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City Clerk's Office

ONTARIO HERITAGE TRUST

SEP 16 2016

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**IN THE MATTER OF THE ONTARIO HERITAGE ACT  
R.S.O. 1990 CHAPTER 0.18 AND  
CITY OF TORONTO, PROVINCE OF ONTARIO**

**19 DUNCAN STREET**

**NOTICE OF INTENTION TO DESIGNATE**

Ontario Heritage Trust  
10 Adelaide Street East  
Toronto, Ontario  
M5C 1J3

Take notice that Toronto City Council intends to designate the lands and buildings known municipally as 19 Duncan Street (Southam Press Building) under Part IV, Section 29 of the Ontario Heritage Act.

**Reasons for Designation**

The property at 19 Duncan Street is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual values. Located on the southeast corner of Duncan Street and Adelaide Street West, the Southam Press Building (1908) is a five-storey industrial building.

**Description**

The property at 19 Duncan Street was constructed in 1908 as a printing factory for Southam Press Limited, which was part of the publishing conglomerate founded by William Southam in the late 19<sup>th</sup> century. The Southam Press Building was commissioned when the printing enterprise was still known as the Mail Job Printing Company, with the plans prepared by the Toronto architectural firm of Sproatt and Rolph. Southam's occupied the site until the 1960s. Located in the King-Spadina neighbourhood, the property was listed on the City of Toronto Inventory of Heritage Properties (now known as the Heritage Register) in 2005.

**Statement of Cultural Heritage Value**

The property at 19 Duncan Street has design value as a fine example of an industrial building with features of Edwardian Classicism, the most popular style for all types of architecture in the early 20<sup>th</sup> century. The Southam Press Building is particularly distinguished by its scale and corner

location with principal elevations on both Duncan and Adelaide streets, the distinctive fenestration, and the special features that include the terra cotta finishes, the classically-detailed surround on the west entrance, and the segmental-arched pediment on the south elevation where painted signage reading “Southam Press” survives.

The property with the Southam Press Building is associated historically with the development and evolution of the King-Spadina neighbourhood where it is situated. From its origins in the 19<sup>th</sup> century as an institutional and residential enclave, King-Spadina became Toronto’s manufacturing centre after the Great Fire of 1904 when the area was filled with new factories and warehouses, including the Southam Press Building.

The Southam Press Building is valued historically for its associations with the company founded by William Southam in 1871 that became one of the largest publishing enterprises in Canada. In the late 19<sup>th</sup> century, Southam acquired the Mail Job Printing Company in Toronto as part of his business empire, and afterward appointed his son, Richard, to oversee the enterprise. This subsidiary was renamed Southam Press Limited in conjunction with the completion of the Southam Press Building at 19 Duncan Street, which was occupied by the company until the 1960s.

The associative value of the property at 19 Duncan Street is also through its connection to the notable Toronto architectural partnership of Sproatt and Rolph, which designed the printing factory. Identified as one of the most important architectural firms in Canada in the early 20<sup>th</sup> century, Sproatt and Rolph are associated with many landmark projects in Toronto, among them the firm’s renowned Collegiate Gothic designs at the University of Toronto. Sproatt and Rolph’s portfolio included the Southam Press Building and other commissions in the King-Spadina neighbourhood.

Contextually, the property at 19 Duncan Street is valued for supporting the character of the King-Spadina neighbourhood as it developed in the early 20<sup>th</sup> century when the area was transformed from a residential and institutional enclave to Toronto’s manufacturing centre after the Great Fire of 1904. The industrial character of the neighbourhood is drawn from the large-scale factories and warehouses that line the streets, including those adjoining the King-Spadina cross-roads and along Adelaide Street West where the Southam Press Building is found.

The contextual value of the property at 19 Duncan Street is also through its historical, visual and physical links to its setting in King-Spadina where it anchors the southeast corner of Duncan and Adelaide streets. With the adjoining Canada Printing Ink Building at 15 Duncan Street and the White Swan Mills Building at 158 Pearl Street, the Southam Press Building is part of an enclave of industrial buildings at the east end of the King-Spadina district.

### **Heritage Attributes**

The heritage attributes of the Southam Press Building on the property at 19 Duncan Street are:

- The setback, placement and orientation of the building on the southeast corner of Duncan and Adelaide streets
- The scale, form and massing of the building, with the L-shaped plan that rises five stories above a raised base with window openings
- The materials, with the brick cladding, and the stone, brick, wood and terra cotta detailing




- The flat roof, which is marked by the cornice, the chimney on the south end and, at the west end of the south elevation, the semi-elliptical-shaped parapet (other parapets on the west and north elevations were removed, along with portions of the cornice)
- On the west elevation on Duncan Street, the organization of the wall into four bays by pilasters
- The flat-headed window openings on the west elevation, which are arranged in pairs and trios with continuous stone lintels and sills, with the brick mullions on the three-part openings and the stone mullions on the two-part openings
- The west entrance on Duncan Street, which is set in the classically-detailed surround with the semi-engaged columns, the entablature with the triglyphs, and the triangular pediment with the modillion blocks
- On the extended north elevation facing Adelaide Street West, the pilasters dividing the bays, the projecting corner bays with the round- and segmental-arched openings, the buttresses with the stone coping that separate the flat-headed window openings, and the entrance in the east bay
- The detailing on the north elevation where the openings in the fifth-floor of the east and west bays are set in corbelled brick reveals, and the entrance in the east bay has the separate transom and the classical embellishments
- The south elevation, with the symmetrically-arranged fenestration, the elevator shaft, and the remnants of the painted sign reading "Southam Press" at the west end beneath the parapet
- Viewed from Adelaide Street West, east elevation with the flat-headed window openings

Notice of an objection to the proposed designation may be served on the City Clerk, Attention: Ellen Devlin, Administrator, Toronto and East York Community Council, Toronto City Hall, 100 Queen Street West, 2<sup>nd</sup> Floor, West, Toronto, Ontario, M5H 2N2, within thirty days of September 16, 2016, which is October 17, 2016. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 16<sup>th</sup> day of September, 2016.



 Ulli S. Watkiss  
City Clerk