

Alterations to a Heritage Property and Authority to Enter into a Heritage Easement Agreement - 545 Lake Shore Boulevard West

Date: January 4, 2022

To: Toronto Preservation Board

Toronto and East York Community Council

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

Wards: Spadina - Fort York, Ward 10

SUMMARY

The property at 545 Lake Shore Boulevard West is listed on the City's Heritage Register. It contains the Crosse and Blackwell Building which is a landmark building at the intersection of Bathurst Street and Lake Shore Boulevard West. It was constructed in 1927 by the notable architects Chapman and Oxley for the British food production company Crosse and Blackwell and it is a unique example of a former industrial headquarters that was designed with Art Deco and Beaux Arts stylistic influences. At its meeting on December 15, 2021 City Council approved the issuance of a Notice of Intention to Designate this property under Part IV, Section 29 of the Ontario Heritage Act.

This report recommends that City Council approve alterations proposed under S. 33 of the Ontario Heritage Act for the Crosse and Blackwell property in connection with a proposed development. It also recommends that City Council grant authority for the City to enter into a Heritage Easement Agreement with the owner of the subject property. The proposed development includes the complete retention of the Crosse and Blackwell Building, with the introduction of a two-storey roof addition and a single storey rear addition. The surface parking lot to the rear is proposed to be redeveloped with a 21 storey residential structure with a 13 storey base building. A courtyard open space is proposed to separate the Crosse and Blackwell Building from the new residential building that would face Queens Quay West.

RECOMMENDATIONS

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

1. City Council approve the alterations to the heritage property at 545 Lake Shore Boulevard West, in accordance with Section 33 of the Ontario Heritage Act, to allow for the construction of a two-storey addition to the property on the lands known municipally in 2021 as 545 Lake Shore Boulevard West, with such alterations substantially in accordance with plans and drawings dated December 20, 2021, prepared by Sweeney and Co. Architects, and on file with the Senior Manager, Heritage Planning; and the Heritage Impact Assessment (HIA), prepared by ERA Architects Inc., dated November 11, 2021 and on file with the Senior Manager, Heritage Planning, all subject to and in accordance with a Conservation Plan satisfactory to the Senior Manager, Heritage Planning and subject to the following additional conditions:

a. That the related site-specific Zoning By-law Amendment permitting the proposed alterations has been enacted by City Council and has come into full force and effect in a form and with content acceptable to City Council, as determined by the Chief Planner and Executive Director, City Planning, in consultation with the Senior Manager, Heritage Planning.

b. That prior to the introduction of the bills for such Zoning By-law Amendment by City Council, the owner shall:

1. Enter into a Heritage Easement Agreement with the City for the property at 545 Lake Shore Boulevard West in accordance with the plans and drawings dated December 20, 2021, prepared by Sweeney and Co. Architects, and on file with the Senior Manager, Heritage Planning, the Heritage Impact Assessment prepared by ERA Architects Inc., dated November 11, 2021, and in accordance with the Conservation Plan required in Recommendation 1.b.2, to the satisfaction of the Senior Manager, Heritage Planning including registration of such agreement to the satisfaction of the City Solicitor.

2. Provide a detailed Conservation Plan, prepared by a qualified heritage consultant that is consistent with the conservation strategy set out in the Heritage Impact Assessment for 545 Lake Shore Boulevard West prepared by ERA Architects Inc., dated November 11, 2021, to the satisfaction of the Senior Manager, Heritage Planning.

c. That prior to final Site Plan approval for the proposal, for the property located at 545 University Avenue, the owner shall:

1. Provide final Site Plan drawings substantially in accordance with the approved Conservation Plan required in Recommendation 1.b.2 to the satisfaction of the Senior Manager, Heritage Planning.
2. Provide a Heritage Lighting Plan that describes how the exterior of the heritage property will be sensitively illuminated to enhance its heritage character to the satisfaction of the Senior Manager, Heritage Planning and thereafter shall implement such Plan to the satisfaction of the Senior Manager, Heritage Planning.
3. Provide a detailed landscape plan for the subject property, satisfactory to the Senior Manager, Heritage Planning.
4. Submit a Signage Plan to the satisfaction of the Senior Manager, Heritage Planning;
5. Provide an Interpretation Plan for the subject property, to the satisfaction of the Senior Manager, Heritage Planning and thereafter shall implement such Plan to the satisfaction of the Senior Manager, Heritage Planning.

d. That prior to the issuance of any permit for all or any part of the property at 545 Lake Shore Boulevard West, including a heritage permit or a building permit, but excluding permits for repairs and maintenance and usual and minor works for the existing heritage building as are acceptable to the Senior Manager, Heritage Planning, the owner shall:

1. Provide building permit drawings, including notes and specifications for the conservation and protective measures keyed to the approved Conservation Plan required in Recommendation 1.b.2, including a description of materials and finishes, to be prepared by the project architect and a qualified heritage consultant to the satisfaction of the Senior Manager, Heritage Planning.
2. Provide a Letter of Credit, including provision for upwards indexing, in a form and amount and from a bank satisfactory to the Senior Manager, Heritage Planning, to secure all work included in the approved Conservation Plan, Lighting Plan and Interpretation Plan.
3. Provide full documentation of the existing heritage property, including two (2) printed sets of archival quality 8" x 10" colour photographs with borders in a glossy or semi-gloss finish and one (1) digital set on a CD in tiff format and 600 dpi resolution keyed to a location map, elevations and measured drawings, and copies of all existing interior floor plans and original drawings as may be available, to the satisfaction of the Senior Manager, Heritage Planning.

e. That prior to the release of the Letter of Credit required in Recommendation 1.d.2, the owner shall:

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

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

2. City Council authorize the entering into of a Heritage Easement Agreement under Section 37 of the Ontario Heritage Act with the owner of 545 Lake Shore Boulevard West in a form and content satisfactory to the City Solicitor and the Chief Planner and Executive Director, City Planning.

