

544 and 550 Queen Street East - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act

Date: July 5, 2022

To: Toronto Preservation Board

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

Wards: Toronto Centre - Ward 13

SUMMARY

This report recommends that City Council state its intention to designate the properties at 544 and 550 Queen Street East under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value.

Located on the northwest corner of Queen Street East and River Street in the historic Corktown neighbourhood, the properties are comprised of two former factory buildings - National Electric Heating Co. Ltd. and The New Method Laundry Co. Ltd. which were brought together as a single building complex in 1982-83 during its adaptive reuse.

The former National Electric Heating Co. Ltd building, completed in 1910 as a three-storey structure with a parapet/false front above its third-storey cornice and added to shortly thereafter to complete the fourth storey, and its adjacent building, the former New Method Laundry Co. Ltd building, designed by Toronto architect J.A. MacKenzie, with its 1923 additions, represent a pair of significant examples of Edwardian Classicism style buildings in the warehouse/factory building type. The simplicity of their rectangular plan and flat roof form, symmetries found in the façade compositions, rhythm of unadorned brick pilasters with contrasting precast concrete details in the Edwardian Classicism style, highlighting the main entrances as well as oversized industrial warehouse windows, exemplify the style as applied to this typology.

The property at 550 Queen Street East was listed on the City's Heritage Register on December 16, 2020 and was first identified as a "Warehouse / Factory" in the King-Parliament Cultural Heritage Resource Assessment (2019). The nineteenth and early twentieth century warehouse/factory building type is a large building type, generally occupying a significant portion of a city block and reaching 2-4 storeys in height. Its internal post-and-beam structure is indicated in the elevations with regular bays of uniformly sized window openings. Typically clad in brick, its principal, street-facing elevation is usually elaborately designed with stone trim and classical-style elements which could be featured at the entrance, the windows, string courses and roof lines.

Staff have completed the Research and Evaluation Report for the properties at 544 and 550 Queen Street East 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 the criteria of design/physical, historical/associative, and contextual value. As such, the properties are a significant built heritage resource.

The City Clerk issued a complete application notice on January 17, 2017. The application submitted to the City for the property municipally known as 28 River Street and 550 Queen Street East proposes to amend the zoning by-law, By-law 438-86, solely in respect of the property at 28 River Street in order to facilitate a 15-storey mixed-use building containing 162 dwelling units and 458 square metres of ground floor commercial space with a total gross floor area of 11,752 square metres. The application is not subject to a prescribed event under the Ontario Heritage Act as it dates prior to July 1st, 2021.

On April 26, 27 and 28, 2017, City Council adopted the recommendations of Community Planning staff to refuse the application. The Applicant appealed City Council's decision to the Ontario Land Tribunal. The appeal was assigned Case No. PL170622 and is now filed as OLT-22-03289.

On June 8, 2022, the owner/applicant submitted a "with prejudice" settlement offer to the City. The revised proposal expands the development site to include the property at 550 Queen Street East in order to facilitate an 18 storey (60 metre) mixed-use building with 465 m² of retail facing River Street, a total of 1,405 m² of office space and a mixture of live/work, townhouse and apartment style residential units (380 residential units) and includes 106 parking spaces. The proposed development retains and modifies the existing building listed on the City's Heritage Register.

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. The Bill 108 Amendments to the Ontario Heritage Act 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 Ontario Heritage Act now restricts City Council's ability to give notice of its intention to designate a property under the Act 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) as the application was complete prior to July 1, 2021.

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 properties at 544 and 550 Queen Street East (including the entrance addresses at 554 Queen Street East and 2 and 10 River Street) under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Statement of Significance; 544 and 550 Queen Street East (Reasons for Designation) attached as Attachment 3, to the report, July 5, 2022, 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 December 16, 2020, City Council adopted a report recommending inclusion of 257 properties with cultural heritage value, including 550 Queen Street East, on the City of Toronto's Heritage Register.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2020.TE21.21>

At its October 29, 2019 meeting, City Council endorsed the draft King-Parliament Secondary Plan for consultation. The property at 550 Queen Street East was identified as having cultural heritage value through the Cultural Heritage Resource Assessment conducted as part of the King-Parliament Secondary Plan Review.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.TE9.32>

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.gov.on.ca/ont/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

544 and 550 Queen Street East

Today, the subject properties have the following entrance addresses: 554 Queen Street East (former National Electric Heating Co. Ltd. building) and 2 and 10 River Street (former New Method Laundry Co. Ltd. Building). The subject parcel of land has two primary addresses, 544 and 550 Queen Street East, hence they are referred to in this report as "properties".

Research and Evaluation according to Ontario Regulation 9/06

While the research and evaluation of the property referenced above is, in staff's determination, sufficient to support the designation of the properties at 544 and 550 Queen Street East it should be noted that public access to the City of Toronto Archives remained limited during the preparation of this report due to the ongoing COVID-19 pandemic e.g. research hall is open on an appointment basis only, at a limited capacity, and that new and additional relevant information on the subject property further expanding on its heritage value may be forthcoming following increased access to these archival records and may provide further information to be incorporated in the final version of a Part IV designation by-law.



Context view of 544 and 550 Queen Street East at the northwest corner of Queen and River Street. Heritage Planning, 2022.

1. DESCRIPTION

544 and 550 QUEEN STREET EAST	
ADDRESS	544 and 550 Queen Street East
WARD	13
LEGAL DESCRIPTION	PLAN 108 PT LOTS 19 TO 21
NEIGHBOURHOOD/COMMUNITY	Corktown
HISTORICAL NAME	National Electric Heating Co. Ltd. (544-548 Queen Street East); New Method Laundry Co. Ltd. (2 River Street (550-554 Queen Street East))
CONSTRUCTION DATE	544-548 Queen Street East (1910); 2 River Street (550-554 Queen Street East) (1911)
ORIGINAL OWNER	National Electric Heating Co. Ltd. (544-548 Queen Street East); The New Method Laundry Co. Ltd. (2 River Street (550-554 Queen Street East))
ORIGINAL USE	Manufacturing/Industrial
CURRENT USE*	Office/Commercial
ARCHITECT/BUILDER/DESIGNER	J.A. MacKenzie (2 River Street (550-554 Queen Street East))
DESIGN/CONSTRUCTION/MATERIALS	Brick
ARCHITECTURAL STYLE	See Report
ADDITIONS/ALTERATIONS	See Report
CRITERIA	Design/Physical, Historical/Associative, Contextual

HERITAGE STATUS	Listed - 550 Queen Street East
RECORDER	Adrian Gamble & Cecilia Nin Hernandez
REPORT DATE	July 2022

2. BACKGROUND

This research and evaluation section of the report describes the history, architecture and context of the properties at 544 and 550 Queen Street East, 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 they merit 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 Statements of Significance are contained in Attachment 3.

i. HISTORICAL TIMELINE

Key Date	Historical Event
	The area now known as the City of Toronto 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. Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit (1805), and the Williams Treaties (1923) signed with multiple Mississaugas and Chippewa bands.
1819	Southern portion of Park Lot 1 opened for development as part of a "Government Reserve."
1856	Grand Trunk Railway extended east along the shoreline of Lake Ontario to the mouth of the Don River. Industrial development and of what later became Corktown, Cabbagetown, and Regent Park begins.
1865	Five residential dwellings appear on the 1865 Boulton Map of the City of Toronto upon the NW corner of Queen and River Streets.
1886	Don Improvement Plan adopted by the City of Toronto.
1886-1911	Number of industrial sites in the area double.
1910	544-548 Queen Street East completed as a three-storey structure with a parapet/false front above its third-storey cornice.
1910-1911	2 River Street (550-554 Queen Street East) completed as a two-storey structure with a cornice along the roofline.
1911	National Electric Heating Co. Ltd. first appears in City Directory at 544-548 Queen Street East.
1912	New Method Laundry Co. Ltd. first appears in City Directory at 2 River Street.
1914	Dominion Toy Manufacturing Co. Ltd. added to City listing for 544-548 Queen Street East (1914 only).

