Ltd. King St. W.
 To erect a 2-story brick office

on cor. Liberty St.
 Architect A. R. Dawson & Stephenson
 Builder R. Dawson & Son
 Cost of Building, \$ 75,000
 Plans and Specifications approved by T

No. of Block Plan
 Limit B Water, \$

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

BUILDING PERMIT
 No. 32026

Plan No.
Lot No.

Toronto, DEC 15 1911

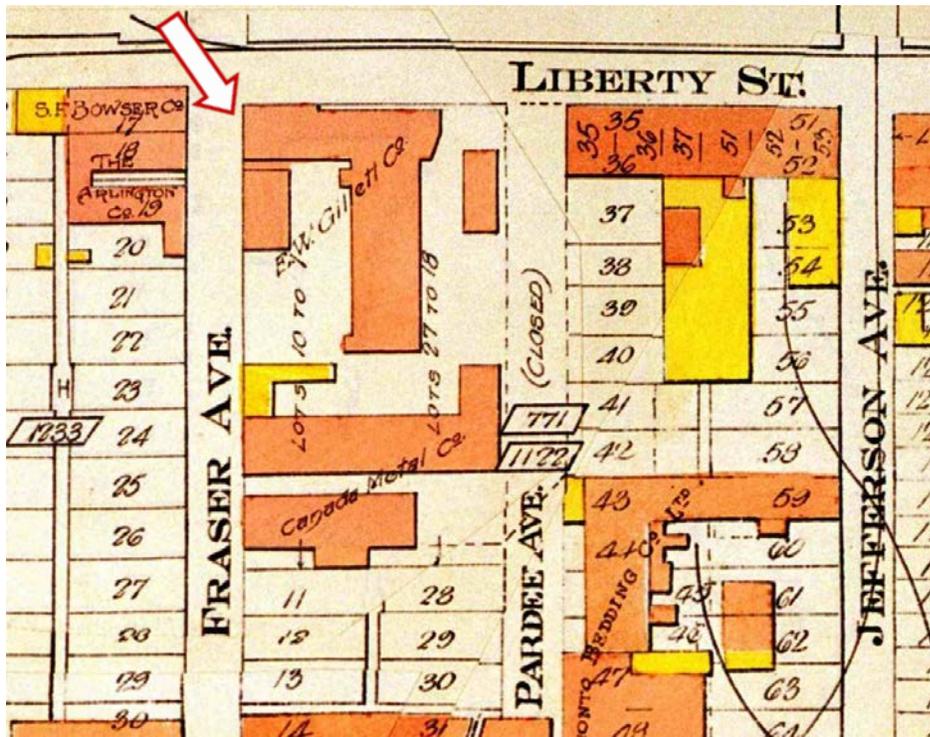
Permit granted to
 Mr. E. W. Gillett Co. Ltd. King St. W.
 To erect a 1-story brick Power House

on cor. Liberty & Pender
 Architect A. R. Dawson & Stephenson
 Builder
 Cost of Building, \$ 8,000
 Plans and Specifications approved by T

No. of Block Plan
 Limit B Water, \$

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

14-16. Building Permits issued between September and December 1911 to E. W. Gillett Co. Ltd. granting permission to build a 4-story factory, 2-story brick office and 1-story brick powerhouse (CTA, 30681, 30783, 32026)



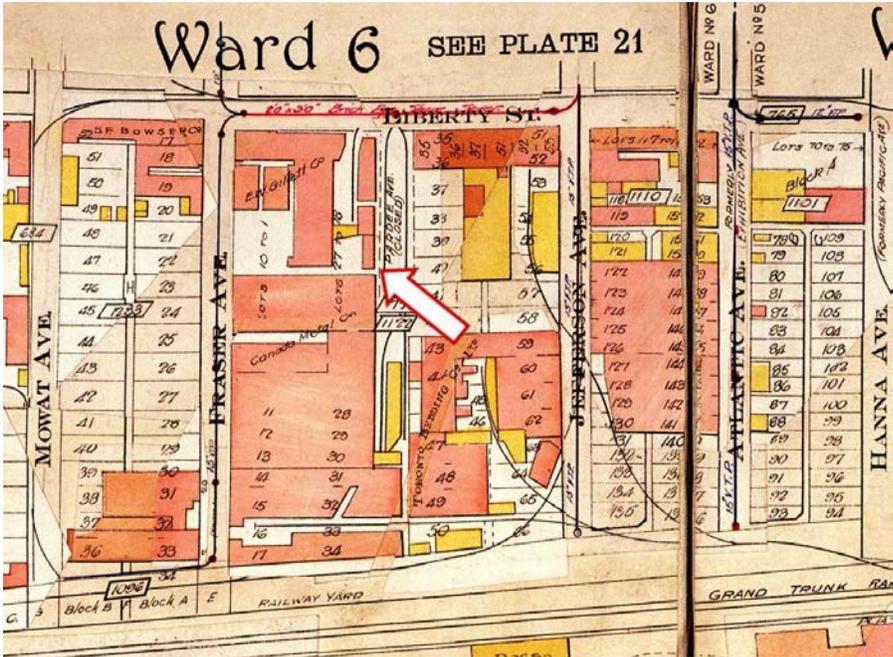
17. Goad's Atlas, 1913 (detail) showing the first phase of E. W. Gillett Co. Ltd. complex which included the L-shaped factory, the office building on Fraser Avenue and the powerhouse facing Liberty. (Ng)



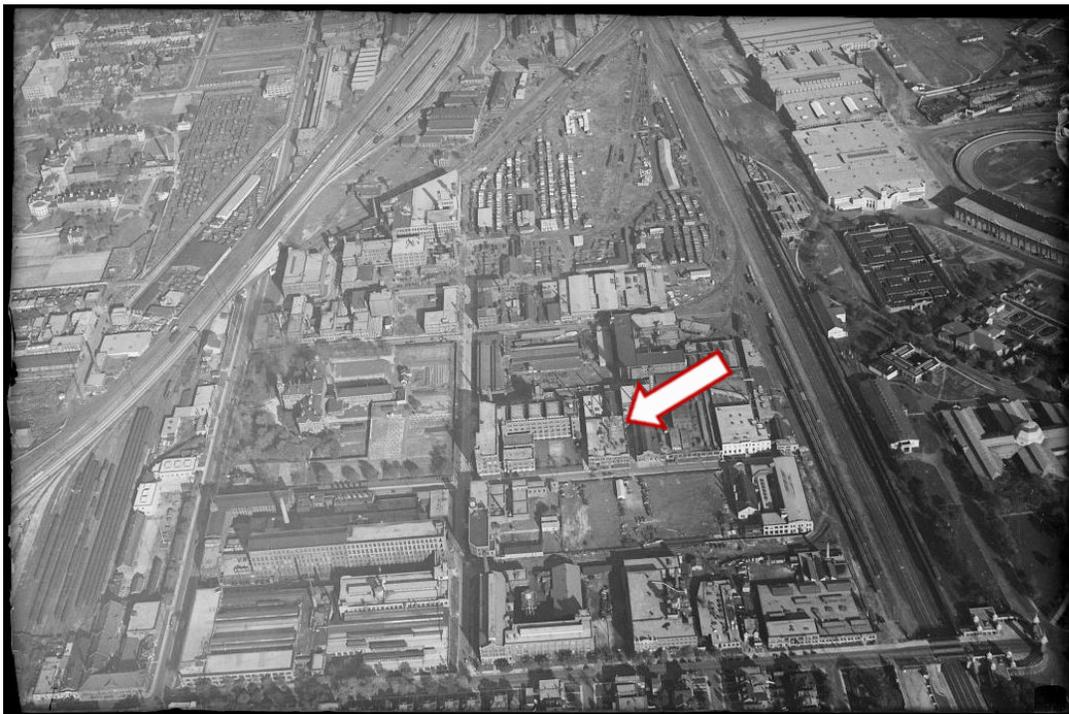
18. Postcard Illustration of the E. W. Gillett Co. Ltd. complex, c1916-1922 including the original buildings, 1911-12 and the later grain elevator. Note the open green space and the word Gillett on the smoke stack to the upper left, which has since been demolished. ([https://mycompanies.fandom.com/wiki/E. W. Gillett Company](https://mycompanies.fandom.com/wiki/E._W._Gillett_Company))