3. City Council authorize the City Solicitor to introduce the necessary Bill in Council authorizing the entering into of a heritage easement agreement for the property at 545 Lake Shore Boulevard West.

FINANCIAL IMPACT

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

DECISION HISTORY

The property was listed on the City's inaugural heritage register by City Council on June 20, 1973.

At its meeting of September 27, 2006, Toronto City Council adopted a Clause to confirm that properties listed on the heritage inventories of former municipalities were to be included on the City of Toronto Inventory, now known as the Heritage Register.

<https://www.toronto.ca/legdocs/2006/agendas/council/cc060925/plt6rpt/cl003.pdf>

At its meeting on December 15, 2021 City Council agreed to issue a Notice of Intention to Designate for the property at 545 Lake Shore Boulevard West under Part IV, Section 29 of the Ontario Heritage Act.

<https://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2021.CC38.16>

BACKGROUND

A Zoning By-law Amendment Application was submitted in October 2018 for a mixed-use development including residential, office and retail uses. The existing heritage building is proposed to be conserved and restored for office uses. Residential uses are proposed on the south portion of the site in two buildings with heights of 13 and 21 storeys. Overall 401 dwelling units are proposed along with 9,885 square metres of non-residential floor area. A courtyard open space is proposed for a central location within the site, between the existing heritage building and the new development. 144 vehicle parking spaces and 466 bicycle parking spaces are included in the proposal.

A Site Plan Application was submitted for the project in September 2021.

A Heritage Permit for alteration of the designated properties under Section 33 of the Ontario Heritage Act was submitted on behalf of the applicant on December 15, 2021.

Area Context

The property at 545 Lake Shore Boulevard West occupies an irregular lot where the curved foot of Bathurst Street meets Lake Shore Boulevard West.

To the immediate north, the original warehouse and head office building for the Loblaw's Groceries Company has a strong visual and historic relationship with the subject property. Opened in 1928, one year after the Crosse and 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.

Heritage Property

Listed on the City's inaugural heritage register by City Council on June 20, 1973, the Crosse and 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 it was acquired

by the Harbourfront Corporation in 1973 and repurposed for use as a media centre associated with CFMT-TV and OMNI-TV.

The Crosse and Blackwell building was designed by notable architects Chapman and Oxley and is a unique example of a former industrial headquarters with Art Deco and Beaux Arts stylistic influences. It 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. It was constructed in 1927 as an office and manufacturing plant for Crosse and Blackwell, a British foodstuffs manufacturer and 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.

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 (see Attachment 5).

Adjacent Heritage Property

One property designated under Part IV of the OHA is considered adjacent to the Site.

500 Lake Shore Boulevard West - Loblaw's Groceries Company, 1927, Sparling, Mortin and Forbes; add. 1934, J.A. Parrott - Designation By-law passed by City Council on February 1, 2001.

Development Proposal

The proposed development includes full retention of the Cross and Blackwell Building with the construction of a two-storey roof addition and single storey rear addition. The southern portion of the site that is currently used as a surface parking lot, is proposed to be redeveloped to provide a 13 and 21 storey residential structure fronting Queens Quay West. A courtyard would separate the new residential building from the Crosse and Blackwell building.

The original proposal for this site that is described in the 2018 Heritage Impact Assessment (HIA) retained much of the original facades of the Crosse and Blackwell Building but included considerable alterations to it as part of a redevelopment that included a residential tower above the heritage building. The proposal was subsequently revised to remove the residential tower from above the Crosse and Blackwell Building and to reposition it closer to Queens Quay West. The revised scheme retains the whole of the heritage building in-situ and modifies it for use as commercial offices.

The revised proposal retains the four-storey hexagonal pavilion of the existing structure in its entirety, including the original configuration of the primary entrance. A new one-storey addition is proposed to be constructed at grade to the rear of the retained heritage structure in order to provide barrier-free access to the proposed office space from Bathurst Street.

A two-storey addition is proposed above the historic four-storey building creating a total of six floors of office space. The addition would be set back from the north, northwest, and west street facing facades of the existing structure by 5 metres at the fifth storey level with an additional 2 metre setback from the street facing facades at sixth floor level. The south (rear) elevation of the building would be modified through the introduction of new pedestrian and vehicular entrances.

The proposed two-storey roof addition is proposed to be clad in porcelain panels while the architectural screen for the cooling tower and mechanical penthouse above is designed with perforated metal.

The southern portion of the Site that is currently a surface parking lot is proposed to be redeveloped as a 21 storey residential structure that would front onto Queens Quay West and include a 13 storey base building. It would be separated from the heritage property by a central landscaped courtyard. The proposed new building would have a contemporary design which incorporates a combination of glazing and metal paneling at the podium, and glazing and projecting metal panels at the tower. The metal panels at the podium would be designed to generally match or coordinate with the colour of the heritage building, while the metal panels at the floors above would reflect the tone of the restored stone details of the heritage building.

Heritage Planning Policy Framework

The Planning Act

The Planning Act guides development in the Province of Ontario. It states that municipalities must have regard for matters of provincial interest. Section 2(d) specifically refers to “the conservation of features of significant architectural, cultural, historical, archaeological or scientific interest” and 2(r) “to a built form that is well designed and provides for a sense of place.”