1917	Archival photo depicts the addition of a full fourth storey above the third-storey cornice at 544-548 Queen Street East.
1923	2 River Street (550-554 Queen Street) receives a third-storey addition which rises above the original second-storey cornice.
1929	Archival photo depicts cornice at 2 River Street (550-554 Queen Street East) as having been converted into a marquee reading: "NEW METHOD LAUNDRY LTD" and other company slogans.
1932-1949	2 River Street (550-554 Queen Street East) occupied by Canadian Elevator Equipment Co. Ltd.
1937-1954	544-548 Queen Street East occupied by the Inner-Spring Mattress Company (established in 1928).
1950-1982	2 River Street (550-554 Queen Street East) occupied by a handful of manufacturing companies (plastics, printing, textiles)
1955-1982	544-548 Queen Street East occupied by the J. Lorne Davidson Furniture Manufacturers (established 1937).
1982-1983	544-548 Queen Street East and 2 River Street (550-554 Queen Street East) sold. The two former factory buildings on-site were repurposed into commercial office space and joined by a large glass atrium. Architectural modifications by Beinhaker/Irwin Associates include the atrium and the refashioning of the buildings' respective cornice and/or marquee features into a single, unified cornice detail visually linking both buildings. The 1983 renovations also included a significant reconstruction and/or addition to the rear elevation of both buildings.
1983-Present	The re-listed 550 Queen Street East home to between 12-20 disparate commercial tenants, ranging from the design, technology, and communications sectors.
2022	550 Queen Street East is sold for redevelopment.

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.

Corktown

Spanning from Parliament Street to the Don River and from Front Street to Queen Street, Corktown is one of Toronto's oldest neighbourhoods and commercial and industrial areas. Sold off and subdivided following the sale of the "Government Reserve" lands that once included the southern portion of Park Lot 1, what became known as Corktown was a natural site for industry, owing to its proximity to the Don River and Lake Ontario.¹ The eastward expansion of the Grand Trunk Railway to the mouth of the Don River in 1856, followed in 1886 by the City's Don River Improvement Plan, allowed for the rapid expansion of commercial and industrial activity in the area. Early industrial

¹ City of Toronto. King-Parliament Secondary Plan Review: Heritage. 2019. 5-7.

interests included the Gooderham and Worts distillery site (1832), which was later joined by a collection of breweries, manufacturing plants, and warehouses.²

An influx of Irish immigrants in the late 1840s and 1850s, owing in large part to the devastation caused by the Irish Potato Famine, brought a large working-class population to the area. Aside from providing a steady labour force to Corktown's many factories, the influx of Irish Catholic immigrants to Protestant-dominated Toronto brought about a significant cultural shift, complete with the construction of several new Catholic churches, schools, and community centres. A prime example of this shift, the nearby Cabbagetown neighbourhood, also an historic site of Irish Catholic settlement, received its name after the area's residents became known for its front and backyards full of cabbage which they cultivated and boiled for sustenance.³

The intersection of Queen and River Streets was once the site of several significant industrial complexes, the largest of which being the former Don Brewery (1834) which long occupied a full city block at the NE corner. Just north of the brewery, the 1908 establishment of the Queen City Vinegar Company factory at 19 River Street, helped continue Corktown's industrial character into the twentieth century. This trend was furthered in 1911-12 with the construction of the National Electric Heating Co. Ltd. (1911) and adjacent New Method Laundry Co. Ltd. (1912) at 544-548 Queen Street East and 2 River Street (550-554 Queen Street East) at the northwest corner of Queen Street East and River Street. (Image 11).

National Electric Heating Co. Ltd.

The National Electric Heating Co. Ltd. factory was completed in 1910 as a three-storey commercial structure located at 544 and 550 Queen Street East, with entrance addresses at 554 Queen Street East, 2 and 10 River Street, along the north side of Queen Street East west of River Street. Initially featuring a large parapet or false front above its third-storey cornice, archival images show that by 1917 a full fourth storey had been added above the original cornice. (Image 13). The primary elevation features prominent brick pilasters (top-to-bottom) and a central entryway flanked by decorative columns. In 1914, the Toronto City Directory lists Dominion Toy Manufacturing Co. Ltd as an additional occupant, though their tenancy only lasted one year. Otherwise, the National Electric Heating Co. Ltd. was listed as the primary tenant until its departure in 1937. From 1937-54 the Inner-Spring Mattress Company (est. 1928) was listed as the primary occupants, followed by J. Lorne Davidson Furniture Manufacturers (est. 1937) which operated there until the property's sale and conversion into a complex in 1982-83, currently known as 544 and 550 Queen Street East. Since 1983, 544 and 550 Queen Street East have been home to between 12-20 disparate commercial tenants, ranging from the design, technology, and communications sectors.

² Ibid.

³ Cabbagetown Preservation Association. "Brief History of Cabbagetown."
<https://cabbagetownpa.ca/heritage/brief-history-of-cabbagetown/>

New Method Laundry Co. Ltd.

The New Method Laundry Co. Ltd. building was constructed in 1911 as a two-storey commercial structure with a raised basement along the north side of Queen Street East with frontage along both Queen and River Streets. Part of a city-wide franchise of industrial laundromats, the New Method Laundry building located at 544 and 550 Queen Street East with entrance addresses at 554 Queen Street East, 2 and 10 River Street, was one of a handful of similar outfits across Toronto, which included 725 College Street and 187-189 Parliament Street. In its first iteration, the structure featured a metal cornice along its roofline upon its Queen and River Street elevations. A large entryway was built into its east elevation along River Street, hence its original municipal address as 2 River Street. This entryway also originally featured a large, overhanging portico roof supported by four chains which were anchored to the main masonry wall of the structure. In 1923, Building Records reveal a major renovation which included the addition of a third storey and a small but significant expansion to the rear and east elevation along River Street. At this time, the original cornice was removed and replaced with a large commercial sign which read "THE NEW METHOD LAUNDRY" and included various company slogans and ad copy. (Image 14). New Method Laundry (part of a chain with multiple locations across Toronto) was the primary tenant of the building at 2 River Street (550 Queen Street East) from 1911-31. From 1932-49 the City Directory lists the Canadian Elevator Equipment Co. Ltd. as the main occupant. From 1950 to 1982, the property was home to a collection of manufacturing firms (plastics, printing, textiles, etc.), which remained in place until the property's sale and conversion into 550 Queen Street East in 1982-83.

J.A. MacKenzie, Architect (1876-1946)

The New Method Laundry building was designed by Toronto architect J.A. MacKenzie, best-known for the 10-storey Lumsden Building (1909), with its distinctive precast concrete façade, at 2-6 Adelaide Street East on the northeast corner of Yonge and Adelaide Street, one of Toronto's earliest skyscrapers. MacKenzie's work is defined by an artistic reliance upon precast concrete, which the architect used to significant effect upon the Lumsden Building, and to a lesser, but still significant degree on several others of his works including the Madison Theatre (1913) at 506 Bloor Street West in the Annex, and a collection of early-twentieth-century residences and walk-up apartment blocks across the city.

The Queen and River Street elevations (up to the second floor) retain much of the structure's original detail and materiality of the New Method Laundry building. Architectural drawings and archival photos reveal Mackenzie's design influence and in particular, the arched doorway, with its exaggerated keystone and voussoir details which speaks to MacKenzie's skill and preference for working with precast concrete ("artificial stone"). Furthermore, it is clear from archival images that the original cornice featured large, prominent dentilles which reflected the same blocky detailing of the main entryway. (Images 11 & 12). In these, and in the selection of a large overhanging portico roof (no longer extant), there are several architectural ties to MacKenzie's other work, especially the Lumsden Building located at 2-6 Adelaide Street East. (Image 24).

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.

Located at 544 and 550 Queen Street East is a complex comprised of two buildings joined by a full-height glass atrium with an addition towards the rear. Each building was originally constructed at separate times as industrial warehouses with Edwardian Classical detailing and were redeveloped into a complex in 1983. Identified by its brick surfaces with stone or precast concrete detailing ("artificial stone"), symmetrical and rhythmic placement of door openings, and the application of classically-inspired decorative elements, the style was popularised during the early twentieth century for a range of building types in Toronto. A description of each building is provided below.

National Electric Heating Co. Ltd.

Located at 544 and 550 Queen Street East, with entrance addresses at 554 Queen Street East, 2 and 10 River Street, is a four-storey, flat roofed, red brick industrial warehouse/factory type building, with Edwardian Classical detailing which was constructed in 1911. (Image 16.) The building has a rectangular plan, its length situated perpendicular to the lot line and the front elevation parallel to and at approximately zero setback from the front property line.

