

## **401 King Street West - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act**

**Date:** January 20, 2026

**To:** Toronto Preservation Board

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

**Wards:** 10 - Spadina-Fort York

### **SUMMARY**

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This report recommends that City Council state its intention to designate the property at 401 King Street West (including entrance addresses at 407 and 409 King Street West) under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value according to the Statement of Significance which includes a description of heritage attributes found in Attachment 1.

The subject property is located on the south side of King Street West, between Spadina Avenue and Blue Jays Way, in the Wellington Place neighbourhood. A location map and current photograph of the heritage property are found in Attachment 2.

The property is the former warehouse and headquarters of Warwick Bros. & Rutter Ltd., completed in 1904, with a later addition constructed in 1913. Warwick Bros. & Rutter are primarily recognized as the most prolific publisher in Canada during the early 20th century's "golden age" of postcards. Their collection of known postcard designs includes over 9000 picture postcards featuring illustrations and photographs from across the country. The 1904 portion of the property was designed by G.W. (George Wallace Gouinlock (1861-1932), a leading architect for more than 30 years, and whose works can be found throughout Ontario and as far west as Manitoba and Saskatchewan. He won the design competition for one of the first skyscrapers in Toronto constructed in 1896 to house the world headquarters of the Independent Order of Foresters known as the Temple Building (demolished) and is renowned for being the official architect for the Canadian National Exhibition (1906-1912) including the Horticulture Building.

The property was listed on the City's inaugural Heritage Register on June 20, 1973.

The subject property is located in the King-Spadina Heritage Conservation District (HCD) adopted by Council in 2017 and is part of an important collection of warehouses and industrial buildings in the King-Spadina area. The King-Spadina HCD Plan, as

modified, was enacted by OLT Decision in February 2024 and identifies 401 King Street West (including 407 and 409 King Street West) as a contributing property to the HCD.

In 2017, the OMB approved a settlement between the City and the applicant for a Zoning By-law Amendment in part, subject to a series of pre-conditions. One pre-condition makes it necessary for the Board to receive confirmation from the City of the designation of the heritage resources on the site, approval to alter same, and execution and registration of the Heritage Easement Agreement on title to the subject property.

Although the subject property is within the boundary of the King-Spadina Heritage Conservation District and is identified as a contributing property, the application for 401-415 King Street West is included in Appendix F - Transition, meaning that the policies of the HCD Plan under Part V of the Ontario Heritage Act do not apply where the development is substantially in accordance with the listed approval. Therefore, consistent with the approach for others in Appendix F - Transition, individual designation under Part IV of the Ontario Heritage Act is brought forward to continue to ensure the contributing properties of the District are protected and conserved.

Staff have determined that the property at 401 King Street West (including 407 and 409 King Street West) has cultural heritage value and meets 5 out of 9 of the Ontario Regulation 9/06 criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act. A property may be designated under Part IV, Section 29 of the Ontario Heritage Act, if it meets two or more of the nine criteria.

## **RECOMMENDATIONS**

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

1. City Council state its intention to designate the property at 401 King Street West (including 407 and 409 King Street West) under Part IV, Section 29 of the Ontario Heritage Act in accordance with the Statement of Significance for 401 King Street West (Reasons for Designation) attached as Attachment 1 to the report (January 20, 2026) 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**

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City Planning confirms there are no financial implications resulting from the recommendations included in this report in the current budget year or in future years.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the information as presented in the Financial Impact Section.

## DECISION HISTORY

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City Council included the subject property at the property at 401 King Street West on the City of Toronto's Heritage Register on June 20, 1973.

On October 2, 2017, City Council designated the King-Spadina Heritage Conservation District and adopted the King-Spadina Heritage Conservation District Plan under Part V of the Ontario Heritage Act. The King-Spadina HCD was subsequently appealed to the Ontario Land Tribunal (OLT).

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.TE26.14>

On August 14, 2023, the OLT brought into effect appealed portions of the new King-Spadina Secondary Plan, with approved modifications, and confirmed un-appealed portions of Official Plan Amendment 486 were in-effect as of March 5, 2020. The OLT Decision approving OPA 486, as modified, may be found here:

<https://www.omb.gov.on.ca/e-decisions/OLT-22-002453-OCT-05-2023.pdf>

On February 28, 2024, the OLT brought into effect the designation of the King-Spadina HCD under Part V of the Ontario Heritage Act and approved the King-Spadina HCD Plan, as modified. An Amending Order was issued August 20, 2024.

<https://www.toronto.ca/wp-content/uploads/2024/04/8f30-city-planning-hcd-king-spadina.pdf>

## POLICY AND REGULATION CONSIDERATIONS

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### Provincial Plans and Policies

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

Further, the policies and definitions of the Provincial Planning Statement (2024) identify the Ontario Heritage Act as the primary legislation through which heritage evaluation and heritage conservation will be implemented.

[Provincial Planning Statement, 2024 \(ontario.ca\)](#)

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 two or more of the provincial criteria for determining whether it is of cultural heritage value or interest.

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

## Official Plan

The City of Toronto's Official Plan implements the provincial policy regime and provides policies to guide decision making within the City. It 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. The Official Plan should be read as a whole to understand its comprehensive and integrative intent as a policy framework for priority setting and decision making. The Official Plan can be found here:

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

## COMMENTS

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### Evaluation Analysis

The following evaluation analysis is based on the comprehensive research conducted on the property at 401 King Street West (including entrance addresses at 407 and 409 King Street West) (see Attachment 3) and provides the rationale for the recommendations found in this report.

The property at 401 King Street West (including entrance addresses at 407 and 409 King Street West) meets the following 5 out of 9 criteria:

**The property is a rare, unique, representative, or early example of a style, type, expression, material or construction method**

The property at 401 King Street West has cultural heritage value as a representative example of a merchants' warehouse. The brick exterior walls and regular rhythm of window openings on the north (primary) elevation are characteristic of the building type. The design of the building is distinguished by its classical embellishments that are associated with Edwardian architecture, including the keystones above the windows, the sandstone door surround on the principal elevation, and the prominent cornice on the six-storey addition to the original warehouse, which wraps onto the east and west elevations.

**The property has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community**

The property has value for its associations with Warwick Bros. & Rutter Ltd., Canada's most prolific publisher of postcards during the early 20th century's "golden age" of postcards. The company was among the first Canadian businesses to print colour picture postcards locally, rather than importing them from abroad. Warwick Bros. & Rutter Ltd. constructed the property at 401 King Street West in 1904 to serve as its main offices and warehouse and expanded the premises in 1913 following the success of the business.

**The property yields, or has the potential to yield, information that contributes to a community or culture**

The property yields information about Toronto's Great Fire of 1904, a significant event that destroyed much of the city's original warehousing district at Front and Bay Streets, and the corresponding growth of the King-Spadina area. Following the loss of its factory and warehouse on Front Street West due to the fire, Warwick Bros. & Rutter Ltd. was one of several companies that relocated to the King-Spadina area, contributing to the area's development and evolution as a manufacturing district.