The Provincial Policy Statement (2020)

The Provincial Policy Statement (2020) (the "PPS") provides policy direction province-wide on land use planning and development to promote strong communities, a strong economy, and a clean and healthy environment. It includes policies on key issues that affect communities, such as:

- the efficient use and management of land and infrastructure
- ensuring the sufficient provision of housing to meet changing needs including affordable housing
- ensuring opportunities for job creation
- ensuring the appropriate transportation, water, sewer and other infrastructure is available to accommodate current and future needs; and
- protecting people, property and community resources by directing development away from natural or human-made hazards
- conservation of cultural heritage and archaeology

The provincial policy-led planning system recognizes and addresses the complex inter-relationships among environmental, economic and social factors in land use planning. The PPS supports a comprehensive, integrated and long-term approach to planning, and recognizes linkages among policy areas.

The PPS is issued under Section 3 of the Planning Act and all decisions of Council in respect of the exercise of any authority that affects a planning matter shall be consistent with the PPS. Comments, submissions or advice affecting a planning matter that are provided by Council shall also be consistent with the PPS.

The PPS recognizes and acknowledges the Official Plan as an important document for implementing the policies within the PPS. Policy 4.6 of the PPS states that, "The official plan is the most important vehicle for implementation of this Provincial Policy Statement. Comprehensive, integrated and long-term planning is best achieved through official plans."

Policy 2.6.1 of the PPS directs that "Significant built heritage resources and significant cultural heritage landscapes shall be conserved." Properties included on the City's Heritage Register are considered to be significant in this context. "Conserved" is defined in the PPS as "the identification, protection, management and use of built heritage resources in a manner that ensures their cultural heritage value or interest is retained under the Ontario Heritage Act."

Policy 2.6.3 states that "Planning authorities shall not permit development and site alteration on adjacent lands to protected heritage property except where the proposed development and site alteration has been evaluated and it has been demonstrated that the heritage attributes of the protected heritage property will be conserved."

Provincial Plans

Provincial Plans are intended to be read in their entirety and relevant policies are to be applied to each situation. The policies of the Plans represent minimum standards. Council may go beyond these minimum standards to address matters of local importance, unless doing so would conflict with any policies of the Plans.

All decisions of Council in respect of the exercise of any authority that affects a planning matter shall be consistent with the PPS and shall conform with Provincial Plans. All comments, submissions or advice affecting a planning matter that are provided by Council shall also be consistent with the PPS and conform with Provincial Plans.

A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020)

A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020) (the "Growth Plan (2020)") came into effect on May 16, 2019 and was amended through an Order in Council that came into effect on August 28, 2020. This plan replaces the previous Growth Plan for the Greater Golden Horseshoe, 2017. The Growth Plan (2020) continues to provide a strategic framework for managing growth and environmental protection in the Greater Golden Horseshoe region, of which the City forms an integral part.

The Growth Plan (2020) builds upon the policy foundation provided by the PPS and provides more specific land use planning policies to address issues facing the GGH region. The policies of the Growth Plan (2020) take precedence over the policies of the PPS to the extent of any conflict, except where the relevant legislation provides otherwise.

In accordance with Section 3 of the Planning Act all decisions of Council in respect of the exercise of any authority that affects a planning matter shall conform with the Growth Plan. Comments, submissions or advice affecting a planning matter that are provided by Council shall also conform with the Growth Plan.

Policy 4.2.7.1 of the Growth Plan states that "Cultural Heritage Resources will be conserved in order to foster a sense of place and benefit communities, particularly in strategic growth areas."

Toronto Official Plan

This application has been reviewed against the policies of the City of Toronto Official Plan. The Plan provides the policy framework for heritage conservation in the City. The following Official Plan policies apply to the proposed alterations:

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

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

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

3.1.5.16: "Properties on the Heritage Register and publicly known archaeological sites and artifacts will be promoted through educational programs, museums, local celebrations and other programming opportunities."

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

3.1.5.27: "Where it is supported by the cultural heritage values and attributes of a property on the Heritage Register, the conservation of whole or substantial portions of buildings, structures and landscapes on those properties is desirable and encouraged. The retention of façades alone is discouraged."

The City of Toronto Official Plan can be found here: <https://www.toronto.ca/city-government/planning-development/official-plan-guidelines/official-plan/>

Standards and Guidelines

The Standards and Guidelines for the Conservation of Historic Places in Canada (the "Standards and Guidelines") is the official document guiding planning, stewardship and the conservation approach for all listed and designated heritage resources within the City of Toronto. The General Standards (1-9) the Standards for Rehabilitation (10-12), and the Standards for Restoration (13-14) apply to this project.

The Standards and Guidelines can be accessed here:
<http://www.historicplaces.ca/media/18072/81468-parks-s+g-eng-web2.pdf>

COMMENTS

Heritage Planning staff has reviewed the Heritage Impact Assessment submitted in support of the proposal prepared by ERA Architects Inc., for conformity with the Planning Act, the Provincial Policy Statement, the Growth Plan and the City's Official Plan heritage policies and the Standards and Guidelines for Conservation of Historic Places in Canada.

Conservation Strategy

The project retains the property in-situ externally and internally. The roof addition would add two stories with a mechanical penthouse and cooling tower above. While the proposed two-storey addition would modify the roof of the 4-storey portion of the building, the hexagonal pavilion containing the principal entrance, and decorative stone detailing would be retained and restored.

