

545 Lake Shore Boulevard West - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act

Date: November 10, 2021
To: Toronto Preservation Board
From: Senior Manager, Heritage Planning, Urban Design, City Planning
Wards: Spadina - Fort York - Ward 10

SUMMARY

This report recommends that City Council state its intention to designate the listed heritage property at 545 Lake Shore Boulevard West (including active entrances at 525 and 535 Lake Shore Boulevard West and 11, 13, and 15 Bathurst Street) under Part IV, Section 29 of the Ontario Heritage Act for its design/physical, historical/associative, and contextual values.

The Crosse & Blackwell building located on the property at 545 Lake Shore Boulevard West holds heritage value as a unique example of a former industrial headquarters with Art Deco and Beaux Arts stylistic influences. The property comprises a three-and-a-half-storey brick and cast-stone building with a two-and-a-half-storey hexagonal pavilion, located on the southeast corner of Lake Shore Boulevard West and Bathurst Street. Constructed in 1927 as an office and manufacturing plant for Crosse & Blackwell, a longstanding producer of British foodstuffs, was one of the first buildings constructed on reclaimed land at the west end of Toronto harbour as part of the Toronto Harbour Commission's waterfront industrial development plan. The building's design by notable architects Chapman and Oxley demonstrates a unique application of Art Deco and Beaux Arts stylistic influences to an industrial headquarters.

Listed on the City's inaugural heritage register by City Council on June 20, 1973, the Crosse & Blackwell Building located on the property at 545 Lake Shore Boulevard West was amongst the earliest properties recognized by the City for its heritage value. The property also represents an early example of adaptive reuse; after the building was listed on the municipal heritage register and acquired by the Harbourfront Corporation in 1973, it was successfully reused as a media centre associated with CFMT-TV and OMNI-TV from 1979 to 2009.

In 2018, a Zoning By-law Amendment application (File 18 241642 STE 20 OZ) was submitted to the City to permit a 12 storey and a 22-storey mixed-use building, containing primarily residential uses with some ground floor retail uses on the south

portion of the site. The Crosse and Blackwell building is proposed to be conserved and used primarily for office uses with the potential for retail uses at grade level. A courtyard open space is proposed centrally located on the site between the Crosse and Blackwell building and the new portion of the development.

In September 2021, the City received an application for Site Plan Approval related to the proposed redevelopment of the site at 545 Lake Shore Boulevard West, which would retain the existing structure.

In June 2019, the More Homes, More Choice Act, 2019 (Bill 108) received Royal Assent. Schedule 11 of this Act included amendments to the Ontario Heritage Act (OHA). The Bill 108 Amendments to the OHA came into force on July 1, 2021, which included a shift in Part IV designations related to certain Planning Act applications. Section 29(1.2) of the OHA now restricts City Council's ability to give notice of its intention to designate a property under the OHA to within 90 days after the City Clerk gives notice of a complete application.

The designation of this property is not subject to Section 29 (1.2) since it is an application for Site Plan Approval.

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

Designation also enables City Council to review proposed alterations or demolitions to the property and enforce heritage property standards and maintenance.

RECOMMENDATIONS

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

1. City Council state its intention to designate the property at 545 Lake Shore Boulevard West (including active entrances at 525 and 535 Lake Shore Boulevard West and 11, 13, and 15 Bathurst Street) under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Statement of Significance: 545 Lake Shore Boulevard West (Reasons for Designation) attached as Attachment 3 to the report (November 10, 2021) from the Senior Manager, Heritage Planning, Urban Design, City Planning.
2. If there are no objections to the designation, City Council authorize the City Solicitor to introduce the Bill in Council designating the property under Part IV, Section 29 of the Ontario Heritage Act.

FINANCIAL IMPACT

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

DECISION HISTORY

On June 20, 1973, the property at 545 Lake Shore Boulevard West was included on the City's inaugural heritage register by City Council.

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

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. A property may be designated under section 29 of the Act if it meets one or more of the provincial criteria for determining whether it is of cultural heritage value or interest.

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

The Ontario Heritage Toolkit provides guidance on designating properties of municipal significance, including direction on the purpose of designating heritage properties and information about how the Provincial Policy Statement and the Ontario Heritage Act provide a framework for the conservation of heritage properties within the land use planning system. In June 2019, the More Homes, More Choice Act, 2019 (Bill 108) received Royal Assent. Schedule 11 of this Act included amendments to the Ontario Heritage Act (OHA). The Bill 108 Amendments to the OHA came into force on July 1, 2021, which included, amongst other matters, amendments to the listing and designation processes. Guidance from the Province related to the implementation of Bill 108 Amendments is forthcoming.

[Ontario Heritage Tool Kit \(gov.on.ca\)](https://www.ontario.ca/gov/ontario-heritage-toolkit)

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>

COMMENTS

In 2018, a Zoning By-law Amendment application (File 18 241642 STE 20 OZ) was submitted to the City to permit a 12 storey and a 22-storey mixed-use building, containing primarily residential uses with some ground floor retail uses on the south

portion of the site. The Crosse and Blackwell building is proposed to be conserved and used primarily for office uses with the potential for retail uses at grade level. A courtyard open space is proposed centrally located on the site between the Crosse and Blackwell building and the new portion of the development. In September 2021, the City received an application for Site Plan Approval related to the proposed redevelopment of the site at 545 Lake Shore Boulevard West, which would retain the existing structure.

The Crosse & Blackwell building located on the property at 545 Lake Shore Boulevard West holds heritage value as a unique example of a former industrial headquarters with Art Deco and Beaux Arts stylistic influences. Constructed for Crosse & Blackwell on land created by the Toronto Harbour Commission, the property represents direct associations with the notable British company and with early industrial development along the Central Waterfront. It also reflects the work of significant architects Chapman and Oxley. Prominently located at the corner of Lake Shore Boulevard West and Bathurst Street, the property plays an important role in defining the former industrial character of its surroundings and is considered a landmark.

545 Lake Shore Boulevard West: Crosse & Blackwell Building Research and Evaluation according to Ontario Regulation 9/06



Figure 1: 545 Lake Shore Boulevard West; view of the property's northwest corner from the intersection of Lake Shore Boulevard West and Bathurst Street. (Heritage Planning, 2021.)

1. DESCRIPTION

545 Lake Shore Boulevard West - Crosse & Blackwell Building	
ADDRESS	545 Lake Shore Boulevard West
WARD	Spadina - Fort York - Ward 10
LEGAL DESCRIPTION	PLAN D1429 PT BLKS 3 & 4 PLAN D1397 PT BLK D RP 64R13502 PART 1 RP 63R4555 PART 5
NEIGHBOURHOOD/COMMUNITY	Bathurst Quay
HISTORICAL NAME	Crosse & Blackwell Building; 587 Fleet Street
CONSTRUCTION DATE	1927
ORIGINAL OWNER	Crosse & Blackwell Co. Ltd.
ORIGINAL USE	Factory and manufacturing headquarters (Crosse & Blackwell)
CURRENT USE*	Temporary shelter (Homes First)
ARCHITECT/BUILDER/DESIGNER	Chapman and Oxley
DESIGN/CONSTRUCTION/MATERIALS	Brick, concrete, and stone
ARCHITECTURAL STYLE	Art Deco
ADDITIONS/ALTERATIONS	1991: side entrance addition; 1999: demolition of boiler building; n.d.: removal of decorative cast-stone banding above third storey of the northeast and southeast wings; alterations to lantern atop hexagonal pavilion
CRITERIA	Design/Physical, Historical/Associative, Contextual
HERITAGE STATUS	Listed, June 20, 1973
RECORDER	Heritage Planning: Tatum Taylor
REPORT DATE	November 2021

2. BACKGROUND

This research and evaluation section of the report describes the history, architecture and context of the subject property at 545 Lake Shore Boulevard West 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. A property may be designated under Section 29 of the Act if it meets one or more of the provincial criteria for determining whether it is of cultural heritage value or interest. 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 Statement of Significance is contained in Attachment 3.

i. HISTORICAL TIMELINE

Key Date	Historical Event
Time immemorial	City Staff acknowledge that the land described in this report is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples. We acknowledge that Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit.
1793	John Graves Simcoe, Lieutenant Governor of Upper Canada, established the Town of York as Upper Canada's capital.
1834	The City of Toronto was incorporated.
1911	The City formed the Toronto Harbour Commission.
1926	Crosse & Blackwell acquired land for the subject property from the Toronto Harbour Commission.
1927	Construction took place on the subject property at 545 Lake Shore Boulevard West, designed by the architectural firm of Chapman and Oxley for Crosse & Blackwell.
1936	Crosse & Blackwell was no longer identified at this location in the city directory. A series of industrial uses occupied the property through 1949.
1950	Loblaws Groceries Co. Ltd. took over the subject property to support their warehouse and head office across the street.
1973	Listing of the property at 545 Lake Shore Boulevard West on the municipal heritage register was adopted by City Council on June 20, 1973.
1973	The Harbourfront Corporation took over the property.
1979	Television station CFMT leased the building for use as the Multicultural Media Centre, the headquarters of Multilingual Television.
1991	A side entrance addition onto Bathurst Street was designed by Glenn Piotrowski Architect.
1999	The two-storey boiler building was demolished.
2019	A temporary shelter opened at 545 Lake Shore Boulevard West for people experiencing homelessness, operated by Homes First.
2021	The City received an application for Site Plan Approval related to the proposed redevelopment of the site at 545 Lake Shore Boulevard West.

ii. HISTORICAL BACKGROUND

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

Until the early twentieth century, the location of the subject property at 545 Lake Shore Boulevard West was situated within the Toronto Harbour. The Act of Incorporation for the City of Toronto in 1834 had extended the boundaries of the Town of York to Bathurst Street in the west. To the south, Front Street followed the shoreline of Lake

Ontario, with railway infrastructure and Fort York located south of the intersection of Front and Bathurst streets, and the shore beyond.

In 1911, the City formed the Toronto Harbour Commission to oversee the waterfront. Following the Commission's plans to reshape the shoreline, land reclamation projects in the 1920s created new land along the Central Waterfront, primarily to encourage industrial development. Alderman Robert Luxton, Chairman of the Harbour Commission, announced a deal with Crosse & Blackwell in 1926 to develop a four-acre site on the south side of Fleet Street (later Lake Shore Boulevard) in the Central Harbour District. Crosse & Blackwell, a storied food production company based in the United Kingdom, intended to establish a plant at a cost of \$1,000,000 (subsequently reported to be \$500,000). According to *The Globe*, J. G. Goff, Managing Director of Crosse & Blackwell, decided on the site selection "only after he had learned that the Harbor Commissioners would control the property on the north side of Fleet Street, and with the knowledge that the Commissioners were in a position to restrict the use of land to buildings of a suitable nature in keeping with the importance of Fleet Street as Toronto's new waterfront crosstown thoroughfare."¹

The company's Canadian outpost was previously located at 43 Front Street East, where it had moved in 1925. In documenting that relocation, *The Globe* noted, "This move to larger premises by Messrs. Crosse & Blackwell is timely evidence of the confidence which this old British house places in the outlook of Canada's expansion. Moreover, it must be regarded as a tribute to the satisfactory development of its own business in the Dominion."²

The property at 545 Lake Shore Boulevard West (originally an unnumbered address on Fleet Street, and later 587 Fleet Street) was built in 1927. By this time, Crosse & Blackwell had been in business for over 200 years and was operating 40 plants across the world. At the time, the company was best known for their marmalades, Branston Pickle, and other British condiments; in Toronto, their products were sold at Eaton's and Loblaw's. The Toronto plant's opening coincided with a peak in the company's business in Canada. Their sales for the first half of 1928 represented a 50% increase over the same period in 1927, and they announced a high-profile partnership that year with Christie, Brown & Co., a Canadian brand that used Crosse & Blackwell jam in their biscuits. The company's growth in Toronto brought significant employment opportunities to the area, with the new plant intending to employ "200 to 250 girls and about 1,000 to 1,200 men."³

For the design of the subject property, Crosse & Blackwell engaged the firm of Chapman and Oxley. Alfred Hirschfelder Chapman (1879-1949) and James Morrow Oxley (1883-1957) joined in architectural partnership in 1919 and collaborated successfully until Chapman's death. The firm's portfolio consisted primarily of commercial, industrial, and institutional works, including prominent commissions such as the east wing of the Royal Ontario Museum, Princes' Gate and other buildings for the Canadian National Exhibition (CNE), and a number of factory and office buildings in

¹ "Million Dollar Plant to be Located in City by Old English Firm," *The Globe*, 29 Oct. 1926: p. 13.

² "Crosse & Blackwell in Larger Premises," *The Globe*, 18 Sept. 1925: p. 11.

³ *Supra*, note 1.

Toronto and the surrounding region. Chapman, in particular, had a close association with the Harbour Commission Board; he designed the Toronto Harbour Commission Building (1917), contributed to the planning of development along the waterfront, and led Chapman and Oxley's designs for the CNE and for the Sunnyside Bathing Pavilion. The firm's architectural sensibilities reflected the Beaux Arts style and later introduced Art Deco vocabulary, emphasizing restrained sculptural ornamentation as seen at the subject property.