**The property demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community**

The subject property has value for its association with Toronto architect G. W. (George Wallace) Gouinlock, who designed the original four-storey structure at 401 King Street West. While Gouinlock is best remembered as the winner of an international competition to design the tallest building in the British Empire (Temple Building, 1895) and as the official architect for the Canadian National Exhibition (1906-1912), he accepted commissions for all types of buildings, including a number of warehouses and factories following the Great Fire of 1904. Another notable commission includes the Birkbeck Building (1910, a National Historic Site and current headquarters of the Ontario Heritage Trust) on Adelaide Street East. Many of the buildings in his body of work reflect the use of Beaux-Arts, Edwardian Classicism, and other classically inspired styles.

The 6-storey addition to the warehouse, which is credited to William Steele & Sons on the 1913 building permit, features materials and detailing consistent with Gouinlock's original design.

**The property has contextual value because it is important in defining, maintaining or supporting the character of an area.**

Contextually, the subject property at 401 King Street West supports and maintains the historic character of the King-Spadina area, where it contributes to the important collection of former warehouses and factories that transformed the area from its origins as an institutional and residential enclave into one of Toronto's major manufacturing sectors in the early 20th century.

See Attachments 1, 2 and 3 of this report for the Statement of Significance; Location Map and Photograph; and Research, Evaluation & Visual Resources pertaining to the property at 401 King Street West (including entrance addresses at 407 and 409 King Street West), as all of these documents are integral to the recommendations made in this staff report.

**Application and King-Spadina Heritage Conservation District Background**

In 2010, the City received a Zoning By-law Amendment application related to the proposed redevelopment of the subject property, for a 39-storey mixed-use building, including an eight-storey podium, containing retail uses and residential units above. The

application underwent a series of revisions to address comments received from the public, City staff, the local Councillor, and the Design Review Panel. In 2015, City staff received drawings in support of the application, with a revised design for a 56-storey (187m) mixed-use building including a 12-storey and 13-storey base building containing retail use on two floors with residential above and below-grade parking.

A Heritage Impact Assessment (HIA) is required for all development applications that affect listed and designated properties to determine how a heritage property is proposed to be conserved. An HIA was prepared for the subject property in February 2015 by Goldsmith Borgal & Company Ltd. Architects.

In November 2015, the owner appealed to the Ontario Municipal Board for the failure of the City of Toronto to make a decision on the application to amend the zoning by-law within the prescribed time period under the Planning Act.

In 2017, the OMB approved a settlement reached between the City and the applicant in part, subject to a series of pre-conditions. One of the pre-conditions of approving the Zoning By-law Amendment is for the Board to receive confirmation from the City of the designation of the heritage resources on the site, approval to alter same, and execution and registration of the Heritage Easement Agreement on title to the subject property. The settlement on the Zoning By-law Amendment for the subject property permits a tower up to 145m in height with a ground floor that is inset around the corner of King Street West and Spadina Avenue, the partial retention and alteration of heritage structures along King Street West, and a complex series of setbacks and stepbacks on all sides of the building. Accordingly, the HIA was revised and resubmitted to City staff.

Also in 2017, City Council designated the King-Spadina Heritage Conservation District (HCD) and adopted the King-Spadina Heritage Conservation District Plan under Part V of the Ontario Heritage Act. The property located at 401 King Street West (including entrance addresses at 407 and 409 King Street West) was identified as a contributing property within the King-Spadina HCD Plan. The King-Spadina HCD was subsequently appealed to the Ontario Land Tribunal (OLT). In February 2024, the King-Spadina HCD Plan was enacted by OLT Decision. An Amending Order was issued in August 2024.

The property located at 401 King Street West (including entrance addresses at 407 and 409 King Street West) continues to be identified as a contributing property within the HCD Plan. Among the OLT approved modifications to the HCD Plan is the inclusion of Appendix F, which recognizes development applications approved prior to the date of disposition of the matter by the Ontario Land Tribunal for transition purposes. The application for 401-415 King Street West is included in this appendix, meaning that the HCD Plan does not apply to the listed approval, or to any changes or modifications to the listed approval providing that they are substantially in accordance with any Conservation Plan that was required as part of the earlier application. Therefore, consistent with the approach for others in Appendix F - Transition, an individual designation under Part IV of the Ontario Heritage Act must be brought forward for the subject property at 401 King Street West (including entrance addresses at 407 and 409 King Street West) to continue to ensure the contributing properties of the District are protected and conserved.

## **Prescribed Event Status**

As of July 1, 2021, Section 29(1.2) of the Ontario Heritage Act restricts City Council's ability to give notice of its intention to designate a property under the Act to within 90 days of a "Prescribed Event".

The Prescribed Event occurred on this property before January 1, 2023, therefore, Section 29(1.2)1 of the Ontario Heritage Act does not apply to require the property be included in the City's Heritage register prior to Council stating the notice of intention to designate on this property.

## **CONCLUSION**

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Staff have determined that the property at 401 King Street West (including entrance addresses at 407 and 409 King Street West) meets 5 out of 9 criteria in Ontario Regulation 9/06, the criteria prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act. As such, the property merits designation and staff recommend that Council support the designation of this property to conserve its cultural heritage value.

The Statement of Significance: 401 King Street West (Reasons for Designation) attached as Attachment 1 to this report comprises the Reasons for Designation, which is the Public Notice of Intention to Designate.

## **CONTACT**

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## **SIGNATURE**

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Mary L. MacDonald, MA, CAHP  
Senior Manager, Heritage Planning  
Urban Design, City Planning

## **ATTACHMENTS**

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Attachment 1 – Statement of Significance (Reasons for Designation)

Attachment 2 – Location Map and Current Photograph

Attachment 3 – Research, Evaluation & Visual Resources

**401 KING STREET WEST**  
**STATEMENT OF SIGNIFICANCE**  
**(REASONS FOR DESIGNATION)**

**ATTACHMENT 1**

The property at 401 King Street West (including entrance addresses at 407 and 409 King Street West) is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural value and meets Regulation 9/06, the provincial criteria prescribed for municipal designation.

**Description**

The property at 401 King Street West (including entrance addresses at 407 and 409 King Street West) is located in the Wellington Place neighbourhood. Situated on the south side of King Street West, east of Spadina Avenue, the property was constructed in two phases and comprises a four-storey building designed by G. W. Gouinlock completed in 1904, with a six-storey addition constructed on the two adjacent lots to the west in 1913, attributed to William Steele & Sons. The building is the former warehouse and headquarters of Warwick Bros. & Rutter Ltd., a printing and bookbinding company.

401 King Street West is identified as a contributing property in the King-Spadina Heritage Conservation District Plan.

**Statement of Cultural Heritage Value**

**Design and Physical Value**

The property at 401 King Street West has cultural heritage value as a representative example of a merchants' warehouse. The brick exterior walls and regular rhythm of window openings on the north (primary) elevation are characteristic of the building type. The design of the building is distinguished by its classical embellishments that are associated with Edwardian architecture, including the keystones above the windows, the sandstone door surround on the principal elevation, and the prominent cornice on the six-storey addition to the original warehouse, which wraps onto the east and west elevations.

**Historical and Associative Value**

The property has value for its associations with Warwick Bros. & Rutter Ltd., Canada's most prolific publisher of postcards during the early 20th century's "golden age" of postcards. The company was among the first Canadian businesses to print colour picture postcards locally, rather than importing them from abroad. Warwick Bros. & Rutter Ltd. constructed the property at 401 King Street West in 1904 to serve as its main offices and warehouse and expanded the premises in 1913 following the success of the business.