The original configuration of the primary entrance, including the existing stone surrounding and decorative metal and woodwork is proposed to be retained and restored based on archival documentation, and the existing doors would be replaced with new ones that are appropriate with the historical character of the property. The glazed hexagonal lantern is proposed to be retained and the existing copper framing and brickwork would be restored. The existing glass in the lantern is proposed to be replaced in-kind rather than restored with stained glass or the recreation of the original architectural coat of arms. This is considered appropriate given the overall conservation strategy that is being proposed for the Crosse and Blackwell Building which includes the restoration of the cast stone parapet detailing that was removed in the 20th-Century.

Although the 4-storey portion of the heritage building behind the hexagonal pavilion does not have the same degree of detailing as the central hexagonal pavilion or the west elevation, this portion of the site is also proposed to be restored. As noted above the restoration of the cast stone detailing to their parapets will restore their original appearance.

Staff considers this to be an excellent adaptive reuse project that has minimal impact upon the heritage resource. As such, the revised proposal maintains and enhances the cultural heritage value of the subject property.

Proposed Tower Design and Materiality

The proposed two storey roof addition above the Crosse and Blackwell Building would be clad in porcelain panels with glazed railings in front and the cooling tower and mechanical penthouse would be obscured with a perforated metal screen. They would be designed to appear light and to not draw visual attention away from the heritage building below. The restoration of the cast stone parapet detailing to the Crosse and Blackwell Building would also help to lessen the visual impact of the roof additions.

The detailed design and materiality of the additions to the heritage building and the new residential tower construction adjacent to the heritage building will be further explored in the subsequent Conservation Plan and within the Site Plan Application review process to better ensure that the evolving design continues to complement the character established by the historic Crosse and Blackwell Building.

Adjacency

The proposal contains a strong conservation program for the subject heritage property at 545 Lake Shore Boulevard West and does not affect the cultural heritage value of the adjacent heritage property at 500 Lake Shore Boulevard West (the Loblaws Building).

Heritage Easement Agreement and Additional Plans

Conservation Plan

Should Council approve the proposed conservation strategy, the owner should be required to submit a Conservation Plan for the work described in the Heritage Impact Assessment prepared by a qualified heritage professional to the satisfaction of the Senior Manager, Heritage Planning.

Interpretation, Signage and Lighting Plans

Should Council approve the proposed conservation strategy, prior to final Site Plan approval for the proposed development, the applicant should be required to submit a heritage lighting plan, signage plan and a heritage interpretation plan to the satisfaction of the Senior Manager, Heritage Planning. The lighting plan should provide details of how the heritage property will be lit so that its unique heritage character is highlighted. The signage plan should detail the parameters for any new commercial signage proposed on the Crosse and Blackwell Building. The interpretation plan should serve to communicate the cultural heritage values of the property to users and visitors of the property.

Landscape Plan

Staff is recommending that the applicant be required to provide a final Landscape Plan that enhances the heritage character of the property to the satisfaction of the Senior Manager, Heritage Planning as a condition of Site Plan approval.

Heritage Easement Agreement

Staff is recommending that the owner enter into a Heritage Easement Agreement to secure the long-term protection of the heritage property at 545 Lake Shore Boulevard West.

CONCLUSION

Staff are supportive of the proposal to alter and add small additions to the Crosse and Blackwell Building at 545 Lake Shore Boulevard West as part of a redevelopment proposal that would involve the full retention, rehabilitation and restoration of the heritage building and the construction of a new 21 storey mixed-use building at the south portion of the site. Staff support the proposed alterations in the context of the conservation and mitigation strategies proposed for the site and are of the opinion that the proposal has been designed to conserve the cultural heritage values, attributes and character of the heritage property. As such, staff are satisfied the proposal meets the intent of the Planning Act, the Provincial Policy Statement, the Growth Plan (2020) and the City of Toronto's Official Plan heritage policies in conjunction with the Standards and Guidelines for the Conservation of Historic Places in Canada.