The front elevation composition is defined by the rhythmic arrangement of four equally-spaced, unadorned, brick pilasters, which rise from grade to the top of the parapet at the fourth storey. At each level on the front elevation, the space between the pilasters has large square punched windows. A thick cornice is located between the third and fourth floor, returning the corners to the east and west elevations. The building was originally constructed with three storeys and a high parapet which later was converted to a full fourth storey. The central bay contains the front arched doorway, with raised entry level accessed by concrete stairs.

On the front elevation, each window opening has a flat unadorned precast window sill and lintel, except for the fourth level window masonry openings, as they are supported by steel lintels. All windows are the same dimensions, except for the second level central window, which is rectangular and spans between the central pair of brick pilasters, with flat, unadorned, precast concrete lintels and sills. The second and third floor windows are equally divided on the horizontal axis, tripartite windows with wood mullions and a row of transoms approximately one third of the overall height of the masonry opening, except for the middle window on the second floor, which has 3 equally divided mullions, and the window opening is approximately one third the height of the others.

Directly below the central smaller rectangular window is the front entrance, designed with a brick arch, with two mirrored precast concrete voussoirs and precast concrete three-part keystone, over a rectangular unadorned precast lintel. The lintel is supported by two precast concrete Tuscan style columns, standing on top of a square precast concrete base and on top of a concrete step. The entrance doors are recessed from the front façade, and are accessed via concrete steps, raising the entrance level by four

raisers. All brick is Ontario size. The corner pilasters return onto the east and west elevations, and merge with each adjoining brick elevation via flush quoining of the same brick used for the front elevation.

The east and west elevations are made of red brick laid in a common bond and header courses every six courses. The wall has a number of punched windows, with segmental arches made of three rows of brick on their headers and precast concrete sills. The west elevation is enclosed behind a full height, gabled roofed, glass atrium added in 1983 joining this building with the adjacent building to make a complex.

The New Method Laundry Co. Ltd.

Located at 544 and 550 Queen Street East, with entrance addresses at 554 Queen Street East, 2 and 10 River Street, at the corner of Queen Street East and River Street is a three-storey with raised basement, flat-roofed, red Ontario size brick industrial warehouse/factory type building, with Edwardian Classical detailing. (Images 20 and 21). The original building was constructed in 1911 as a two-storey structure with a raised basement and flat roof. A third storey constructed in brick laid in a running bond without pilasters was added in 1923, together with a slightly stepped back addition to the north fronting onto River Street.

At the same time that the large atrium was added in 1983, the building underwent a significant alteration to the rear (north elevation) introducing new openings and stucco cladding, as well as an extension of the third storey, the ribbed brick corner pilaster visible from River Street, and those along the ground floor on the north elevation. Overall, the building has a rectangular plan, its front (east elevation) fronting onto River Street and its length parallel to Queen Street East. The building is situated at approximately zero setback with the property lines.

The original two-storey portion of the front elevation facing River Street, dating to 1911, is organized symmetrically in three bays and contains the front entrance, designed in the Edwardian Classical style. The raised ground level is accessed by a set of concrete steps leading to the main entrance through an arched doorway, constructed with precast concrete surround, keystone, and voussoirs with a concave profile. The doorway fenestration has central double doors with a wood frame and full-length glass panels. The wood frame has simplified, classically-inspired, pilasters, flanked by wood-framed sidelights and is topped with a semicircular, wood-framed transom, semicircular central window with arrayed mullions and surrounded by segmental transom windows separated by thick paneled, wood mullions.

The Queen Street elevation is defined by ten bays of equally spaced unadorned brick pilasters, which rise from grade to the top of the sign band. These are traversed at each level by recessed rectangular brick walls which partly fill the space between the pilasters and are only high enough to frame large square openings for the windows. All windows except on the third floor have rectangular unadorned precast concrete sills and lintels. A thick sign band (which replaced the cornice 1983) is located between the second and third floor, returning the corners to the east and west elevations.

Both the River Street and Queen Street East elevations have large square masonry openings for windows, and overall the composition has a greater percentage of glazed

compared to solid areas. The first and second floor have equally-sized tripartite windows with wood mullions and a row of transoms approximately one third of the overall height of the masonry opening. Although none of the windows in the building with this arrangement are original, the original composition of the mullions has been retained.

The east elevation is constructed of red brick laid in a common bond and header courses every six courses. The wall has a number of punched windows, with three row brick segmental arches and precast concrete sills. This elevation is enclosed behind a full height, gabled roofed, glass atrium added in 1983 joining this building with the adjacent to make a complex.

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 two former factory buildings which comprise the subject properties at 544 and 550 Queen Street East are part of a collection of heritage-listed and heritage-designated factory/warehouse buildings along the Queen/River corridor and Corktown neighbourhood, which falls within the boundaries of the 2019 King-Parliament Cultural Heritage Resource Assessment (CHRA) study area. Comparable factory/warehouse properties in the area include: Queen City Vinegar Company (1908) at 19 River Street (listed); Don Brewery (1876-77) at 27-39 Old Brewery Lane (designated Part IV); Hamilton Carhartt Co. (1905) at 535 Queen Street East (listed); and 489 Queen Street East (1884/1913; listed).

The former National Electric Heating Co. Ltd. factory (1910) has its primary elevation facing Queen Street. The adjacent former New Method Laundry Co. Ltd. building (1911), being a corner property, has two street-facing elevations: one along the north side of Queen Street East, and the other along the west side of River Street - originally designed as the building's main entryway. The building complex anchors the northwest corner of Queen and River Streets.

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

Representative example of a style

The properties at 544 and 550 Queen Street East, with entrance addresses at 554 Queen Street East, 2 and 10 River Street, contain two buildings, the former National Electric Heating Co. Ltd. building and the former New Method Laundry Co. Ltd. building. They are both designed in the Edwardian Classicism style and are representative examples of an early-twentieth-century, industrial warehouse/factory building type, within an urban setting.

National Electric Heating Co. Ltd.

The building formerly occupied by the National Electric Heating Co. Ltd., is valued for its design and physical value as representative of the Edwardian Classicism style, in its generally understated and unadorned red Ontario size brick facades, with some classically inspired features most evident in the design of the entrance doorway feature fronting onto Queen Street East. The doorway contains classically inspired elements typically found in the Edwardian Classicism style buildings in Ontario, such as the dichromatic material composition, Tuscan style columns and exaggerated and projecting keystone and a combination of stone and brick voussoirs are reminiscent of sixteenth century Italian Mannerist architecture.

The building is also valued as a representative example of the industrial warehouse/factory building type, located within an urban setting, recognizable by its rectangular plan and flat roof form, located with its front elevation on or close to the property line. Its unadorned brick façade with precast concrete ("artificial stone") construction, designed to maximize open spaces within and openings for windows along the front elevation to bring daylight into the working spaces, is also representative of the building's industrial warehouse/factory type. Its symmetrical arrangement and equally sized bays, vertically divided by brick pilasters and large square masonry openings for windows make them dominant features in the composition resulting in a greater percentage of glazed compared to solid areas in the façade which are characteristic of the type. The building also reflects the type in the lack of embellishment in the execution of the fourth-level brick addition and the segmental arched punched windows of building's east and west elevation.

The New Method Laundry Co. Ltd.

The building constructed for the New Method Laundry Co. Ltd, is valued for its design and physical value as representative of the Edwardian Classicism style, in its generally

understated and unadorned red brick facades, with some classically inspired features most evident in the design of the entrance doorway feature fronting on River Street. The exaggerated keystones and projecting voussoirs in precast stone are reminiscent of sixteenth century Italian Mannerist architecture, and are features that are often found in Edwardian Classical buildings in Ontario. The masonry work and materials, are also characteristic of the style, with their dichromatic composition highlighting selected classically inspired architectural elements.

The building is also valued for its design and physical value as a representative of the industrial warehouse/factory type, built in the early twentieth century within an urban setting. The type is evident in its setting within an urban context, with its large rectangular form and massing reflecting executed in unadorned brick and precast concrete facades, composed to maximize openings for windows along street-facing facades, with a greater percentage of glazed areas compared to solid areas, to bring daylight into the working spaces and located closely following the street facing property lines. The unadorned design of the third storey, added in 1923, as well as the side addition's facade on River Street are part of the evolution of the industrial warehouse/factory type building.

