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London
CANADA

RECEIVED
2025/10/08
(YYYY/MM/DD)
Ontario Heritage Trust

October 9, 2025

1803299 Ontario Inc
500 Hwy #3
Tillsonburg ON N4G 4H8

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

Re: Notice of Intention to Designate Properties
The Ontario Heritage Act, R.S.O. 1990, c. O.18

Enclosed for your information is notice of the Council of The Corporation of the City of London's intention to designate 100 Kellogg Lane, 1097-1127 Dundas Street, and 1100-1108 Dundas Street pursuant to Section 29 of the *Ontario Heritage Act*, R.S.O. 1990, c. O.18 and the reasons for designation.

Any person who objects to any intended designation must, **within thirty days** after the date of first publication, serve on the City Clerk a notice of objection in writing, setting out the reason for the objection and all relevant facts. The *Ontario Heritage Act* provides that where a notice of objection has been served, the Council shall consider the objection and decide whether to proceed with designation.

Michael Schulthess
City Clerk
/kg

encl.

cc: Heritage Planners, City of London, heritage@london.ca



London
CANADA

NOTICE OF INTENTION TO DESIGNATE PROPERTY OF CULTURAL HERITAGE VALUE OR INTEREST

NOTICE IS HEREBY GIVEN that the Council of The Corporation of the City of London intends to designate the following as properties of cultural heritage value or interest the in accordance with the *Ontario Heritage Act, R.S.O. 1990*:

Property Descriptions

100 Kellogg Lane
1097-1127 Dundas Street
1100-1108 Dundas Street

Publication Date

October 9, 2025

Last Date for Objection

November 8, 2025

100 Kellogg Lane

Statement of Cultural Heritage Value or Interest

Legal Description:

FIRSTLY: LOTS 1, 2, 3, 4 AND 5 SOUTH SIDE OF DUNDAS STREET AND RESERVE LOT AND LOTS 1, 2, 3, 4 AND 5 NORTH SIDE OF KING ST AND RESERVE LOT AND LOTS 1, 2, 3, 4 AND 5 SOUTH SIDE OF KING STREET AND RESERVE LOT AND LOTS 1, 2, 3, 4 & 5 NORTH SIDE OF YORK STREET AND RESERVE LOT AND LOTS 1, 2, 3, 4 AND 5 SOUTH SIDE OF YORK STREET AND RESERVE LOT AND LOTS 1, 2, 3, 4 AND 5 NORTH SIDE OF FLORENCE STREET AND RESERVE LOT ON PLAN 320(3RD) AND LOTS 1, 2, 3, 4, 5, 6, 13, 14, 15, 16, 17, 18, 25, 26, 27, 28, 29, 30, 37, 38, 39, 40, 41, 42 ON PLAN 398 AND PART LOTS 31 AND 43 ON PLAN 398 AS IN 430318 AND LOTS 31, 32 AND 33 ON PLAN 413 AND PART OF KING STREET FORMERLY MARY STREET ON PLANS 320(3RD) AND 398 AS CLOSED BY BYLAW 591046, PARTS 2 AND 3 ON 33R4287 AND PART OF YORK STREET FORMERLY LAURA STREET ON PLANS 320(3RD) AND 398 AS CLOSED BY BYLAWS 450820, 518486 & 795391, PARTS 1, 2, 3 AND 4 ON 33R2091 AND PARTS 1, 2, 3, 4, 5, 6, 7, 8 AND 9 ON 33R2935 AND PARTS 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 AND 11 ON 33R7946; SUBJECT TO 797965 SUBJECT TO 557167, 557168, 798775, 798776 SAVE AND EXCEPT PART OF LOTS 1, 2, 3, 4 AND 5 SOUTH OF DUNDAS STREET AND PART OF 1.829 RESERVE ON PLAN 320(3RD), PART OF LOTS 1, 2, 3, 4, 5 & 6 SOUTH OF DUNDAS STREET ON PLAN 398(C), PART 1 ON 33R20360 AND PART OF LOTS 1, 2, 3, 4 AND 5 NORTH OF FLORENCE STREET AND PART OF 1.829 RESERVE ON PLAN 320(3RD), PART OF LOTS 31, 32 AND 33 ON PLAN 413(C), PART 3 ON 33R20360; CITY OF LONDON, being PIN 08302-0042

