



Giaimo

HERITAGE IMPACT ASSESSMENT

147 Liberty St/54-66 Fraser Ave

Toronto, ON M6K 3G3

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Prepared for:

147 Liberty Group

147 Liberty Street

Toronto, ON M6K 3G3

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STATEMENT OF PROFESSIONAL QUALIFICATIONS

Giaimo, established in 2015, is a Toronto-based architecture firm integrating design and heritage conservation. We specialize in developing contextual and creative solutions within existing buildings, fostering environmentally, socially, and culturally sustainable places through adaptive reuse, renovations, interventions, and integrating new with old. As architects, designers, and heritage specialists, we have over two decades of experience in all project stages, including research, heritage assessments, feasibility studies, concept design, detailed design, and construction. Collectively our staff of eight have worked on hundreds of projects, ranging from housing and offices to museums and community spaces, and have been honoured with numerous awards, including the Lieutenant Governor's Ontario Heritage Award for Excellence in Conservation, the Canadian Architect Awards of Excellence, and the Canadian Association of Heritage Professionals Award. Collaboration is at the core of our studio, and we actively engage in Canada's architectural culture through mentoring, teaching, research, publishing, volunteering, and exhibitions.

Joey Giaimo, MRAIC, OAA, CAHP, is founding Principal at Giaimo and brings more than 25 years of experience in the architectural, heritage and engineering professions, including an extensive portfolio in integrating design and conservation. He is a registered Architect (OAA) and heritage professional (CAHP). He currently serves on the City of Hamilton's Design Review Panel (DRP) and is co-author of the award winning *Vancouver Matters*, a book that takes a critical stance on the city's acclaimed urbanism. He is also an instructor at the Department of Architectural Science at Toronto Metropolitan University, and has been a visiting critic and thesis advisor for several academic institutions including the University of British Columbia, OCAD University, and the University of Waterloo.

Ria Al-Ameen, OAA, CAHP, PMP, is an Associate at Giaimo. She is a registered Architect (OAA) heritage professional (CAHP), and project manager (PMP) with a decade of experience in design and heritage conservation. She completed her Master of Architecture at Toronto Metropolitan University. Over the last eight years at Giaimo, she has worked on several architecture and heritage conservation projects, from concept design through construction administration. She also serves on the Canadian Association of Heritage Professionals Board of Directors (CAHP), chairs the Communications Committee and sits on the Equity and Diversity Taskforce.

Sara Shemirani, BArchSc, CAHP, is an architectural designer with experience working on existing buildings and heritage projects across Ontario. Over the last five years at Giaimo, she has contributed to a range of projects from multi-unit residential renovations, building condition assessments, and conservation plans to design exhibits and heritage interpretation installations. Sara's work focuses on solutions that integrate contemporary needs within existing heritage contexts. Passionate about heritage conservation, Sara has volunteered for the non-profit Architectural Conservancy Ontario (ACO) since 2019, most recently as the ACO NextGen Vice Chair.

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EXECUTIVE SUMMARY

This Heritage Impact Assessment (HIA) has been prepared by Gaiimo + Associates Architects Inc. ("Gaiimo") for the property owner, 147 Liberty Group (the "Owner"), and assesses the potential impact of the proposed development on on-site and adjacent cultural heritage resources.

The project site includes a collection of buildings at the intersection of Liberty Street and Fraser Avenue including 147 Liberty Street (68 Fraser Avenue) and 54-66 Fraser Avenue, associated with the former S. F. Bowser and Company Factory and the former Arlington Company of Canada Factory, respectively (the "Site").

An HIA is required because the proposed development site contains heritage resources listed on the City's Heritage Register and is adjacent to designated heritage properties. Following the issuance of this report, the properties have been designated under Part IV of the Ontario Heritage Act.

Gaiimo has evaluated the properties on the Site using the provincial Criteria for Determining Cultural Heritage Value or Interest (Ontario Regulation 9/06) and found that they meet the criteria for designation under part IV of Ontario Heritage Act. A draft Statement of significance has been prepared for the properties at 147 Liberty Street and 54-66 Fraser Avenue.

The proposed development introduces a new residential high-rise tower while fully retaining and restoring the existing building at 147 Liberty Street, the former S. F. Bowser Co factory building. Furthermore, the east façade of the buildings at 58-66 Fraser Avenue, the former Arlington Co factory complex, will be retained in-situ. Portions of the return walls at the courtyard and south elevation will be reconstructed. The proposal also includes the demolition the one-story detached brick building at the south end of the lot on Fraser Avenue to accommodate a new entrance to the underground parking.

The assessment of impact included in this report concludes that the proposed development will have a minimal and acceptable impact on the cultural heritage value and heritage attributes of the listed properties on Site, which will be mitigated by several design considerations. A combined conservation approach of preservation and rehabilitation is proposed for the Site and a forthcoming Conservation Plan will include further details. Lastly, the proposed development represents minimal impact on the adjacent heritage resource.