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	N/A
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	✓

Demonstrates the work or ideas of an architect who is significant to a community

The former New Method Laundry building holds additional historical value for its association with Toronto architect J.A. MacKenzie (1876-1946) who designed this and several other prominent structures across the city. The original design elements retained in the first two storeys (and raised basement) of the structure's Queen and River Street elevations tie this structure to other of the architect's work, including the Lumsden Building (1909) at 2-6 Adelaide Street East and the original façade of the Madison Theatre (1913) at 506 Bloor Street West.

Specifically, the use of precast concrete, as found upon the main entryway, with its exaggerated keystone and voussoir details, speaks to MacKenzie's skill and preference for working with this material. Furthermore, as evidenced by archival images of the original cornice, the use of prominent dentilles and the placement of a large overhanging portico roof (no longer extant), ties the subject property to MacKenzie's other work, especially the Lumsden Building at 2-6 Adelaide Street East. (Image 24).

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	N/A

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

The subject properties at 544 and 550 Queen Street East hold contextual value for their role in defining, maintaining, and supporting the historic, turn-of-the-century, industrial character of the Queen/River corridor and the Corktown neighbourhood. A site of heavy industry for 150 years, Corktown's urban fabric continues to be informed by its industrial past - a fact which the subject property effectively supports and upholds. In their scale, massing, and materiality, the two former factory structures contained within the property are physically, functionally, visually, and historically linked to their surroundings and significantly contextualize and inform the architectural and cultural heritage of the area.

Physically, functionally, visually or historically linked to its surroundings

The properties hold additional contextual value as an early example of adaptive reuse within Corktown and larger King-Parliament area. The site's evolution over the last century, from industrial to commercial use, signified by the conversion of the two former factory buildings therein from manufacturing to creative industries, represents a formative part of the broader narrative of this neighbourhood's ongoing transformation.

CONCLUSION

The properties located at 544 and 550 Queen Street East which contain an adaptive re-use warehouse/factory building complex anchors the northwest corner of Queen and River Streets has been determined to have cultural heritage value.

The properties are comprised of two former industrial buildings - the National Electric Heating Co. Ltd. and the adjacent New Method Laundry Co. Ltd. represent a pair of significant examples of Edwardian Classicism warehouse/factory buildings that have long been a part of Toronto's historic Corktown neighbourhood, one of the city's oldest industrial districts. Additionally the New Method Laundry building is valued for its association with Toronto architect J.A. MacKenzie (1876-1946) who also designed the Lumsden Building (1909) located at Yonge and Adelaide.

The subject properties hold contextual value for their role in defining, maintaining, and supporting the historic, turn-of-the-century, industrial character of the Queen/River corridor and the Corktown neighbourhood. In their scale, massing, and materiality, the two former factory structures contained within the property are physically, functionally, visually, and historically linked to their surroundings and significantly contextualize and inform the architectural and cultural heritage of the area.

The properties hold additional contextual value as an early example of adaptive reuse within Corktown and larger King-Parliament area.

Staff have completed the Research and Evaluation Report for the property at 544 and 550 Queen Street East 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 the criteria of design/physical, historical/associative, and contextual heritage value. As such, the properties are significant built heritage resources.

The Statement of Significance (Attachment 3) 544 and 550 Queen Street East, comprises the Reasons for Designation, which is the Public Notice of Intention to Designate.

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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)

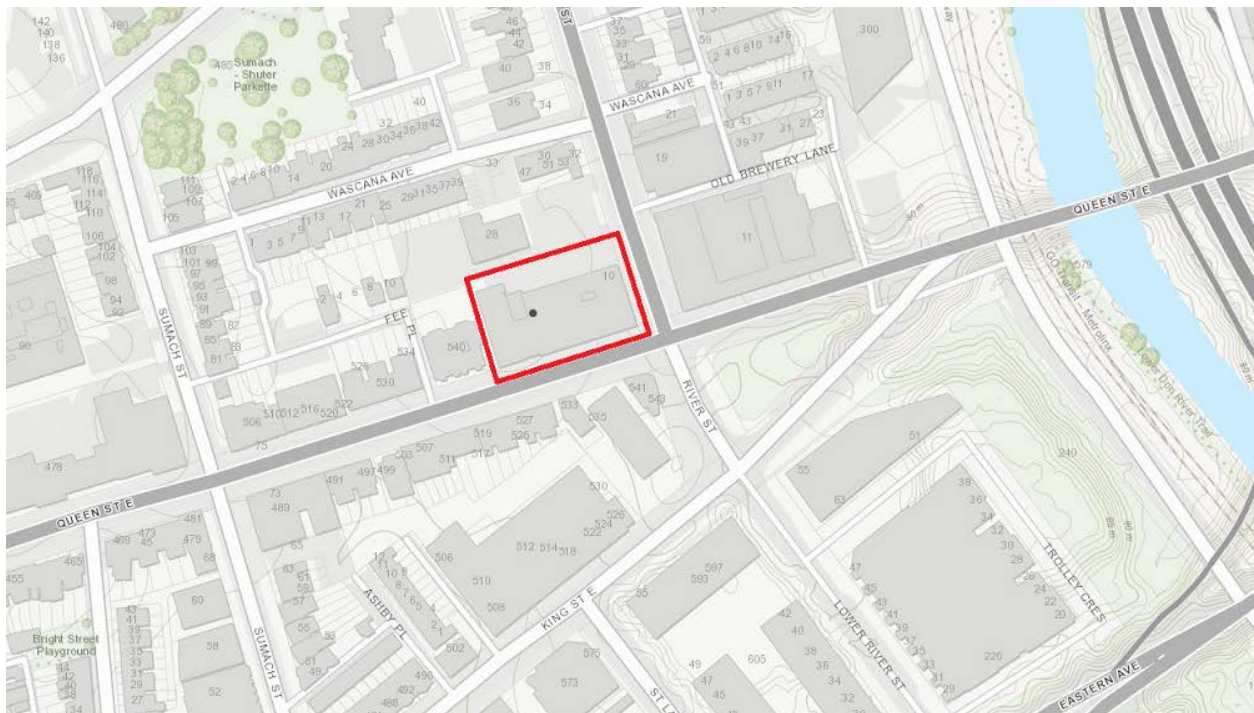


Image 1. Site Map of 544 and 550 Queen Street East (indicated in red).



Image 2. Goad's (1903) showing future site of 544 and 550 Queen Street East (indicated in red).

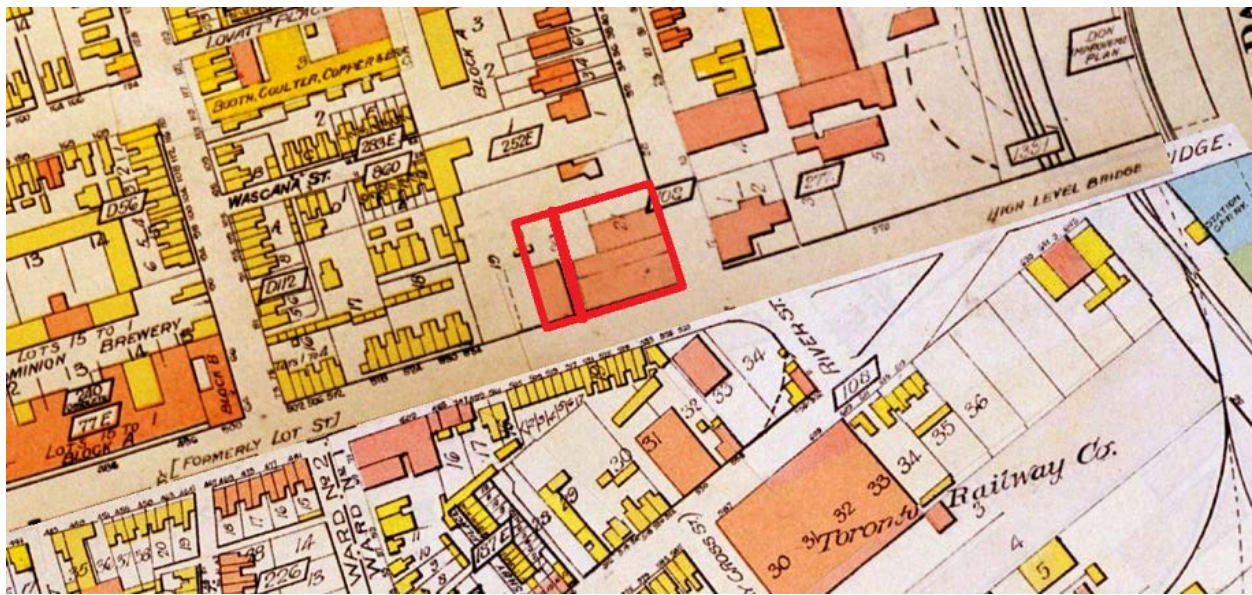


Image 3. Goad's (1913) showing 544-548 Queen Street East and 2 River Street (550-554 Queen Street East) today listed as 550 Queen Street East (indicated in red).