19. Photograph taken in 1990, showing the grain elevator, right (demolished) and the loading docks facing Pardee Avenue (CTA, Toronto Historical Board Fonds, Series 2043, S2523, 16-05)



20. Goad's Atlas, 1924 (detail, pl. 21) showing several alterations and additions to the E. W. Gillett property including the angled wall of the powerhouse building to accommodate the railway spur, the addition of the grain elevator to the south of the powerhouse (marked with an arrow) and the construction of the employee welfare building between the office and the factory. (Ng)

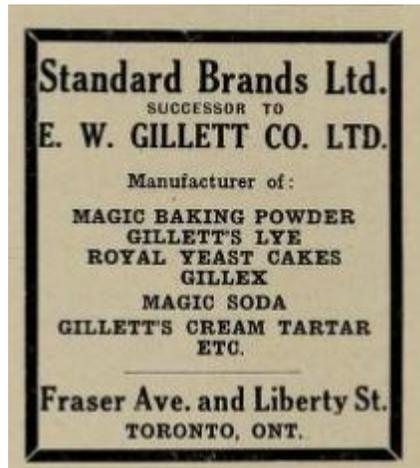


City of Toronto Archives, Fonds 1244, Item 2420

21. Aerial View looking East from Dufferin Street at the industrial complexes in the Liberty Village neighbourhood showing the addition of the Employee Welfare Building to the E. W. Gillett company complex. (CTA, c. 1920)

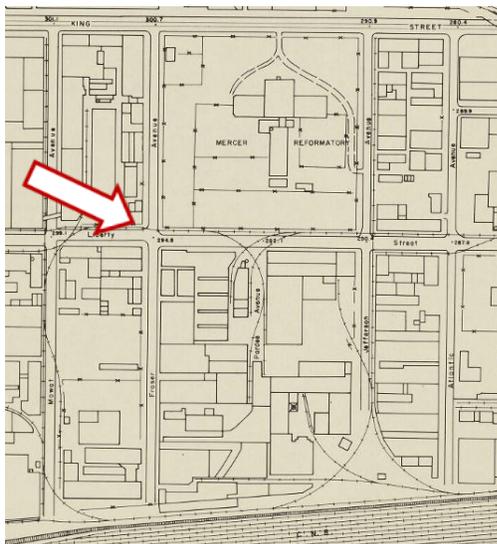


22. Photograph showing the new Employee Welfare Building (49 Fraser Avenue), centre, with the open green space including a tennis court to the west of the building (*Construction*, May 1924, p. 90)

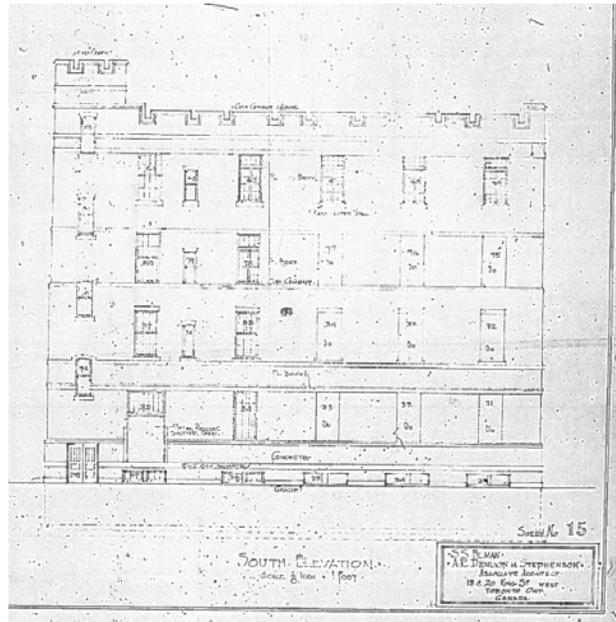
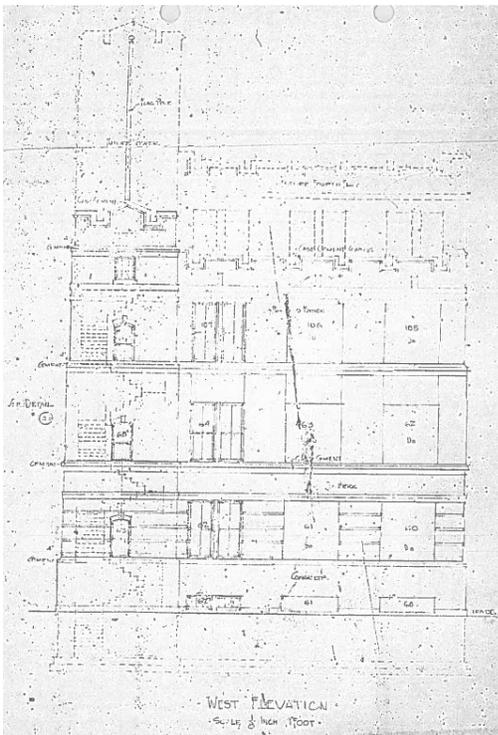


23. Card produced following the amalgamation of E. W. Gillett Co. Ltd. with Chase & Sanborn and Fleischmann showing and illustration of the factory site looking south east. Note the inclusion of the welfare building behind the administration building and the green space to the south. <https://chadbourneantique.com/products/gillett-products-canada-catalog-of-premiums-31-1930>

24. 1930 City Directory entry indicating the succession of Standard Brands. (CTA)