1 - INTRODUCTION

1.1 REPORT SCOPE

This Heritage Impact Assessment (HIA) has been prepared by Giaimo + Associates Architects Inc. ("Giaimo") for the property owner, 147 Liberty Group (the "Owner"), and considers the redevelopment of the site and the impact on the heritage resources.

The project site includes a collection of buildings at the intersection of Liberty Street and Fraser Avenue including 147 Liberty Street/ 68 Fraser Avenue and 54-66 Fraser Avenue, associated with the former S.F. Bowser and Company Factory and the former Arlington Company of Canada Factory, respectively (the "Site"). Fig. 1.2. highlights each building within the Site and its associated address as referred to throughout this report.

The owner's intent is to introduce a high-rise residential development to the site while fully retaining and restoring the existing building at 147 Liberty Street, retaining the existing east facades at 54-66 Fraser Avenue, and demolishing the one-story detached brick building at the south end of the lot on Fraser Avenue.

An HIA is required because the proposed development site contains heritage resources listed on the City's Heritage Register and is adjacent to designated heritage properties. This HIA assesses the potential impact of the proposed development on on-site and adjacent cultural heritage resources. The purpose of an HIA, according to the City of Toronto's HIA Terms of Reference is to:

"...assist in the understanding of the cultural heritage value of each existing or potential heritage resource on a site, adjacent to a site or within a Heritage Conservation District (HCD), and apply relevant heritage conservation policies and standards in the analysis of the impact of development on its cultural heritage value, and develop mitigation measures to protect it. Within the City of Toronto's application

process and complete application requirements, the purpose of the HIA is also to inform decisions of City staff and City Council and to guide the creation of a Conservation Plan or any other Council approved condition."

1.2 METHODOLOGY

Preparing the HIA included archival research, policy review, an assessment of the existing building, and evaluating preservation approaches and mitigation strategies. This work was completed in November and December 2024.

This report was prepared with reference to the following:

- The City of Toronto's *Heritage Impact Assessment Terms of Reference*;
- City of Toronto's Heritage Register;
- Ontario Heritage Act (R.S.O. 1990), Ontario Regulation 9/06 Criteria for Determining Cultural Heritage Value or Interest;
- *Ontario Heritage Tool Kit*;
- Parks Canada's *Standards and Guidelines for the Conservation of Historic Places in Canada* (2010);
- *Ontario Provincial Policy Statement* (2024);
- City of Toronto Official Plan (Chapters 1-5 consolidated in June 2024); and
- Garrison Common North Secondary Plan (2019).

Section 3 – Policy Framework provides a review of relevant policies.

Archival research was mostly conducted through Toronto Public Library and City of Toronto Archives. Historic images, maps, atlases and city directories were digitally accessed. Building permit stubs and original architectural

drawings and specifications for Arlington Co were reviewed in person at the Archives. Please refer to *Appendix A – Resource List* for more information.

The heritage resource was evaluated through Ontario Regulation 9/06 Criteria for Determining Cultural Heritage Value or Interest and was based on research findings and our professional expertise.

The building condition assessment was completed through site visits and subsequent field report. Members of the Giaimo team visited the Site on November 06, 2024, and November 23, 2024, to make exterior observations. Further details are provided in Section 5.

1.3 SITE & CONTEXT

Description of the Property and Visual Inspection

The Development Site is rectangular and located at the southwest corner of Liberty Street and Fraser Avenue in City of Toronto's Liberty Village neighbourhood. It contains 147 Liberty Street/ 68 Fraser Avenue, a two-storey brick building with a flat roof and 54-66 Fraser Avenue, directly behind, one to two-storey brick buildings with flat roofs and a courtyard separating north and south wings. Section 5 of this report assesses the condition of the buildings within the Site.

The archaeological mapping tool within the City of Toronto Maps does not identify archeological potential on the Site. The City of Toronto Official Plan Land Use Plan (Map 18, published June 2024) identifies the Site as a Regeneration Area. The Site is within the Garrison Common North Secondary Plan (2015) and subject to Site and Area Specific Policy (Policy 10, Area 3).



Fig. 1.1. Bird's eye view looking towards southwest. Buildings on Site shown with blue outline
Google Earth, 2021. Annotated by Giaimo.

Description of Surrounding Neighbourhood Keyed to a Context Map

The Site contains former industrial buildings, Arlington Co and S. F. Bowser & Co factories built in 1906, which are currently adaptively reused as office spaces. A driveway adjacent to 54 Fraser Avenue leads to surface parking spaces behind the buildings.

The neighbourhood maintains a unique identity, with its historical roots in the industrial era visibly preserved through adaptive reuse of warehouses and factories. Contrary to the mixed-use residential character of the eastern portion of Liberty Village, the area to the west of Hannah Avenue to Dufferin Street is mainly low-rise with commercial uses. The design of these buildings maintains the area's industrial 'sense of place', with large windows, red brick, and a sense of scale that reflects the street's historical character.