Image 4. Aerial Photo (1939) showing 544-548 Queen Street East and 2 River Street (550-554 Queen Street East) today listed as 550 Queen Street East (indicated in red).



Image 5. Aerial Photo (1978) showing 544-548 Queen Street East and 2 River Street (550-554 Queen Street East) today listed as 550 Queen Street East (indicated in red).



Image 6. Aerial Photo (2021) showing 544 and 550 Queen Street East (indicated in red).

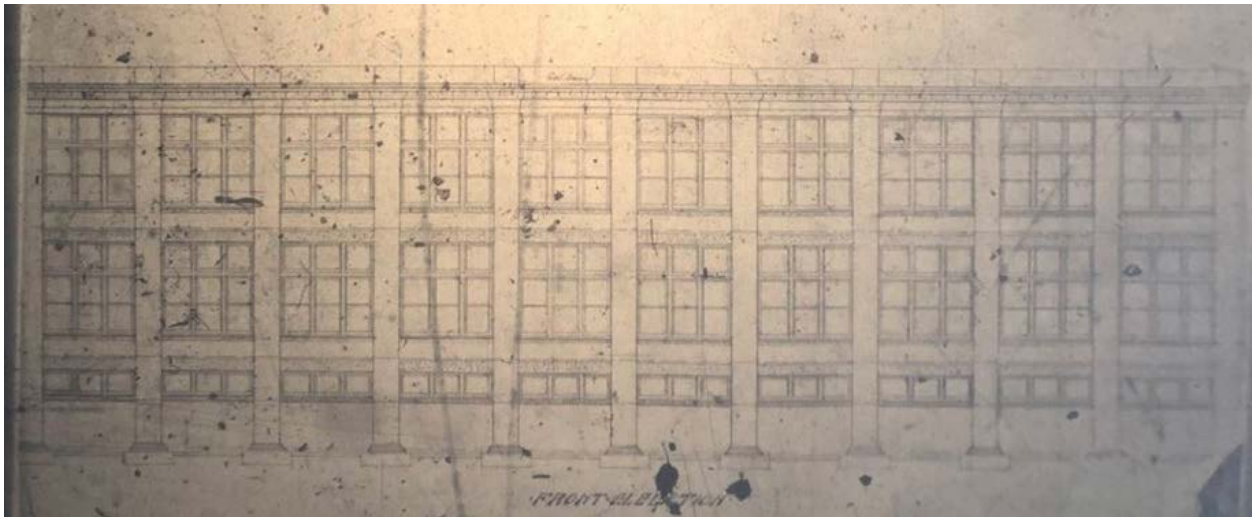


Image 7. Architectural drawing (1910) of the side (Queen East Street) elevation of the New Method Laundry building. Original two-storey configuration and cornice shown.

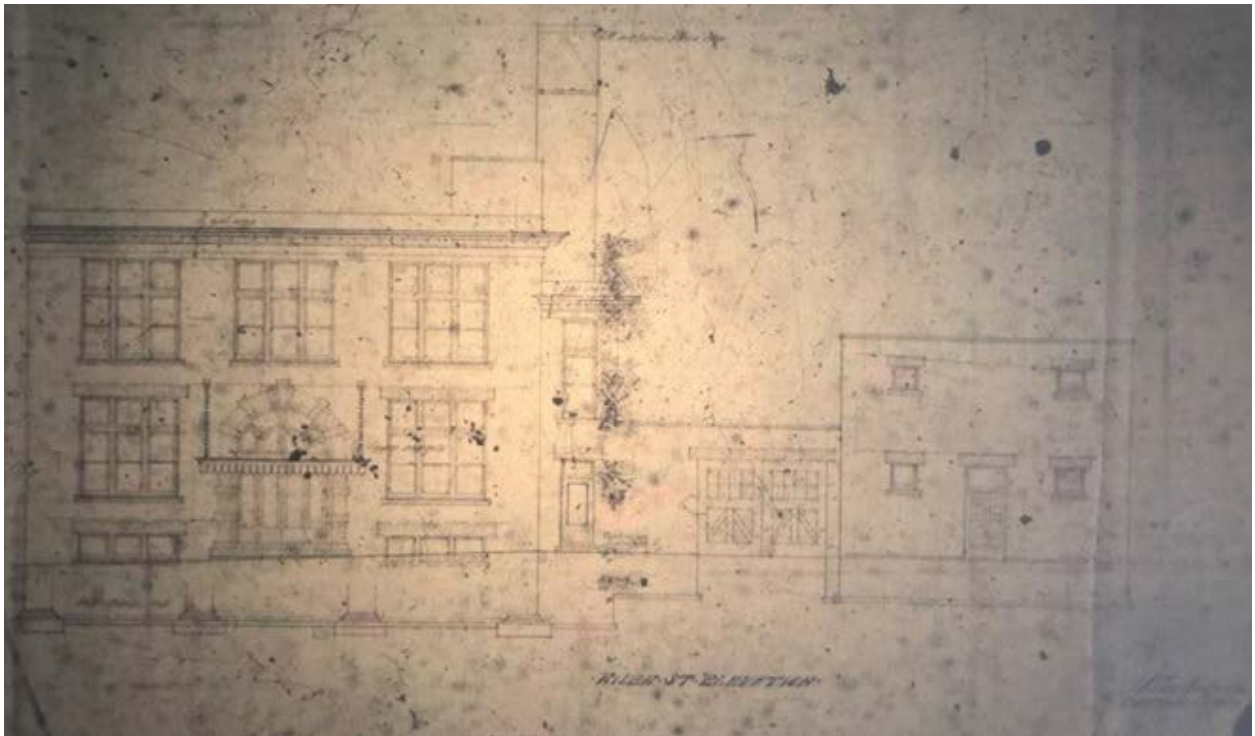


Image 8. Architectural drawing (1910) of the front (River Street) elevation of the New Method Laundry building. Original entryway detail, stables, and rear addition shown.