25. 1958 City of Toronto Planning Board Map showing the complex of buildings with the railway sidings. The chimney at the north end of the powerhouse has since been demolished. (CTA)

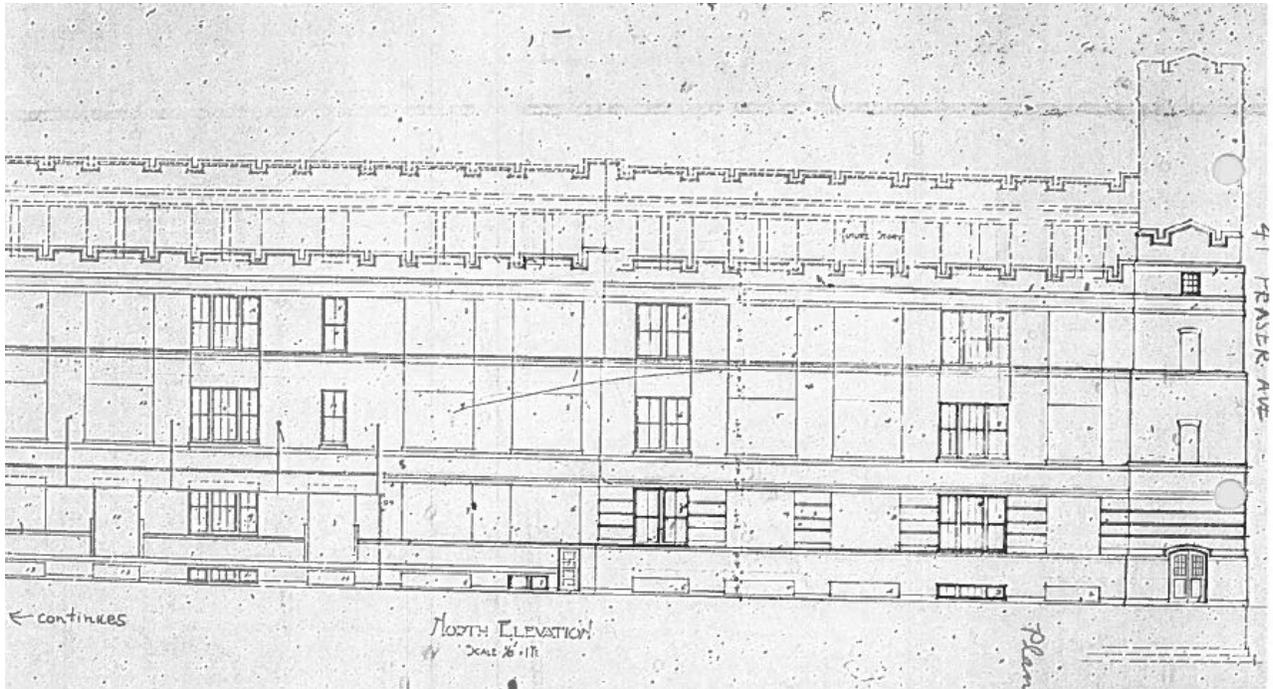


26. 1911 Building Permit Drawing of the West Elevation with the tower and indicating the materials are brick with a concrete base and cement trim and cast cement coping on the parapet. The dotted sections of the drawing indicate the tower and fourth floor were to be completed at a later time. (Building Records, Plan J 7)

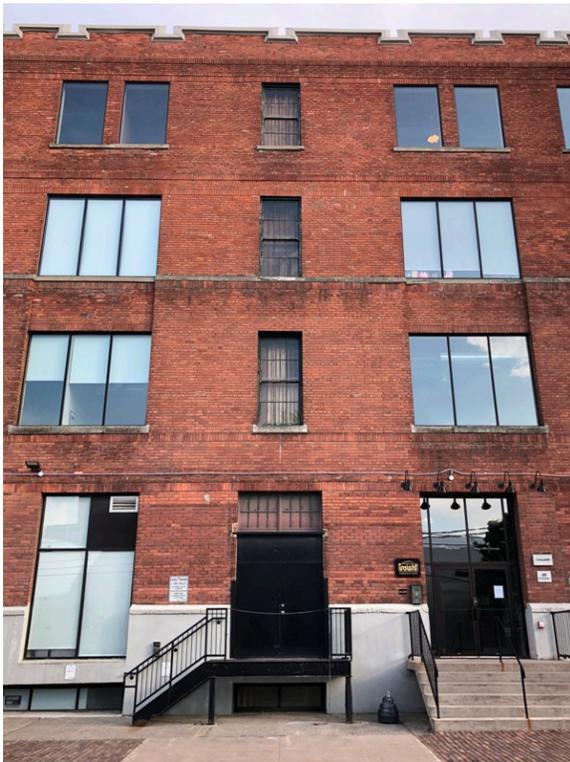
27. 1911 Building Permit Drawing of the South Elevation showing the small corner tower and a loading bay (Building Records, Plan J 7)



28. North and west elevations at the intersection of Fraser Avenue and Liberty Street (HP, 2020)



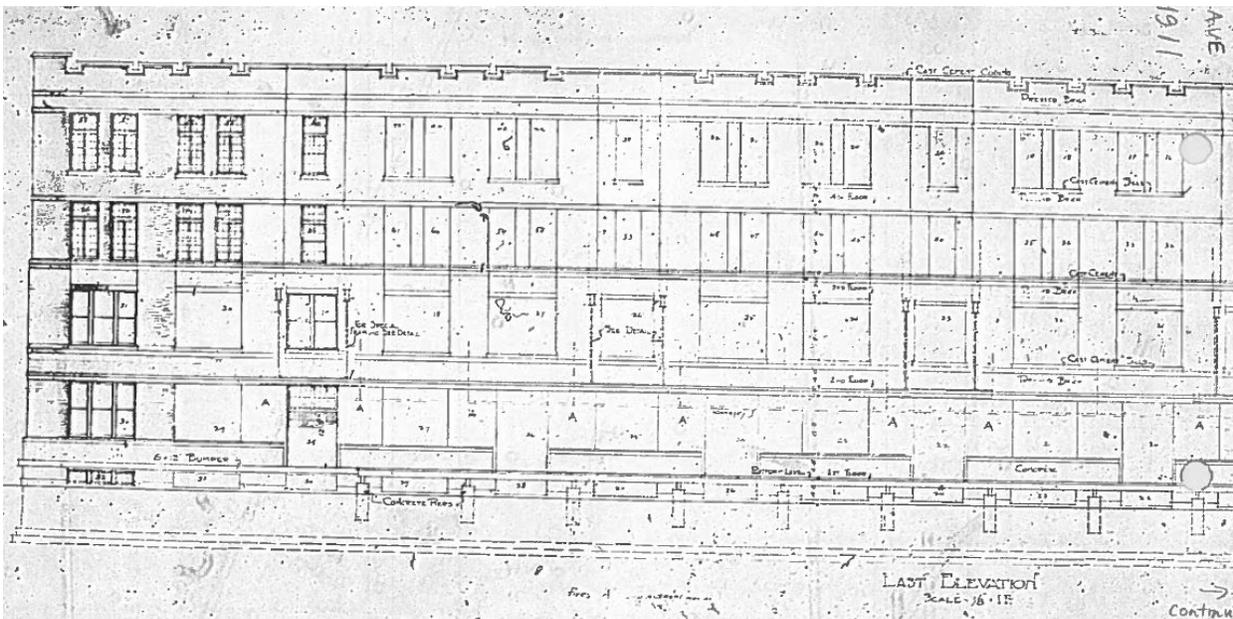
29. 1911 Building Permit Drawing of the North Elevation for the factory facing Liberty Street. The dotted fourth floor is indicated as a "future story" (Building Records, PlanJ7)