The property was planned to have 68,000 square feet of space for manufacturing purposes and 10,800 square feet for executives and office staff. The design centred on a front pavilion with a "palatial stone and bronze front entrance" and a dome with a "leaded stained glass cycloramic effect."⁴ Chapman and Oxley's original elevation sketch, which Crosse & Blackwell used in their advertisements at the time, showed a symmetrical view of the property's northwest corner with two equal wings extending behind the pavilion, mirroring its hexagonal form. In the final plans, the western wing was truncated. Separate from the office and factory facilities was a power and heating plant with a smokestack, a water tower, and a sub-grade connection to the main building.

When the Great Depression hit following the American stock market crash of 1929, Crosse & Blackwell may have outwardly appeared to weather the economic storm. They increased their commitments threefold in 1932, "believing that the worst of the depression is over and that there will be a greater demand for British goods in Canada."⁵ The company reported in 1933 that "the payroll of their Toronto factory was three times as large as it was a year ago," prompting the media to observe "that such an old-established firm finds it possible to expand during a period of depression is one evidence of better business."⁶ In January 1934, the Earl of Bessborough, Governor General of Canada, made a visit to inspect the subject property's facilities and operations, and having previously observed Crosse & Blackwell's original factory in England, publicly praised the Canadian plant for upholding the company's standards.

However, by the end of 1934, the company's creditors were experiencing losses, and they met in February 1935 to learn of Crosse & Blackwell's plans, including negotiations for the sale of the subject property. The city directory of 1935 was the last in which Crosse & Blackwell appeared listed at this location, along with the British Educator Biscuit Co. and McNair Food Products Co. In the following years through 1949, directories recorded a series of industrial uses, often occupying the property at once: for example, Beamish Sugar Refineries, Dominion Linseed Oil, Canadian Radio Corporation, and Livingston's Cereal Products.

In 1950, Loblaw's Groceries Co. Ltd. took over the subject property to support Loblaw's first warehouse and head office, which had opened in 1928 across the street at 500 Lake Shore Boulevard West. The property was then acquired in 1973 by the Harbourfront Corporation, a crown corporation, which put out a call for proposals in 1978 for reuse of the office and warehouse building.

⁴ "The new home of Crosse & Blackwell (Canada) Limited," *The Globe*, 27 Aug. 1927: p. 19.

⁵ "Commitments Are Tripled By Crosse & Blackwell," *The Globe*, 31 Aug. 1932: p. 10.

⁶ "Famous British Firm Adds to Sales Help," *The Globe*, 15 Feb. 1933: p. 9.

The following year, Dan Iannuzzi's television station CFMT (Canada's First Multilingual Television station) leased the property for the Multicultural Media Centre, the headquarters of Multilingual Television. Dr. John W. Scott, chairman of the Toronto Historical Board, presented a plaque to be unveiled by Governor-General Edward Schreyer at a dedication ceremony for the station's new studios. CFMT-TV went on the air in 1979. In 1986, Rogers Media acquired CFMT-TV and later rebranded it as part of OMNI television along with CJMT-TV, which began in 2002. Rogers relocated the pair of stations in 2009, and ultimately sold the building to a private developer in 2017.

During this period of use as a media centre, the building underwent a series of alterations, which resulted in minor impacts to the building's architectural integrity. Photographs show that decorative cast stone banding had been removed from the building's 3.5-storey elevations by the early 1980s. The original multi-pane windows were replaced post-1983. A side entrance addition onto Bathurst Street, in the form of a glazed vestibule to the rear of the hexagonal pavilion, was designed by Glenn Piotrowski Architect in 1991. Finally, the third floor of the pavilion was altered in the early 1990s, enclosing the lantern and removing coloured glass and railings.

iii. ARCHITECTURAL DESCRIPTION

The following section provides an architectural description and analysis related to the property which will establish the basis for determining 'Design and Physical Value' according to O. Reg. 9/06 Criteria.

The property at 545 Lake Shore Boulevard West, constructed in 1927, demonstrates a unique application of Art Deco and Beaux Arts stylistic influences to an industrial headquarters. The structure features a 2.5-storey pavilion with a hexagonal footprint, prominently situated at the corner of Bathurst Street and Lake Shore Boulevard West. To the east, two 3.5-storey wings meet at an obtuse angle, effectively forming a partial hexagon in plan that echoes the front pavilion. The building was constructed on a concrete pile foundation with a primarily red brick exterior.

As was common in the Beaux Arts style, which was a significant influence in the work of architects Chapman and Oxley, the building's principal entry effectively occurs at a chamfered corner, oriented towards the intersection of Bathurst Street and Lake Shore Boulevard West. Centred on one side of the hexagonal pavilion, the raised entrance is framed by decorative pilasters and a broken pediment. It is set beneath plate-glass transoms within a double-height portal that is defined by a floral cast-iron grille and an arched cast-stone surround. Above the entry, cast-stone banding features a geometric pattern and the initials of Crosse & Blackwell. The cast-stone details throughout the building's design reflect the motifs of the Art Deco style, which was popular in Toronto during the 1920s and 1930s. Crowning the pavilion, a hexagonal lantern has clerestory glazing, a metal roof, and copper details, including a pinnacle.

Cast-stone banding between the pavilion's raised basement and first floor levels continues to the building's northeast wing, which runs along Lake Shore Boulevard West, and the shorter southeast wing, which runs towards Bathurst Street. The wings also include pre-cast stone window sills and lintels, and bi-coloured brick spandrel panels. Although original cast-stone banding has been removed from above the third

storey on the wings, cast-stone panels remain atop the brick pilasters that organize the north and west elevations. The easternmost portion of the northeast wing retains its original pre-cast stone banding at the parapet, including floral detailing, Classical-inspired medallions, and the initials of Crosse & Blackwell.

iv. CONTEXT

The following section provides contextual information and analysis related to the property which is the basis for determining 'Contextual Value' according to O. Reg. 9/06 Criteria.

The property at 545 Lake Shore Boulevard West occupies an irregular lot where the curved foot of Bathurst Street meets Lake Shore Boulevard West. As one of the earliest examples of industrial development in the Central Harbour area, which the Toronto Harbour Commission created through land reclamation projects in the 1920s, the building was intended to have a strong presence on the major thoroughfare of Lake Shore Boulevard West (originally Fleet Street). It maintains this visual prominence through its distinctive architecture and corner siting.

To the immediate north, the original warehouse and head office building for the Loblaw Groceteria Company has a strong visual and historic relationship with the subject property. Opened in 1928, one year after the Crosse & Blackwell building, the Loblaw's building at 500 Lake Shore Boulevard West was considered a state-of-the-art warehouse building at the time, and like the subject property includes decorative motifs that reflect the Art Deco style. This property was designated under Part IV of the Ontario Heritage Act in 2001, and from 2017 to 2020 was disassembled and reconstructed as the podium of a new development.

To the west, the surrounding area on both sides of Lake Shore Boulevard West is largely characterized by mid- and high-rise residential development from the late twentieth and early twenty-first centuries. The Tip Top Lofts, a condominium building at 637 Lake Shore Boulevard West, was completed in 2006 as a conversion of the Art Deco-style Tip Top Tailors building. The original structure was completed in 1929 and designated under Part IV of the Ontario Heritage Act in 1972.

To the south, Bathurst Quay forms the southern terminus of Bathurst Street. This waterfront landscape includes Ireland Park, Little Norway Park, the Canada Malting Co. silos (dating to 1928), and Billy Bishop Airport Ferry Terminal, with the Toronto Music Garden to the east.

3. EVALUATION AND APPLICATION OF O.REG 9/06 CRITERIA

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's Heritage Register. There are three categories for a total of nine criteria under O. Reg 9/06. A property may be designated under Section 29

of the Act if it meets one or more of the provincial criteria for determining whether it is of cultural heritage value or interest.

The evaluation table is marked "N/A" if the criterion is "not applicable" to the property or "✓" if it is applicable to the property, with explanatory text below.

DESIGN OR PHYSICAL VALUE

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

Rare, unique, representative or early example of a style, type, expression, material or construction method

The property demonstrates a unique application of Art Deco and Beaux Arts stylistic elements to an industrial headquarters. It is especially notable for its unusual footprint and form, comprising a 2.5-storey hexagonal pavilion that includes the main entry, and two 3.5-storey wings that create a partial hexagon in plan. The building's red brick masonry features such decorative details as cast-stone banding with geometric and floral details and the initials of original occupant Crosse & Blackwell. Though alterations have resulted in minor impacts to the building's architectural integrity, including the removal of glazing from the lantern and of cast-stone detailing from the wings' upper storey, the building remains a strong example of 1920s-era architectural design.

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	✓
ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	N/A
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	✓

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

The property holds direct associations with the theme of Toronto's waterfront development, as an early construction project (1927) on the Central Waterfront lands created by the Toronto Harbour Commission through land reclamation projects. The building was intended to contribute to the identity of Lake Shore Boulevard West (then Fleet Street) as an important waterfront thoroughfare across Toronto. The property is strongly associated with Crosse & Blackwell, representing the investment of a centuries-old British foodstuffs company in Canada. The property also represents an early example of adaptive reuse; after the building was listed on the municipal heritage register and acquired by the Harbourfront Corporation in 1973, it was successfully reused as a media centre associated with CFMT-TV and OMNI-TV from 1979 to 2009.

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

The property demonstrates the work of architects Chapman and Oxley, as one of a number of prominent commissions within their portfolio of commercial, industrial, and institutional works. The building's design reflects the Beaux Arts and Art Deco stylistic influences that characterized the firm's work. Strengthening the association, Chapman also designed the Toronto Harbour Commission Building (1917) and other significant buildings along the waterfront lands that the Toronto Harbour Commission had created through land reclamation, in addition to the subject property.

CONTEXTUAL VALUE

Contextual Value	
i. important in defining, maintaining or supporting the character of an area	✓
ii. physically, functionally, visually or historically linked to its surroundings	✓
iii. landmark	✓

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

As an early industrial headquarters in the Central Waterfront area, prominently located at the corner of Lake Shore Boulevard West and Bathurst Street, the property is important in defining the former industrial character of the surrounding area.

Physically, functionally, visually or historically linked to its surroundings

Constructed in 1927, the property is physically, functionally, visually, and historically linked to its surroundings as one of the earliest examples of industrial development in the Central Harbour area, which the Toronto Harbour Commission created through land reclamation projects in the 1920s. It shares Art Deco stylistic influences with nearby former industrial buildings including the Tip Top Tailors building (1929) to the west, and the Loblaws building (1928) to the immediate north, with which it was functionally associated in the 1950s and 1960s.

Landmark

The building was intended to have a strong presence on the major thoroughfare of Lake Shore Boulevard West (originally Fleet Street) where it intersects with Bathurst Street. It maintains this visual prominence through its distinctive architecture and corner siting, and is considered an architectural landmark.

CONCLUSION

Heritage Planning staff have determined that the listed heritage property at 545 Lake Shore Boulevard West meets the Ontario Regulation 9/06 criteria, prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act for its physical, historical/associative, and contextual values. As such, the property is a

significant built heritage resource, and staff recommend that City Council state its intention to designate the individual property at 545 Lake Shore Boulevard West (including active entrances at 525 and 535 Lake Shore Boulevard West and 11, 13, and 15 Bathurst Street) under Part IV, Section 29 of the Ontario Heritage Act.

The building located on the property at 545 Lake Shore Boulevard West holds heritage value as a unique example of a former industrial headquarters with Art Deco and Beaux Arts stylistic influences. Constructed for Crosse & Blackwell on land created by the Toronto Harbour Commission, the property represents direct associations with the notable British company and with early industrial development along the Central Waterfront. It also reflects the work of significant architects Chapman and Oxley. Prominently located at the corner of Lake Shore Boulevard West and Bathurst Street, the property plays an important role in defining the former industrial character of its surroundings and is considered a landmark.