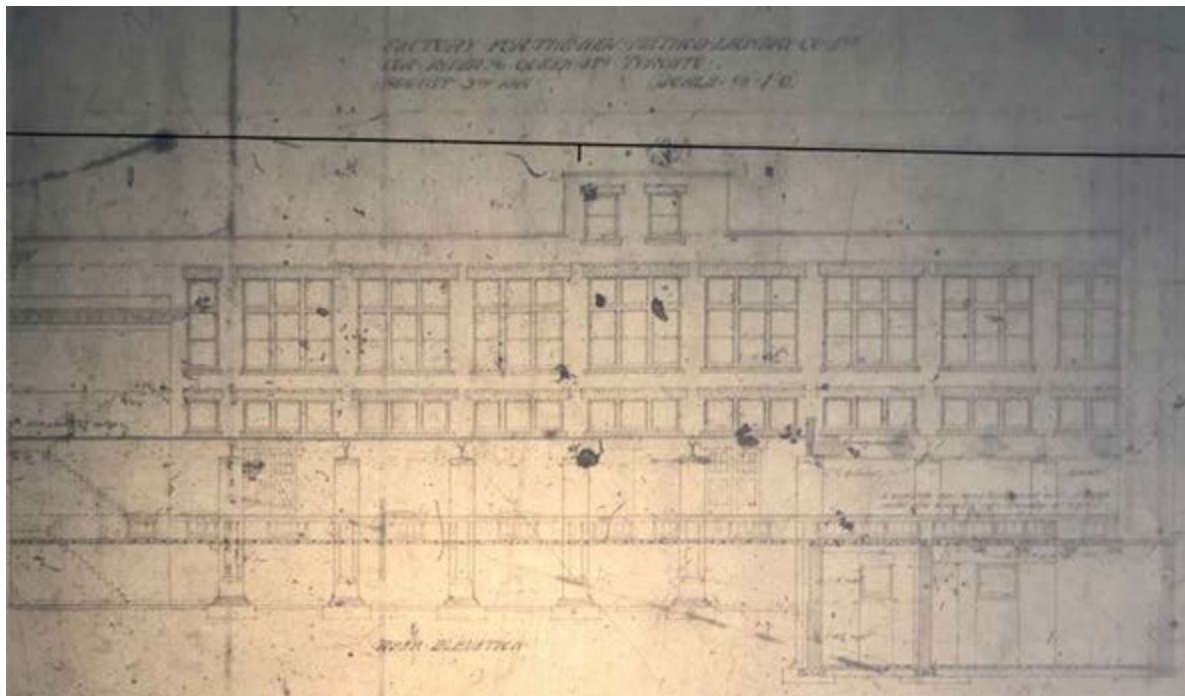


Image 9. Architectural drawing (1910) of the rear elevation of the New Method Laundry building. Basement level visible.

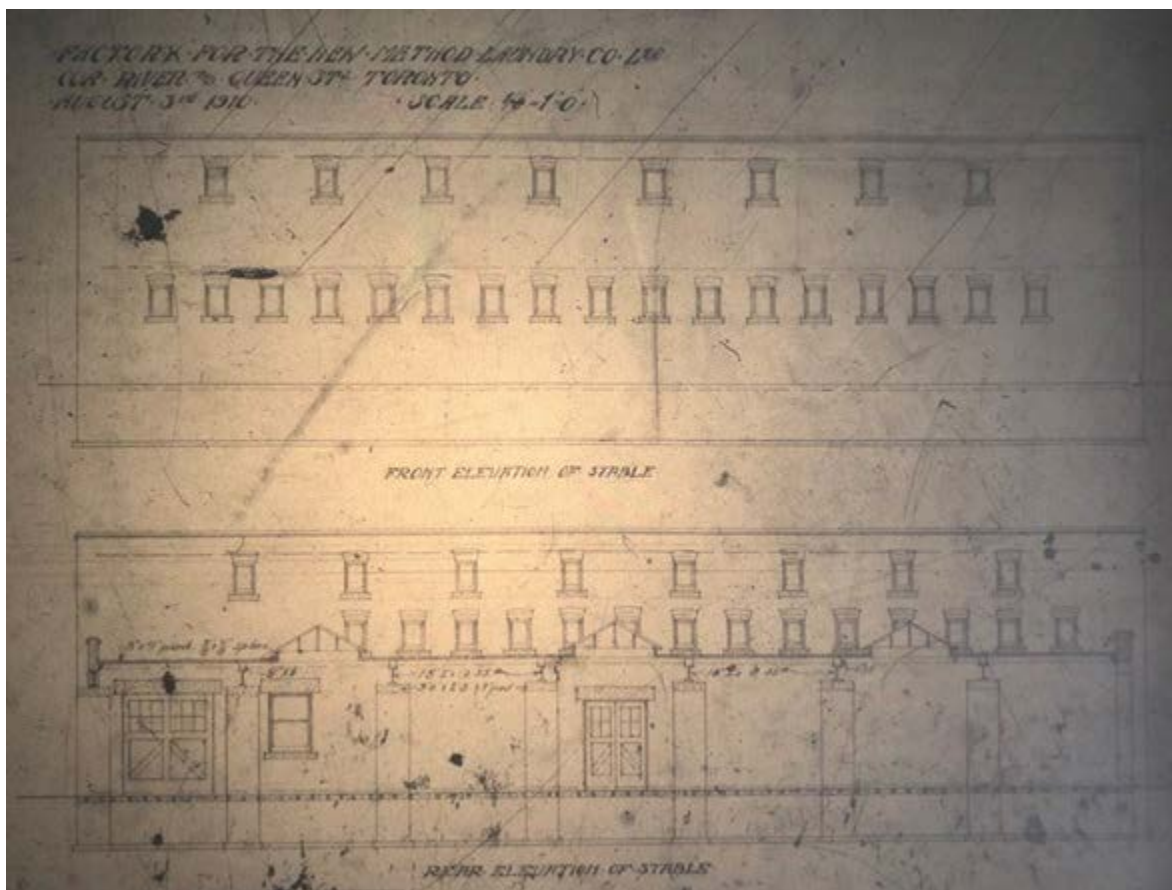


Image 10. Architectural drawing (1910) of the front and rear elevations of the New Method Laundry building's rear stables (heavily modified by later additions/expansions).



Image 11. Postcard (1910) featuring New Method Laundry Co. Ltd. building at 2 River Street (550 Queen Street East) in its original two-storey configuration with rear addition and stables and the adjacent National Electric Heating Co. Ltd. building (with parapet/false front) at 544-548 Queen Street East. TPL - Baldwin Collection.



Image 12. Archival photo (1914) looking west from the Don River along Queen Street East. New Method Laundry building with original signage and adjacent National Electric Heating building with parapet/false front visible along north side of the street (indicated by red arrow). City of Toronto Archives, Series 372, s0372_ss0058_it0353.

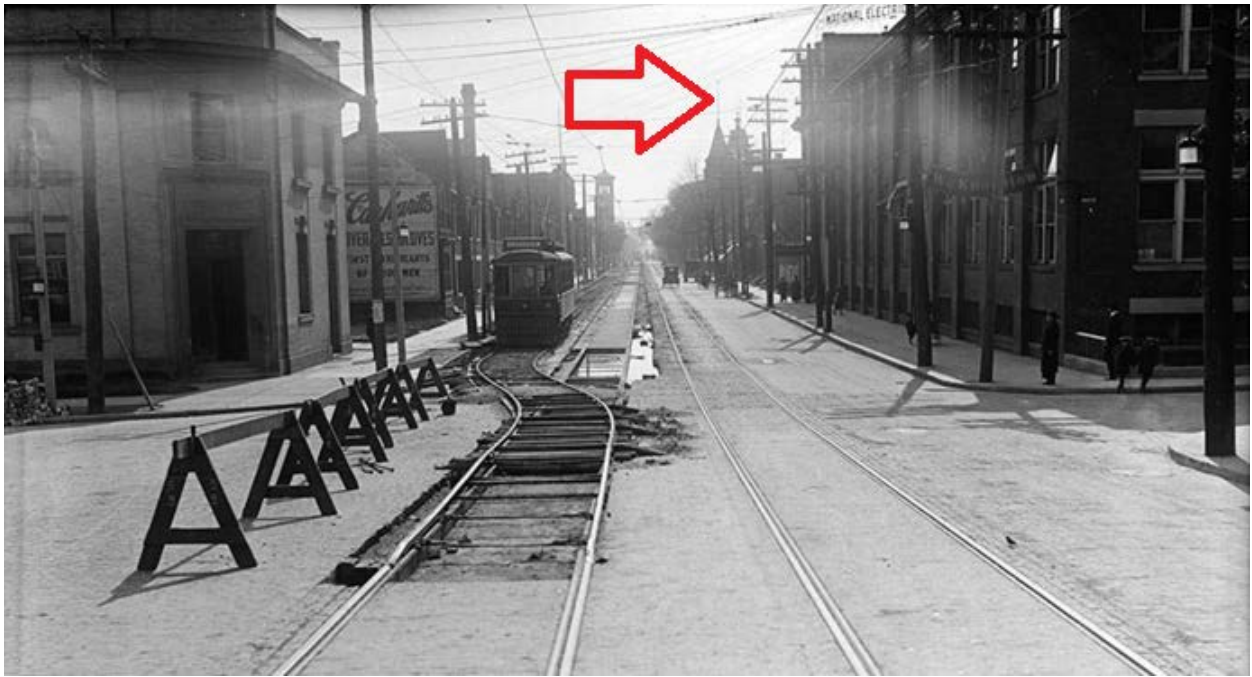


Image 13. Archival photo (1917) looking west along Queen from River Street. New Method Laundry and National Electric Heating (with fourth-storey addition) buildings visible (indicated by red arrow). City of Toronto Archives, Fonds 1231, f1231_it0475.



