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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**

245 QUEEN STREET EAST (S. PRICE AND SONS DAIRY 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 245 Queen Street East under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

The property at 245 Queen Street East (with a convenience address at 251 Queen Street East) 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 south side of Queen Street East between Sherbourne Street (west) and Ontario Street (east), the S. Price and Sons Dairy Building is a two-storey industrial building that was constructed in 1906 according to the plans of Toronto architect, J. Francis Brown. It was purpose-built for a family-run company that established a dairy farm in Erindale, Ontario, and afterward opened a dairy on King Street East in Toronto. The S. Price and Sons Dairy Building was developed as part of a large complex with a dairy, large stable and outbuildings between present-day Queen and Richmond streets before Price and Sons Limited's business was absorbed by the City Dairy Company in 1911. The S. Price and Sons Dairy Building was linked afterward to the automobile service industry, with the De Luxe Cab Company, the Hertz Drive-Ur-Self car rental enterprise, and the Diamond Cab dispatch centre as the most recognizable long-term occupants.

Statement of Cultural Heritage Value

The cultural heritage value of the property at 245 Queen Street East is through its design as a well-crafted early 20th century industrial building with features of Edwardian Classicism, the most popular architectural style in the pre-World War I era. The S. Price and Sons Dairy Building displays the red brickwork, symmetry and classical detailing that are characteristic of Edwardian

Classicism, but its design is particularly distinguished by the stone detailing on the principal (north) elevation with the frontispiece that incorporates the round-arched entrance surround at its base and the half-round pediment at the roofline.

The S. Price and Sons Dairy Building is valued for its historical associations with its architect, J. Francis Brown. Active in Toronto in the late 19th and early 20th centuries, Brown was particularly noted for his designs for warehouses in the King-Spadina manufacturing district and at the east end of the city, including the Queen City Vinegar Company's factory (1907) at 19 River Street (which is designated under Part IV, Section 29 of the Ontario Heritage Act), and the S. Price and Sons Dairy Building on the subject property.

Contextually, the value of the property at 245 Queen Street East is through its role in defining and supporting the character of the neighbourhood southeast 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). While the S. Price and Sons Dairy Building was placed on Queen Street East to take advantage of commercial traffic, it formed part of an industrial complex that extended south to Richmond.

Heritage Attributes

The heritage attributes of the S. Price and Sons Dairy Building on the property at 245 Queen Street East are:

- The setback, placement and orientation of the building in its original location on the south side of Queen Street East, east of McFarrens Lane
- The scale, form and massing of the structure with the two-storey rectangular-shaped plan
- The materials, with the red brick cladding, and the brick, sandstone, wood and glass detailing
- The flat roof with the tall brick chimney at the southwest corner and, on the north end, the coping, the wood cornice, and the parapet with the half-round pediment with the brick and stone detailing
- The principal (north) elevation, which is symmetrically organized above the stone band course where the door and the window openings are separated by incised stone pilasters with decorative caps
- In the centre of the north elevation, the frontispiece with the stone detailing
- At the base of the frontispiece, the main (north) entrance, which is placed in the round-arched surround with the multi-paned transom (the original doors have been replaced)
- On the north elevation, the oversized flat-headed window openings in the first (ground) floor with the multi-paned transoms and the continuous stone lintels and sills, and the flat-headed window openings in the second storey with the stone detailing
- The west elevation with the segmental-arched window openings, and the east elevation, which has been parged

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.



for Ulli S. Watkiss
City Clerk