The immediate context consists of diverse commercial uses including offices, restaurant, café, and fitness studios:

- North: Liberty Street, and a surface parking lot and Toronto Carpet Factory complex. Allan A. Lamport Stadium grounds is located to the northeast;
- East: Fraser Avenue, and two to four-storey red brick historic Gillett Factory Complex built gradually over the first half of the 20th century;
- South: a surface parking lot; and
- West: 39 Mowat Avenue, three-storey red brick addition to S. F. Bowser & Co and one-storey painted masonry extensions.



54 Fraser Avenue



58-60 Fraser Avenue



62-66 Fraser Avenue



147 Liberty Street/
68 Fraser Avenue

Fig. 1.2. The buildings contained within the Site highlighted in magenta, Site boundary shown in dashed white line.

2020 Aerial Imagery, City of Toronto. Annotated by Giaimo.



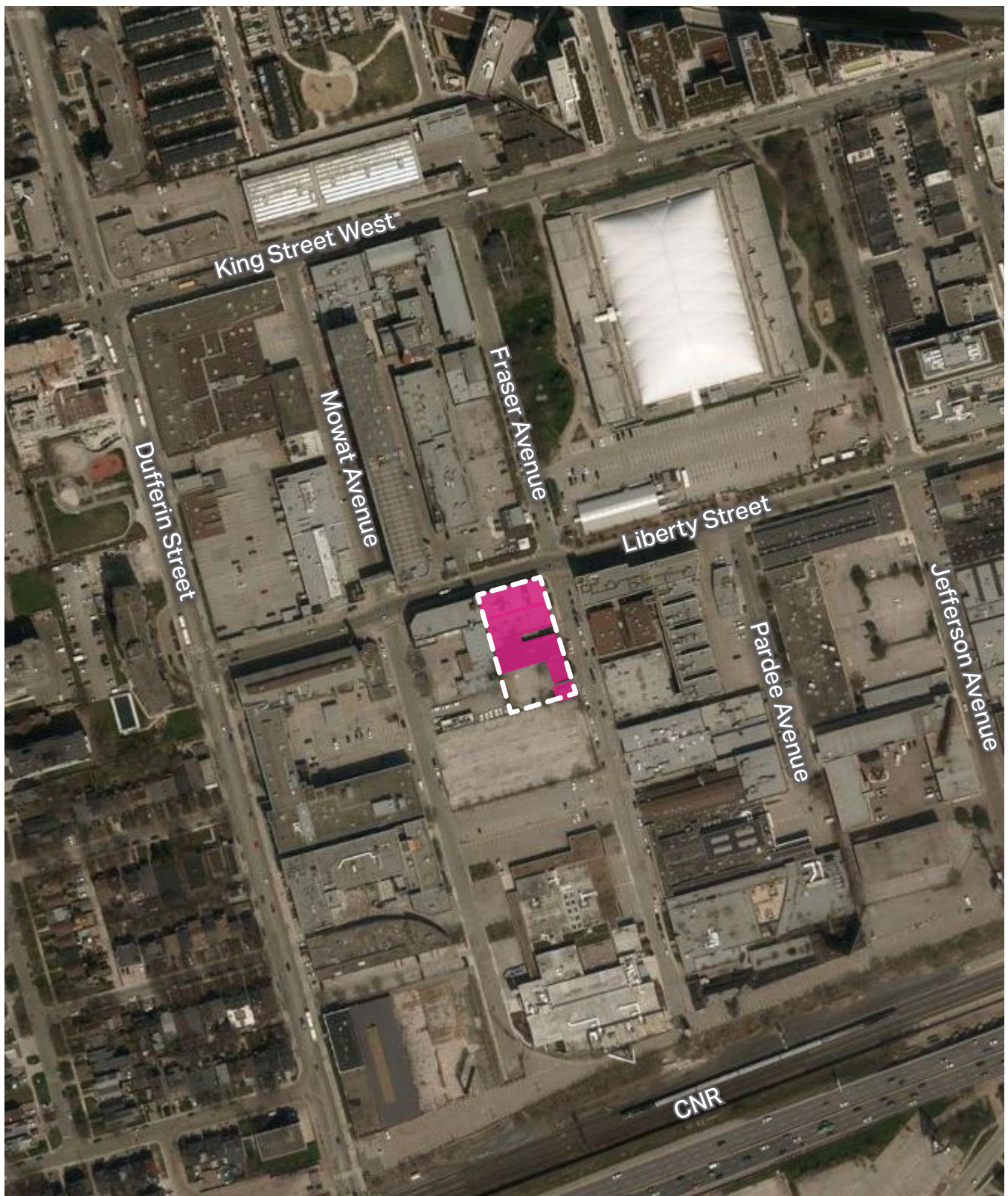


Fig. 1.3. 2022 Aerial Imagery showing the Site boundary in dashed line and buildings on Site in magenta, within the context.