Image 14. Archival photo (1929-30) of the New Method Laundry building with its 1923-built third-storey addition and modified cornice (replaced by signage). City of Toronto Archives, Fonds 1488, Series 1230, Item 3575.



Image 15. Archival Photo (1981) of the New Method Laundry and National Electric Heating prior to their conversion into 544 and 550 Queen Street East. City of Toronto Archives, Fonds 1526, File 75, Item 41.



Image 15. Archival Photo (1981) looking west along Queen Street towards River Street. New Method Laundry and National Electric Heating buildings visible. City of Toronto Archives, Fonds 1526, File 75, Item 78.



Image 16. Front elevation of the former National Electric Heating building (today part of 544 and 550 Queen Street East). Heritage Planning, 2022.



Image 17. West elevation of the former National Electric Heating building (today part of 544 and 550 Queen Street East). Heritage Planning, 2022.



Image 18. Cornice detail upon the former National Electric Heating building (today part of 544 and 550 Queen Street East). Heritage Planning, 2022.



Image 19. Atrium connecting the former National Electric Heating and New Method Laundry buildings which comprise 544 and 550 Queen Street East. Heritage Planning, 2022.



Image 20. Front elevation of the former New Method Laundry building (today part of 544 and 550 Queen Street East). Heritage Planning, 2022.



Image 21. East (front) elevation of the former New Method Laundry building (today part of 544 and 550 Queen Street East). Heritage Planning, 2022.



Image 22. Cornice detail upon the front (east) elevation of the former New Method Laundry building (today part of 544 and 550 Queen Street East). Heritage Planning, 2022.



Image 23. East (front) elevation of the 1911-built façade (with 1923 third-storey addition) of the former New Method Laundry building (today part of 544 and 550 Queen Street East). Heritage Planning, 2022.

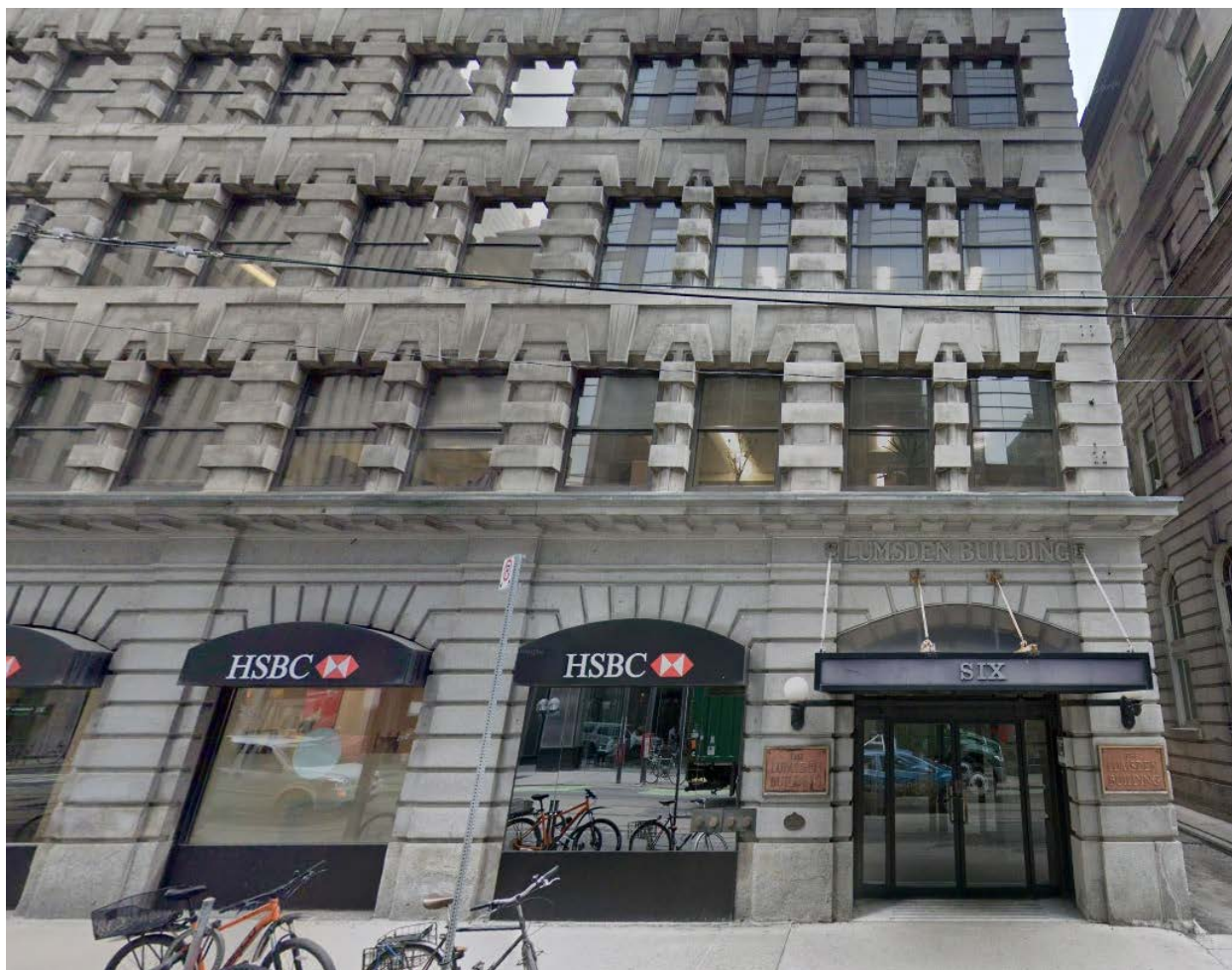


Image 24. Street-level view of the south elevation and entryway into the Lumsden Building (1909) by J.A. MacKenzie at 2-6 Adelaide Street East. Note the significant use of precast concrete, voussoirs, heavy dentilles, and a prominent portico roof suspended by four cables. Google Maps, 2018.

Archival Sources

- City of Toronto Building Records
- City of Toronto Archives
- City of Toronto Directories
- City of Toronto Assessment Rolls
- Goad's Atlas
- Ontario Land Registry
- TPL Photo Archive

Secondary Sources

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**STATEMENT OF SIGNIFICANCE
(REASONS FOR DESIGNATION)**

The properties at 544 and 550 Queen Street East (including the entrance addresses at 554 Queen Street East and 2 and 10 River Street) are worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meet Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under the criteria of design/physical, historical/associative, and contextual values.

Description

The subject properties at 544 and 550 Queen Street East is located on the northwest corner of Queen Street East and River Street in the historic Corktown neighbourhood. The properties are comprised of two former factory buildings, the former National Electric Heating Co. Ltd. the former New Method Laundry Co, Ltd. which were brought together in 1982-83 as part of the property's adaptive reuse, which linked the structures together across their Queen Street elevations via the construction of a large glass atrium. The atrium serves as the main entry into the complex and is used as a shared common space. Previous major alterations include the c. 1917 addition of a fourth storey to the former National Electric Heating Co. Ltd. building and the 1923 addition of a third storey and new second-storey sign band (in place of the original cornice) to the former New Method Laundry Co. Ltd. building.

Statement of Cultural Heritage Value**Design and Physical Value**

The properties at 544 and 550 Queen Street East, with entrance addresses at 554 Queen Street East, 2 and 10 River Street, contain two buildings, the former National Electric Heating Co. Ltd. building and the former New Method Laundry Co. Ltd. building. They are both designed in the Edwardian Classicism style and are representative examples of an early-twentieth-century, industrial warehouse/factory building type, within an urban setting.