The Statement of Significance (Attachment 3) for 545 Lake Shore Boulevard West comprises the Reasons for Designation, which is the Public Notice of Intention to Designate.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 – Maps and Photographs
Attachment 2 – List of Research Sources
Attachment 3 – Statement of Significance (Reasons for Designation): 545 Lake Shore Boulevard West

**545 LAKE SHORE BOULEVARD WEST
MAPS AND PHOTOGRAPHS**

ATTACHMENT 1

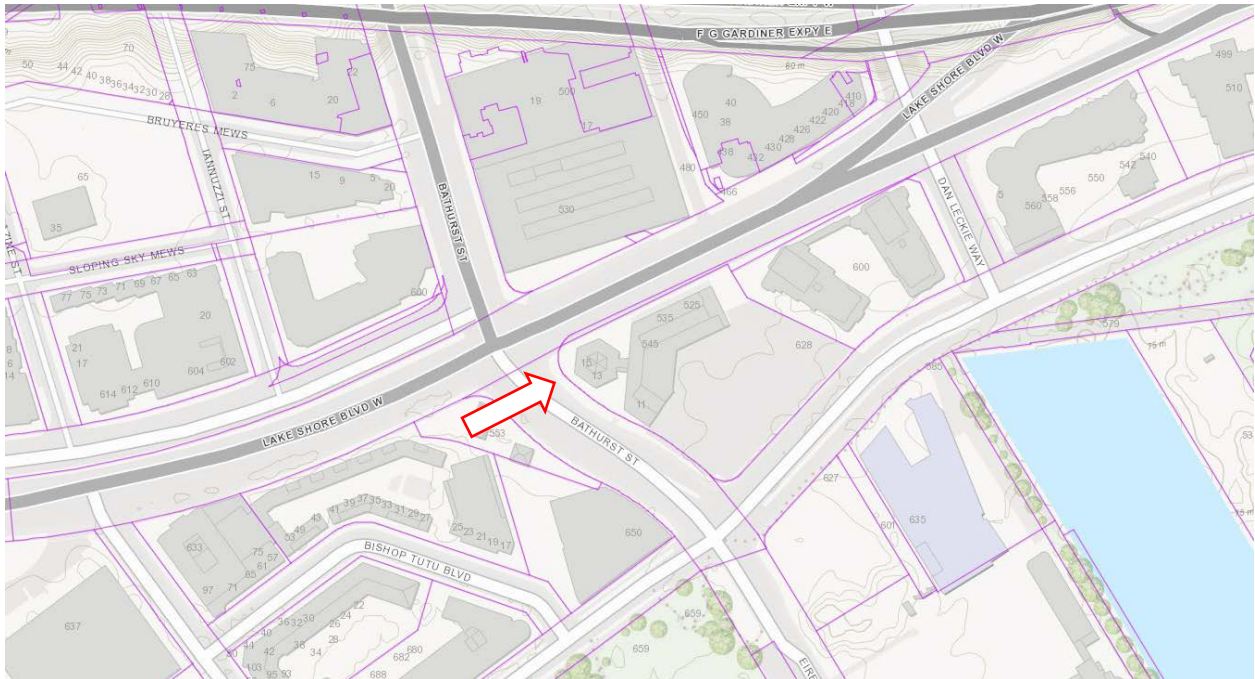


Figure 2: Location of 545 Lake Shore Boulevard West, indicated by the arrow. Note: This location map is for information purposes only; the exact boundaries of the property are not shown. North is located at the top of the map. (City of Toronto mapping.)

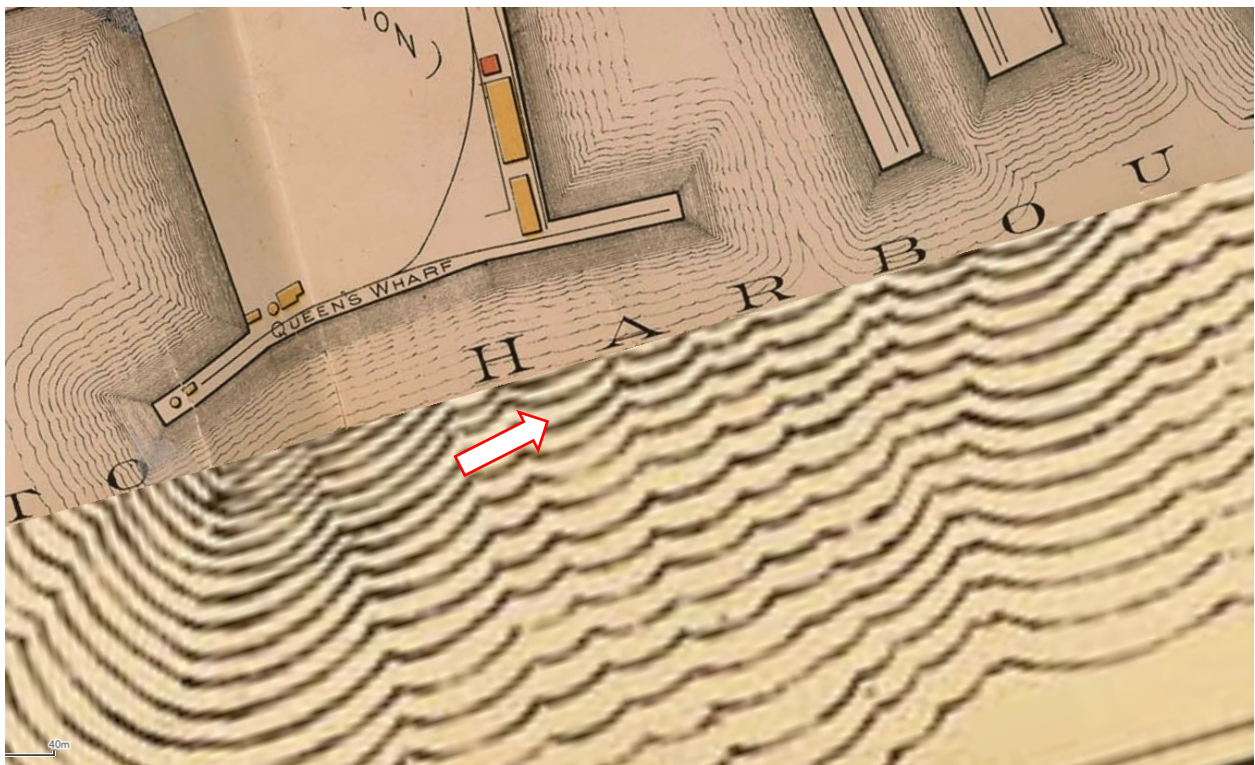


Figure 3: 1903 Goad's Atlas of the City of Toronto; future location of 545 Lake Shore Boulevard West indicated by the arrow.

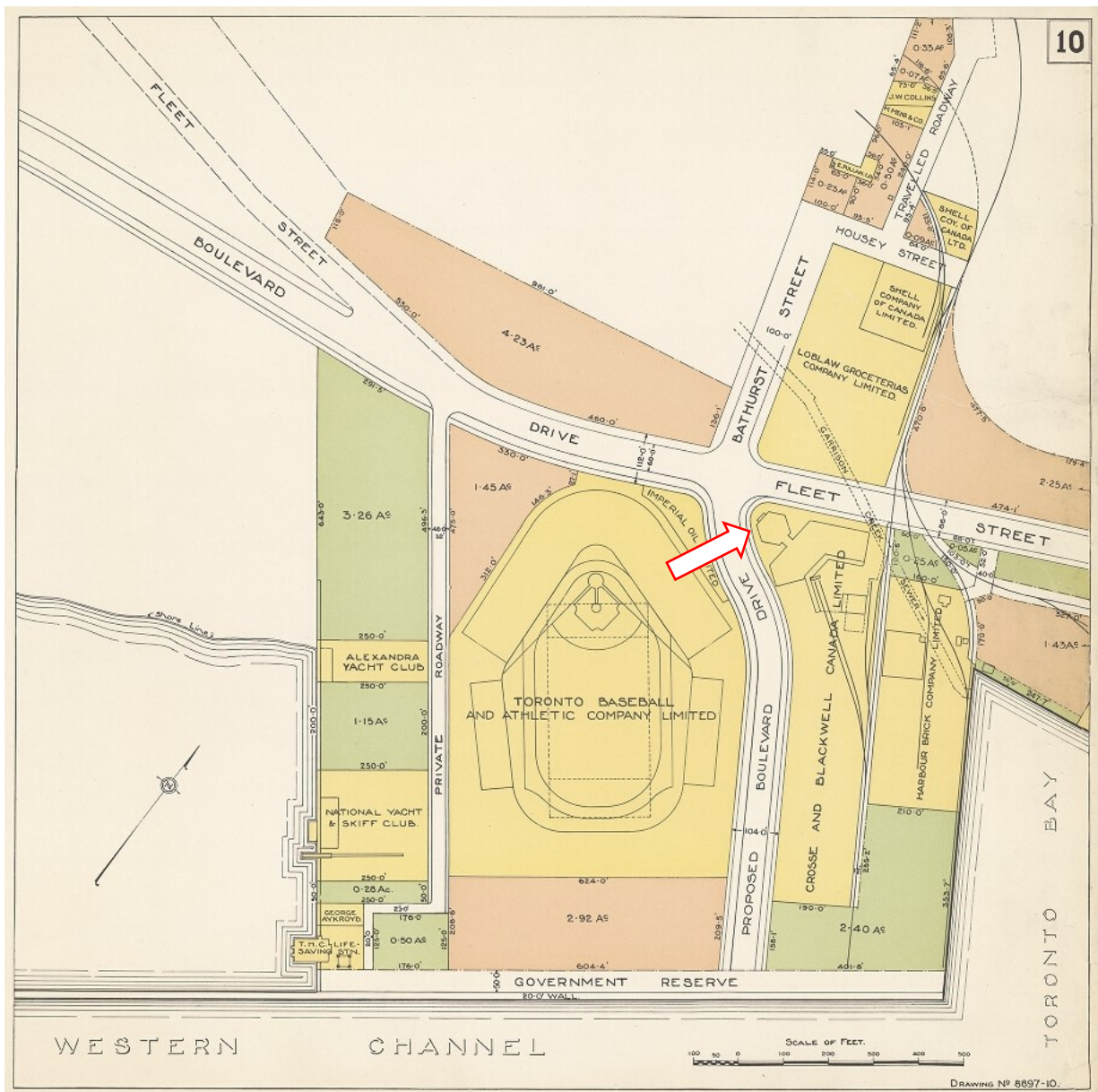


Figure 4: "Plan of the intersection of Bathurst Street and Fleet Street," Toronto Harbour Commissioners, c.1920s. Location of 545 Lake Shore Boulevard West indicated by the arrow. (City of Toronto Archives, Fonds 200, Series 726, Item 113.)

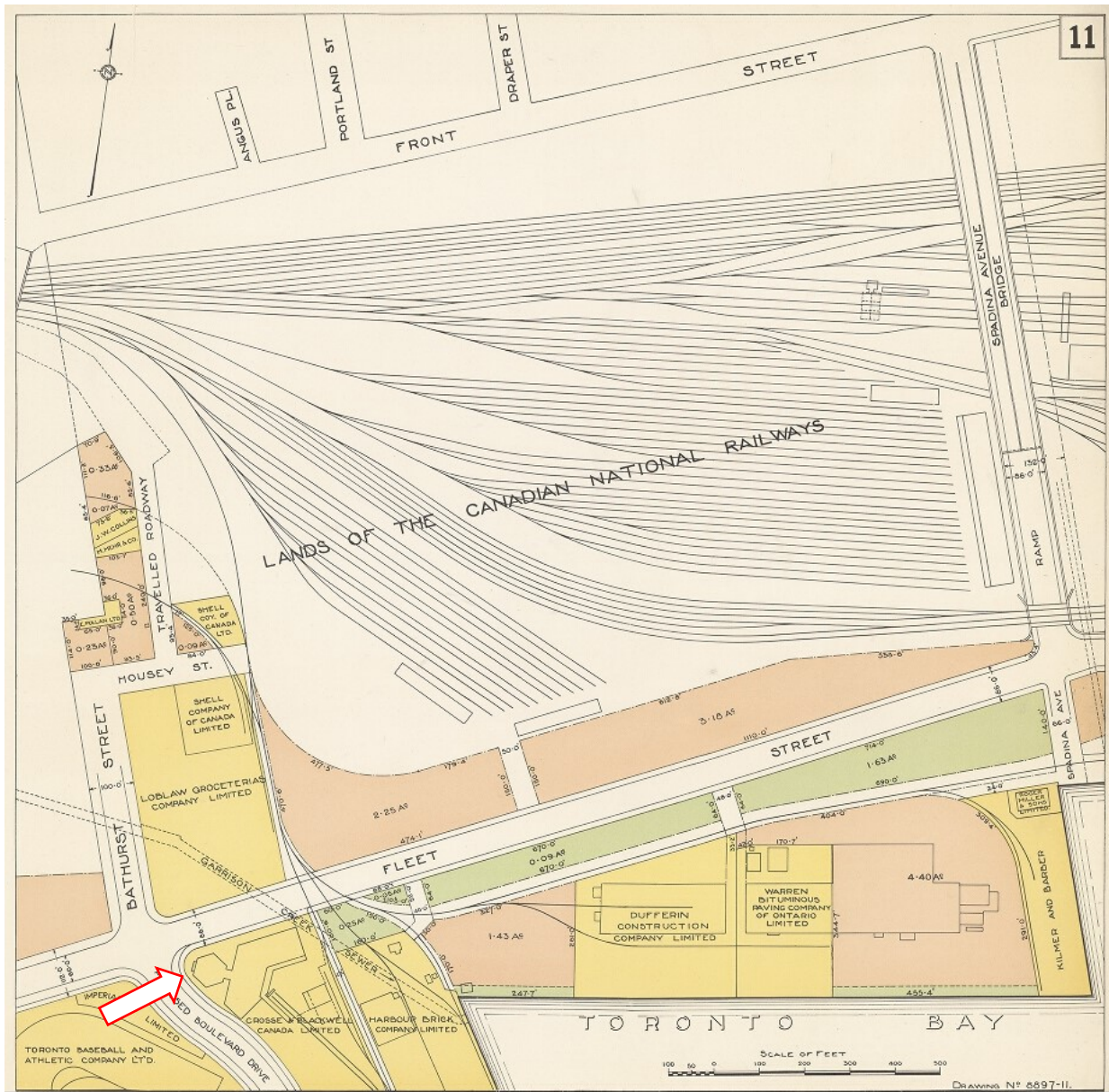


Figure 5: " Plan of the area bordered by Bathurst Street, Front Street, Spadina Avenue, and Fleet Street," Toronto Harbour Commissioners, c.1920s. Location of 545 Lake Shore Boulevard West indicated by the arrow. (City of Toronto Archives, Fonds 200, Series 726, Item 114.)