City of Toronto. Annotated by Gaiimo.





Fig. 1.4. Property map, Site boundary in dashed magenta line and buildings on Site in blue.
City of Toronto. Annotated by Gaiimo.



Fig. 1.5. Official Plan Land Use Map with approximate Site boundary in magenta.
City of Toronto. Annotated by Gaiimo.

1.3.1 CURRENT PHOTOGRAPHS/ IMAGES

The following pages include photos describing the Site and its context, including building elevations and views to and from the Site. All photos are taken by Giaimo on November 6, 2024 unless otherwise noted.



Fig. 1.6. East and north elevations of the former S. F. Bowser & Co factory at 147 Liberty Street/ 68 Fraser Avenue, looking towards the southwest Corner of Liberty Street and Fraser Avenue. 54-66 Fraser Avenue, the former Arlington Co, can also be seen in the background to the south.



Fig. 1.7. 147 Liberty Street/ 68 Fraser Avenue east elevation which was historically main elevation.



Fig. 1.9. Partial north elevation of 147 Liberty Street/ 68 Fraser Avenue (foreground) and 39 Mowat Avenue, former S. F. Bowser & Co addition, adjacent to it.



Fig. 1.8. 58-66 Fraser Avenue, north wing of former Arlington Co, primary (east) elevation.



Fig. 1.10. 58-66 Fraser Avenue partial primary (east) elevation. South wing, courtyard and north wing of the former Arlington Co.



Fig. 1.11. 54 Fraser Avenue (left) east elevation and 58-66 Fraser Avenue partial east elevation. The paved driveway in the middle leads to parking spaces to behind the buildings.



Fig. 1.12. Former Arlington Co courtyard, view looking east toward the Gillett Factory Complex.

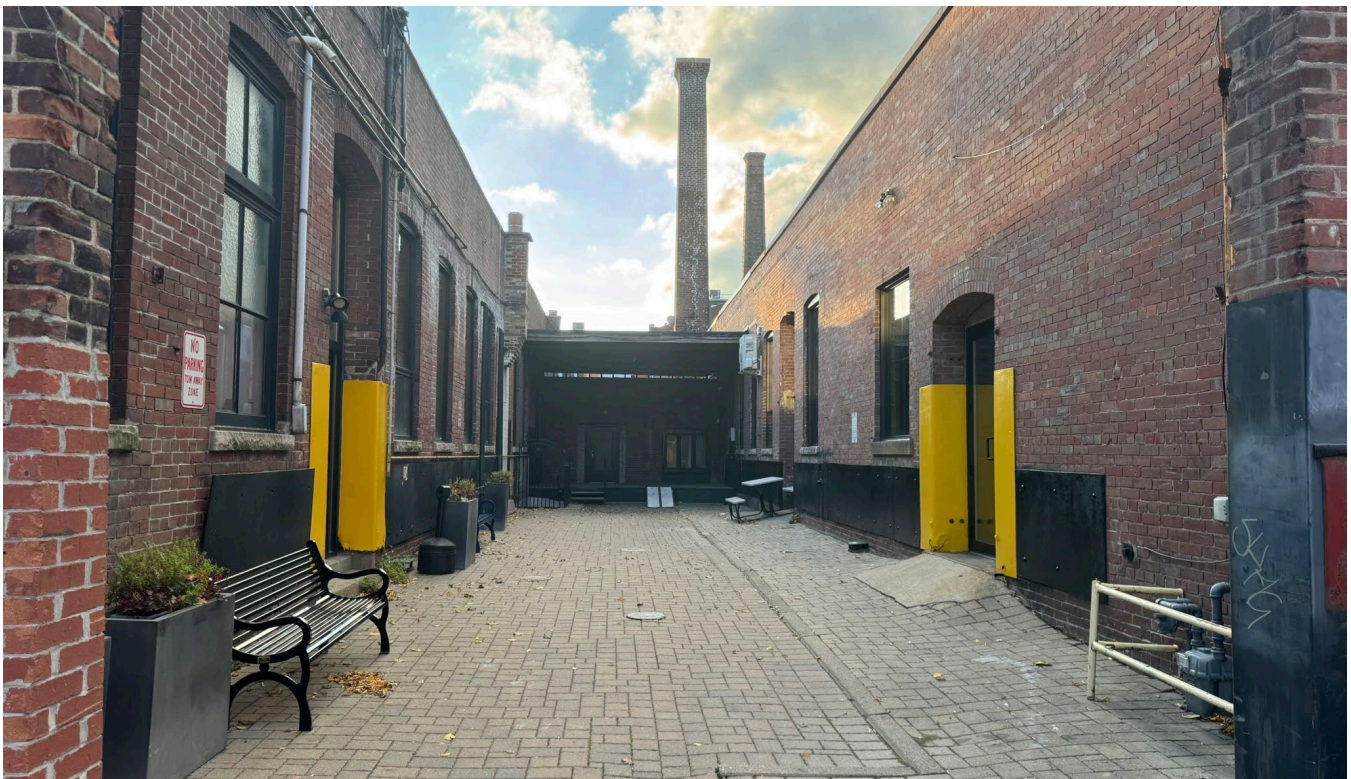


Fig. 1.13. Former Arlington Co courtyard, view looking towards west.