SECONDLY: PART LOTS 7, 8, 19 AND 20 ON PLAN 398, PARTS 4, 5 AND 6 ON 33R-12576; SAVE AND EXCEPT PART OF LOT 7 SOUTH OF DUNDAS STREET ON PLAN 398(C), PART 2 ON 33R-20360;; TOGETHER WITH AN EASEMENT OVER PARTS 7 AND 8 ON 33R-12576 AS IN LT437422; CITY OF LONDON being PIN 08302-0044

THIRDLY: PT LTS 31, 32, 43 AND 44, PLAN 398 DESIGNATED AS PART 3, 33R-12576; T/W A RIGHT OF ACCESS OVER PARTS 7 AND 8, 33R-12576 AS IN LT437422; "CONSENT OF THE COMMITTEE OF ADJUSTMENT" ATTACHED TO LT437423; LONDON/LONDON TWP, being PIN 08302-0030

FOURTHLY: PART LOT 34 PLAN 413 DESIGNATED AS PART 1 PL 33R-12696, T/W RIGHT OF ACCESS OVER PARTS 7 & 8 PL 33R-12576 AS IN LT437422, T/W RIGHT OF ACCESS OVER PART 2 PL 33R-12696 AS IN LT455444, LONDON/LONDON TWP, being PIN 08302-0035

Description of Property

The property at 100 Kellogg Lane is an approximately 7.6 hectare site that is bound by Dundas Street to the north, Eleanor Street to the east, Florence Street to the south, and Kellogg Lane to the west. A number of former industrial buildings of varying age and design, in addition to parking lots, a railway line, and other infrastructure are located on the property. The built fabric of the property was constructed between 1913 and 1986. The property was utilized as a manufacturing facility and offices for the Kellogg Company of Canada (known as the Battle Creek Toasted Corn Flake Company until 1924) until the closure of operations in 2014. Since 2018, the property has been undergoing extensive renovations as part of adaptive reuse efforts to for entertainment, hospitality, warehousing, and office complex uses. The property remains one of the most prominent early 20th century complexes in East London and the Smokestack District.

Statement of Cultural Heritage Value or Interest

As a large-scale industrial complex, the property at 100 Kellogg Lane meets Criterion 1 under O. Reg. 9/06 (as amended by O. Reg. 569/22) as a rare, representative example of an evolved, early-to-mid 20th century manufacturing plant in the City of London. In particular, the original 1913 10-bay section along Dundas Street with the 1913, 1926-1927, 1933, and 1934 additions and the 1931 Powerhouse, meet this criterion.

The 1931 Powerhouse was designed by renowned American industrial architect Albert Kahn who was at the vanguard of industrial design in the early 20th century. At the time of its construction, it was reported to be “the most modern of its kind that can be constructed.”

The property at 100 Kellogg Lane meets Criterion 4 for its direct associations with the Kellogg Company having been the site of manufacturing for Canadian operations of this company from 1913 to 2014. As an early factory in East London, it has direct associations with this areas as a manufacturing centre and, more broadly, the role of manufacturing in the City of London in the 20th century.

The 1913 era of construction, composed of a 10-bay section facing Dundas Street at the west end of the property and a perpendicular four-storey plus basement section parallel to the railway line, meeting Criterion 6 as these buildings are attributed to prominent London-based architect John M. Moore. Moore designed many industrial, commercial, and educational buildings throughout the city in the late-19th and early-20th centuries. The property also meets Criterion 6 for its buildings, including an eight-bay addition along Dundas Street west of Moore’s original 1913 section, that are attributed to renowned London-based architectural firm Watt and Blackwell which designed numerous landmark buildings including the McCormick’s Biscuit Factory (1911), the War Memorial Children’s Hospital (1917), and the Dominion Public Building (1936). The 1931 Powerhouse and the factory’s 1934 addition, which includes an eight-bay wing along Dundas Street west of Watt and Blackwell’s, further contributes to Criterion 6 as these buildings are attributed to prolific American architect Albert Kahn whose work revolutionized the design and function of industrial buildings in the early 20th century. Kahn’s Kellogg Company commissions are the only known examples of his work in the City of London.

