



An agency of the Government of Ontario



Un organisme du gouvernement de l'Ontario

This document was retrieved from the Ontario Heritage Act e-Register, which is accessible through the website of the Ontario Heritage Trust at **www.heritagetrust.on.ca**.

Ce document est tiré du registre électronique, tenu aux fins de la *Loi sur le patrimoine de l'Ontario*, accessible à partir du site Web de la Fiducie du patrimoine ontarien sur **www.heritagetrust.on.ca**.

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

78 ONTARIO STREET (HAMILTON BREWING ASSOCIATION BUILDING)

NOTICE OF INTENTION TO DESIGNATE

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

ONTARIO HERITAGE TRUST

DEC 05 2016

RECEIVED

Take notice that Toronto City Council intends to designate the lands and buildings known municipally as 78 Ontario Street under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

The property at 78 Ontario Street (with the convenience address of 82 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 value.

Description

Located on the northwest corner of Ontario Street and Richmond Street East, the Hamilton Brewing Association Building (1912) is a three-storey industrial building that was designed by the American architectural firm of Hand Harris and Merritt. Founded in 1903 to manage the assets of four Ontario breweries, the Hamilton Brewing Association was absorbed in 1930 by the Brewing Corporation of Ontario (forerunner to Canadian Breweries Limited) founded by the notable financier and entrepreneur, E. P. Taylor. Beginning in 1913, the Home Furniture Company was the first in a series of tenants that shared the building at 78 Ontario Street with the Hamilton Brewing Association. The site was associated with the brewing industry until the post-World War II era.

Statement of Significance

The property at 78 Ontario Street has cultural heritage value for the design of the Hamilton Brewing Association Building as an early 20th century industrial building with Edwardian Classical styling. Its simple balanced design with the red brick cladding, the symmetrical arrangement of the door and window openings, and the restrained classical detailing incorporating stepped parapets along the east roofline is identified with Edwardian Classicism, the most popular style for all building types in

the World War I era. With its scale and appearance, the Hamilton Brewing Association Building is part of a collection of early 20th century factories and warehouses adjoining the intersection of Ontario and Richmond streets.

The Hamilton Brewing Association Building is valued for its historical associations with the architectural practice of Buffalo, New York architects, Hand Harris and Merritt, which designed it. With partner Havelock Elkins Hand based in Toronto, the firm was known in the 1920s for its designs throughout Ontario of terra cotta-clad buildings for Bowles Lunch, the American restaurant chain. The Hamilton Brewing Association Building is rare as the last surviving documented building by Hand Harris and Merritt in Toronto.

Contextually, the value of the property at 78 Ontario Street 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). With its placement opposite the Gendron Manufacturing Company Building at 411 Richmond Street East (which is designated under Part IV, Section 29 of the Ontario Heritage Act), and with the adjoining factory and warehouse complex built by the Newell Company at 90 Ontario Street and 384 and 410 Richmond Street East, the Hamilton Brewing Association Building is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave adjoining the intersection of Ontario and Richmond streets.

Heritage Attributes

The heritage attributes of the Hamilton Brewing Association Building on the property at 78 Ontario Street are:


- The setback, placement and orientation of the building on the northwest corner of Ontario and Richmond streets
- The scale, form and massing of the three-storey structure with the rectangular-shaped plan
- The flat roofline with the stepped parapets at the east end
- The materials, with the red brick cladding and the brick, stone and wood detailing
- The principal (east) elevation, which has storefronts (which have been altered) on the first (ground) floor
- On the principal (east) elevation, the arrangement of the south part of the wall into three symmetrically-arranged bays with the tripartite flat-headed window openings in the projecting end bays and the trios of flat-headed window openings in the centre bay
- At the north end of the principal (east) elevation, the extended bay with the segmental-arched window openings
- The south elevation on Richmond Street East, which is arranged into three bays with the segmental-arched window openings and, in the easternmost bay, the segmental-arched entrance with the original wood doors
- On the north elevation, the window openings in the upper storey

Note: the rear (south) elevation abuts the adjoining building at 410 Richmond Street East.

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