Fig. 1.14. Partial south elevation of 58 Fraser Avenue, view looking towards northwest. The Toronto Carpet Factory can be seen in the background.



Fig. 1.15. View looking north towards the Site from an adjacent parking lot.



Fig. 1.16. View looking north from Liberty Street near 147 Liberty Street/ 68 Fraser Avenue.



Fig. 1.17. View looking south along Fraser Avenue from Liberty Street showing the Gillett Factory Complex (left) and the Site (right).



Fig. 1.18. View looking southwest along Liberty Street while approaching the Site, and the Gillett Factory Complex.



Fig. 1.19. View looking southeast along Liberty Street, 39 Mowat Avenue in the foreground and the Site directly behind.

1.4 HERITAGE RECOGNITIONS

Garrison Common North Area Study

The properties within the Site (referred to as 66 Fraser Avenue and 39 Mowat Avenue in the study) were identified for their “cultural resource value or interest” in the Garrison Common North Area Study and their inclusion on the City of Toronto Inventory of Heritage Properties was recommended by the City Staff in a report to the Toronto Preservation Board titled *Garrison Common North Area Study - Inclusion of 38 Properties on the City of Toronto Inventory of Heritage Properties* issued in March 7, 2005. Subsequently, the properties were listed on the Heritage Register later that year and the following year.

147 Liberty Street (Listed*¹)

The former S. F. Bowser and Company Factory at 147 Liberty Street (with the primary address of 68 Fraser Avenue) is listed in the Heritage Register under the Ontario Heritage Act. It was listed on February 2, 2006.

66 Fraser Ave (Listed*)

The former Arlington Company of Canada Factory, built in 1906, with a south wing and second-storey addition in 1910, is listed in the Heritage Register under the Ontario Heritage Act. It was listed on December 7, 2005.

54 Fraser Ave (Listed*)

The Arlington Company of Canada Factory, built in 1906 by Wickson and Gregg, with a south wing and second-storey addition in 1910, is listed in the Heritage Register under the Ontario Heritage Act. It was listed on October 26, 2006.

It should be noted that based on the *Inclusion on the City of Toronto Inventory of Heritage Properties - 66 Fraser Avenue (Arlington Company of Canada Factory) (Ward 14 - Parkdale-High Park)*, Appendix C, our understanding is that at the time of inclusion of the properties on the Heritage Register:

Staff have determined that the property previously identified as 66 Fraser Avenue has been split into two municipal addresses, with the south part of the original factory and its south wing identified as #54 Fraser, and the north part of the factory remaining as #66 Fraser.

Furthermore, the Description and Heritage Attributes provided do not mention the one storey brick structure located at the southeast corner of the Site.

¹ * Following the issuance of this report, the properties have been designated under Part IV of the Ontario Heritage Act.

1.5 DESCRIPTION OF ADJACENT HERITAGE PROPERTIES

The definition of "adjacent" as stated in Chapter 3.1.6 of the City of Toronto Official Plan (consolidated March 2022) is as follows:

Adjacent: means those lands adjoining a property on the Heritage Register or lands that are directly across from and near to a property on the Heritage Register and separated by land used as a private or public road, highway, street, lane, trail, right-of-way, walkway, green space, park and/or easement, or an intersection of any of these; whose location has the potential to have an impact on a property on the heritage register; or as otherwise defined in a Heritage Conservation District Plan adopted by by-law.

Adjacent Heritage Resources

Former Toronto Carpet Manufacturing Building, 1179 King Street West (Part IV Designated)

The Toronto Carpet Manufacturing Building, located at 1179 King Street West, is a former factory built in 1899. Designated under Part IV of the Ontario Heritage Act on November 26, 1975, under By-Law No. 511-75. The building is considered as a landmark and is recognized for its historic and architectural value as a well-preserved example of a late nineteenth-century industrial complex.

Former Gillett Company Factory Complex, 41-53 Fraser Avenue, 135 Liberty Street, and 42 Pardee Avenue (8 Pardee Avenue) (Part IV Designated)

The properties at 41-53 Fraser Avenue, 135 Liberty Street, and 42 Pardee Avenue (8 Pardee Avenue) are designated under Part IV of the Ontario Heritage Act on February 5, 2021,

under By-law No. 46-2021. Collectively, these buildings form the former E. W. Gillett Co. Ltd. factory complex, constructed in 1911-1912, with later additions in 1922 and 1941-1942. The complex features a collection of buildings and is recognized for its association with industrial uses and the Neo-Gothic and Streamlined Moderne architectural styles.