Figure 6: 1939 aerial photograph; location of 545 Lake Shore Boulevard West indicated by the arrow.



Figure 7: 1954 aerial photograph; location of 545 Lake Shore Boulevard West indicated by the arrow.

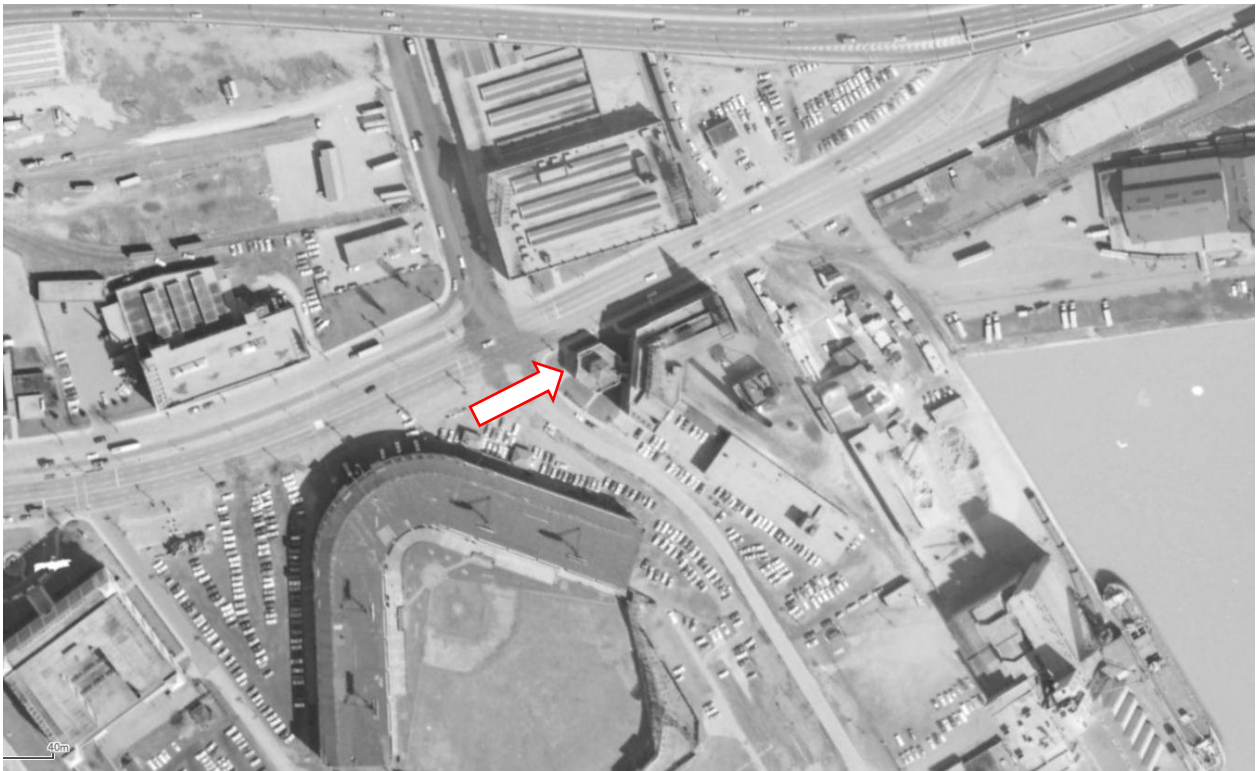


Figure 8: 1965 aerial photograph; location of 545 Lake Shore Boulevard West indicated by the arrow.



Figure 9: 1978 aerial photograph; location of 545 Lake Shore Boulevard West indicated by the arrow.

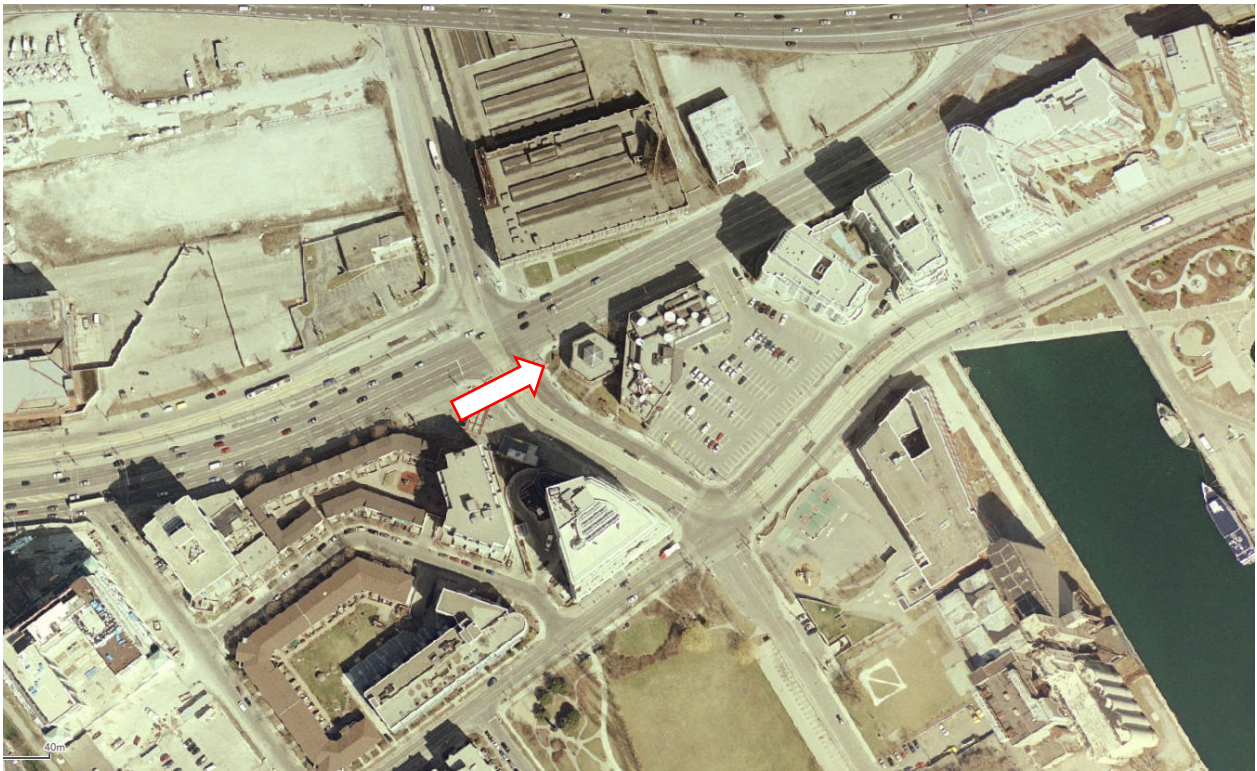


Figure 10: 2005 aerial photograph; location of 545 Lake Shore Boulevard West indicated by the arrow.



Figure 11: 2015 aerial photograph; location of 545 Lake Shore Boulevard West indicated by the arrow.

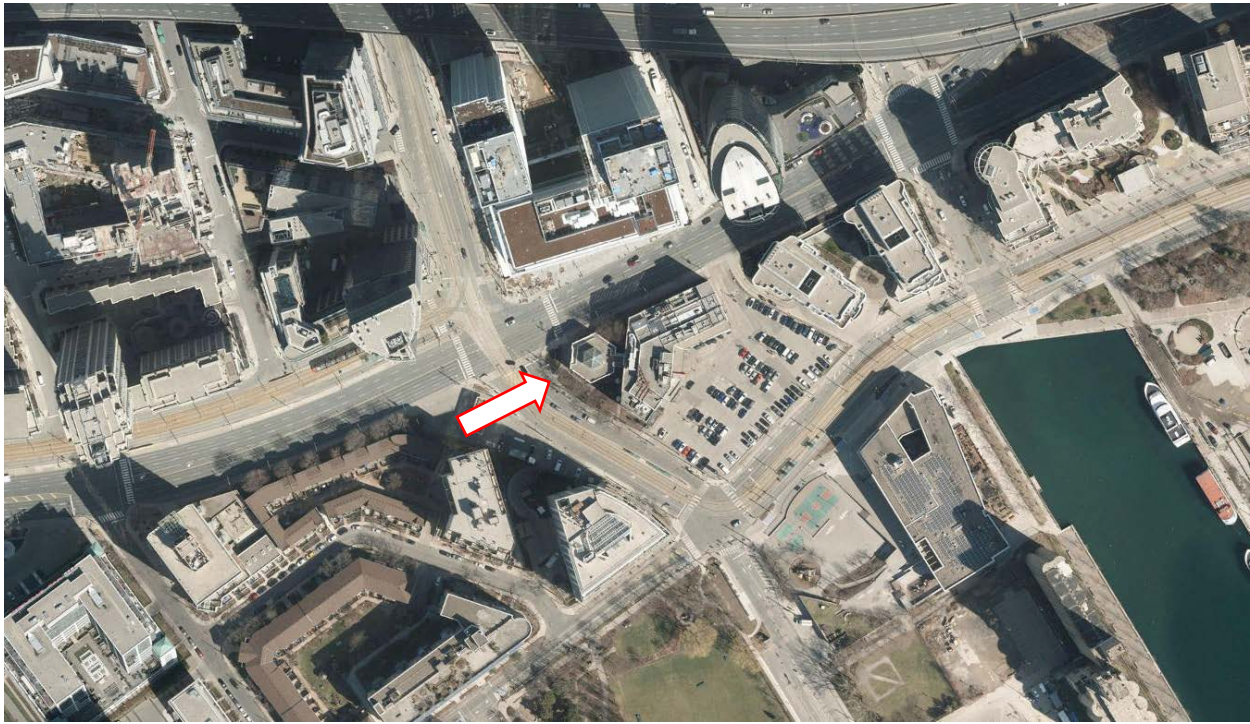


Figure 12: 2020 aerial photograph; location of 545 Lake Shore Boulevard West indicated by the arrow.

MANY GREAT STRUCTURES PLANNED OR UNDER WAY
 — MILLIONS WILL BE SPENT THIS YEAR ON FURTHER CHANGES TO TORONTO'S EVER-RISING SKYLINE —

Toronto will have an even greater right to a leading place among the cities of the continent, from the point of view of architecture, on the completion of the buildings reproduced above from architects' drawings. The group shows a number of the larger buildings which are to be erected in Toronto this year, if the plans of all the promoters are carried out. In the UPPER row, from LEFT to RIGHT, are shown: The Hotel Toronto, which the Crown Realty Investment Company propose to erect on the south side of Richmond Street, between Yonge and Bay Streets; Yorkminster Baptist Church, to be the new home of the Bloor Street Baptist congregation, which is under construction at Yonge and Heath Streets; the new Cathedral west of Cross

& Blackwell, Limited, which will be erected at the southeast corner of Front and Harbour Streets, and a new office building for the southwest corner of Bay and Temperance Streets, being erected by the Commercial Lands and Buildings, Limited. The architects are S. E. Coon & Son, Toronto.

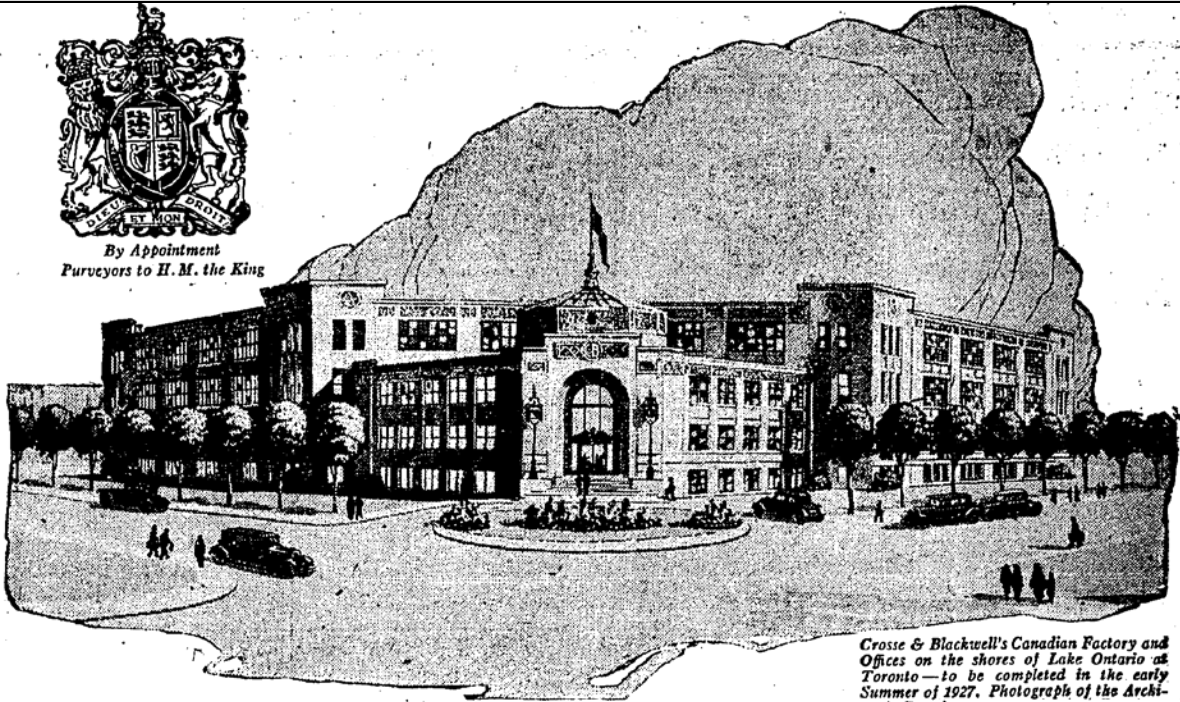
LOWER, LEFT TO RIGHT: The new terminal building planned for the northeast corner of Bay and Front Streets. The total cost will be about \$2,500,000. N. A. Armstrong & Company are the architects. CENTER RIGHT: A four-story building for the southwest corner of Bay and Charles Streets. Plans were prepared by T. E. Maltwood, architect, for John G. Kent & Son.