The 100 Kellogg Lane property meets Criterion 7 for its importance in defining the industrial character of the Smokestack District. It features tangible elements, including its large scale that encompasses a city block and dominant structural features that define the industrial character of the neighbourhood.

The property meets Criterion 8 for its historical, physical, and visual linkages to East London and the Smokestack District as one of the largest extant examples of an industrial plant in these areas. As an early and large industrial property in this area, it drove the growth of this area, including residential development of worker’s housing, and was a hub of employment. The rail spur also is a historical linkage to the railway infrastructure that contributed to the growth of industrial development in the Smokestack District. Its scale and imposing architecture, particularly the Dundas Street façade, contributes to the physical and visual linkage of the property to the East London streetscape.

The property meets Criterion 9 as a landmark considering that it is one of the largest and earliest industrial properties in the Smokestack District that has retained its integrity despite numerous additions between 1913 and 1984.

Heritage Attributes

Each attribute contributes to the design value, historical or associative value, and contextual value of the property including Criteria 1, 4, 5, 6, 7, 8, and 9.

- Main Kellogg Building Complex:
 - Main 1913 Dundas Street building, with 1913, 1926-1927, 1933, and 1934 additions;
 - Red brick exterior cladding;
 - Rusticated stone block foundation;
 - Articulated bays;
 - 27-bay façade with corbelled brickwork at top of bays;
 - Concrete window sills, lintels, and pilaster capitals;
 - Uniformity of the façade across much of the Dundas Street frontage; and,
 - Flat roof.
- 1931 Powerhouse Building
 - Vertical massing;
 - Tower and entrance at northeast corner of the structure;
 - Red brick cladding;
 - Large metal-framed windows; and,
 - Articulated bays.
- Landscape elements including:
 - Alignment of eastern section of Main Kellogg Building Complex and property along a railway spur at eastern edge of property; and,
 - Metal-clad chimneys at rear of Powerhouse building.

The following are not identified as heritage attributes of the property:

- Interior courtyard;
- 1945-1946 warehouse addition;
- 1960-1961 addition;
- 1964 warehouse addition;
- 1972-1978 addition;
- 1982 addition; and,
- 1982 powerhouse.

1097-1127 Dundas Street

Statement of Cultural Heritage Value or Interest

Legal Description:

FIRSTLY: BLK C PLAN 398 & PT OF FESTUBERT ST FORMERLY PATRICK ST PLAN 398 AS CLOSED BY BYLAW CB251 LYING BETWEEN S LIMIT OF DUNDAS ST TO N LIMIT OF KING ST AS IN 430318; EXCEPT PT 1 33R4287 & PT 15 33R21499 S/T 622558 LONDON/LONDON TWP being PIN 08302-0046

SECONDLY: PT LTS 8, 20 AND FESTUBERT ST. (FORMERLY PATRICK ST.) AS CLOSED BY BYLAW NO. 5801 AND REGISTERED AS BYLAW NO. CB251, PLAN 398 DESIGNATED AS PART 9, 33R-12576; T/W A RIGHT TO ACCESS OVER PARTS 7 AND 8, 33R-12576 AS IN LT437422; "CONSENT OF THE COMMITTEE OF ADJUSTMENT" ATTACHED TO LT437423; LONDON/LONDON TWP being PIN 08302-0028.

Description of Property

The property at 1097-1127 Dundas Street, known historically as the Dominion Office and Store Fitting Company (and later as Middlesex Mills Ltd.) is situated on the south side of Dundas Street between the Canadian National Railway (CNR)-Canadian Pacific Railway (CPR) inter-switching rail line to the west and Eleanor Street. First constructed as a mill in 1906, an additional eight bays were added to the south in 1910. Many other additions to the property have since been demolished, except for a small one-storey section at the south end of the main mill building, and a train shed along the east elevation.