The property yields information about Toronto's Great Fire of 1904, a significant event that destroyed much of the city's original warehousing district at Front and Bay Streets, and the corresponding growth of the King-Spadina area. Following the loss of its factory

and warehouse on Front Street West due to the fire, Warwick Bros. & Rutter Ltd. was one of several companies that relocated to the King-Spadina area, contributing to the area's development and evolution as a manufacturing district.

The subject property has value for its association with Toronto architect G. W. (George Wallace) Gouinlock, who designed the original four-storey structure at 401 King Street West. While Gouinlock is best remembered as the winner of an international competition to design the tallest building in the British Empire (Temple Building, 1895) and as the official architect for the Canadian National Exhibition (1906-1912), he accepted commissions for all types of buildings, including a number of warehouses and factories following the Great Fire of 1904. Another notable commission includes the Birkbeck Building (1910, a National Historic Site and current headquarters of the Ontario Heritage Trust) on Adelaide Street East. Many of the buildings in his body of work reflect the use of Beaux-Arts, Edwardian Classicism, and other classically inspired styles.

The 6-storey addition to the warehouse, which is credited to William Steele & Sons on the 1913 building permit, features materials and detailing consistent with Gouinlock's original design.

## **Contextual Value**

Contextually, the subject property at 401 King Street West supports and maintains the historic character of the King-Spadina area, where it contributes to the important collection of former warehouses and factories that transformed the area from its origins as an institutional and residential enclave into one of Toronto's major manufacturing sectors in the early 20th century.

## **Heritage Attributes**

### **Design and Physical Value**

The following heritage attributes contribute to the cultural heritage value of the property at 401 King Street West as a representative example of an early twentieth-century warehouse with features associated with Edwardian architecture:

- The scale, form, and massing of the building comprising its rectangular plan with two volumes generally equal in width, one at 4-storeys and the other at 6-storeys, each with flat roofs
- The placement of the building on the lot, with no setback from King Street West
- The material palette, including the predominant use of brick and sandstone
- The regular rhythm and proportion of piers, reflecting the building's structural grid
- The use of non-combustible materials, including the exterior brick walls
- The regular rhythm and proportion of window openings, which differ between the original four-storey building and the 1913 addition
- The features associated with Edwardian architecture, including:
  - The ground floor elements that create a distinct base for the building, including the raised stone bases at each structural pier, basement window openings with metal grilles, brick detailing within the bulkheads, and large display window openings with transom lights separated by classical column details

- The slightly elevated entrance with elaborate sandstone surround on the principal elevation
- The signage band and pressed metal cornice with an egg-and-dart motif above the ground-floor level
- The sandstone detailing around the window openings on the principal (north) elevation, including the sills, keystones, and voussoirs
- The prominent cornice on the primary elevation of the 6-storey wing, with a short return onto the east and west elevations
- The symmetrical composition of the primary (north) elevation of the 1904 structure and the 1913 addition

### **Historical and Associative Value**

The following heritage attributes contribute to the cultural heritage value of the property at 401 King Street West as reflecting the work of G. W. Gouinlock:

- The architectural details that reflect classically inspired composition and detailing

### **Contextual Value**

The following heritage attributes contribute to the cultural heritage value of the property at 401 King Street West as maintaining and supporting the industrial character of the King-Spadina area:

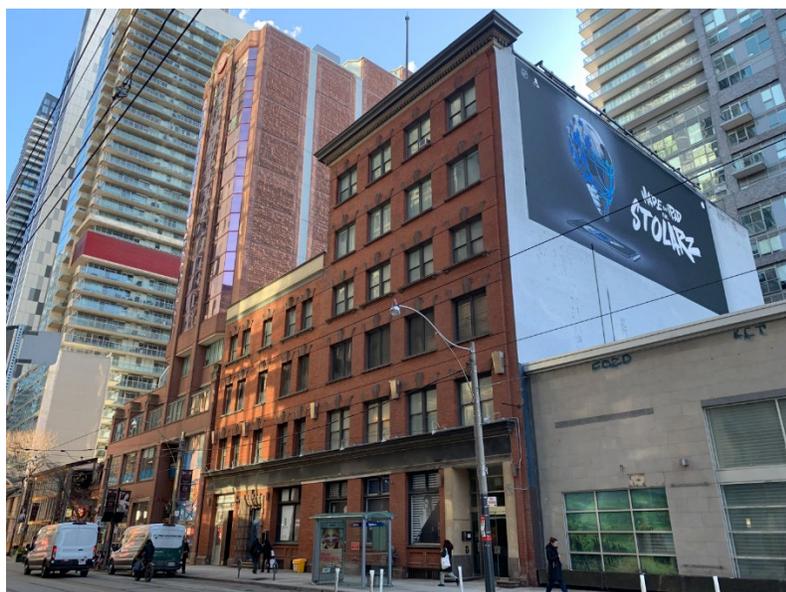
- The scale, form, and massing of the 4- and 6-storey warehouse
- The zero-setback condition and orientation of the structure on the south side of King Street West near Spadina Avenue
- The use of red brick masonry with stone detailing on the primary elevation
- The stone detailing around door and window openings, including sills, voussoirs, and keystones



**RESEARCH, EVALUATION &  
VISUAL RESOURCES  
401 KING STREET WEST**

**ATTACHMENT 3**

In undertaking this research and evaluation, we recognize that 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.



401 King Street West in context, showing its principal (north) elevation and west elevation (painted white) (Heritage Planning, 2025).

**1. DESCRIPTION**

401 King Street West - Warwick Bros. & Rutter Ltd.	
ADDRESS	401 King Street West (including entrance addresses at 407 and 409 King Street West)
WARD	10-Spadina-Fort York
NEIGHBOURHOOD/COMMUNITY	Wellington Place
CONSTRUCTION DATE	1904
ORIGINAL USE	Warehouse and offices
CURRENT USE* (*This does not refer to permitted use(s) as defined by the Zoning By-law	Commercial
ARCHITECT/BUILDER/DESIGNER	G. W. Gouinlock (1904); William Steele & Sons (1913)
ADDITIONS/ALTERATIONS	See Section 3
LISTING DATE	June 20, 1973

## 2. ONTARIO REGULATION 9/06 CHECKLIST:

### CRITERIA FOR DETERMINING CULTURAL HERITAGE VALUE OR INTEREST

The following checklist identifies the prescribed criteria met by the subject property at 401 King Street West for municipal designation under Part IV, Section 29 of the Ontario Heritage Act. There is a total of nine criteria under O. Reg 9/06. A property may be designated under Section 29 of the Ontario Heritage Act if the property meets two 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.

#### 401 King Street West (including entrance addresses at 407 and 409 King Street West)

1.	The property has design value or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method.	✓
2.	The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.	N/A
3.	The property has design value or physical value because it demonstrates a high degree of technical or scientific achievement.	N/A
4.	The property has historical value or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.	✓
5.	The property has historical value or associative value because it yields, or has the potential to yield, information that contributes to an understanding of a community or culture.	✓
6.	The property has historical value or associative value because it demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.	✓
7.	The property has contextual value because it is important in defining, maintaining or supporting the character of an area.	✓
8.	The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings.	N/A
9.	The property has contextual value because it is a landmark.	N/A

## 3. RESEARCH

This section of the report describes the history, architecture and context of the property. Visual resources related to the research are located in Section 4. Archival and contemporary sources for the research are found in Section 5 (List of Sources).