The building formerly occupied by the National Electric Heating Co. Ltd., is valued for its design and physical value as representative of the Edwardian Classicism style, in its generally understated and unadorned red Ontario size brick facades, with some classically inspired features most evident in the design of the entrance doorway feature fronting onto Queen Street East. The doorway contains classically inspired elements typically found in the Edwardian Classicism style buildings in Ontario, such as the dichromatic material composition, Tuscan style columns and exaggerated and projecting keystone and a combination of stone and brick voussoirs are reminiscent of sixteenth century Italian Mannerist architecture. The building is also valued as a representative example of the industrial warehouse/factory building type, located within an urban setting, recognizable by its rectangular plan and flat roof form, located with its front elevation on or close to the property line. Its unadorned brick façade with precast

concrete ("artificial stone") construction, designed to maximize open spaces within and openings for windows along the front elevation to bring daylight into the working spaces, is also representative of the building's industrial warehouse/factory type. Its symmetrical arrangement and equally sized bays, vertically divided by brick pilasters and large square masonry openings for windows make them dominant features in the composition resulting in a greater percentage of glazed compared to solid areas in the façade which are characteristic of the type. The building also reflects the type in the lack of embellishment in the execution of the fourth-level brick addition and the segmental arched punched windows of building's east and west elevation.

The building constructed for the New Method Laundry Co. Ltd, is valued for its design and physical value as representative of the Edwardian Classicism style, in its generally understated and unadorned red brick facades, with some classically inspired features most evident in the design of the entrance doorway feature fronting on River Street. The exaggerated keystones and projecting voussoirs in precast stone are reminiscent of sixteenth century Italian Mannerist architecture, and are features that are often found in Edwardian Classical buildings in Ontario. The masonry work and materials, are also characteristic of the style, with their dichromatic composition highlighting selected classically inspired architectural elements. The building is also valued for its design and physical value as a representative of the industrial warehouse/factory type, built in the early twentieth century within an urban setting. The type is evident in its setting within an urban context, with its large rectangular form and massing reflecting executed in unadorned brick and precast concrete facades, composed to maximize openings for windows along street-facing facades, with a greater percentage of glazed areas compared to solid areas, to bring daylight into the working spaces and located closely following the street facing property lines. The unadorned design of the third storey, added in 1923, as well as the side addition's facade on River Street are part of the evolution of the industrial warehouse/factory type building.

Historical and Associative Value

The subject properties at 544 and 550 Queen Street East (comprised of two former factory structures) holds significant historical value as the site of various industrial and commercial tenants which occupied each of these two structures for more than 70 years from 1910-1982. These tenants include the National Electric Heating Co. Ltd. and New Method Laundry Co. Ltd. and their successors, which were part of a larger collection of manufacturing interests once central to the historic Corktown neighbourhood.

The former New Method Laundry building holds additional historical value for its association with Toronto architect J.A. MacKenzie (1876-1946) who designed this and several other prominent structures across the city. The original design elements retained in the first two storeys (and raised basement) of the structure's Queen and River Street elevations tie this structure to other of the architect's work, including the Lumsden Building (1909) at 2-6 Adelaide Street East designated under Part IV of the Ontario Heritage Act in 1978 and the original façade of the Madison Theatre (1913) at 506 Bloor Street West.

MacKenzie's skill and preference for working with material such as the use of precast concrete as seen at the Lumsden Building and specifically on this building as found upon the main entryway, with its exaggerated keystone and voussoir details and evidenced by archival images of the original cornice, the use of prominent dentilles and the placement of a large overhanging portico roof (no longer extant), ties the subject property to MacKenzie's other work.

Contextual Value

The subject properties at 544 and 550 Queen Street East hold contextual value for their role in defining, maintaining, and supporting the historic, turn-of-the-century, industrial character of the Queen/River corridor and the Corktown neighbourhood. A site of heavy industry for 150 years, Corktown's urban fabric continues to be informed by its industrial past - a fact which the subject property effectively supports and upholds. In their scale, massing, and materiality, the two former factory structures contained within the property are physically, functionally, visually, and historically linked to their surroundings and significantly contextualize and inform the architectural and cultural heritage of the area.

The properties hold additional contextual value as an early example of adaptive reuse within Corktown and larger King-Parliament area. The site's evolution over the last century, from industrial to commercial use, signified by the conversion of the two former factory buildings therein from manufacturing to creative industries, represents a formative part of the broader narrative of this neighbourhood's ongoing transformation.

Design and Physical Value

Attributes that contribute to the value of the properties at 544 and 550 Queen Street East as being a representative example as representative of the Edwardian Classicism style are:

National Electric Heating Co. Ltd.

- Main entrance arched doorway with brick and precast concrete voussoirs and precast concrete three-part keystone, over a rectangular unadorned precast concrete lintel. The arch is supported by two precast concrete Tuscan style columns with cubic bases and on concrete step
- Front door accessed by four steps to the entrance level
- Second- and third-floor window mullion composition which equally divides the window in three parts along the horizontal axis with wood mullions and one row of transoms, approximately 1/3 of the overall height of the masonry opening; except for the middle window on the second floor which is approximately 1/3 of the height of the full-sized windows, and has three equally divided wood mullions
- Red Ontario size brick, laid in a running bond on the front façade
- Precast concrete ("artificial stone") lintels and sills on the windows

The New Method Laundry Co. Ltd.

- The symmetrical composition of the 1911-built portion of the front elevation arranged in three bays
- The centrally-located River Street entrance arched doorway with precast concrete surround, keystone and voussoirs, and concave profile. Wood doorway fenestration, central double doors with wood frame and full-length glass panels, set on a wood frame with simplified classically-inspired pilasters, flanked by wood-framed sidelights and topped with a semicircular, wood-framed transom, with a semicircular central window with arrayed mullions and surrounded by segmental transom windows separated by thick paneled, wood mullions.
- On the River Street and Queen Street East facades constructed in 1911, the first- and second-level window mullion composition which equally divides each window in three parts along the horizontal axis with wood mullions and one row of transoms, approximately 1/3 of the overall height of the masonry opening

Attributes that contribute to the value of the properties at 544 and 550 Queen Street East as being a representative example of an early 20th century warehouse/factory type building in an urban setting are:

National Electric Heating Co. Ltd.

- The location of building, with its front elevation on or close to the property line facing Queen Street East
- The four-storey scale, rectangular form and massing with flat roof, with the length perpendicular to Queen Street East and side fronting on Queen Street East
- Symmetrical composition of the front elevation, arranged in three bays, divided by four equally-spaced unadorned brick pilasters extending from grade to the top of the parapet at the fourth storey
- Large square masonry openings for windows on the front facade
- Greater percentage of glazed compared to solid areas of the front façade composition
- Fourth-level window masonry openings supported by a steel lintel and brick laid in a running bond
- Red Ontario size brick laid in a common bond and header courses every six courses on the west elevation
- Quoining of the same brick used for the front elevation turning into the west elevation, flush with the west elevation's brick
- Punched windows on the west and east elevation with segmental arched openings made of three-rows of brick on their header and precast concrete sills.

The New Method Laundry Co. Ltd.

- The location of the building at the corner of the property at River Street and Queen Street East, closely following the property lines
- The two-storey scale with added third storey, raised basement, rectangular form and massing with flat roof, with the length parallel to Queen Street East and side fronting onto River Street (front elevation)

- Large square masonry openings for the first- and second-level windows of the front (River Street) façade and Queen Street East façade
- The brick façade of the side addition facing River Street, stepped back from the main front façade, and the precast lintel once over a now bricked window
- The greater percentage of glazed compared to solid areas of the front and Queen Street façade compositions
- Red Ontario size brick laid in a common bond and header courses every four courses
- Precast concrete ("artificial stone") lintels and sills of the windows on the River Street and Queen Street East facades, except the third-storey windows
- Composition of the Queen Street East façade arranged in ten equally-sized bays, vertically divided by unadorned brick pilasters from grade to the top of the second-level windows
- Punched windows on the west elevation with segmental arched openings made of three-rows of brick on their header and precast concrete sills.

Historical and Associative Value

Attributes of the former New Method Laundry Co. Ltd. building that demonstrate and reflect the work and ideas of Toronto architect J.A. MacKenzie (1876-1946):

- The decorative use of precast concrete upon the main entryway facing onto River Street from the east elevation of the structure.

Contextual Value

Attributes that contribute to the contextual cultural heritage value of the former National Electric Heating Co. Ltd. and New Method Laundry Co. Ltd. buildings at 544 and 550 Queen Street East:

- The scale, massing, and materiality of the two former factory structures comprising 544 and 550 Queen Street East, which are representative of the industrial history and architectural heritage of the surrounding Corktown neighbourhood.