Former S.F. Bower and Company Factory Building at 39 Mowat Avenue (Listed)

39 Mowat Avenue is a former factory building for the S.F. Bower and Company, built in 1910. The property was listed on the Heritage Register on June 16, 2005.

Former Mercer Reformatory Warden's House at 1177 King Street West (Listed)

1177 King Street West is the Warden's House remaining from the former Mercer Reformatory. It was constructed in 1894 and designed by Kivas Tully Provincial Architect. The property was listed on the Heritage Register on June 16, 2005.



Fig. 1.20. Former Toronto Carpet Manufacturing Building (right) and subject property former S. F. Bowser and Company (left)

Photo by Gaiimo



1.6 CONTACTS

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2 - PRIMARY AND SECONDARY RESEARCH

2.1 SITE HISTORY AND DEVELOPMENT

The following section was written by non-Indigenous authors using written research and visual resources, and may not fully reflect the rich and layered history of Indigenous peoples in this area.

The present-day Toronto area has long formed part of the territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and continues to be home to many diverse First Nations, Inuit and Métis peoples. According to City of Toronto, the city has the largest Indigenous population in the province and 4th largest in Canada.

The Site is in proximity to natural resources, including the Garrison Creek and Carrying Place Trail (Toronto Passage), shared by the Indigenous peoples long before the establishment of York in 1793:

East – Garrison Creek: negatively affected by settlement, the creek was completely buried by the mid 1920s ("Garrison Creek"). For thousands of years prior to colonial settlement, the Ojibwe and their predecessors had settlements along the waterways on the north shore of Lake Ontario which included Garrison Creek (Court 9).

West – Carrying Place Trail: the primary route north from the shores of Lake Ontario along the valley of the Humber River to Lake Simcoe. Indigenous Peoples had established communities along this important trade route (Marsh).

Toronto is covered by the disputed Treaty 13 (the Toronto Purchase treaty, 1805) signed with the Mississaugas of the Credit. "A "purchase" that exploited two incompatible understandings of land use and ownership" (Court 11). In contrast to settler governments' views on land ownership

and private property, the Indigenous peoples believed that land is to be peaceably shared by different inhabitants; a concept referred to as A Dish with One Spoon.

Colonial Settlement

From Garrison Reserve to an Industrial District

The Site is located within the former Military Reserve (also referred to as the Garrison Reserve), over 1,000 acres of land west of the Town of York which was set aside by Lieutenant-Governor Simcoe for military purposes in the 1790s. The Reserve was bound by Queen Street (Lake Shore Road) to the north, Concession Road (Dufferin Street) to the west, waterfront to the south, and Peter Street to the east. Portions of the Reserve were carved off incrementally starting with grants to private owners in 1810 (Ng and The Friends of Fort York) and the 1834 Chewett *City of Toronto and Liberties* map shows a proposed extension of the city limits from Peter Street to Garrison Creek (around present-day Niagara Street) is under survey.

One of the early major construction developments on the Military Reserve was the former Provincial Lunatic Asylum built in 1850 (the site of CAMH at Queen Street West and Shaw Street). According to Ojibwe traditions, these lands were used by the Mississaugas from the time of their arrival in the Toronto area c. 1700 (Court 9). Archival materials from 1860 demonstrate that much of the three acres in proximity to or where the Asylum was, used to be a Reserve for Camping and Council purposes for the Mississauga of the New Credit (Court 9).

This area of the city became disconnected from the growing central core with the extension of Toronto, Grey and Bruce Railway and the Great Western Railway tracks across Garrison Common (Wieditz).

Other government institutions that followed included the Central Prison, constructed in 1871 (operational until 1915,

demolished in 1930, though the chapel still stands today), and the Mercer Reformatory for Women, built in 1878 (closed and demolished in 1969). Both facilities faced Liberty Street and it was the first street men and women would set foot on once they had served their sentences (Wieditz). Exploitation of Incarcerated Workers contributed to the development of the area. Prison labor was initially employed by the Canada Car Manufacturing Company to build equipment for the railways, while also contributing to the construction of surrounding streets, a commercially operated brickyard, and a stoneyard ("Central Prison").

Towards the end of 19th century, the area was developing into an industrial district taking advantage of proximity to the railways. At King Street West and Stachan Avenue, agricultural Implements manufacturer, Massey-Harris (1891) constructed an industrial complex. Directly to the south, separated by the Grand Trunk Railway tracks, manufacturer of boilers and heavy machinery, John Inglis and Co had started operations a few years before (in 1884). The two were amongst the largest businesses at the time. John Inglis and Co eventually took over the