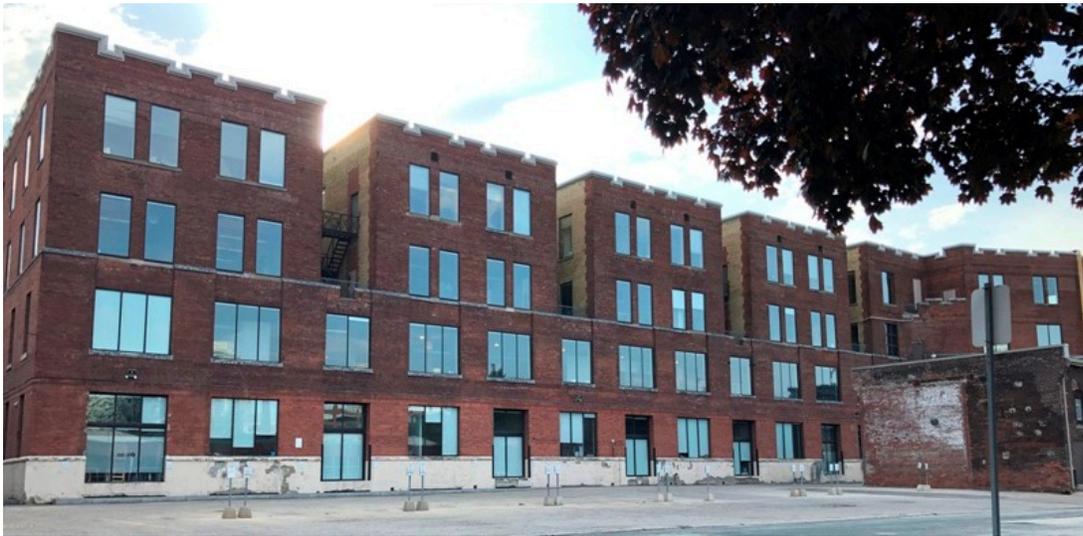
30. North Elevation, 135 Liberty Street showing the details and the original loading dock opening with transom light and original sash windows above, concrete base, cast cement sills, cement belt courses. (HP, 2020)



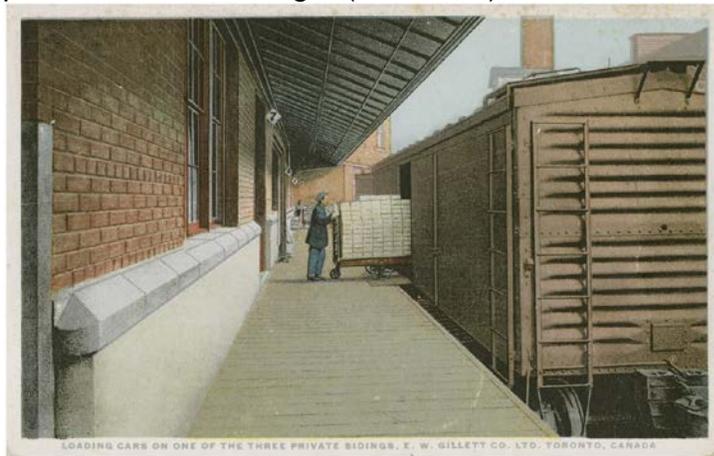
31. North-east corner of the factory at the intersection of Pardee Avenue and Liberty Street showing the angled end of the building with the powerhouse to the left (HP, 2020)



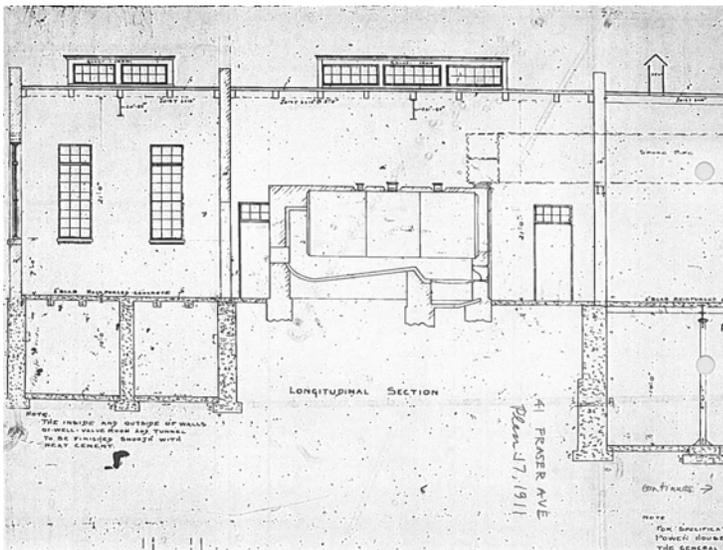
32. 1911 Building Permit Drawing of the East Elevation showing the southern-most 4 bays, loading docks and the original configuration of the windows (Building Records, Plan J7)



33. East Elevation facing Pardee Avenue showing the notched upper floors and with the powerhouse to the right (HP, 2020)



34. Postcard showing the loading dock on the east side of the factory and the private siding of E.W. Gillett Co. Ltd. (TPL, Baldwin Collection, PC3085)