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SIGNATURE

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ATTACHMENTS

Attachment 1 - Location Map

Attachment 2 - Aerial Photographs

Attachment 3 - Photographs

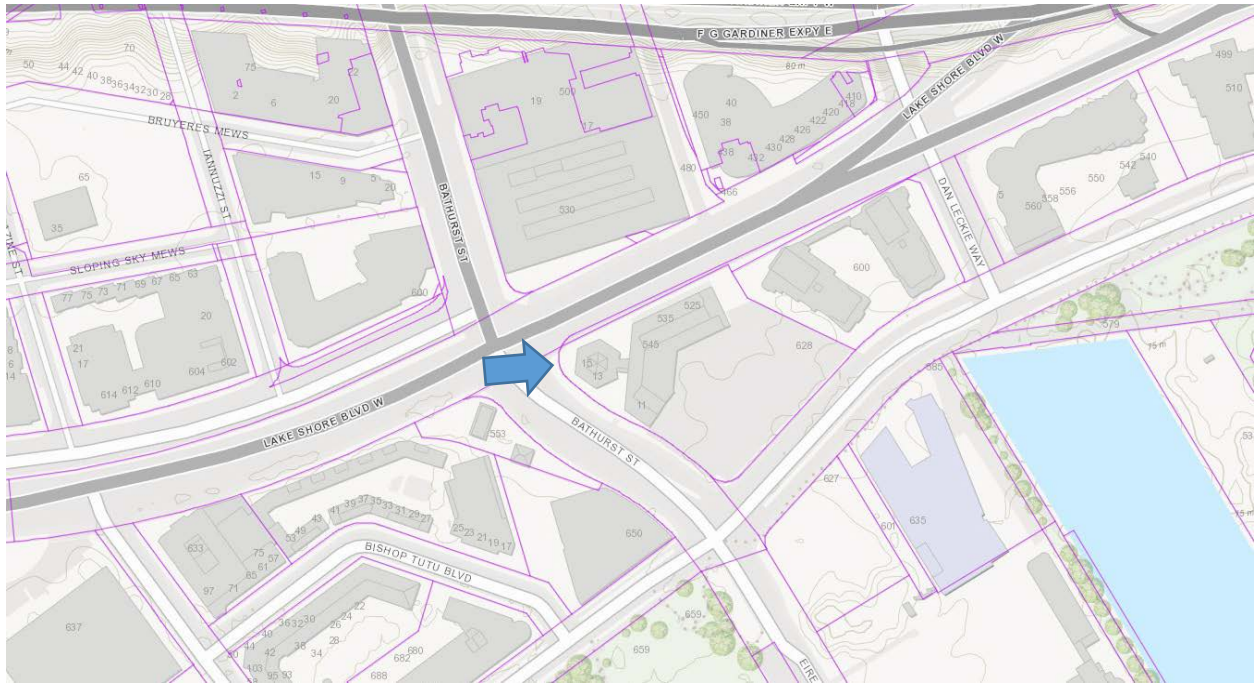
Attachment 4 - Selected Drawings

Attachment 5 - Statement of Significance/Attributes from Pending Designation Report

LOCATION MAP

ATTACHMENT 1

545 Lake Shore Boulevard West



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.)

545 Lake Shore Boulevard West



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

545 Lake Shore Boulevard West



North Side facades along Lake Shore Boulevard West. Note four storey Hexagonal Pavilion



North Façade, east of the four storey pavilion, along Lake Shore Boulevard West



Looking Southeast towards property. Designated 500 Lake Shore Blvd. West (Loblaw's Groceteria) property seen at left edge.