## INDIGENOUS COMMUNITIES

For time immemorial, Toronto has been home to Indigenous peoples. Ojibway oral histories speak of Ice People, who lived at a time when ice covered the land.<sup>1</sup> Following the retreat of glaciers approximately 13,000 years ago, small groups of Indigenous peoples moved from place to place, hunting and gathering the food they needed according to the seasons. Over millennia, they adapted to dramatically changing environmental conditions, developing and acquiring new technologies as they did so. Waterways and the lake were vital sources of fresh water and nourishment, and shorelines and nearby areas were important sites for gathering, trading, hunting, fishing, and ceremonies. Long-distance trade moved valuable resources across the land.

After maize and squash were introduced to Southern Ontario, by approximately 500 CE, horticulture began to supplement food sources. By 1300 CE, villages focused on growing food became year-round settlements surrounded by crops. These villages were home to ancestors of the Huron-Wendat Nation, who would continue to occupy increasingly larger villages in the Toronto area and beyond. These villages were connected to well-established travel routes which were part of local and long-distance trail networks, including the Carrying Place trails on the Don, Rouge and Humber rivers that connected Lake Ontario to Georgian Bay. Beads made from seashells from the eastern seaboard were found at the Alexandra site in North York, which was a community of 800-1000 people in approximately 1350.

By 1600, the Wendat had formed a confederation of individual nations, and had concentrated most of their villages away from Lake Ontario, in the Georgian Bay area. Following contact with French explorers and missionaries in Southern Ontario in the early 1600s, European diseases decimated First Nations. Competition for furs to trade with Europeans and the desire to replenish numbers through absorption of captives, among other factors<sup>2</sup>, contributed to the Beaver Wars, which after 1640, saw the Haudenosaunee Confederacy expand into Southern Ontario, dispersing the Wendat. Within the boundaries of today's Toronto, the Haudenosaunee Confederacy then occupied villages on the Carrying Place trails on the Humber and Rouge Rivers from approximately the 1660s to the 1680s.

In the late 1680s, the Haudenosaunee Confederacy chose to leave their village in the Toronto area and returned to their homelands in upstate New York. As evidenced by the 1701 Great Peace of Montreal, the 1701 Nanfan Treaty, and the Dish with One Spoon Treaty, the Haudenosaunee continued to have an interest in the resources of the area.

Anishinaabe people from the Lake Superior region then moved into the Toronto area. While the Wendat and Haudenosaunee people lived in year-round villages surrounded by crops, the Anishinaabe people continued to live primarily by seasonally moving across the land to hunt, fish and gather resources that were available at a specific time, including migrating birds and maple syrup. To the west of Toronto, the Anishinaabe

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1 With thanks to Philip Cote for the reference to Benton-Banai, Edward, *The Mishomis book: The voice of the Ojibway* (Indian Country Press, 1985), p. 26.

2 <https://histindigenouspeoples.pressbooks.tru.ca/chapter/chapter-5-colonial-wars-looking-east>; Gary Warrick, "The Aboriginal Population of Ontario in Late Pre-history," in Munson and Jamieson, eds., *Before Ontario: The Archaeology of a Province* (McGill-Queen's University Press, 2013), p. 72.

people became known as the Mississaugas of the Credit. To the east, they became known as the Chippewas of Beausoleil, Georgina Island and Rama and the Mississaugas of Alderville, Curve Lake, Hiawatha, Scugog Island.<sup>3</sup>

In 1787, as the British began to prepare for an influx of colonists into the area following the American Revolution, the British Crown negotiated the Toronto Purchase with the Mississaugas of the Credit First Nation to obtain title to the land. The flawed and poorly documented agreement was invalidated, and Treaty 13 was negotiated in 1805 for lands now including much of the City of Toronto. In 1923, the Governments of Ontario and Canada signed the Williams Treaties for over 20,000 km<sup>2</sup>, including portions of eastern Toronto, with seven First Nations of the Chippewa of Lake Simcoe (Beausoleil, Georgina Island and Rama) and the Mississauga of the north shore of Lake Ontario (Alderville, Curve Lake, Hiawatha and Scugog Island).

The Mississaugas, Chippewa, the Haudenosaunee, or the Wendat did not traditionally regard land as a commodity to be sold. Following the Toronto Purchase, the British government quickly set out to survey the land into lots which were either sold or granted into private ownership of settlers. In 2010, the Government of Canada settled the Toronto Purchase Claim with the Mississaugas of the Credit after agreeing that the Mississaugas were originally unfairly compensated. In 2018, the Williams Treaties First Nations settled litigation about land surrenders and harvesting rights with the Governments of Canada and Ontario.

The City of Toronto remains 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 also covered by Treaty 13 signed with the Mississaugas of the Credit, and the Williams Treaties signed with seven Mississaugas and Chippewa First Nations.

## **i. HISTORICAL INFORMATION**

The following section outlines the history and facts related to the properties which are the basis for determining historical or associative value of Criteria 4, 5 or 6 according to O. Reg. 9/06 Criteria.

### **King-Spadina Area**

The subject property at 401 King Street West is located in the King-Spadina area, which is named for the main cross-roads of King Street West and Spadina Avenue. When York (Toronto) was founded in 1793, a Military Reserve was established between the townsite and the Humber River, with (Old) Fort York guarding the entrance to the harbour. The rapid growth of the community led to its westward expansion. With the west boundary of the town marked by Peter Street, there was continued pressure to release land in the adjacent Military Reserve for development. Coinciding with the incorporation of the City of Toronto in 1834, parts of the Military Reserve were sold and subdivided according to the existing grid pattern of streets and allotments. The growth

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<sup>3</sup> Mississaugas of the Credit, "The History of Mississaugas of the New Credit First Nation." n.d.

of the area with primarily residential building stock was interrupted in the mid-19th century with the arrival of the inaugural steam railways, which extended their tracks across King-Spadina and attracted the first small-scale industries. Typical of the era, these industrial operations often shared space within the same blocks as, or located next door to, residential structures and professional and mercantile establishments (Figure 1). By 1900, larger industrial operations could be found near Duncan Street at King Street West, and further west along King, including a cluster between Portland Street and Spadina Avenue.

### **Warwick Bros. & Rutter Ltd.**

In 1848, William Warwick opened a bookstore and stationery shop in Woodstock, Ontario, adding bookbinding services within a few years of opening. Recognizing that the ability to grow his company was limited outside of a larger city, Warwick moved the business to Toronto in 1868 to focus on the wholesale trade. Initially, the company occupied premises on Wellington Street East, where many other wholesalers were located. Under Warwick's supervision, the company continued to expand their product line and partnered with Blackett Robinson, a printer, to submit a tender for a five-year contract for all necessary printing and binding work required by the Ontario Government, which was the largest public tender at the time. In 1880, shortly after this contract was secured, Warwick tragically died from injuries resulting from a carriage accident.