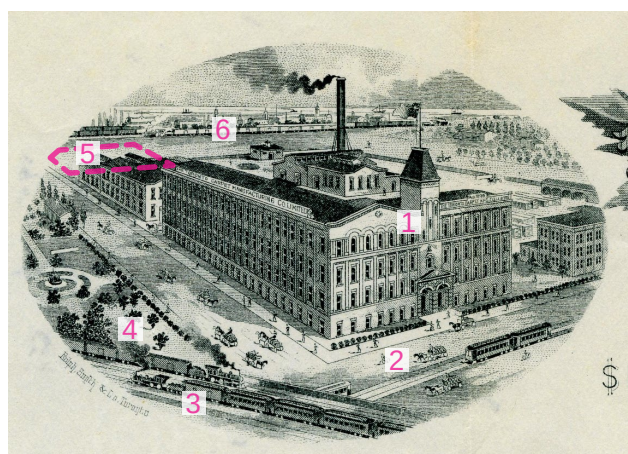


Fig. 2.1. 1902 Toronto Carpet Manufacturing Co illustration on a letterhead showing: 1) The Toronto Carpet Manufacturing Co, 2) King Street West, 3) [likely] King Street Bridge (1888), 4) Mercer Reformatory grounds, 5) Approximate area of the Site, and 6) Grand Trunk Railway.

Source: Toronto Public Library Digital Archives, Annotated by Giaimo.

former adjacent Central Prison lands.

By 1884, as seen on the Goad's Fire Insurance Plan, the Site's immediate context was subdivided but not developed beyond the Reformatory. Having outgrown their previous space at Jarvis and The Esplanade, the Toronto Carpet Manufacturing Co relocated in 1899 to the southwest corner of King Street West and Fraser Avenue (Toronto Carpet Factory History), marking the start of a wave of development in the western portion of Liberty Village. The four-storey brick and heavy timber building was designed by American architect William Steele—who was experienced in the design and construction of industrial buildings—as his first commission in Canada. The firm eventually opened a Toronto office, and the additions were designed by William Steele & Sons Co as well (Hill, "Steele, William"). By the end of WWI, the company had taken over an entire city block.

An annual fair started to take place at Toronto with the establishment of the Industrial Exhibition Association, in 1879 (Ng and The Friends of Fort York). The large exhibition building, Crystal Palace (no longer extant), was moved from the old King Street fairgrounds to the new fairgrounds located to the south of the Site (and Grand Trunk Railway) and west of Dufferin Street. The fair later became Canadian National Exhibition (CNE).

The Arlington Co of Canada and S. F. Bowser Co

The buildings on Site, the Arlington Co of Canada, manufacturer of collars and cuffs, and S. F. Bowser Co, manufacturer of oil tanks and cans, were constructed in 1906 and continued the neighbourhood's densification during this time. In 1905, while Arlington Co still operated from 16 Temperance Street in the downtown core, the architecture firm of Wickson & Gregg were commissioned to design their new factory on Fraser Avenue. The permit was issued on October 9, 1905 (Hill, "Wickson, Alexander Frank") and starting 1906 the company appears on the west side of Fraser Avenue on the City Directory and is the only structure listed on this side of the avenue. There have been a

few additions to the building since the original design:

- An infill between the 'Stock Room' (northeast corner) and 'Box Room' (northwest corner) (Fig. 2.20.) of the north wing;
- A one-storey addition to the south (of the south wing) with the same architectural language as the original building; and
- A Second storey addition to the eastern portion of the south wing.

The following building permits could be corresponding to these additions:

- In 1906, Wickson & Gregg designed a one-storey brick addition costing \$3,000 (Permit No. 4729).
- In 1909, a one-storey storeroom was designed by architect J. L. Havill with the total cost of \$2,800 (Permit No. 18202).

S. F. Bowser Co's building permit was issued in August 1906 for a two-storey brick factory designed by the Toronto firm of Curry, Sproatt & Rolph with a cost of \$9,000 (Permit No. 5017). While the datestone above the main entrance on the east elevation reads 1906, the City Directory for years 1907, 1908, and 1909 notes "unfinished factory" next to Arlington Co and S. F. Bowser Co does not appear on the Street Directory until 1910 suggesting that the construction could have been completed in 1909¹.

The 1913 the Fire Insurance Plan shows wooden structures at the neighbouring property (39 Mowat Avenue). By 1924, a brick structure extended from Fraser Avenue to Mowat Avenue on Liberty Street is illustrated and the name S. F. Bowser Co appears on both.

The Toronto Daily Star reported on December 6, 1921, that the S. F. Bowser Co had bought the adjacent property occupied by the Arlington Co for \$58,000 and that Arlington Co would be transferring their manufacturing business to Montreal. For around twenty years,

they continued to operate from 62-68 Fraser Avenue. On August 22, 1946, the Globe and Mail reported that the company purchased former Standard Underground Cable Co. of Canada Ltd.'s property in Hamilton and that their manufacturing operations, sales and administrative offices will be moving to Hamilton by the year's end. Prior to that, manufacturing had moved to 183 George Street and only the administrative and sales offices were operating from 66 Fraser Avenue ("S. F. Bowser Company Buys Hamilton Plant"). In business since 1906 in Canada, the company was a subsidiary of Bowser Inc. based in Fort Wayne, Indiana.