Primary Entrance at Hexagonal Pavilion at the corner



West elevations along Bathurst Street. Side wall of Hexagon seen at left side

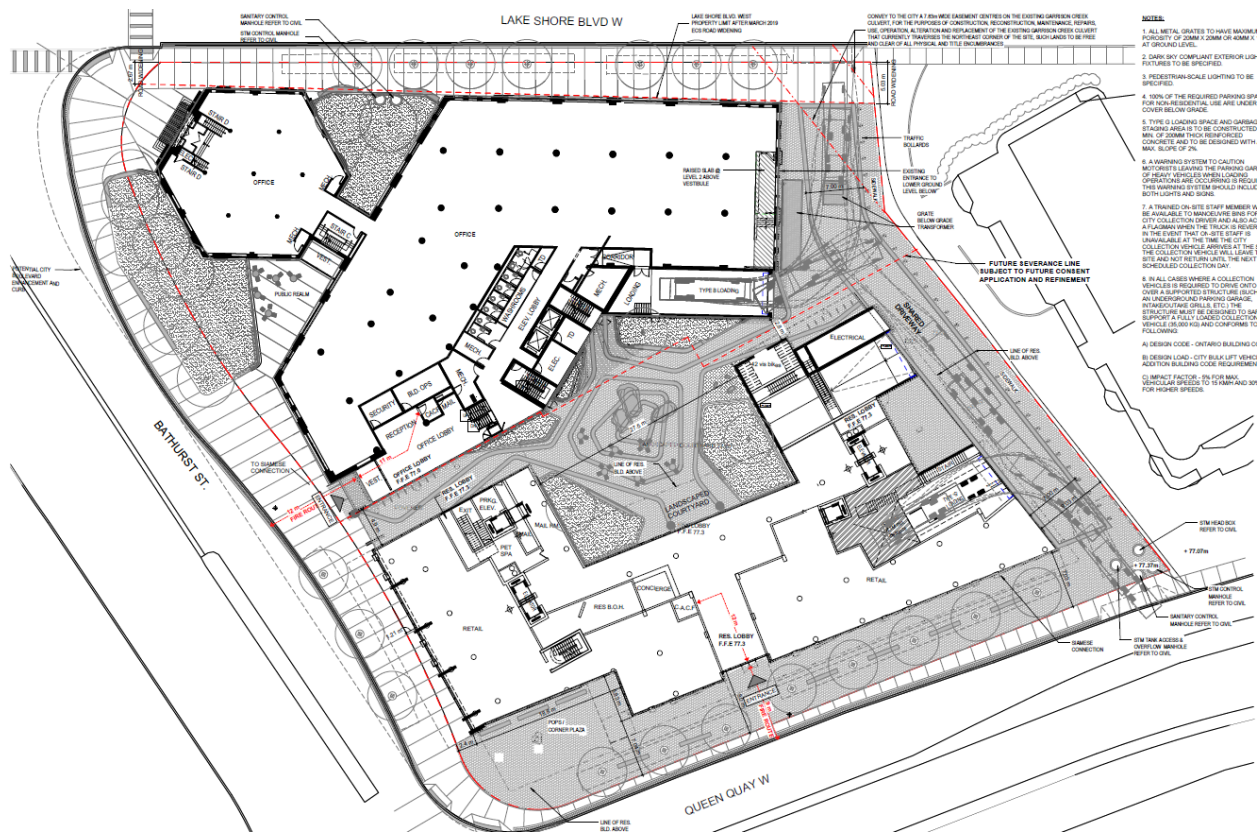


Rear/South Elevation. Non-Street facing

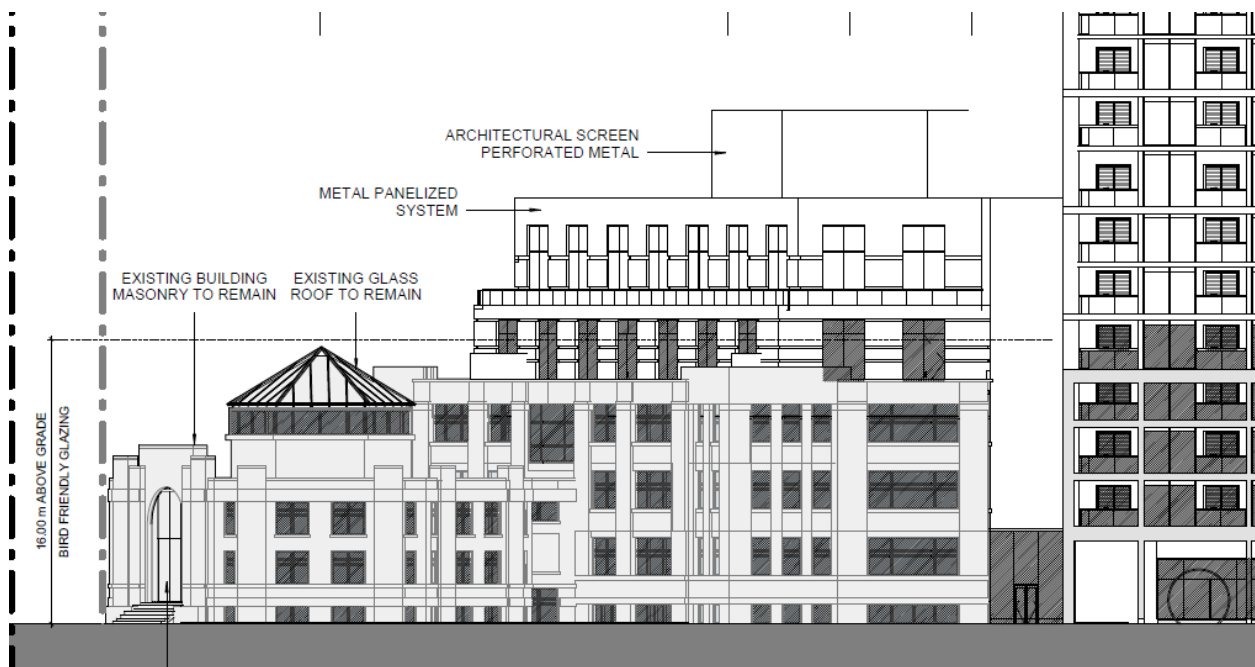
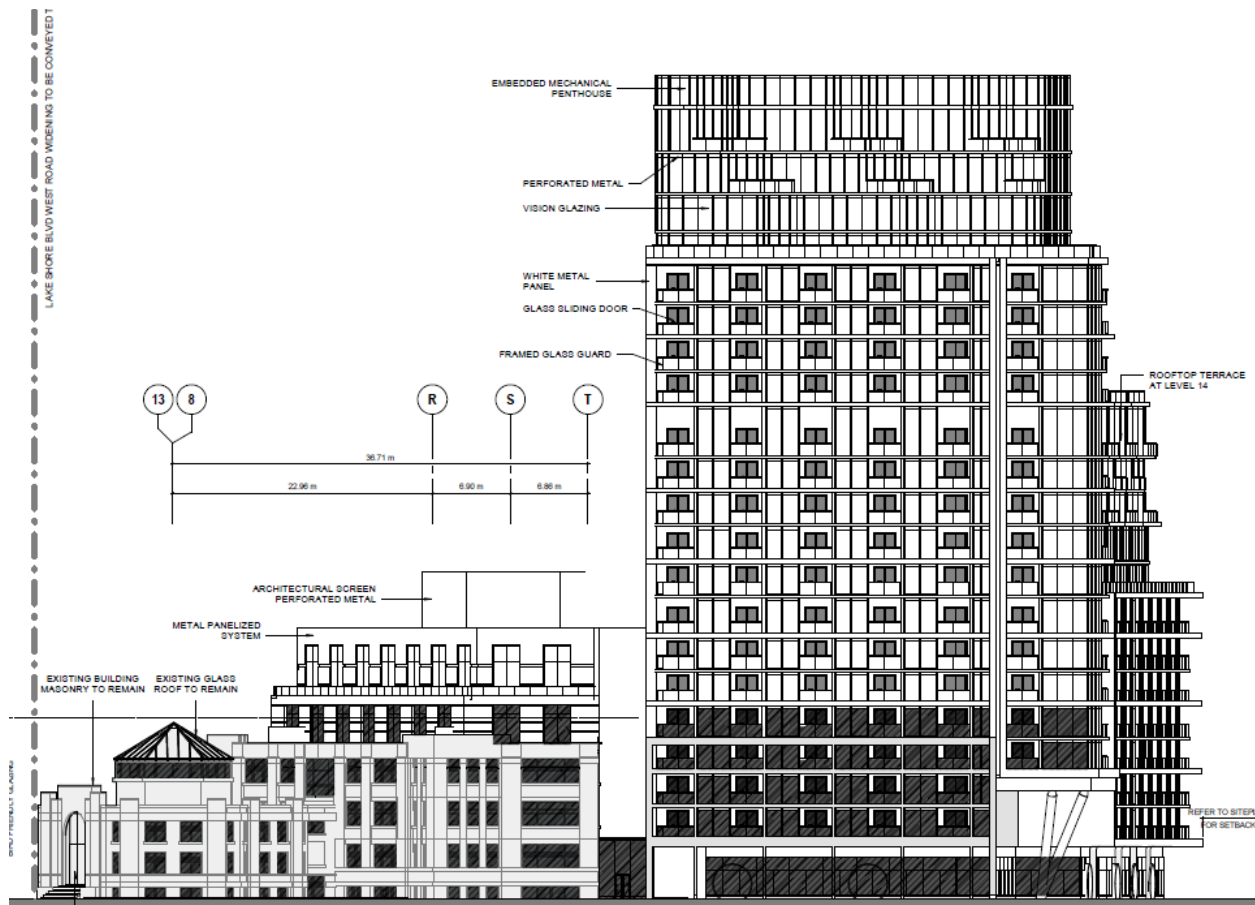
545 Lake Shore Boulevard West