LOWER, LEFT TO RIGHT: The loft and office building which is planned for the northwest corner of Spadina Avenue and Adelaide Street. Benjamin Brown is the architect. The Medical Arts Building which the Crown Realty Investment Company propose to erect on College Street, immediately west of the Central Y.M.C.A.; the "Commerce" Building, to be erected at the northeast corner of Albert and Bay Streets (Chapman & O'Leary, architects) at a cost of about \$200,000; another physicians' and surgeons' building, planned for the southeast corner of College and McCaul Streets; and the new Ford Hotel, to be located at the northeast corner of Bay and Dundas Streets. The cost is estimated at about \$2,000,000.

Figure 13: "Many Great Structures Planned or Under Way," (including the Crosse & Blackwell building, visible at top centre-right,) *The Globe*, 29 April 1927: p. 19.



By Appointment
Purveyors to H. M. the King



Crosse & Blackwell's Canadian Factory and Offices on the shores of Lake Ontario at Toronto—to be completed in the early Summer of 1927. Photograph of the Architect's Drawing.

Crosse & Blackwell

—ANNOUNCE the Erection of this Canadian Factory—

*"The Name
that is known
to the Ends
of the Earth"*

THIS newest Canadian Development of Crosse & Blackwell is of particular interest to Canadians, forming as it does another chapter in a romance of business that is probably unparalleled anywhere in the world. Two hundred years ago—37 years before the Rocky Mountains had been sighted—and when Canada's population was less than 20,000—two citizens of old London, Mr. Crosse and Mr. Blackwell, founded a business, the ramifications of which now cover every part of the habitable globe.

They began in a humble provision shop in King St., the market place of Soho Square, London. Here the two tradesmen served the fickle and fanciful palates of the flower of England's nobility and gentry. Since these early times down to the present day, the progressive skill and experience of generations of expert chefs and their staffs have reached the pinnacle of achievement in maintaining the high quality originally established and in increasing the selection and variety of these appetizing condiments and foods.

Crosse & Blackwell food products have been the choice of Canadians since the earliest days, but now the rapidly increasing demand can be adequately met only by the erection in Canada of a factory—a model of the mother plant in Britain.

*From
THE PRESS*



The World's Highest Standard of Quality will be Maintained

A full staff of expert chefs will be sent out from London to train the Canadian staff. Here will be produced a complete assortment of jams, conserves, pickles, sauces, potted meats, and the quality of all Crosse & Blackwell products manufactured here will be maintained to the same unexcelled standard of perfection which has prevailed for more than two centuries and which has made Crosse & Blackwell "The name that is known to the ends of the earth." Meanwhile, C. & B. products imported direct from England are available at all the grocers who carry high class goods.

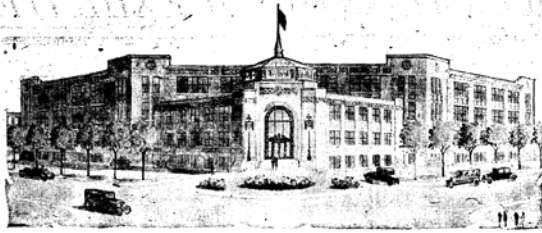
*In planning good things for your table this Festive Season
include Crosse & Blackwell products in your shopping
list now and ensure new delights to your Christmas Fare*

CROSSE & BLACKWELL
(CANADA) LIMITED

MONTREAL · TORONTO · WINNIPEG · VANCOUVER



Figure 14: "Crosse & Blackwell Announce the Erection of this Canadian Factory," The Globe, 17 Dec. 1926: p. 15.



*Crosse & Gray,
Registered Architects,
Northern Ontario Bldg., Toronto, Ont.*

The New Home of

CROSSE & BLACKWELL

(CANADA) LIMITED

Fleet & Bathurst Streets :: Toronto, Canada

DECIDEDLY imposing and beautiful in appearance and carefully planned to facilitate service to their many customers throughout Canada, the new home of Crosse & Blackwell (Canada) Limited is a wonderful addition to the industrial life of Toronto's rapidly growing manufacturing and warehouse area. This new plant has a total floor space of 78,800 square feet --- 68,000 square feet devoted to manufacturing and 10,800 square feet to provide suitable accommodation for executives and office staff.

The building housing the general offices is quite unique in design and treatment. From the palatial stone and bronze front entrance, through to the connecting passageway and from the ground floor up to the beautiful dome with its leaded stained glass cycloramic effect, beauty and efficiency have been admirably combined. Great care has been taken regarding the ventilating, while a veritable flood of daylight finds unrestricted entrance from all sides.

In the building provided for manufacturing the same care for convenience and ideal working conditions has been observed---large ventilating windows, nicely tiled walls, humidified heating

plant and a score of other features, while the mechanical equipment throughout is of the latest.

The construction of the buildings is out of the ordinary. By skillfully combining the use of concrete, red pressed brick and cut stone, a very artistic effect has been achieved. This is particularly so around the buildings below the cornice where the cut stone has been so handled as to present the appearance of a continuous frieze or tapestry, with the initials "C & B" recurring at frequent intervals to relieve the repeated conventional design. A detached power and heating plant of latest design and equipment completes this fine group.

The Crosse & Blackwell buildings are indeed a tribute to the organization and personnel of the various firms participating in their erection. The conception and design are unusual and the superior workmanship, so apparent throughout, reflects great credit on the men responsible for them. This is but further evidence of the fact that the craftsmen in Toronto are the equal in skill and execution of any.

If you are contemplating the erection of a factory, warehouse or apartment, the firms listed offer you the best in every way.

The firms listed below have built or serviced this fine building.

WELLS & GRAY, LIMITED
GENERAL CONTRACTORS
701 Confederation Bldg. Toronto

ATWOOD COMPANY
POWER PLANT CONSTRUCTION
ALTERATIONS---FOUNDATIONS
BOILER, HEATING
FURNACE DESIGN
REC'D DRAWINGS
332 Craig St. West - Montreal, Que.
Tel.: Lancaster 9711-9712

UNDERFEED STOKERS
SUPPLIED BY
Combustion Engineering Corporation, Ltd.
Montreal - Toronto - Winnipeg - Vancouver

Cooksville Brick and Tile
---All Kinds of Textures
in All Colors and Shades
For All Purposes
Cooksville Shale Brick Co., Limited
GENERAL AND SALES OFFICES
21 Queen St. East, Toronto, Ont.
Telephone: 5441-5442
115 Prince Philip Street, P.O.
Windsor, Ontario, Ont.
WINDSOR: Cooksville, Ontario.

**Steam Jet Ash Conveyor,
Ash Gate and Yarrow
Blow-Down Valves**
BY
GENERAL ENGINEERING COMPANY
142 Confederation Life Building
Toronto (2), Ont.

**THE GENERAL ACCIDENT
ASSURANCE COMPANY OF CANADA**
Guaranteed the completion of
this building
Head Office: 357 Bay St., Toronto, Ont.

THE HIGGIN ALL - METAL SCREEN
Never Shrinks, Swells or Warps
Supplied by
The Higgin Manufacturing Co.
Phone AA 1847
33-35 McCaul St. Toronto, Ont.

**Steel Towers and Tanks,
Plate Metal Construction**
HORTON STEEL WORKS, LIMITED
Works: 330 Bay Street,
Bridgeburg, Ont. Toronto, Ont.

OFFICE SPECIALTY
OFFICE EQUIPMENT
OFFICE SPECIALTY MFG. CO.
41 Wellington St. West, Toronto

FILTER PRESSES
Supplied by
WILLIAM R. PERRIN, LIMITED
Hydraulic Power Screw and
Filter Presses
Office and Works: 530 King St. East,
Toronto, Ont.

ELECTRICAL WORK
INSTALLED BY
E. L. ROXBOROUGH
24 Bloor St. West
Rm. 4324 Toronto, Ont.

THE SPRINKLER SYSTEM
of this building installed by
SHEPPARD & ABBOTT
Contractors for
Plumbing, Heating, Sprinkler Systems
119 Harbord St. Toronto (4), Ont.
Trinity 7425

**UNIT HEATERS
AND
HEATING SPECIALTIES**
BY
THE TRANE COMPANY
21-23 River St. Toronto, Ont.

TURNBULL
Automatic Push Button
ELEVATORS
Installed in Crosse & Blackwell Building

Automatic Dial Scales
Supplied by
Canadian Toledo Scale Co.
Limited
Dialing Sales Office: 200
806 Yonge St., Toronto, Ont. Windsor, Ont.

Figure 15: "The New Home of Crosse & Blackwell," *The Globe*, 27 Aug. 1927: p. 19.



Figure 16: The subject property under construction, 1927. (Toronto Harbour Commissioners / Library and Archives Canada / PA-098619 – MIKAN 3656094 – 1927.)



Figure 17: The subject property, c.1928. (Toronto Public Library, 942-1-1.)



Figure 18: Eastward view towards the subject property, visible at centre, c. late 1920s. (Toronto Public Library, 942-1-16.)



Figure 19: Eastward view towards the subject property, visible at centre, 1929. (City of Toronto Archives, Fonds 1488, Series 1230, Item 3120.)



Figure 20: The subject property, 1931. (Toronto Harbour Commissioners / Library and Archives Canada / PA-098370 – MIKAN 3656082 – 1931.)



Figure 21: "Crosse and Blackwell, girls testing jam," 1934. (City of Toronto Archives, Fonds 1266, Item 34831.)



Figure 22: Eastward view 1935-1936. (City of Toronto Archives, Fonds 1488, Series 1230, Item 4284)



Figure 23: "Aerial view of Bathurst Street and Lake Shore Blvd," c.1940. (City of Toronto Archives, Fonds 1244, Item 7297.)



Figure 24: 1976. (City of Toronto Archives, Fonds 200, Series 1465, File 128, Item 4.)



Figure 25: "View of Fleet Street looking east to Bathurst Street," 1981. (City of Toronto Archives, Fonds 1526, File 71, Item 104.)



Figure 26: 545 Lake Shore Boulevard West, 1983 (full image above; detail below);
photograph by Patrick Cummins.
(<https://www.flickr.com/photos/collations/22000907456/in/album-72157659733568470/>)



Figure 27: Front elevation and section of the property at 545 Lake Shore Boulevard West, Chapman and Oxley, 1927. (City of Toronto Building Records.)



Figure 28: Detail of main entrance of the property at 545 Lake Shore Boulevard West, Chapman and Oxley, 1927. (City of Toronto Building Records.)