The standalone brick structure at the southeast corner of the Site is not shown on the 1924 Goad's Fire Insurance Plan; however, the 1931 aerial imagery shows this structure. Therefore, it can be assumed that it was constructed between 1924 to 1931 and given the limited fenestration within the original design², the building might have been constructed as storage for the factory buildings. During the period of its construction, S. F. Bowser Co occupied the property.

On the west side, E. W. Gillett Company Complex buildings were constructed gradually between 1912 to 1942 in Neo-Gothic and Streamline Moderne styles. The factory produced Magic Baking Powder and Royal Yeast Cakes. Previously, Toronto Baseball Grounds (Diamond Park) occupied the land from early 1900s.

Many plants shifted to production of armaments, weapons, and bombs during both World Wars, which contributed to soil pollution in the area (Wieditz 2). Similar to S. F. Bowser Co, many companies moved to the suburbs after the Second World War; the Inglis and Carpet Manufacturing factories were part of the few large-scale employers persisting till 1990s (Wieditz 3).

Subsequent uses for the buildings on Site were mainly light industrial such as bedding and work clothing manufacturers, sale of paper products and stone printing equipment, and

1 The information for City Directories was collected the year prior to the publication date.

2 Rear windows seem to be a later modification to allow for adaptive reuse of the space.

upholstering and woodwork.

Transformation: From an Artist community to Toronto's New Media and IT Hub

Once industry had moved on, many buildings including the Inglis and Massey-Harris factories³ were demolished. The remaining structures generally faced neglect and were often left empty until the artist and marginal community saw value in them. While the buildings were in poor condition, they provided large and affordable spaces that were suitable for studios (Wieditz 3). Given the inner-city location of King and Dufferin area, investors and business owners purchased properties at low cost knowing the area will be sought-after eventually. In the early to mid-1990s, the scene began to change as non-profit sector and local economic development organizations attracted new businesses—such as programmers, sound engineers, management consultants, and advertising agencies—into the area through events like exhibitions, artist studio tours, and festivals (Wieditz 4). An additional benefit to potential tenants was fast internet connections, made possible through demonopolization of local telecommunications services (Wieditz 4). By the late 1990s, the area was being recognized as Toronto's new media and IT industries' hub (Wieditz 4).

The economic development policies of the City during this era, including rezoning to allow mixed uses, aided with reinvestment in the area and adaptive reuse of the warehouses for new programming (Wieditz 4). The area's "rediscovery" by the business sector and developers led to the displacement of the community who had originally realised its potential (Wieditz 4). The revitalization continued through efforts of Liberty Village Business Association⁴ and utilization of an Employment Revitalization Program offered

³ The former Massey-Harris Office Building (945 King Street West) is the only structure remaining from the Massey-Harris industrial complex.

⁴ Established in 1999, two years prior to the Liberty Village Business Improvement Area (LVBIA). At the time, LVBIA became Canada's first BIA that did not contain a main street commercial strip (Wieditz 5).

by City's Economic Development Division that supported certain infrastructure and streetscape improvements (Wieditz 5).

In early 2000s, development on the lands east of Hanna Avenue to Strachan Avenue and south of King Street for a mixed-use community began. Currently, this area comprises townhouse complexes, residential towers, and retail. The redevelopment led to population increase in Liberty Village.

The buildings on Site have been adaptively reused as office spaces and the interior has been modified to accommodate this use.

Architects

147 Liberty Street (S. F. Bowser & C)

The building is associated with the architectural firm Curry, Sproatt & Rolph, an important collaboration of three well-known architects. Based in Toronto, the firm operated from 1905 to 1907 and was responsible for several noteworthy buildings in the city, including factories, residences, and churches. Notable works include St. Andrew's Presbyterian Church (1907), Metropolitan Methodist Church (1906), and the National Club (1906), all of which are still standing today. Prior to joining as one firm, the architects had worked together in the firm Darling, Curry, Sproatt and Pearson, and also in the firm Sproatt and Rolph. The partnership of these three architects was of importance to the architectural community.

54-66 Fraser Avenue (Arlington Co)

The building is associated with the prominent architectural firm Wickson and Gregg, which operated from 1904 to 1936, a prolific collaboration that was recognized for its involvement in the design of notable buildings around the city, including the Central Reference Library (1907), now known as the Koffler Student Services Centre at the University of Toronto, and Timothy Eaton Memorial Church (1915), a Neo-Gothic landmark, along with many other significant buildings. Wickson, one of the partners of the firm, is noted for his

contributions to the architectural profession. He served as President of the Ontario Association of Architects in 1900, 1910, and 1911, and as President of the Royal Architectural Institute of Canada from 1918 to 1920, in addition to acting as a director of the Canadian National Exhibition. Similarly, Gregg contributed to the advancement of the architectural profession through his achievements and involvement with the “Diet Kitchen” group of influential Toronto architects. In 1930, Gregg was nominated as a fellow of the Royal Architectural Institute of Canada.