Statement of Cultural Heritage Value or Interest

The property meets Criterion 1 of O. Reg 9/06 because it is a representative example of early 20th century industrial (mill) architecture in London. Mill construction was typically characterized by brick construction, two-storey in height and rectangular in shape with a narrow width to permit the entry of natural light into the building's interior.

The property also meets Criterion 4 because it has significant historical value as the first factory established in East London and the Smokestack District when the first section that remains today was erected in 1906 for local manufacturer, Dominion Office and Store Fitting Company. It also has historical value for its association with Middlesex Mills Ltd., a hosiery and textiles manufacturer. Although this company encountered operational issues shortly after occupying the property, it was noted to be the first of several textile manufacturers established in East London and as such, was heralded as the "largest and most modern plant of its kind west of Montreal." Textile manufacturing continued on the property until 1936.

The property also has associative value as a site for Kelvinator of Canada Ltd. between 1936 and 1954 where it contained a tin shop, stock and repairs room, shipping facilities in the extant building and ice cream cabinet assembly in its eastern wing (now demolished). Kelvinator maintained its primary plant at 1152 Dundas Street from 1924 to 1969. At the time, Kelvinator would have been considered a household name in Canada. Lastly, the property has associative value as the production site of cake mixes for the Canadian market for Kellogg-Pillsbury of Canada Ltd. (1954-1956) and Pillsbury of Canada, Ltd. (1956-1961). Pillsbury remains a household name in Canada.

The property also meets Criterion 5 for its potential to yield information about the textile trade in East London, particularly as an employer of women during the tenure of the Middlesex Mills, Ltd. in the 1910s. While records, such as city directories, do not document the contribution of textile manufacturers to female employment in East London, it is known that women comprised much of the workforce of this company.

The property meets Criterion 6 for its 1906 and 1910 construction designed by prominent Scottish architect William George Murray (1876-1954). Murray first articulated with the London, Ontario firm of McBride, Jones & Farncomb between 1893 to 1894. The firm was led by renowned local architect Hubert Carroll McBride who is credited with over 100 commissions for buildings throughout Southwestern Ontario.⁴⁵ Murray then worked as an assistant to architect Herbert E. Matthews between 1895 to 1897.

Murray moved to the United States in 1898 to work as a designer for Louis C. Tiffany. Tiffany was a celebrated artist best known for his work in stained glass. His designs were highly sought after and can be found throughout historic American landmarks including the Mark Twain House and the White House. In 1899, Murray joined the office of American architect George B. Post and, in 1900, he joined New York-based architect Ashburton Moore.

Murray returned to London, Ontario in 1904 and formed a partnership with Herbert Matthews, but their office was dissolved within a year. Murray worked under his own name for the duration of his career and focused primarily on churches, private houses, and industrial buildings. Murray designed the Queen Alexandra Sanatorium in 1909 as well as its 1913 addition. Other notable projects include Reid's Crystal Hall (which famously collapsed while under construction in 1907); and the O-Pee-Chee-Gum Factory on Adelaide Street (1928).

Although modest in scale relative to other properties in the Smokestack District, particularly the adjacent property at 100 Kellogg Lane, the property meets Criterion 7 as it is important in supporting the character of the Smoke District and East London as it is part of the heart of this area. Moreover, housing the operations of prominent branch plants with international branding, including Kelvinator of Canada Ltd. (1936-1954), Kellogg-Pillsbury of Canada Ltd. (1954-1956), and Pillsbury of Canada, Ltd. (1954-1961).

As the first factory established in the Smokestack District in East London, the property is representative of the history of relocation from the centre of London eastward to East London and this newly developing Smokestack District in the early 20th century. This evolution has continued further eastward along Veterans Memorial Parkway in the late 20th century and early 21st century with industrial relocation.

While the building on the property at 1097-1127 Dundas Street has been altered through the application of paint on the brick masonry, the property meets Criterion 8 because the form, massing, scale, orientation, and typology remain consistent with buildings on the adjacent properties along the streetscape, including 100 Kellogg Lane and 1100-1108 Dundas Street. The property contains the earliest industrial building in the Smokestack District. Accordingly, the property is physically, visually and historically linked to its surroundings.