His widow, Rosina Warwick, led the company for five years, with Arthur Rutter overseeing the manufacturing department. After Rosina's retirement, William and Rosina's sons took on leadership roles in the company, at which point the company was renamed to William Warwick & Sons. Rutter became a partner in the business in 1886. In 1889, a new building housing a warehouse and factory was constructed on Front Street, west of Bay Street, and in 1893 the company officially changed its name from Warwick & Sons to Warwick Bros. & Rutter Ltd. In 1903, the firm started printing coloured picture postcards in-house, claiming to be the first Canadian business to do so.<sup>4</sup> Comparatively, most other Canadian publishers of the era were importing their postcard products from printers in Europe (particularly Germany) or the United States.

### **The Great Fire and Relocation**

On a Tuesday evening in April 1904, a fire started in a factory on Wellington Street West, west of Bay Street. A strong northwesterly wind spread the conflagration to adjacent properties, and it quickly grew out of control. The fire took over twelve hours to put out and ultimately destroyed or damaged beyond repair most of the factories and warehouses in Toronto's manufacturing sector along Front Street West. This devastating event left a significant legacy, leading to the redesign of the Front and Bay area under the direction of Toronto's Civic Improvement Committee, and the migration of industrial activity both eastward and westward to the King-Spadina, King-Parliament, and Liberty Village areas.

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<sup>4</sup> Warwick Bros. & Rutter Ltd., 48.

Unfortunately, the four-storey Warwick Bros. & Rutter building on Front Street was located at the edge of the burned area and was a complete loss (Figure 2). Rather than rebuilding on the same lot (which had already proved to be too small for the company's operations), several abutting properties were purchased near the intersection of King Street West and Spadina Avenue, forming an L-shape. A one-storey factory building fronting Spadina Avenue was constructed first, followed by a four-storey building containing the executive offices and warehousing fronting onto King Street (Figure 3). Business was so successful that the company soon needed to expand, adding both a gallery within its factory building and a new six-storey addition beside the original office building on King Street (Figure 4). From these premises, the company produced various product lines through its printing and book-binding departments.

In July 1963, the company sold the factory building fronting onto Spadina Avenue while retaining title to the King Street parcel. According to City Directories, Warwick Bros. & Rutter Ltd. left the subject property in 1969, and the building was occupied by other commercial tenants, including a film studio.<sup>5</sup>

### **The "Golden Age" of Postcards**

Warwick Bros. & Rutter Ltd. is best known for its contribution to the collection of Canadian picture postcards from the pre-war era of the early 20th century. This time period (1900-1914) is often referred to as the "golden age" of postcards, when the international market and consumption of postcards was at its peak.<sup>6</sup> The potential for profit made the industry highly competitive, and publishers of these cards printed thousands of different images. Warwick Bros. & Rutter Ltd. is known to have printed over 9,000 different designs, the most prolific of the industry in Canada.<sup>7</sup>

The popularity of postcards in Canada during this time is tied to the growth of the railway network and the expansion of the Canadian postal system, which introduced new business practices and postage rates and greatly increased the number of postal stations across the country between 1896 and 1905. Together, these developments created new distribution networks that allowed for faster movement of mail across the country than ever before. Concurrently, technological advances in printing and photography lowered the cost of production significantly, helping postcards become a mass market item.

### **Architect: George Wallace Gouinlock**

G. W. (George Wallace) Gouinlock (1861-1932) is identified on the 1904 building permit as the designer of the building at 401 King Street West (Figure 5). Gouinlock trained with architectural firms in Hamilton, Ontario and Winnipeg, Manitoba before he joined the Toronto partnership of Kennedy and Holland in 1886. Gouinlock opened a solo

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<sup>5</sup> The City Directory for 1970 does not identify any company in the city by the name of Warwick Bros. & Rutter. However, the 1971 directory indicates that the company had relocated to Rexdale neighbourhood. The Ontario Business Registry suggests that this version of the business was incorporated in 1969, and remained active until 1979.

<sup>6</sup> Based on the number of penny stamps sold across Canada (which could only be used for postcards), there were 60 million postcards sent in 1913, at a time when the population was 7.3 million people. Hatfield, 10.

<sup>7</sup> Smith, iii.

practice in 1889 and first received local recognition six years later as the winner of a design competition for the North American headquarters of the Independent Order of Foresters (IOOF). The Richardsonian Romanesque office block located at Richmond and Bay streets and known as the Temple Building, was completed in 1897 and was the tallest building in the British empire at the time; it was demolished in 1970. From 1899-1902, Gouinlock partnered with Toronto architect F. S. (Francis Spence) Baker (1867-1926). Their portfolio included the Alexandra Apartments (1902) on University Avenue, which was an early example in the city of a purpose-built New York-style apartment complex.

Gouinlock returned to solo practice shortly before the Great Fire of 1904, which destroyed Toronto's central wholesale district. The disaster led to an increase in industrial development as companies secured new property to rebuild, and in many cases, expand. Like many other local architects, Gouinlock's portfolio reflects this event through several commissions for warehouses and factories, including the new Warwick Bros. & Rutter Ltd. factory and warehouse.

Gouinlock remains best known for his role as the Consulting Architect to the Canadian National Exhibition, for which he designed more than a dozen new buildings for the property. A grouping of five of these buildings, erected between 1904 and 1912, are designated as a National Historic Site for their distinction of being the largest and finest group of early twentieth century exhibition buildings in Canada.<sup>8</sup> Other notable commissions include the Birkbeck Building (1910, a National Historic Site and current headquarters of the Ontario Heritage Trust) on Adelaide Street East, the Ontario Hydro-Electric Power Commission's administration building (1915, now part of Princess Margaret Hospital) on University Avenue, and the library extension at the Ontario Legislative Assembly building at 1 Queen's Park. His architectural work typically features classically inspired composition and detailing, frequently reflecting Romanesque, Edwardian and Beaux-Arts styles. Gouinlock also served a term as President of the Ontario Association of Architects.

G. W. Gouinlock's legacy is recognized by the Ontario Association of Architects by being listed on their Honour Roll, which is only bestowed upon those who have made a significant contribution to the province's architectural heritage, either through their body of work or their influence in the wider community of design, education, and/or publication.

### **William Steele & Sons**

In 1913, a building permit was issued for a 6-storey addition to the warehouse and offices. The architect identified on the permit was "Wm Steele & Sons" (Figure 6). City Directories suggest that the company was occupying the new addition by 1914.

William Steele (1839-1908) grew up in Philadelphia, Pennsylvania after immigrating from Ireland as a young child. William became a carpenter and house builder, working locally in North Philadelphia. As his children reached adulthood and joined his business, the company became known as William Steele & Sons and began to specialize in large-

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<sup>8</sup> [https://www.pc.gc.ca/apps/DFHD/page\\_nhs\\_eng.aspx?id=540](https://www.pc.gc.ca/apps/DFHD/page_nhs_eng.aspx?id=540)

scale commercial and industrial projects. Following the death of the founder, Steele's four sons continued the business under the name of the William Steele and Sons Company, with Joseph M. Steele (1865-1957) serving as president from 1903 until the company's closure in 1935 due to the economic downturn brought about by the Great Depression.

The main office and factory for the Toronto Carpet Manufacturing Company at 1179 King Street West was the firm's first project in Canada (c.1898), leading to several other commissions for industrial and warehouse buildings. The firm's success in Canada, including a number of commissions for replacement buildings following the 1904 fire and the construction of the Consolidated Plate Glass Company Building on Spadina Avenue near Grange Avenue, led to the establishment of a Toronto branch in 1916 headed by Andrew Steele.<sup>9</sup> Between 1916 and 1922, William Steele & Sons is credited with a handful of other commissions for factories and warehouses in Toronto. The company is also notable as being "among the first to introduce a Chicago-style aesthetic of wide bays and floor-to-ceiling glazing to Toronto warehouse construction."<sup>10</sup> The six-storey addition to the subject property features materials and detailing that are generally consistent with Gouinlock's 1904 design rather than introducing a new aesthetic.