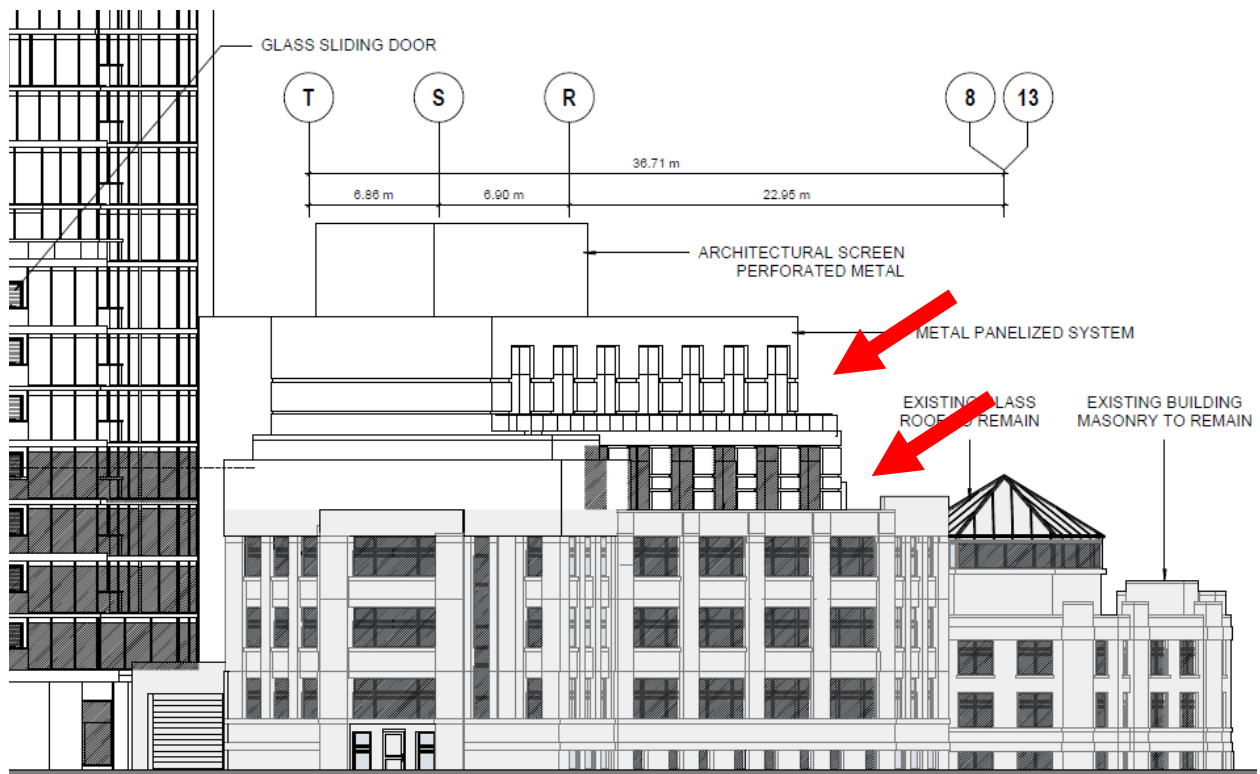
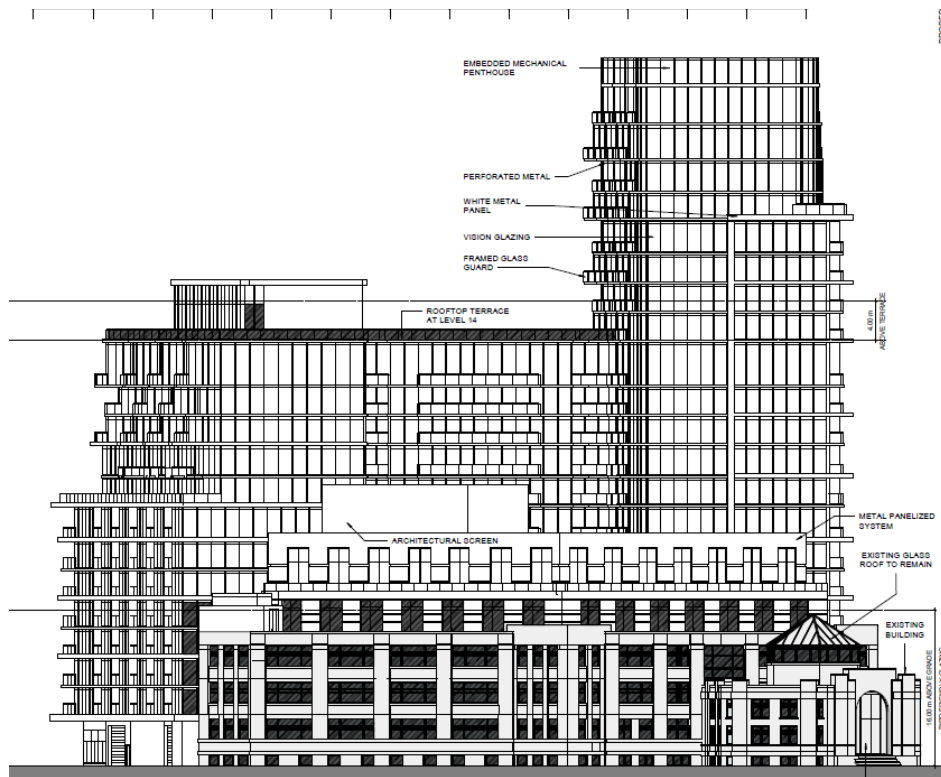
Previous Proposal with high rise atop heritage property.