Heritage Attributes

Each attribute contributes to the design value, historical or associative value, and contextual value of the property including Criteria 1, 4, 5, 6, 7, and 8.

Former Dominion Office and Store Fitting Company building including:

- Intact example of late-19th and early-20th century rectangular mill building construction;
- Two-storey buff brick building (currently painted red);
- Articulated bays containing symmetrical window openings;
- Full height brick pilasters;
- Brick corbelling; and,
- Flat roof.

The following are not identified as heritage attributes of the property:

- Rear (south) elevation of mill building;
- C.1951 rail shed; and,
- Metal clad accessory structure on roof of 1910 addition.

1100-1108 Dundas Street

Statement of Cultural Heritage Value or Interest

Legal Description:

LOTS 16 TO 18 INCLUSIVE AND PART LOTS 19 TO 23 PLAN 115 AND LOTS 78 TO 84 INCLUSIVE PLAN 473 AND PART SOUTH 1/2 LOT 10 CONCESSION 1 LONDON AND RESERVES PLAN 471; PART 1 PLAN 33R20292 EXCEPT PART 3 33R21631; CITY OF LONDON being PIN 08289-0075

Description of Property

The property at 1100-1108 Dundas Street, known historically as the Empire Brass Manufacturing Company (and later as EMCO), is situated on the north side of Dundas Street between the Burbrook Place to the west and the Canadian National Railway (CNR)-Canadian Pacific Railway (CPR) inter-switching rail line to the east. First constructed as a factory building in 1907-08, multiple additions have occurred throughout the 20th century with extant additions added in 1928, 1940-42, and 1948-49. An additional standalone building at 1100 Dundas Street was added in 1956-57. One other standalone building, a single storey accessory power building, constructed c.1960, is located to the west of the 1940-42 addition. Other additions and separate buildings that were constructed on the property have been demolished.

Statement of Cultural Heritage Value or Interest

The property meets Criterion 1 of O. Reg. 9/06 (as amended by O. Reg. 569/22) because the 1907-08 section, which spans the 10 easternmost bays along Dundas Street and 24 bays along the east elevation, is a representative and early example of industrial architecture in East London and the Smokestack District with its stone foundation, articulated bays, brick construction (currently clad in stucco), two-storey height, rectangular massing, full height pilasters, and the remnants of a former chimney.

The property also meets Criterion 4 because it has significant historical value for its direct associations with EMCO, a local brass manufacturing company that manufactured on the property for over 100 years and continues to operate in London and internationally to the present day. This company first constructed the extant industrial building at 1100-1108 Dundas Street in 1907-08, making it one of the earliest to establish an industrial presence in East London and the Smokestack District. By the latter half of the 20th century, EMCO expanded into multiple countries including Great Britain (1949), West Germany (1957), Australia (1963), France and Japan (1967) and by 1986, had 75 branches, many of which were acquired through acquisitions, and marketed products to over 100 countries. In 1996, the company reported \$1.1 billion in sales.

The property also has historical value for its association with company co-founder John R. Minhinnick. Founded in 1903 by Thomas A. Stevens and partners John R. Minhinnick and George D. Trudell as the Empire Brass Manufacturing Company, the business utilized the former factory of J. Wright & Co on Talbot Street before relocating to 1100-1108 Dundas Street in 1908. Although Minhinnick died before the Empire Brass Manufacturing Company relocated to Dundas Street, he was a prominent London businessman. In 1868, he and two partners started an oil refinery on Hamilton Road known as Crown Oil Works in 1868 which they sold to the Western Oil Company of Canada. Despite retiring from the oil business, Minhinnick retained a large holding of Imperial Oil stock and managed the Stevens Manufacturing Company before co-founding the Empire Brass Company.

Minhinnick also held a prominent place in London politics and civic development, serving as alderman, water commissioner and president of the board of trade for many years as well as several terms as president and vice-president of the Liberal-Conservative Association of London. He was one of London's wealthiest citizens.