## **ii. ARCHITECTURAL DESCRIPTION**

The following section provides an architectural description and analysis related to the property which will establish the basis for determining design or physical value of Criteria 1, 2 or 3 according to O. Reg. 9/06 Criteria.

The subject property at 401 King Street West comprises a merchants' warehouse constructed in two phases for Warwick Bros. & Rutter Ltd., a printing and bookbinding company. A four-storey building was completed in 1904, with a six-storey addition constructed on the two adjacent lots to the west in 1913. Like many other industrial facilities at this time, the property originally included a factory connected to the rear of the warehouse and offices, forming a small complex. However, the factory portion of the property was severed in the 1960s and demolished in 2018, leaving only the warehouse and offices fronting onto King Street West.

A warehouse is a distinct building type, and includes any building constructed primarily for the wholesale storage of goods and merchandise. With the increase in railway construction and transportation options in the mid-19th century, companies could construct their own specialized warehouses away from ports and docks to be closer to their clientele. Functionally, merchants' warehouses are both industrial and commercial in nature, often including showrooms for clients to visit and view merchandise, minor processing facilities (such as packaging and shipping), and offices. This is true for Warwick Bros. & Rutter Ltd., who used the buildings fronting onto King Street West as their main offices and headquarters in conjunction with warehousing purposes.

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<sup>9</sup> Born in Philadelphia, Andrew Lyle Steele graduated from Northeast Manual Training School and worked as a carpenter before joining William Steele & Sons Company, where he was superintendent of construction prior to heading up the Toronto, Canada, office.

<sup>10</sup> Hill.

The interest of the insurance industry in mitigating the risk of fire, particularly in the years following the 1904 fire that destroyed a significant portion of Toronto's warehousing district, meant that warehouses and industrial buildings were generally constructed with solid, milled timber or steel and reinforced concrete.<sup>11</sup> Fire separated elevator shafts and enclosed stairwells (to limit the speed at which fire could spread between floors) kept the main production spaces unencumbered by interior walls. The uniformity of the structural grid is expressed in the regular grid patterning of windows on the exterior façades. Both the 1904 structure and the 1913 addition have brick exterior walls and reinforced concrete floor and roof slabs, with a regular rhythm of windows on the north elevation.

In their 1923 publication celebrating the company's 75th anniversary, Warwick Bros. & Rutter Ltd. described the complex in their own words: "The buildings are entirely of brick, steel and concrete construction, reinforced with expanded metal and thoroughly fireproof. The original warehouse building consisted of four stories and basement, while the factory building was built on the one floor principle and covered an area of 85 by 240 feet, with provision for the construction at a later date of a gallery to extend around the entire building twenty feet in width."<sup>12</sup> Of the addition, they stated "Finally an entirely new addition to the building was initiated in 1914, and completed early in the following year. This new building of six stories and basement adjoining the King Street building is one of the finest warehouse buildings in Toronto. It also is of fireproof construction; and with the completion of this additional unit to the Company's plant the entire equipment was fitted for extra protection against fire loss with a splendid modern sprinkler system."<sup>13</sup>

In terms of style, warehouses (and department stores, which are typologically similar) typically reduced or abandoned the use of historical ornamental forms<sup>14</sup> in favour of focusing on utility and function. However, architects and builders could help wealthier companies showcase their success by designing the appearance of their buildings to align with the prevailing fashions of the time, particularly if the property included showrooms or office space accessed by the public.<sup>15</sup> Following precedents from England, early examples of warehouses in Toronto often featured the influence of the Italianate and Renaissance Revival styles through the tripartite organization of the façade, and many were architectural showpieces. Although ornamentation decreased through the Edwardian period, a tripartite division of the primary elevation and an elaborate door surround remained common, and the size of windows generally increased.

The north elevation of the property at 401 King Street West does not display a strong tripartite organization due to the uniformity of its upper levels. However, the building does have a distinct base that features raised stone bases at each structural pier,

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11 Laidlaw, 60. Also note that milled timber was a slow-burning, fire resistant material and much more commonly used in North American factories than in their European precedents which used cast iron, due to the comparative differences in cost.

12 Warwick Bros. & Rutter Ltd., 55-56.

13 Warwick Bros. & Rutter Ltd., 71. Note this timeline conflicts with the building permit, which is dated a year earlier in 1913. City Directories also suggest the company had completed construction by 1914.

14 Kalman, 574.

15 Pearson, 23.

basement window openings with metal grilles, brick detailing within the bulkheads, and large display window openings with transom lights separated by classical column details. The original entrance is further distinguished by its stone Gibbs surround, recognizable by the series of projecting blocks interrupting the architrave surrounding the door. This form of rustication dates to the Roman era and reinterpretations of it appear in many revivalist styles that reference classical architecture, including Edwardian Classicism.

Edwardian Classicism, associated with the reign of King Edward VII (1901-10), emerged in reaction against the highly decorative and eclectic designs typical of the late Victorian era that were popular in Canada at the end of the nineteenth century.<sup>16</sup> It quickly became the most popular architectural style for all building types during the early 20th century. The style is typified by simple massing and restrained compositions combining classical features such as colonettes, voussoirs, and keystones to achieve an overall impression of understated elegance. Some scholars identify Edwardian Commercial as a parallel, yet distinct, style to Edwardian Classicism, adapting the same design principles and emphasis on classical references to the unique functional needs of office blocks, department stores, and warehouses.<sup>17</sup>

Overall, the detailing on the 1913 addition is consistent with Gouinlock's original design, with both portions of the property sharing a similar architectural language. The 1913 addition has retained its prominent cornice at the roofline, a hallmark of Edwardian architecture. A similar cornice on the 4-storey building can be seen in archival photographs of the building (Figure 7) but has been removed and capped over with sheet metal. In addition to the extant cornice, other features reflecting Edwardian architecture include the keystones and voussoirs embellishing the windows and a pressed metal egg-and-dart cornice above the first-floor level, which spans the entire width of the north elevation. Archival illustrations of the building suggest that the current cornice either replicated a feature of the original 1904 warehouse or replaced it with a similar version. The primary difference between the 1904 and 1913 portions of the building is a subtle change in the proportions and rhythm of the fenestration (Figures 8-11).

Several minor alterations have been made to the property since the early twentieth century, primarily related to the property's windows and glazing. On the north (principal) elevation, the glazing has been replaced several times within the window openings. Early illustrations of the building suggest that the windows on the 1904 building may have originally featured a 3-over-1 sash design, which would have mirrored the division of the ground floor storefront windows. In comparison, the windows of the 1913 addition are shown as paired 1-over-1 sash, which is more consistent with the appearance of the current windows installed on the second, fourth, and sixth storeys.

A number of openings on the building have also been infilled or altered. The original design of the 1904 warehouse included a single vertical row of windows on the east elevation, and numerous window openings on the west elevation. All of these windows have been infilled; on the west elevation the windows were infilled with the construction

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<sup>16</sup> Kalman, 533.