35. Longitudinal Section Drawing for the powerhouse, 1911 (Building Records, Plan J7)



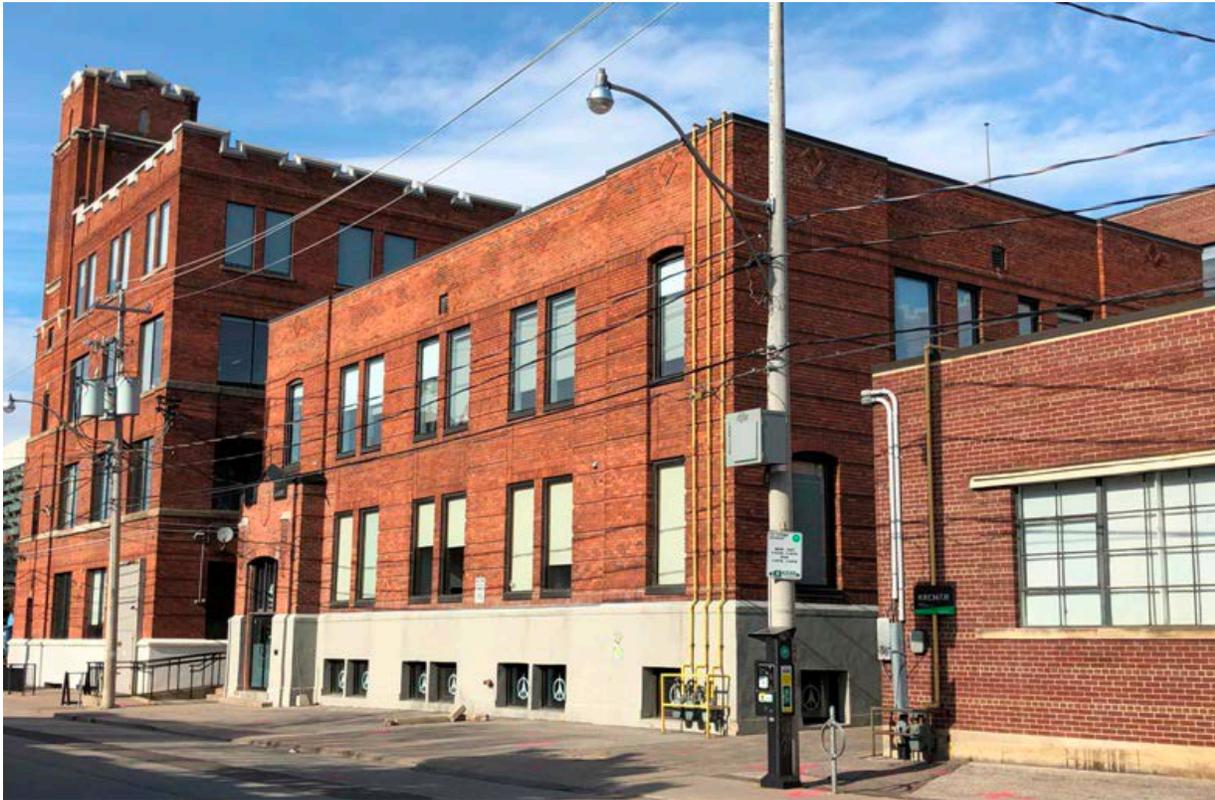
36. North and west elevation of the powerhouse showing the angled wall which was altered to accommodate the railway spur (HP, 2020)



37. South-west elevation of the powerhouse showing the double-height triple sash windows flanked by brick piers with brick corbels on the end wall (HP, 2020)



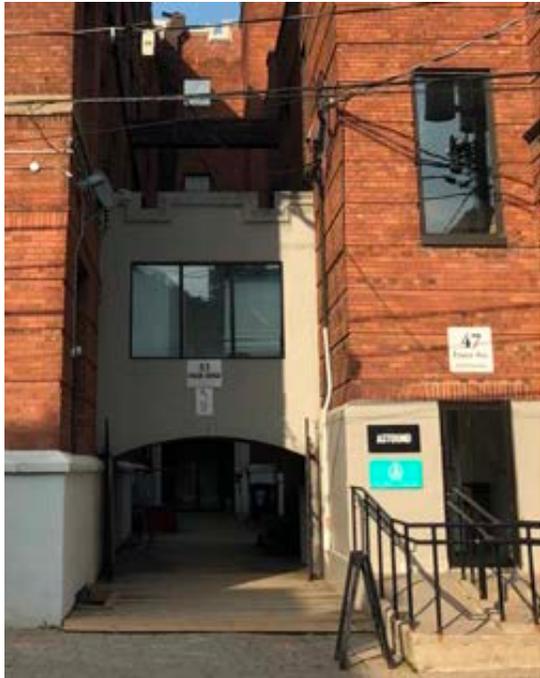
38. South and East elevations of the powerhouse showing alterations with new doors and altered window openings (HP, 2020)



39. Head Office building at 47 Fraser Avenue, between 135 Liberty Street and 41 Fraser Avenue (HP, 2020)



40. Projecting Entry Porch at 47 Fraser Avenue with the shield motif above the door, flanked by two pinnacles and with the crenellated roof line (HP, 2020)



41. Bridge linking the former factory building at 135 Liberty Street with the former office building at 47 Fraser Avenue (HP, 2020)



42. View of the bridge from 53 Fraser Avenue with 135 Liberty Street on the right (HP 2020)



43. View (left) of the south elevations of 47 and 49 Fraser Avenue along a passageway terminated by 53 Fraser Avenue. Note the bilateral symmetry of the projecting outer bays, the pattern of striated brick work creating piers between windows with decorative panels beneath the windows on 47 Fraser Avenue (HP, 2020)

44. View (right) of the rear elevation of 47 Fraser Avenue (HP, 2020)



45. Looking north on Fraser with view of the 1941-2 Garage-Storage building at 41 Fraser with the office at 47 Fraser and the factory at 135 Liberty Street (HP, 2020)



46. West and north elevations of 41 Fraser Avenue (HP, 2020)



47. View of the North elevation, 41 Fraser Avenue (HP, 2020)



48. Photograph of the Entrance at 41 Fraser Avenue showing the details including the recessed brick banding, the bull's eye window, the light fitting recessed in the ceiling. The window at the right and the wall beneath it are later alterations closing off the original garage entry. (HP, 2020)



49. One of the light fittings at 41 Fraser Avenue exemplifying the Streamlined Moderne characteristics which relied on linear patterning, simple geometry and smooth surfaces (HP, 2020)



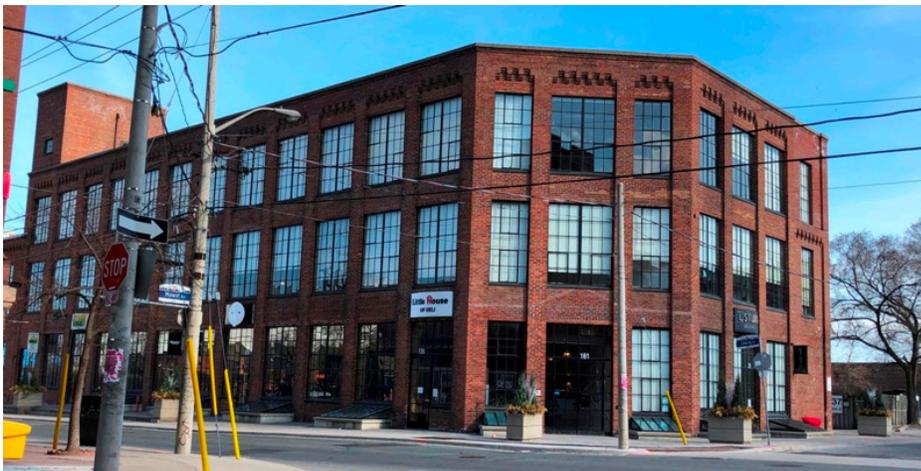
50. Aerial view looking east from Dufferin Street showing the scale and extent of the low-rise industrial buildings which characterize Liberty Village (Google, 2020)



