



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**

410 RICHMOND STREET EAST (NEWELL BUILDING ANNEX)

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 410 Richmond Street East under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

The property at 410 Richmond 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 north side of Richmond Street East, west of Ontario Street, the Newell Building Annex is a five-storey factory that was completed in 1917 for Newell Buildings Limited, part of the family-run Newell Company headed by Edward Newell. The building was commissioned as an addition to the Newell Building (1911) at 90 Ontario Street where the Newell family's Dominion Envelope Company was the main occupant. The architects for the Newell Building Annex have not been identified, but it complements the original Newell Building that was designed by Toronto architects Symons and Rae. With the Newell Building and the Dominion Envelope Company Building (1925, with additions) at 384 Richmond Street East, the Newell Building Annex contributes to the three-building industrial complex adjoining the intersection of Richmond and Ontario streets.

Statement of Significance

The property at 410 Richmond Street East has cultural heritage value for the design of the Newell Building Annex as a representative example of an early 20th century industrial building with Edwardian Classical styling, the most popular style for all building types during the World War I era. It displays the hallmarks of Edwardian Classicism in the 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 incorporates an oculus window opening with quoins on the principal (south) elevation. In its design and vintage, the Newell Building Annex complements the adjoining warehouse at 90 Ontario Street, which was also commissioned by the Newell Company (and is historically known as the Newell Building, 1911) as part of a three-building manufacturing complex adjoining the northeast corner of Ontario and Richmond streets.

The Newell Building Annex 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 410 Richmond Street was shared by other occupants that included the Canadian Wrappers Company (another Newell family enterprise), the Canadian Tampax Corporation (following the founding of the American parent company in the 1930s) and, after World War II, the J. D. Carrier Shoe Company, which subsequently purchased the property, along with the adjoining site at 90 Ontario Street.

Contextually, the property at 410 Richmond Street East is valued for its role in defining and supporting the character of the area southeast of Queen Street East and Sherbourne Street 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 the neighbouring Hamilton Brewing Association Building at 78 Ontario Street and the Gendron Manufacturing Company Building at 411 Richmond Street East (which is designated under Part IV, Section 29 of the Ontario Heritage Act), as well as the adjoining Newell Building at 90 Ontario Street and the Dominion Envelope Company Building at 384 Richmond Street East, the Newell Building Annex is historically, visually and physically linked to its surroundings and remains a key component of the industrial enclave that anchors the northwest corner of Ontario and Richmond streets.

Heritage Attributes

The heritage attributes of the Newell Building Annex at 410 Richmond Street East are:

- The setback, placement and orientation of the building in its original location on the north side of Richmond Street East, directly west of Ontario Street
- The scale, form and massing of the five-storey structure with the rectangular-shaped plan
- The materials, with the red brick cladding (which is currently painted), and the brick, stone and wood trim
- The flat roofline with the tall brick chimney at the southwest corner
- The principal (south) elevation, which is organized into eight bays by pilasters
- On the principal (south) elevation, the segmental-arched door and window openings with the brick and stone trim and, beneath the chimney in the westernmost bay, the oculus window with the quoins
- The side elevations (east and west) with the symmetrically-placed window openings

Note: the rear (north) elevation abuts the adjoining Newell Building at 90 Ontario Street.

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.



6u Ulli S. Watkiss
City Clerk