<sup>17</sup> Kalman, 577.

of the addition in 1913, while the windows on the east elevation were infilled in the mid-1990s with the construction of the adjacent tower to the east. Now, a shallow reveal clad in brick runs the full height of the subject property, creating a narrow shadow line between the two properties. On the ground floor, the large opening that provided vehicular access to a loading bay has been infilled with a contemporary glazed door assembly, and the easternmost display window has been removed and enlarged to accommodate a new storefront entrance. Building records indicate that a series of large, steel frame windows that were once present on the east elevation of the addition at the fifth and sixth storeys have also been infilled, and later overclad with the metal siding that is currently installed.

The west exterior wall of the 1913 addition was constructed as a firewall and never contained any window openings. Archival illustrations suggest that it featured painted signage advertising the business, which was a common feature for early 20th century industrial buildings. However, the wall has been painted over since at least the 1970s.

### **iii. CONTEXT**

The following section provides contextual information and analysis related to the property which is the basis for determining contextual value of Criteria 7, 8 or 9 according to O. Reg. 9/06 Criteria.

The City of Toronto Property Data Map (Attachment 2) shows the site of the property at 401 King Street West. It is located within the King-Spadina Heritage Conservation District, which contains a concentration of late 19th- and early to mid-20th-century Residential and Industrial/Commercial building typologies, as well as three public parks and a distinctive network of laneways. These historic resources reflect the district's evolution from a residential neighbourhood to a warehouse and manufacturing hub between the 1880s and 1940s. Residential buildings are typically older, dating from the late 19th century, while the industrial and commercial buildings primarily date from the early 20th century, when manufacturing was a significant economic sector in Toronto and a key source of employment. The growth of the district as an industrial hub was accelerated by the relocation of numerous firms to the area following the Great Fire of 1904, including Warwick Bros. & Rutter Ltd., who commissioned the construction of the buildings on the the subject property.

Warwick Bros. & Rutter Ltd. were not the only printing and lithography company to construct premises in the area; several other similar firms were also located nearby. This included the Toronto Lithographing Company at 459-467 King Street West (designed by Gouinlock & Baker in 1901), the Canada Printing Ink Company at 15 Duncan Street (designed by Gregg & Gregg in 1903), the Rolph & Clark Company at Simcoe and Pearl streets (W. G. Gouinlock in 1904, with Sproatt & Rolph addition 1905), the Harris Lithographing Company on Wellington, west of Spadina Avenue, and the W.J. Gage Company at 82 Spadina Avenue (designed by C. J. Gibson in 1905).<sup>18</sup>

After World War II, many manufacturers relocated to Toronto's suburbs, leaving buildings vacant or underutilized. The revitalization of the King-Spadina area is largely

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<sup>18</sup> The W.J. Gage Company was also previously located on Front Street and lost their earlier premises at 54-58 Front Street in the 1904 fire.

credited to famed businessman Edwin “Honest Ed” Mirvish who restored the landmark Royal Alexandra Theatre in the 1960s and converted many of the neighbouring warehouses to restaurants as the nucleus of the “Entertainment District.” This led to the transformation during the 1970s and 1980s of industrial buildings for commercial uses. Since the 1980s, residential uses have returned to the area, in many cases through high-rise infill development on vacant lots (Figures 12-13). As a result, examples of late-19th- and early-20th-century warehouses and industrial buildings remain numerous within the area. Early examples are of masonry construction and are generally up to 4 storeys in height. Later examples incorporate advances in building technology, such as steel and reinforced concrete framing, and are up to 12 storeys tall. Typical stylistic treatments for these buildings include Renaissance Revival or Italianate, Edwardian Classicism and Art Moderne. The subject property is part of this important collection of warehouses and industrial buildings in the King-Spadina area.

#### 4. VISUAL RESOURCES

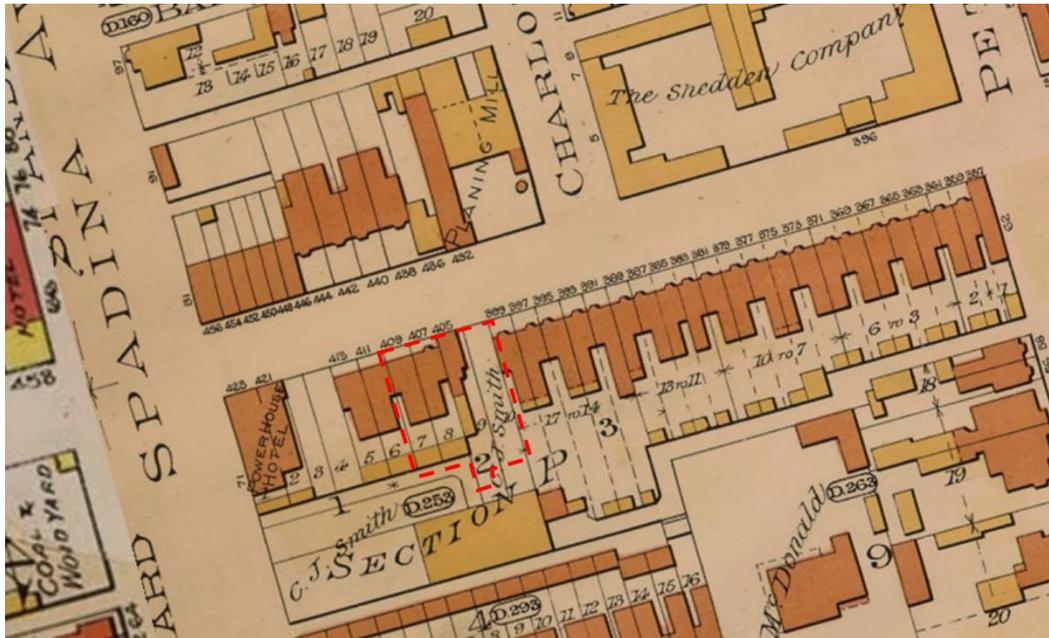


Figure 1: Fire Insurance Atlas from 1903, showing the residential building fabric interspersed with industrial operations, typical of King-Spadina area prior to the growth of the area as an industrial hub. The future site of the subject property is indicated by the dashed red line (Chas. E. Goad Company, annotated by Heritage Planning).



Figure 2: A postcard printed by Warwick Bros. & Rutter Ltd., showing their former factory and warehouse on Front Street destroyed by the 1904 fire (Smith).

*Our Warehouses and  
Manufacturing  
Premises*

*Our  
Introduction  
into Canada  
of the  
PICTURE  
POST  
CARD*

as a commercial commodity has been the means of almost every city and town in the country having these attractive souvenirs made up, showing local views of interest. Our facilities for printing upwards of a QUARTER OF A MILLION EVERY WEEK in our new quadri-color process enables us to satisfy every demand. If you are interested, either for advertising or for retailing

WRITE US FOR SAMPLES

**Warwick** Makers of  
**Bros. &** High-Class  
**Rutter** Stationery  
*Limited* **Toronto**  
**Ont.**

Figure 3: Advertisement by Warwick Bros. & Rutter Ltd. appearing in "Toronto the prosperous: special number of the Mail and Empire...showing the commercial, manufacturing, financial and professional interests" published 1906 (Toronto Public Library).