51. Liberty Village context: Carpet Factory, Mowat Avenue (HP, 2020)



52. Liberty Village context: 99 Atlantic, the former Brunswick Balke Collender Co. (HP, 2020)



53. Liberty Village context: 161 Liberty Street (HP, 2020)



54. Liberty Village Context: 60-80Atlantic Avenue (HP, 2020)



55. Fraser Avenue Context: 58 Fraser Avenue, opposite the E. W. Gillett Co. Ltd. complex (HP, 2020)



56. Fraser Avenue Context: Looking north on Fraser with 29 and 35 Fraser Avenue in the fore and middle grounds, respectively with the E. W. Gillett Co. Ltd. complex in the distance at left (HP, 2020)

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GARRISON COMMON NORTH AREA STUDY LISTING, 2005: ATTACHMENT 3
41 FRASER AVENUE



above: factory from Fraser Avenue (left) , Liberty Street (centre) & Pardee Avenue (right)

41 Fraser Avenue: Gillett Company Factory Complex

Description:

The property at 41 Fraser Avenue is recommended for inclusion on the City of Toronto Inventory of Heritage Properties for its cultural resource value or interest. In 1912, the factory, office building and powerhouse were completed for the E. W. Gillett Company, manufacturers of baking powder, yeast cakes and related products. The Toronto architectural firm of Denison and Stephenson designed the original parts of the complex in association with American architect S. S. Beman. A grain elevator and mill were placed along the Pardee Avenue side of the property in 1916. The welfare building, added to the site in 1922 according to the architectural plans of W. L. Symons, was one of the first in Canada where recreation and dining facilities were provided for factory workers. Completed in 1942, the warehouse was among the last designs prepared by the celebrated Toronto architect John M. Lyle. The Gillett Company was succeeded by Standard Brands Limited, which made food stocks under the Fleischmann and Chase and Sanborn labels.

Significance:

The Gillett Company Factory Complex is architecturally significant as a well-designed collection of industrial buildings linked by Neo-Gothic detailing derived from medieval sources. Anchoring the southeast corner of Fraser Avenue and Liberty Street and marked by a distinctive tower, the complex is a core component of the Liberty Street neighbourhood in Garrison Common North.

Heritage Attributes:

The heritage attributes of the building are found on the exterior walls and roofs of the factory, office building, welfare building and warehouse. The buildings share red brick cladding with brick and stone detailing. The four-storey factory features a crenellated roof, stone band courses, brick banding, and a mixture of flat-headed window openings with brick trim and segmental-arched openings with keystones. The north entrance is set in a stone surround at the base of the prominent corner tower that sets the architectural tone for the site. A Gothic inspired bridge connects the factory to a two-storey office building with similarly placed and detailed fenestration. The principal (west) entrance to the offices is placed in a frontispiece with a crenellated roof. Located to the rear (east) of

the office building, the welfare building complements the complex with its height and detailing. Facing Fraser Avenue to the south of the office building, the warehouse respects the scale and cladding of the complex while adding a Modern design aesthetic with its streamlined appearance and use of round windows and glass blocks.



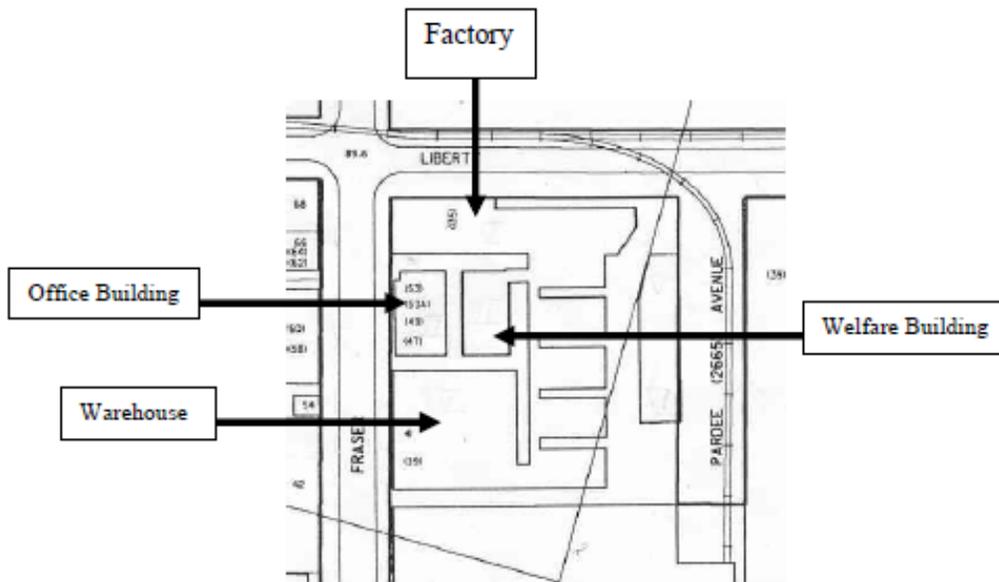
bridge between factory & office



office building



warehouse (right)



historical view of Welfare Building (Construction magazine, March 1924)

**41 AND 47 FRASER AVENUE AND 135 LIBERTY STREET
STATEMENT OF SIGNIFICANCE
(REASONS FOR DESIGNATION)**

ATTACHMENT 4

The properties originally known as 41 Fraser Avenue, and now identified as three separate properties, 41 Fraser Avenue, 47 Fraser Avenue and 135 Liberty Street, are worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for their cultural heritage value, and meet Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual value. The properties were listed as 41 Fraser Avenue on the City of Toronto's Heritage Inventory in 2005 and are located in Liberty Village which has been authorized for a Cultural Heritage Resource Assessment Study by City Council.

Description

The properties at 41 Fraser Avenue, 47 Fraser Avenue and 135 Liberty Street were originally known as 41 Fraser Avenue and also include the following entrance addresses at 39, 47a, 49, 49a, 53 and 53A Fraser Avenue, 38 and 42 Pardee Avenue. They contain the former E. W. Gillett Co. Ltd. factory complex, constructed in 1911-12 with later additions in 1922 and 1941-2. The complex contains a collection buildings, 1-4 stories in height with a five-storey corner tower, associated with industrial uses and featuring the Neo-Gothic and Streamlined Moderne styles. The complex is located in the historic industrial Liberty Village neighbourhood, on the south side of Liberty Street between Fraser and Pardee avenues.

