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City Clerk's Office

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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**

90 ONTARIO STREET (NEWELL BUILDING)

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 90 Ontario Street under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

The property at 90 Ontario 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.

Description

Located on the southwest corner of Ontario Street and Brigden Place, the Newell Building is a 4½-storey warehouse that was completed in 1911 and designed by the Toronto architectural partnership of Symons and Rae. Newell Buildings Limited, part of the family-run Newell Company headed by Edward Newell, commissioned the building as the location of its Dominion Envelope Company. With the addition of the Newell Building Annex at 410 Richmond Street East and the Dominion Envelope Company Building at 384 Richmond Street East, the Newell Building contributes to the three-part industrial complex adjoining the intersection of Ontario and Richmond streets.

Statement of Cultural Heritage Value

The property at 90 Ontario Street has cultural heritage value for the design of the Newell Building as a representative example of an early 20th century industrial building with Edwardian Classical styling. Its simple balanced design with the red brick cladding (which is currently painted), the symmetrical placement of the door and window openings, and the restrained classical detailing that is evident in the triangular pediments on the east and north rooflines are characteristics of Edwardian Classicism, the most popular style for all building types in the World War I era. In its design and vintage, the Newell Building complements the adjoining Newell Building Annex at 410

Richmond Street East, which was also commissioned by the Newell Company as part of a three-building manufacturing complex adjoining the northeast corner of Ontario and Richmond streets.

The Newell Building is valued for its historical associations with the Newell Company, the family-owned enterprise headed by Edward Newell, which founded the Dominion Envelope Company (1903) that produced an array of paper products in the three-part industrial complex on Richmond and Ontario streets. In addition to the Dominion Envelope Company (afterward renamed the Dominion Envelope and Carton Company), the building at 90 Ontario Street was shared by other occupants that included Champion Paper Mills (another Newell family enterprise) and, after World War II, the J. D. Carrier Shoe Company, which subsequently purchased the property, along with the adjoining site at 410 Richmond Street East.

The historical value of the Newell Building is also through its association with the Toronto architectural practice of Symons and Rae, which designed the structure. While Symons and Rae designed a range of architectural types prior to the dissolution of the partnership during World War I, most of its industrial buildings were lost during the Great Fire of 1904 or subsequent demolition, making the Newell Building an important surviving example of the firm's work.

Contextually, the property at 90 Ontario Street is valued for its role in defining and supporting the character of the neighbourhood southwest of Queen and Sherbourne streets as it evolved in the early 20th century from its residential and commercial origins to an industrial district focused on Richmond Street East (originally Duchess Street). As the original component of the three-part industrial complex developed by the Newell Company at 90 Ontario Street and 384 and 410 Richmond Street East, and with the neighbouring Hamilton Brewing Association Building at 78 Ontario Street and the Gendron Manufacturing Company Building at 411 Richmond Street East (a designated heritage property), the Newell Building is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave adjoining the corner of Ontario and Richmond streets.

Heritage Attributes

The heritage attributes of the Newell Building at 90 Ontario Street are:

- The setback, placement and orientation of the building on the southwest corner of Ontario Street and Brigden Place
- The scale, form and massing of the rectangular-shaped structure, which extends four stories above the raised base with the window openings
- The materials, with the red brick cladding (which is currently painted) and the brick, stone and wood detailing
- The flat roof, with the extended brick chimney on the southeast corner, and the triangular pediments on the east and north ends
- The principal (east) elevation, which extends four bays and is divided by pilasters
- On the principal (east) elevation, the entrance in the first (ground) floor, the segmental-arched window openings with the stone sills and the brick flat arches in the north bay and, in the remaining bays, the flat-headed window industrial-scale openings with the stone detailing

- The north elevation that extends 14 bays along Brigden Place and continues the detailing introduced on the east elevation with the flat-headed door and window openings and, in the end bays, the segmental-arched window openings
- The south elevation, which has flat-headed window openings in the upper floors

Note: the rear (west) elevation abuts the adjoining Newell Building Annex at 410 Richmond Street East.

A 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, 2nd Floor, West, Toronto, Ontario, M5H 2N2, within thirty days of December 5, 2016, which is January 4, 2017. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 5th day of December, 2016.



Ulli S. Watkiss
City Clerk

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