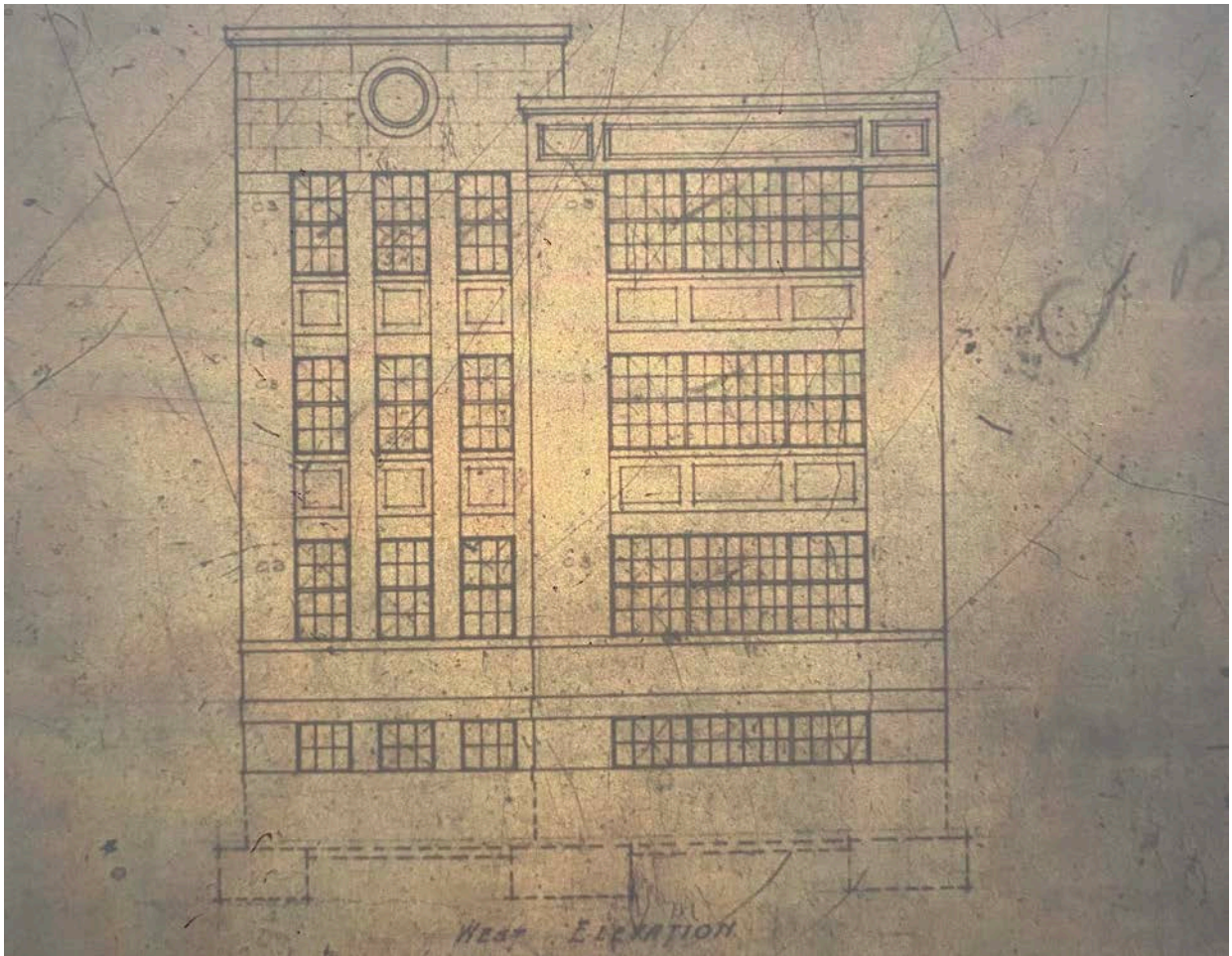


Figure 29: West elevation of the property at 545 Lake Shore Boulevard West, Chapman and Oxley, 1927. (City of Toronto Building Records.)

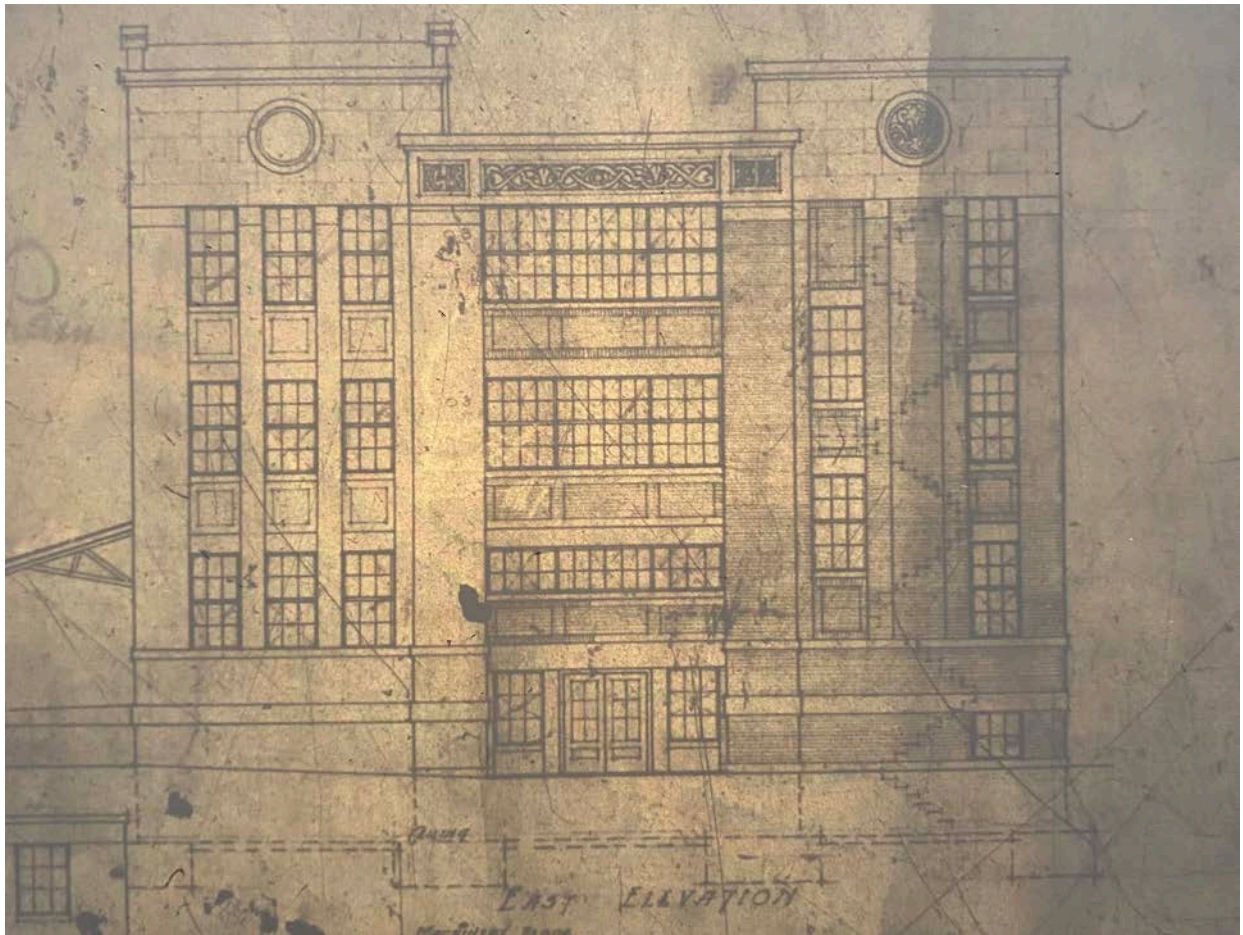


Figure 30: East elevation of the property at 545 Lake Shore Boulevard West, Chapman and Oxley, 1927. (City of Toronto Building Records.)

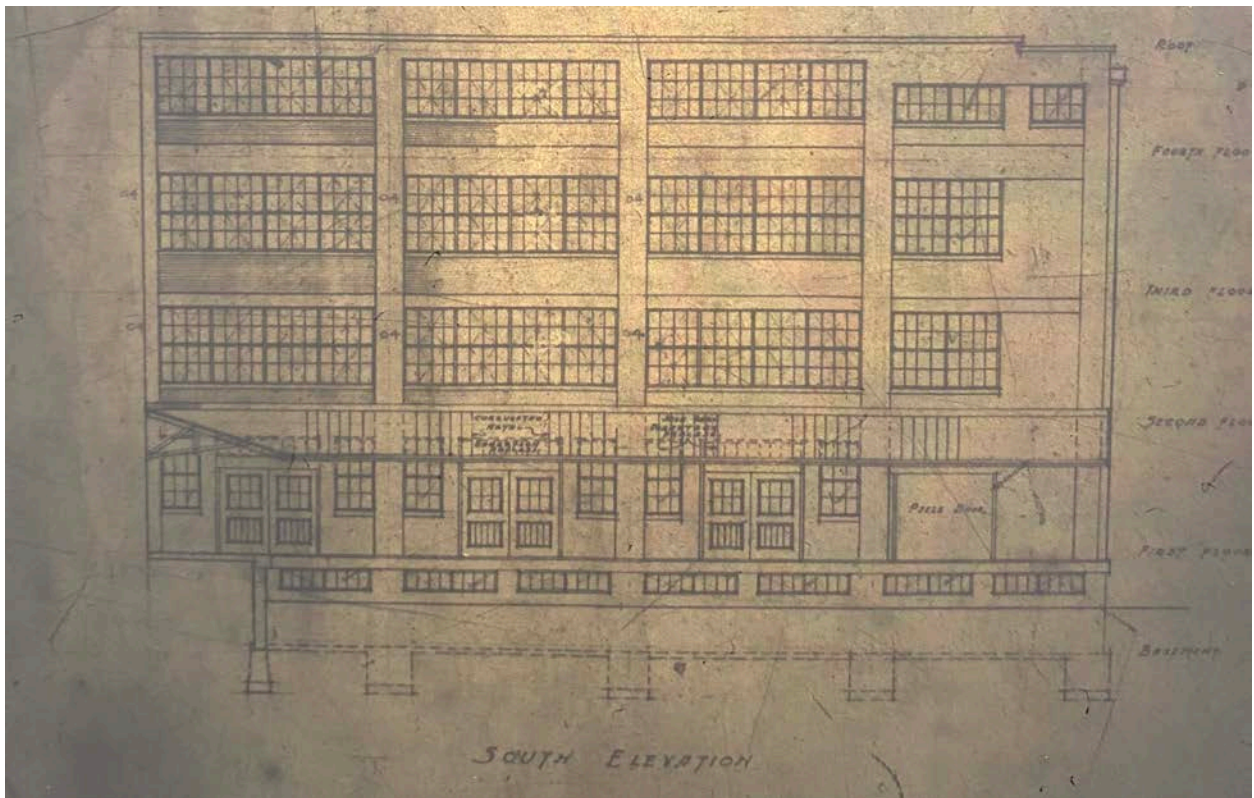


Figure 31: South elevation of the property at 545 Lake Shore Boulevard West, Chapman and Oxley, 1927. (City of Toronto Building Records.)



Figure 32: Floor plan, 1990. (City of Toronto Building Records.)



Figure 33: Site plan illustrating location of proposed side entrance addition, 1991. (City of Toronto Building Records.)



Figure 34: Site plan illustrating location of boiler building intended for demolition, 1999. (City of Toronto Building Records.)

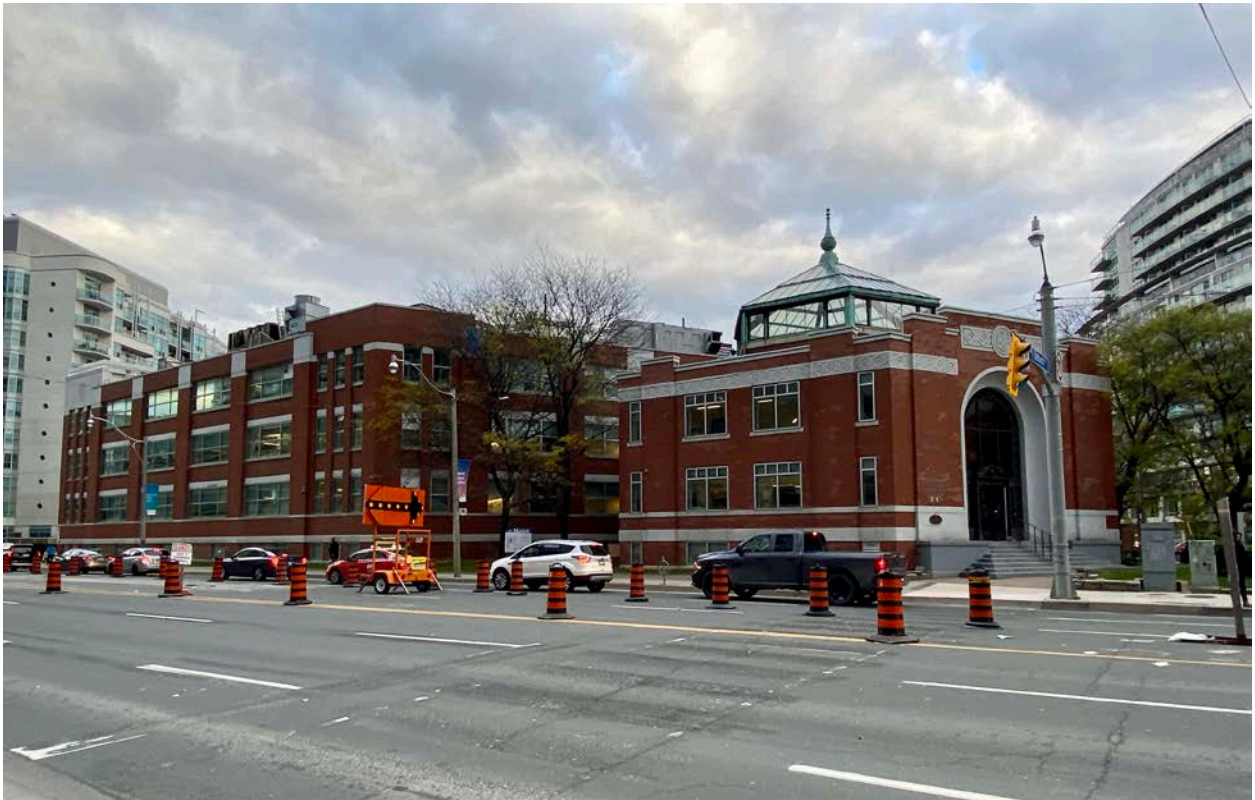


Figure 35: 545 Lake Shore Boulevard West; southwestward view of the property's north elevation along Lake Shore Boulevard West. (Heritage Planning, 2021.)



Figure 36: 545 Lake Shore Boulevard West; view of the hexagonal pavilion's north elevation. (Heritage Planning, 2021.)