The properties contain five buildings as follows:

135 Liberty Street and 53/53A Fraser Avenue, a four-storey, L-shaped factory building with a corner tower and a sequence of wings along the southern extension, designed in 1911 by the American architect S. S. Beman in association with the Toronto-based firm of A. R. Denison & Stephenson and completed by 1912. This building is part of the properties at 41 Fraser Avenue and 135 Liberty Street

47 Fraser Avenue, a two-storey office complex with a projecting entrance portal, designed in 1911 by S. S. Beman in association with A. R. Denison & Stephenson and completed by 1912.

42 Pardee Avenue, a two-storey powerhouse building located at the south-west corner of Liberty Street and Pardee Avenue, designed in 1911 by S. S. Beman in association with A. R. Denison & Stephenson and completed by 1912. The powerhouse is part of the property known as 41 Fraser Avenue.

49 Fraser Avenue, a three-storey employee welfare building located to the rear of 47 Fraser Avenue, designed by the architect William L. Symons, built in 1922 and extended with an additional fourth storey, designed by Earle L. Sheppard, architect, in 1938. This building is an entry address for the property at 41 Fraser Avenue.

41 Fraser Avenue, a single-storey garage/storage building designed by the architect John M. Lyle and constructed in 1941-2. This building is part of the property at 41 Fraser Avenue and 39 Fraser Avenue is an entry address for that property.

Statement of Cultural Heritage Value

Located in the heart of Liberty Village, a significant industrial centre in Toronto which developed in the early 20th century, the properties known as 41 and 47 Fraser Avenue and 135 Liberty Street are significant as they contribute to the early 20th century industrial character of the neighbourhood and also contain an unusual industrial typology in both massing and stylistic detailing constructed for the E. W. Gillett Co. Ltd.

The E. W. Gillett Co. Ltd. factory complex contains various structures which have design and physical value as finely crafted early-20th century industrial buildings which reflect the eclectic tastes of the period in their combination of both Neo-Gothic and Classical stylistic elements and one mid-20th century Streamlined Moderne building. The buildings are rare in both their composition, style and program in the City of Toronto. In the massing and distinct identity of functions the complex departs from the customary narrow rectangular factory building typical of late 19th and early 20th century factories, replacing the single volume with a cluster of buildings adapted to the site and expressive of the variety of functions associated with industry. These include the atypical L-shaped factory building at 135 Liberty Street and 53 Fraser Avenue, which includes a series of small notches on its north-south leg and features a prominent tower at its north-west corner. While the Neo-Gothic style was gaining prominence during the early 20th century, its application at this factory with the crenellations and the raised parapets at inner corner of the L and the west end of L were unusual features which combined with the tower, have made this factory a distinctive landmark amongst its neighbours. The classical elements are present in the brick striations of the first floor and in the keystones on the tower windows and the piers, panels and mouldings of the tower.

The location of the offices in a separate building at 47 Fraser Avenue, was also unusual at this time and this structure features a single-storey portico with a crenellated roof, linked to the factory building at 135 Liberty Street by a bridge also with a crenellated roofline and brick striations on both stories providing visual continuity with the main building. The design of the two-storey powerhouse, at 42 Pardee Avenue, indicates its utilitarian function as the size and location of the windows, and the irregular rhythm of brick piers appears to have been determined by interior requirements related to structure and use. The current angled west wall at the north-west corner is the result of this portion of the building being reconstructed following the extension of a railway spur from the line on Liberty Street onto the property between the factory and the powerhouse. The employee welfare building, known as 49 Fraser Avenue, was designed in 1922 to match the adjacent office building in its choice of brick and stone, window openings and originally also featured brick pediments above the projecting bays at the outer corners of the east and west facades.

The single-storey garage/storage building at 41 Fraser Avenue is elegantly rendered in the Streamlined Moderne style with its striking minimalism, curving walls framing the deeply recessed garage entrance, horizontal brick banding, circular windows at the entrance and on the north elevation and minimally-detailed metal lighting fixtures. Although a departure in architectural style from the rest of the complex representing the shifting tastes of the interwar years towards modernism, as well as the evolution of the work of John M. Lyle, this later addition is complementary to the earlier complex with its brick cladding of the same reddish tone, stone base and trim elements including the striated brick at the entrance.

The former E. W. Gillett industrial complex has historic value as it yields information about the historical development of the Liberty Village neighbourhood from its earliest use as part of Fort York's Garrison reserve with its later 19th-century institutional uses to its development, following the introduction of railways, as an important industrial centre in the early 1900s which contributed to Toronto's economic development and prosperity.

The Gillett complex has value through its direct association with the E. W. Gillett Co. Ltd., which was established in Chicago in 1852 and manufactured baking supplies including Magic Baking Powder and Royal Yeast Cakes as well as Gillett's powdered lye and washing crystals, all of which were exported to the United Kingdom, Australia and South Africa. The company opened its first Toronto branch on Front Street in 1886. Following the Great Fire of 1904, it relocated to premises at King and Duncan streets before moving, in 1912, to Liberty Village. In 1929 the company amalgamated with Standard Brands who continued to own the Fraser Avenue property until 1948 when it relocated to Dupont Street. The company's inclusion of an employee welfare building with a club, dining room adjacent sports fields in 1922 was an important step in providing for employee welfare which attracted the attention of the local press.

The industrial complex has further associative value as it demonstrates the work of the American architect S. S. Beman, known for his town-planning and industrial design work for the famous Pullman railway car company, and that of the prolific, Toronto-based architectural partnership of A. R. Denison & Stephenson, and in particular, the firm's leadership in the use of fire-resistant mill construction for factories following Toronto's Great Fire of 1904. With the 1941-2 garage-storage building the complex is also associated with John M. Lyle, who has been declared to be "one of Canada's outstanding architects of the first half of the twentieth century."²⁶ Early in his career and with his foreign training and practice, Lyle was a great proponent of the Beaux Arts style and the City Beautiful Movement but through his work and writing, Lyle evolved, becoming a "a proto-modernist"²⁷ who embraced the Art Deco and Streamlined Modern styles in his later career.

Located on the south side of Liberty Street, the principal traffic artery through Liberty Village, opposite the Lamport Stadium and fields, the complex of one-to-four storey brick clad buildings is important for maintaining the early 20th century industrial

²⁶ Richards, p. 49
²⁷ Kalman, p. 869.

character of Liberty Village as it maintains the scale, material qualities and building typologies of an evolving factory complex. Built between 1911 and 1942, and having been a centre of manufacture, employment and enterprise for 110 years the complex is functionally, visually and historically linked to its surroundings. With its prominent corner tower at the south-east corner of Liberty Street and Fraser Avenue and its distinctive roofline crenellations, the complex is a landmark within Liberty Village.