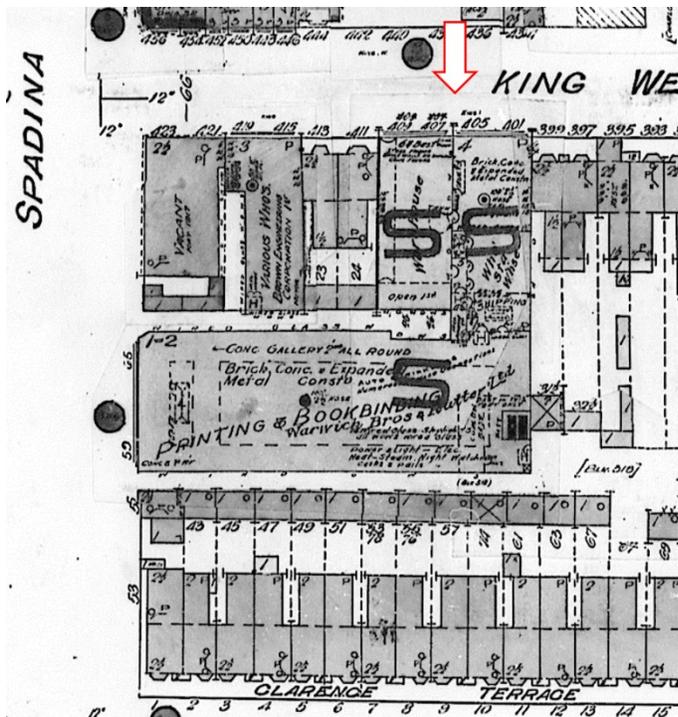


Figure 4: Fire Insurance Plan updated 1918 showing the six-storey addition at 407-409 King Street West and the gallery within the factory building at 59-65 Spadina Avenue.

**BUILDING PERMIT** ✓

No. 1453 Plan No. \_\_\_\_\_  
 Lot No. \_\_\_\_\_

Toronto, OCT 28 1904 1904

Permit granted to  
 Mr. Warwick Bass & Rutter  
 To erect a Six Storey Warehouse  
 & Factory Stone Brick  
Concrete & Steel  
 on King St. West near Spadina Ave.  
 Architect Geo W. Gouinlock  
 Builder Fred Holmes  
 Cost of Building, \$ 45,000  
 Plans and Specifications approved by \_\_\_\_\_  
 City Architect

No. of Block Plan \_\_\_\_\_  
 Limit A Water, \$ \_\_\_\_\_

This permit does not include any openings in sidewalk or encroachment past line of street.

Figure 5: 1904 Building Permit for a factory and warehouse on the subject property designed by G. W. Gouinlock (City of Toronto Archives).

**BUILDING PERMIT**

DEPARTMENT OF CITY ARCHITECT AND SUPERINTENDENT OF BUILDING

No. \_\_\_\_\_ Plan No. \_\_\_\_\_  
 Lot No. \_\_\_\_\_

Toronto July 17 1913

Permission is hereby granted to Mr. Warwick Bass & Rutter  
 Address 401 King St W to erect One 6 story Reinforced  
Concrete Warehouse on the North West side of King St W  
 near \_\_\_\_\_ in Limit A in accordance  
 with plans and specifications approved by this department.

Architect Wm Steele & Sons Estimated Cost, \$ 56,000  
 Builder Harris & Harris Permit Fee, \$ 28

NOTICE—To obtain permission to occupy the street or sidewalk during construction, present this permit at the office of the City Engineer. W.H.B.

This permit is granted on the express condition that the said building, etc., shall in all respects conform to the provisions to By-Law 6401 of the City of Toronto, regulating the construction of buildings, etc.

This permit lapses on the expiry of six months from the date of issue unless active work under it is sooner commenced.

G.A. [Signature]  
 ACTING CITY ARCHITECT & SUPER. OF BLDG.  
 City Architect and Superintendent of Building.

This permit does not include any openings in sidewalk or encroachment past line of street.

Figure 6: 1913 Building Permit for the 6-storey addition to the subject property designed by William Steele & Sons (City of Toronto Archives).



Figure 7: 401 King Street West, 1973 (Toronto Historical Board). Note the cornice on the four-storey portion, which has been removed.



Figure 8: 401 King Street West, 2023 (Vik Pahwa)



Figure 9: 401 King Street West, warehouse and offices for Warwick Bros. & Rutter Ltd., designed by G. W. Gouinlock, 1904 (Heritage Planning, 2025).



Figure 10: Addition to warehouse and offices for Warwick Bros. & Rutter Ltd., designed by William Steele & Sons, 1913 (Heritage Planning, 2025).



Figure 11: 401 King Street West, detail of entrance with Gibbs surround (Heritage Planning, 2025).

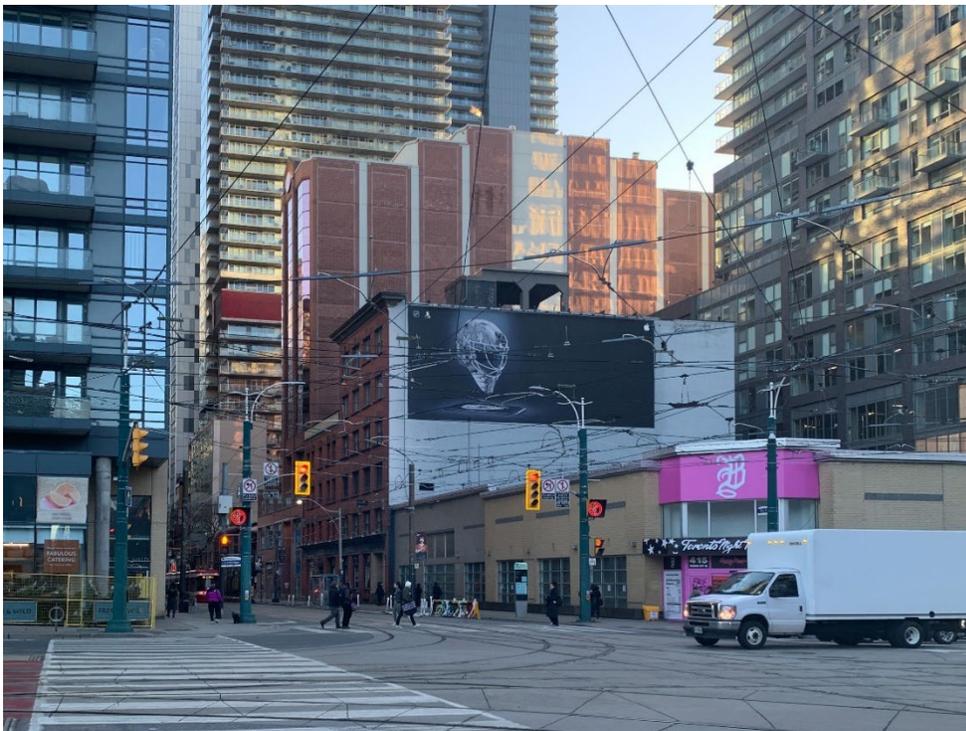


Figure 12: View from northwest corner of King Street West and Spadina Avenue, towards 401 King Street West (Heritage Planning, 2025).



Figure 13: View from north side of King Street West, looking southwest towards 401 King Street West (Heritage Planning, 2025).

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