Figure 37: 545 Lake Shore Boulevard West; view of the northeast wing's north elevation along Lake Shore Boulevard West. (Heritage Planning, 2021.)



Figure 38: 545 Lake Shore Boulevard West; view of the northwest corner from the intersection of Lake Shore Boulevard West and Bathurst Street; Loblaws building visible at left, and Canada Malting Silos visible beyond, centre-right. (Heritage Planning, 2021.)

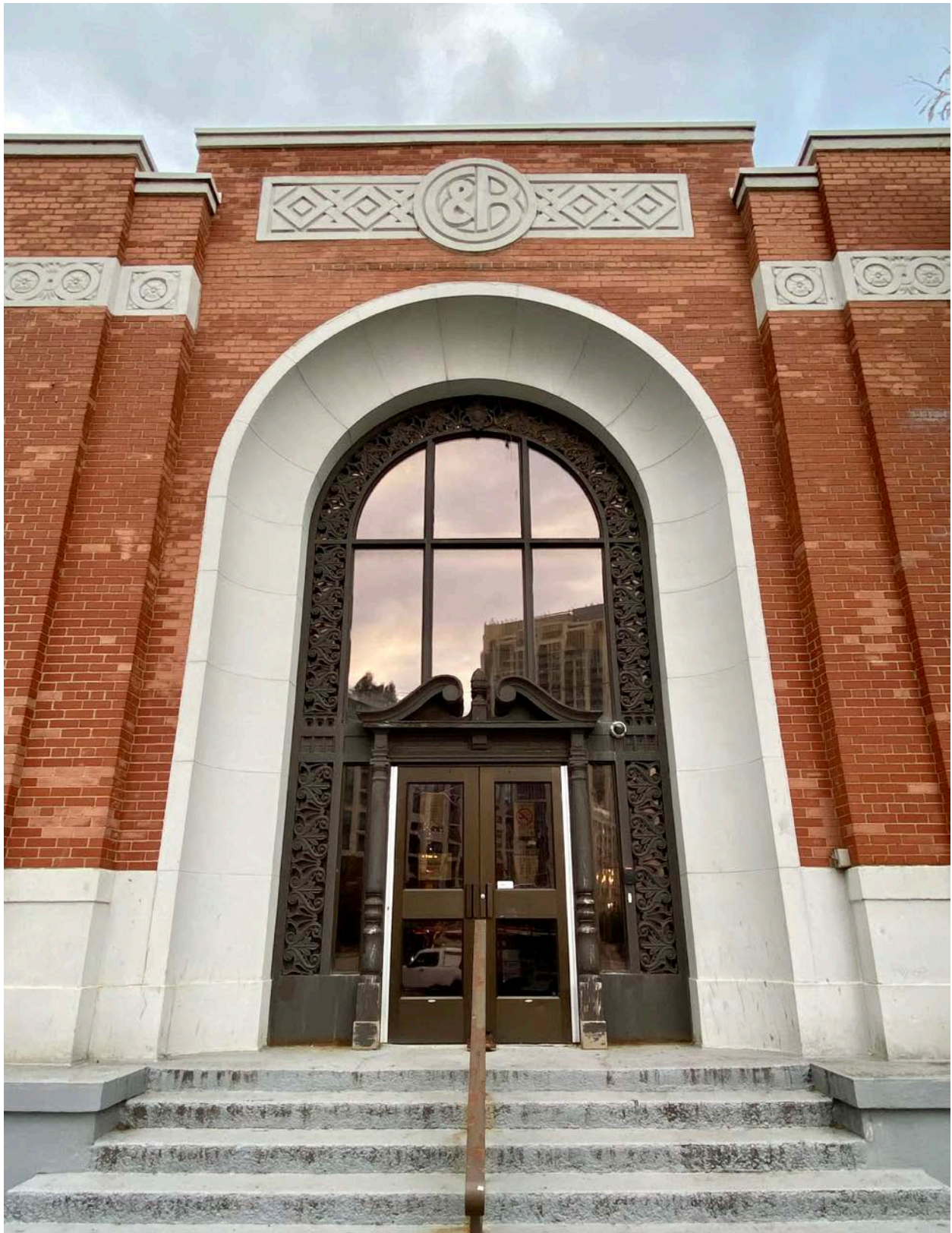


Figure 39: 545 Lake Shore Boulevard West; details of the primary entry at the northwest corner of the hexagonal pavilion. (Heritage Planning, 2021.)



Figure 40: 545 Lake Shore Boulevard West; southward view along Bathurst Street. (Heritage Planning, 2021.)

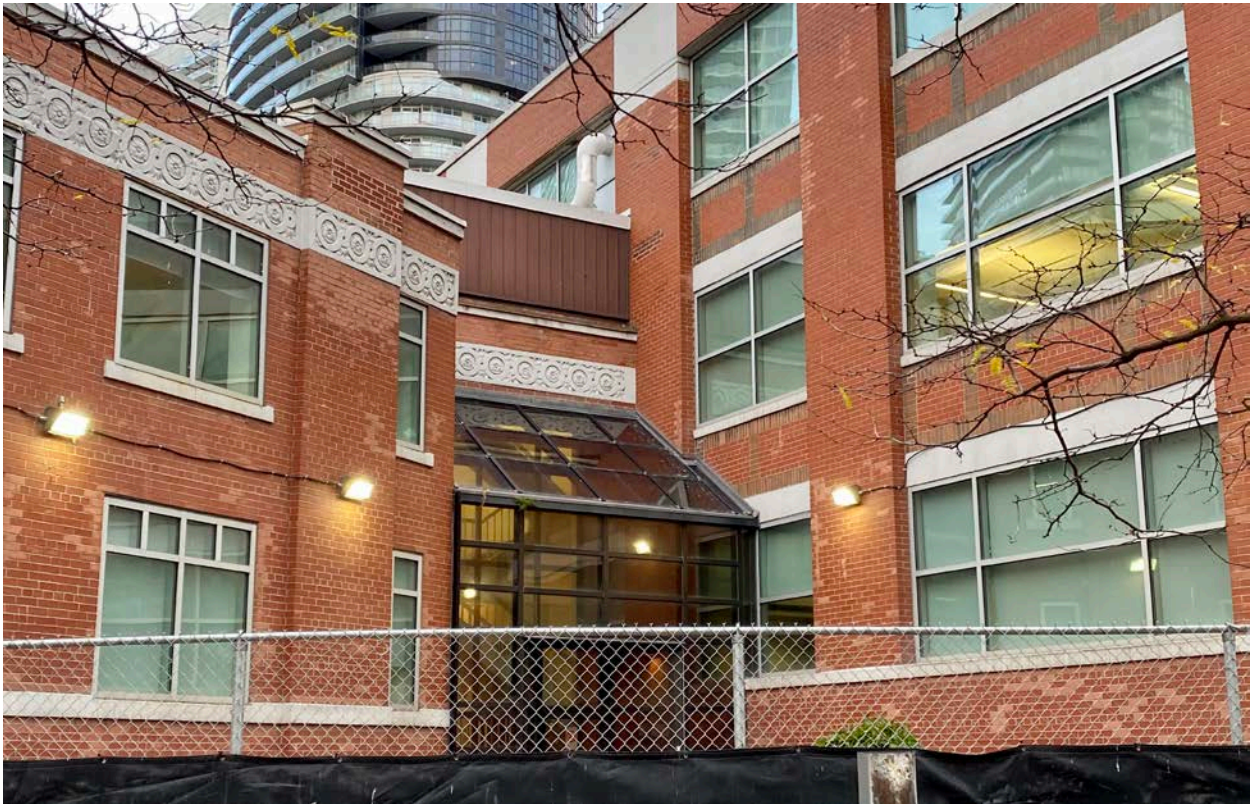


Figure 41: 545 Lake Shore Boulevard West; view of the secondary entrance on the property's west elevation, added in 1991. (Heritage Planning, 2021.)



Figure 42: 545 Lake Shore Boulevard West; details of the glazed lantern atop the hexagonal pavilion and decorative cast-stone banding. (Heritage Planning, 2021.)



Figure 43: 545 Lake Shore Boulevard West; rear (south) elevation. (Heritage Planning, 2021.)



Figure 44: 545 Lake Shore Boulevard West; east elevation of the building's northeast wing. (Heritage Planning, 2021.)



Figure 45: 545 Lake Shore Boulevard West; details of the building's east elevation, including decorative cast-stone motifs and the initials of Crosse & Blackwell. (Heritage Planning, 2021.)



Figure 46: Northwestward view of the subject property, with the contemporaneous Loblaw's building visible at right. (Heritage Planning, 2021.)

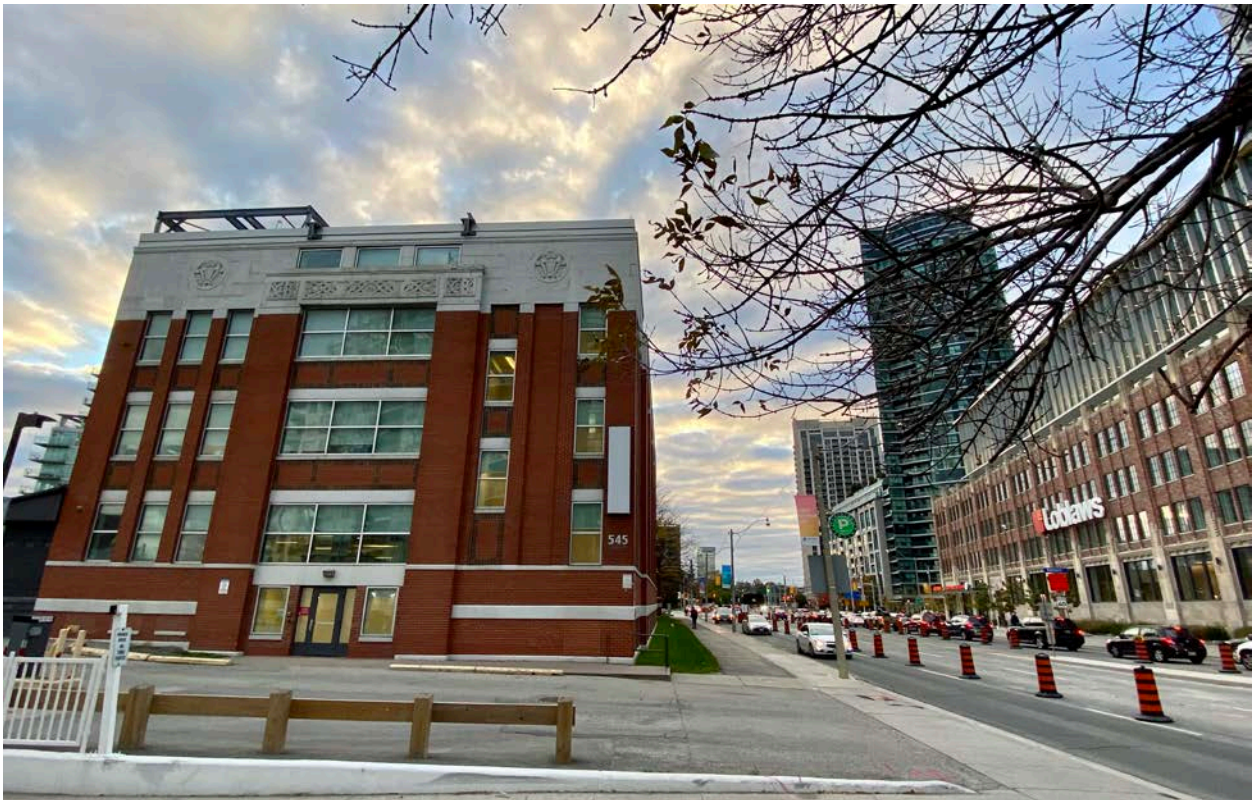


Figure 47: Westward view of the subject property, with the contemporaneous Loblaw's building visible at right. (Heritage Planning, 2021.)



Figure 48: 545 Lake Shore Boulevard West; connection between the hexagonal pavilion and the northeast wing, on the building's north elevation. (Heritage Planning, 2021.)

