

Toronto Preservation Board

Meeting No.: 40

Meeting Date: Wednesday, February 11, 2026

Start Time: 9:30 AM

Location: Committee Room 1, City Hall/Video Conference

Contact: Tanya Spinello, Committee Administrator

Phone: 416-397-4592

E-mail: hertpb@toronto.ca

Chair: Julia Rady

PB40.2 - 401 King Street West - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act

Decision Type: ACTION

Status: Adopted

Ward: 10 - Spadina - Fort York

Board Decision

The Toronto Preservation Board 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.

Origin

(January 20, 2026) Report from the Senior Manager, Heritage Planning, Urban Design, City Planning

Summary

At its meeting on February 11, 2026 the Toronto Preservation Board considered Item [PB40.2](#) and made recommendations to City Council.

Summary from the report (January 20, 2026) from the Senior Manager, Heritage Planning, Urban Design, City Planning:

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.

Background Information

(January 20, 2026) Report and Attachments 1 to 3 from the Senior Manager, Heritage Planning, Urban Design, City Planning on 401 King Street West - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act (<https://www.toronto.ca/legdocs/mmis/2026/pb/bgrd/backgroundfile-284228.pdf>)

Communications

(February 11, 2026) E-mail from Nicole Corrado (PB.New)