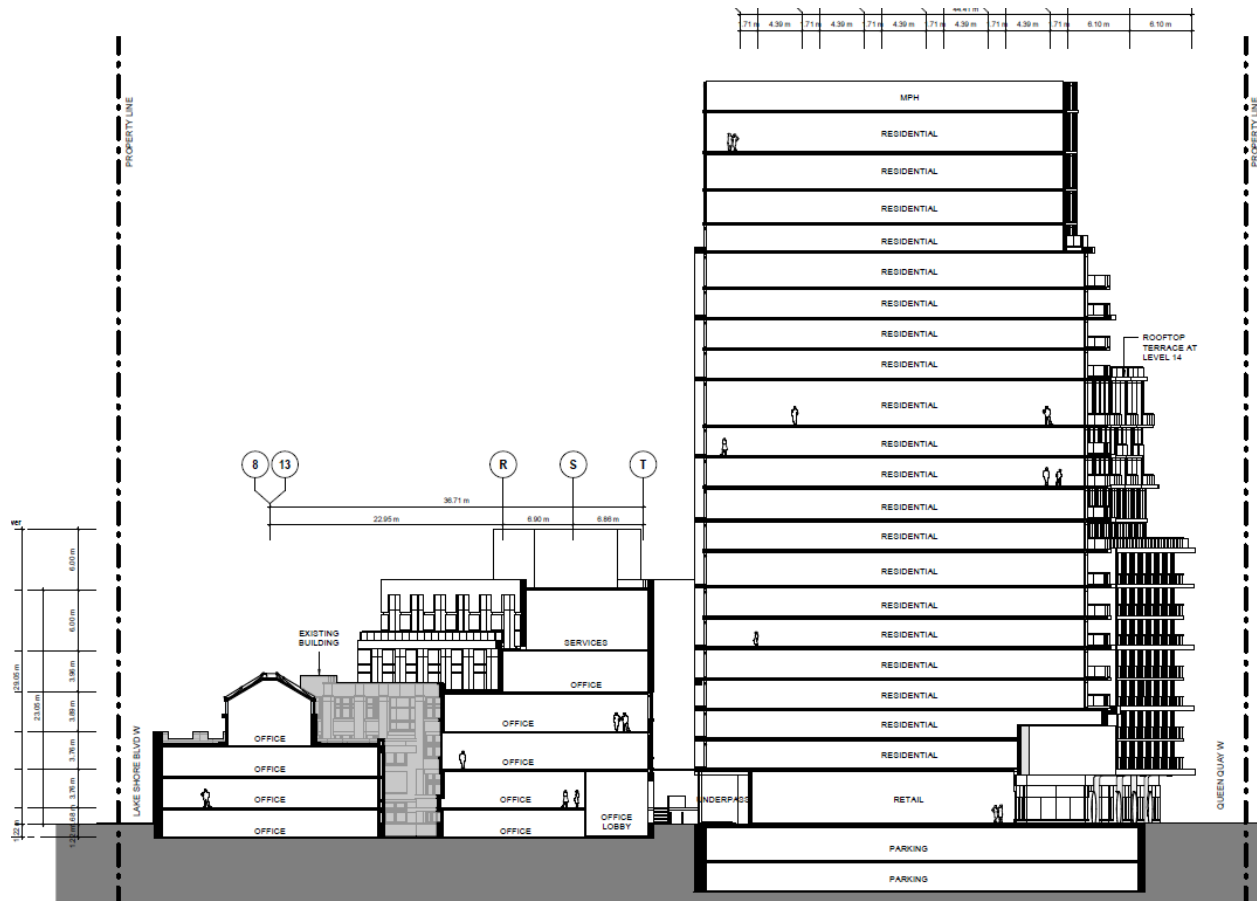
First Floor Plan for Office Use in heritage property. For the complete drawing set, please visit the [Application Information Centre](#).



West elevation drawings at Bathurst Street frontage of the whole of the development and close up elevation of the heritage building. For the complete drawing set, please visit the [Application Information Centre](#).



North elevation drawings. The lower arrow point to the 5 metre step back at the fifth floor and the upper arrow indicates the 2 metre step back at the sixth floor. For the complete drawing set, please visit the [Application Information Centre](#).



Section of Office within heritage property. Looking towards the east. For the complete drawing set, please visit the [Application Information Centre](#).



Rendering looking at Lake Shore Boulevard West frontage. For the complete drawing set, please visit the [Application Information Centre](#).



Rendering of Bathurst Street frontage. Note, new development at right. For the complete drawing set, please visit the [Application Information Centre](#).



Rendering of Bathurst Street and Lake Shore Boulevard West intersection. Note, new development behind the heritage building. For the complete drawing set, please visit the [Application Information Centre](#)

545 Lake Shore Boulevard West**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