The property meets Criterion 5 for its potential to yield historical value for its deep-rooted and underrepresented labour history in the area. EMCO was a major employer of local labourers who would have resided in East London and was a catalyst for the residential growth of the area.

The property also yields historical value for its contribution to the history of labour rights in the area, particularly due to a four-month long labour strike beginning on May 19, 1967. The strike temporarily halted, EMCO's operations were and resulted in a violent struggle between striking members, strike breakers, and London police officers as protestors attempted to stop vehicles carrying non-union EMCO employees from crossing the picket line during three days of tension in August 1967. Four participants, three of whom were EMCO workers, were arrested and later convicted for acts of violence committed during the strike.

The property meets Criterion 6 for its 1907-08 construction designed by prominent London architect, John M. Moore, who designed many industrial, commercial, and educational buildings throughout the city in the late 19th and early 20th centuries.

A native of London, Moore studied architecture, engineering, and land surveying with the firm of Robinson and Tracy before forming his own partnership with architect George Durand in 1886. In 1892, following the death of Durand, Moore opened a new practice with Frederick Henry. Henry and Moore were joined by J. Vicar Munro in 1908. The firm was renamed Moore, Henry and Munroe. Henry left the firm in 1910, followed by Munro in 1913. Moore continued to work independently until he was joined by his son O. Roy Moore in 1920.

Moore was involved in the civic affairs of the city, serving as the Engineer and Superintendent of Waterworks for 17 years, and as mayor in 1926-1927. As an architect, Moore designed a range of commercial, industrial, and residential buildings in London during his career. These included the Beaux Arts London Life Insurance Company (1928), Western University's original Collegiate Gothic buildings (1920s), and the Kellogg's Toasted Corn Flake Company factory, situated south of 1108 Dundas Street.

Although modest in scale relative to other properties in the Smokestack District, particularly the adjacent property at 100 Kellogg Lane, the property meets Criterion 7 as it is important in supporting the character of the Smokestack District and East London as it is part of the heart of this area. Moreover, the property helps to define the area through its history of use by a prominent London-based manufacturer and wholesaler (EMCO) that continues to have an international presence. This area of the Smokestack District has supported many reputable international brands including Kelvinator of Canada, Ltd. (1936-1954), Kellogg- Pillsbury of Canada Ltd. (1954-1956), and Pillsbury of Canada, Ltd. (1954-1961) at 1097-1127 Dundas Street; Kelvinator of Canada, Ltd. (1924-1969) at 1152 Dundas Street, and the Kellogg Company (1913-2014) at 100 Kellogg Lane.

As one of the earliest factories established in the Smokestack District in East London, the property meets Criterion 8 and is representative of the pattern of relocation from the centre of London eastward to East London and this newly developing Smokestack District in the early 20th century. This evolution has continued further eastward along Veterans Memorial Parkway in the late 20th century and early 21st century with industrial relocation.

While the 1907-08 section of 1108 Dundas Street retains its form, massing, scale, orientation, and typology remain consistent with adjacent properties along the streetscape, including 100 Kellogg Lane and 1097-1127 Dundas Street. Furthermore, while subsequent built additions to the original building have been added throughout the 20th century, the property is also one of the earliest industrial properties in the Smokestack District. Accordingly, the property is physically, visually and historically linked to its surroundings.

Heritage Attributes

Each attribute contributes to the design value, historical or associative value, and contextual value of the property including Criteria 1, 4, 5, 6, 7, and 8.

- Original 1907-1908 Section:
 - Orientation parallel to railway line and Dundas Street;
 - Scale and massing of 1907 section;

- Two-storey plus basement buff brick building (currently clad in stucco);
- Recessed bays containing large symmetrical window openings;
- Stone foundation;
- Full height pilasters;
- Base of former water tower; and,
- Flat roof

The following are not identified as heritage attributes of the property:

- 1928 addition;
- 1940-1942 addition;
- 1948-1949 addition;
- 1956-1957 structure at 1100 Dundas Street; and,
- c.1960 accessory power building.