Heritage Attributes

The heritage attributes of the properties, formerly known as 41 Fraser Avenue and now also known as 47 Fraser Avenue and 135 Liberty Street which include the various buildings as outlined below, are:

- The setback, placement and orientation of the building complex on the properties on the south side of Liberty Street between Fraser Avenue and Pardee Avenue as this retains the relationship of the complex to its surroundings and the functional arrangement of its various building components which are part of its history and cultural heritage value

135 Liberty Street - 53 Fraser Avenue: Factory

The heritage attributes of the factory building on the south side of Liberty Street between Fraser and Pardee avenues are:

- The scale, form and massing of the building, which represent its unusual factory design, and include a four-storey, L-shaped block with an angled corner at the north-east corner and notched upper stories along the east leg, and the tower at the north-west corner with the raised parapet at the crux of the L and at the south end of the east leg of the L
- The materials and their application which unify the complex and are characteristic of industrial buildings of the early 20th century include brick and stone. Stone is present in the high building base, covered with concrete, the stone sills which extend into string courses and other decorative stone elements including the keystones in the window heads on the west elevation, the stone trim on the tower and, originally, the stone coping on the crenellated parapet. Brick, which is laid in a Common Bond is the principal cladding of the structure and provides detailed elements including the striations of the first floor on the west and north facades, the soldier courses above the flat-headed window openings and in the decorative bands, the relief panels on the parapet and the elaborate detailing of the tower with its multiple pilasters of varying heights and relief panels. The brick detail demonstrates the high level of design as well craftsmanship that makes this an impressive industrial building and a contributor to the Liberty Village neighbourhood. Yellow brick is used to clad the inner side walls of the series of small notched bays on the north-south leg of the L and its use here is typical of the period when it was often employed on less important walls of a structure.

- The design and arrangement of the window openings, which originally contained double-hung sash with multiple panes, is another means by which the physical value of the building is established as their variety adds to the richness of the design of the facades. These various types include the single, segmental-arched and flat-headed window openings of the tower, the flat-headed, single windows clustered in pairs at the fourth floor, and the mix of paired sash in a double-wide opening, and the former "Chicago" windows now with three panes in a triple-wide opening.
- The door opening at the base of the brick tower and its stone surround which was a primary entrance to the complex, separate from loading bays and providing access to the stairs.

47 Fraser Avenue - Head Office - Administration Building

The heritage attributes of the head office building are:

- The scale, form and massing of two-storey building on a raised basement with a notched north-west corner, projecting entry portico and second-storey bridge connecting to the factory at 135 Liberty Street as they contribute to the unusual composition of the facility and represent the building's function as the administrative component of the complex and its integral functional and physical connection to that complex
- The materials include brick cladding, in common bond, with its striations, panel details and brick soldier courses, the stone base covered in concrete with stone details on the entrance porch and visually link the head office to the rest of complex, contributing to the design value through their carefully crafted details and application.
- Design value is evident in the arrangement of the principal (west) façade with its recessed, north-west corner adjacent to the main block with its classical composition of two, slightly projecting outer bays with single windows flanking the central section with its three pairs of single windows at all three storeys. The projecting entry porch with its crenellated roof line, shield, buttressed pilasters and segmental headed re-establishes the Neo-Gothic style. The south (side) elevation repeats this composition through the projecting end bays flanking a central bay, here, due to the shorter length of the façade, two single and two half windows mirrored about the central line in a classical manner. The east (rear) elevation with its pairs of windows flanked by two outer bays of solid brick and the north (side) elevation repeat the pattern of window types and arrangement of the west and south elevations. The east elevation does not have projecting outer bays.
- The design of the bridge with its crenellated roofline, triplet window openings and arched underside complement the design of the office and factory buildings that it connects on either side.

42 Pardee Avenue - Powerhouse Building

The heritage attributes of the Powerhouse building are:

- The scale, form and massing of the two-storey, flat-roofed building, rectangular in plan except for the angled west wall at the north-west corner an alteration that was made to accommodate the railway siding
- The brick cladding in English bond which ties the building to the rest of the factory complex
- The door openings and window openings which are single and double-height with segmental-arched heads with three brick courses and stone window sills. The double-height windows feature triple-hung sash with multiple small panes.
- The brick pilasters which flank the double-height windows on the west wall and the corbelled bricks at the north and south end walls

49 Fraser Avenue - Employee Welfare Building

The heritage attributes of building are:

- The scale, form and massing of the flat-roofed four-storey building constructed on a rectangular plan and connected at the north east corner to the factory building whose design and façade arrangement is compatible with the administration building and originally also featured paired pediments at the outer corners which emphasized the bi-lateral symmetry expressed in the slightly projecting outer bays of the west elevation
- The brick cladding, laid in a common bond pattern, and raised stone base clad in concrete and the soldier courses which act as continuous string courses and lintels for the window openings and the notched layering of brick at the outer corners of the west elevation
- The windows are flat-headed with stone sills and their arrangement on the west elevation corresponds to the administration building with its paired opening in the outer bays and single openings in between further emphasizing the bi-lateral symmetry of the west elevations. The triple-width windows of the fourth floor openings are indicative of the addition in 1938. On the shorter south elevations, the windows are singles grouped in pairs or singles. The variation in the windows with single, double and triple widths corresponds to the window pattern of both the administration building and the factory building.

41 Fraser Avenue Adelaide Street West - Garage and Storage Building

The heritage attributes of the former garage and storage building are:

- The scale, form and massing of the one storey building with a deeply recessed entry with curved walls on its principal west elevation which are linked to and

representative of the building's original function as a garage/storage building for the factory complex

- The brick cladding which matches that of the original factory complex and which, with its recessed bands at the curved corners and in its common bond pattern, aligning with the recessed brick bands, contributes to the horizontal elements of the building's design
- The stone base of the building which ties in with the base of the original factory but whose shallowness corresponds to the low-rise and horizontal linearity of this garage/storage building
- The projecting light coloured band which marks the edge of the ceiling of the recessed entry and continues as a lintel over the two flanking windows, and with the stone sills, extends past the outer edges of the windows framing the end of the brick striations and emphasizing the horizontality of the façade which is characteristic of the Streamlined Moderne style
- The wide window opening flanking the recessed entry on the west elevation which contribute to the horizontality and with the adjacent expanse of unrelieved wall surface, the minimal quality of the building. These windows feature Chicago-type elements their wider central bay and two adjacent side bays with opening sections. The windows feature original metal factory-sash glazing
- The windows on the north elevation with a combination of various types including the broad Chicago-type, narrower windows and those adjacent to a doorway which feature factory-sash glazing with opening sections and have stone sills and a continuous stone lintel reinforcing the horizontal emphasis
- The windows on the east and south elevations, with their consistent sill and head height, marked by stone lintels continuing as horizontal bands and stone sills, their factory sash glazing in single or Chicago-window type openings
- The large circular window opening on the north elevation and the south facing wall of the recessed entry which are expressive of the Streamlined Moderne's preference for geometric forms and have metal factory-sash glazing with a central opening section
- The semi-cylindrical light fittings on the north, west and south facades which with their linear copper frames are characteristic of the Streamlined Moderne style
- The two recessed circular light fittings in the ceiling of the entrance with their three thin bands.