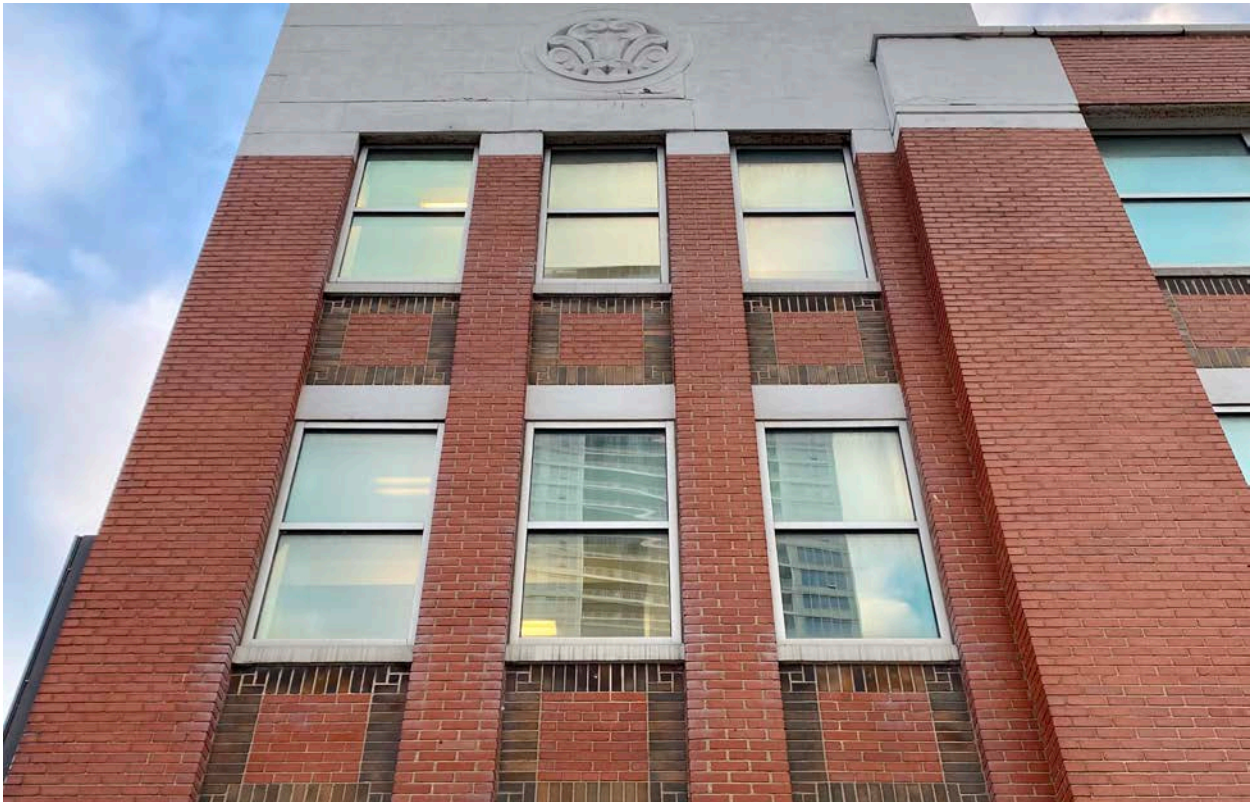


Figure 49: 545 Lake Shore Boulevard West; detail of bicoloured brick spandrel panels on the building's north elevation. (Heritage Planning, 2021.)



Figure 50: Toronto Historical Board plaque on the subject property's north elevation. (Heritage Planning, 2021.)

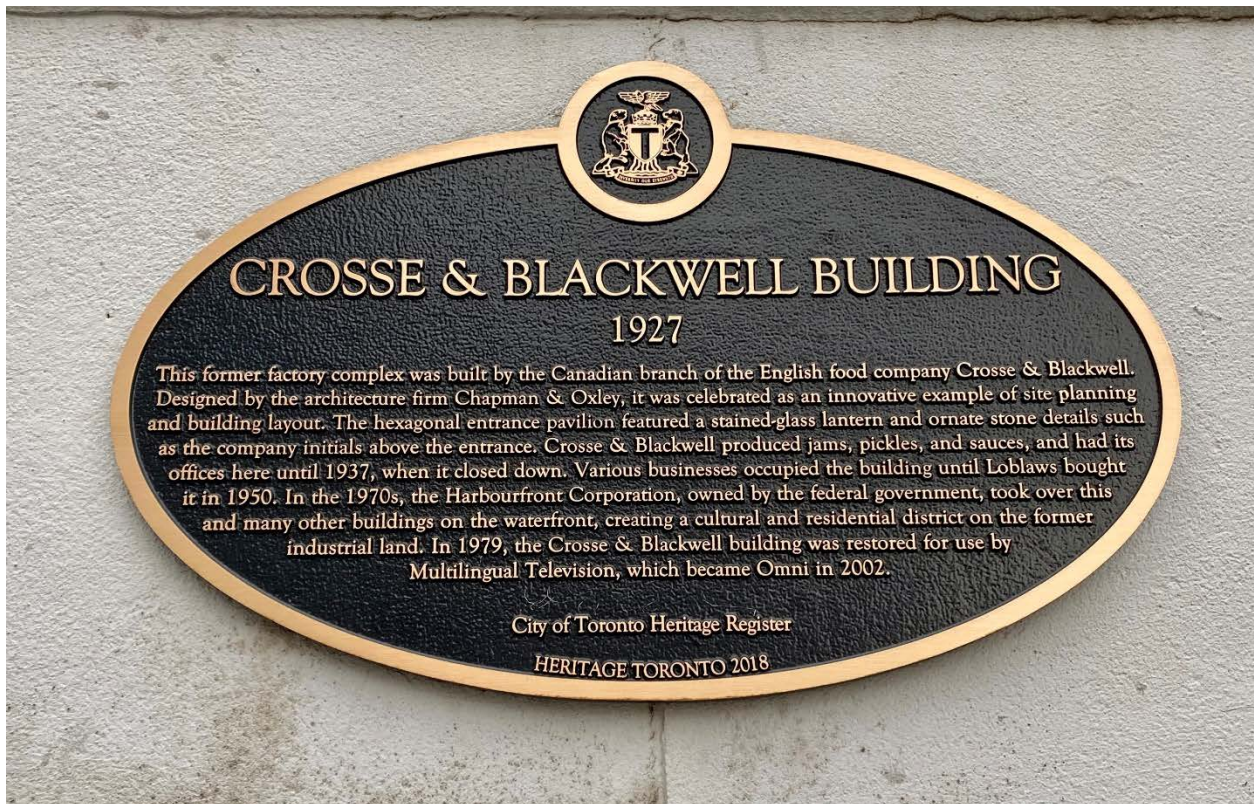


Figure 51: Heritage Toronto plaque near the subject property's primary entrance. (Heritage Planning, 2021.)

RESEARCH SOURCES

Archival Sources

- Aerial photographs, City of Toronto mapping, 1939, 1954, 1965, 1978, 2005, 2015, 2020
- City of Toronto Building Records, Building Permits for 545 Lake Shore Boulevard West.
- Goad's Atlas of the City of Toronto, 1880, 1889, 1903, 1913, 1924.
- Might's Greater Toronto City Directories, 1926-1969.

Secondary Sources

- "545 Lake Shore Boulevard West," Shelter Replacement and Expansion Projects, City of Toronto, <https://www.toronto.ca/community-people/community-partners/emergency-shelter-operators/about-torontos-shelter-system/new-shelter-locations/shelter-replacement-expansion-projects/545-lakeshore-boulevard-west/>
- "A plaque dedicated for ship canal," *The Globe and Mail*, 6 Nov. 1979: p. 16.
- "Bessborough Given Four Royal Boxes on Visit to Plant," *The Globe*, 12 Jan. 1934: p. 12.
- "Chapman, Alfred Hirschfelder," Biographical Dictionary of Architects in Canada, <http://www.dictionaryofarchitectsincanada.org/node/1608>
- Chapman, Howard D, *Alfred Chapman: The man and his work*. The Architectural Conservancy of Ontario Toronto Region Branch, http://acotoronto.ca/res_files/Alfred-10x16.pdf
- City of Toronto, "Demolition of a Structure on a Designated Heritage Property and Authority to Enter into a Heritage Easement Agreement – 500 Lake Shore Boulevard West," 2011.
- "Commitments Are Tripled By Crosse & Blackwell," *The Globe*, 31 Aug. 1932: p. 10.
- "Crosse & Blackwell in Larger Premises," *The Globe*, 18 Sept. 1925: p.11.
- Desfor, Gene and Jennefer Laidley, Eds., *Reshaping Toronto's Waterfront*, University of Toronto Press (Toronto, 2011).
- ERA Architects, "Revised Heritage Impact Assessment, 545 Lake Shore Boulevard West," 9 July 2021.
- "Famous British Firm Adds to Sales Help," *The Globe*, 15 Feb. 1933: p. 9.
- "Firm's Creditors Hear New Plans," *The Globe*, 15 Feb. 1935: p. 12.
- "Harbor Front Sites Provide for Many Active Industries," *The Globe*, 29 April 1927: p. 24.
- "Million Dollar Plant to be Located in City by Old English Firm," *The Globe*, 29 Oct. 1926: p. 13.
- "The new home of Crosse & Blackwell (Canada) Limited," *The Globe*, 27 Aug. 1927: p. 19.
- "OMNI Television Network," History of Canadian Broadcasting, Canadian Communications Foundation, https://www.broadcasting-history.ca/listing_and_histories/omni-television-network
- "Oxley, James Marrow," Biographical Dictionary of Architects in Canada, <http://www.dictionaryofarchitectsincanada.org/node/139>

CROSSE & BLACKWELL BUILDING**STATEMENT OF SIGNIFICANCE
(REASONS FOR DESIGNATION)**

The property at 545 Lake Shore Boulevard West is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation, under the categories of design/physical value, historical/associative value, and contextual value.

Description

Constructed in 1927 as an office and manufacturing plant for Crosse & Blackwell, the property at 545 Lake Shore Boulevard West features a 2.5-storey pavilion with a hexagonal footprint, prominently situated at the corner of Bathurst Street and Lake Shore Boulevard West. To the east, two 3.5-storey wings meet at an obtuse angle, effectively forming a partial hexagon in plan that echoes the front pavilion. The building was constructed on a concrete pile foundation with a primarily red brick exterior and cast-stone detailing.

Statement of Cultural Heritage Value

The property demonstrates a unique application of Art Deco and Beaux Arts stylistic elements to an industrial headquarters. It is especially notable for its unusual footprint and form, comprising a 2.5-storey hexagonal pavilion that includes the main entry, and two 3.5-storey wings that create a partial hexagon in plan. The building's red brick masonry features such decorative details as cast-stone banding with geometric and floral motifs and the initials of original occupant Crosse & Blackwell. Though alterations have resulted in minor impacts to the building's architectural integrity, including the removal of glazing from the pavilion's lantern and of cast-stone detailing from the wings' upper storey, the building remains a strong example of 1920s-era architectural design.

The property holds direct associations with the theme of Toronto's waterfront development, as an early construction project (1927) on the Central Waterfront lands created by the Toronto Harbour Commission through land reclamation. The building was intended to contribute to the identity of Lake Shore Boulevard West (then Fleet Street) as an important waterfront thoroughfare across Toronto. The property is strongly connected with Crosse & Blackwell, representing the investment of a centuries-old British foodstuffs company in Canada. The property also represents an early example of adaptive reuse; after the building was listed on the municipal heritage register and acquired by the Harbourfront Corporation in 1973, it was successfully reused as a media centre associated with CFMT-TV and OMNI-TV from 1979 to 2009.

The Crosse & Blackwell Building demonstrates the work of architects Chapman and Oxley, as one of a number of prominent commissions within their portfolio of commercial, industrial, and institutional works. Chapman, in particular, was closely associated with the Toronto Harbour Commission and designed a number of other significant waterfront buildings.

The Crosse & Blackwell Building defines and is linked to its surroundings as one of the earliest examples of industrial development in the Central Harbour area. The building was intended to have a strong presence on the major thoroughfare of Lake Shore Boulevard West (originally Fleet Street) where it intersects with Bathurst Street. It maintains this visual prominence through its distinctive architecture and corner siting, and is considered an architectural landmark.

Heritage Attributes

Design and Physical Value

The following heritage attributes contribute to the cultural heritage value of the property at 545 Lake Shore Boulevard West as a prominent 1920s-era industrial headquarters, demonstrating a unique application of Art Deco and Beaux Arts stylistic elements:

- The scale, form, and massing of the building, including a 2.5-storey pavilion with a hexagonal footprint, and two 3.5-storey wings that meet at an obtuse angle, effectively forming a partial hexagon in plan
- The brick masonry construction and concrete pile foundation
- The prominent raised entrance, located at the northwest corner, including:
 - The doors framed with decorative pilasters and a broken pediment
 - The entry's plate-glass transoms within a double-height portal that is defined by a floral cast-iron grille and an arched cast-stone surround
- Cast-stone details throughout the building's design, reflecting the motifs of the Art Deco style
- Cast-stone banding between the raised basement and first floor levels
- The hexagonal lantern atop the pavilion, including such copper details as a pinnacle
- The building's original window openings, organized by brick pilasters and bi-coloured brick spandrel panels
- The windows' pre-cast stone sills and lintels

Historic and Associative Value

The following heritage attributes contribute to the cultural heritage value of the property at 545 Lake Shore Boulevard West as reflecting associations with waterfront development, Crosse & Blackwell, and architects Chapman and Oxley:

- The building's siting and orientation at the southeast corner of Lake Shore Boulevard West and Bathurst Street
- The cast-stone detailing that includes the initials of Crosse & Blackwell
- The highly considered architectural design, including a pavilion and two wings that share cohesion through materials and detailing, representing Crosse & Blackwell's investment by engaging high-profile architects for the project

Contextual Value

The following heritage attribute contributes to the cultural heritage value of the property at 545 Lake Shore Boulevard West as a character-defining property and architectural landmark within its Central Harbourfront context:

- The building's siting and orientation at the southeast corner of Lake Shore Boulevard West and Bathurst Street
- The scale, form, and massing of the building, including a 2.5-storey pavilion with a hexagonal footprint and two 3.5-storey wings, which engage with the streetscapes of both Lake Shore Boulevard West and Bathurst Street and emphasize their intersection