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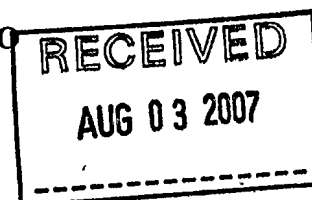
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**IN THE MATTER OF THE ONTARIO HERITAGE ACT
R.S.O. 1990 CHAPTER 0.18 AND
436 WELLINGTON STREET WEST
CITY OF TORONTO, PROVINCE OF ONTARIO**

NOTICE OF INTENTION TO DESIGNATE



BGNR Development Inc.
2 St. Clair Avenue West, #1702
Toronto, Ontario
M4V 1L5

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 436 Wellington Street West under Part IV of the Ontario Heritage Act.

Reasons for Designation

Description

The property at 436 Wellington Street West is worthy of designation under Part IV of the *Ontario Heritage Act* for its cultural heritage value or interest, and meets the criteria for municipal designation prescribed by the Province of Ontario under the categories of design and contextual value. Located on the north side of Wellington Street West in the long block between Spadina Avenue (east) and Portland Street (west), the six-storey warehouse was completed in 1915 when the tax assessment roll was compiled. It was originally known as the Croft Building after William Croft and Sons, the original tenants who manufactured fancy goods. In 1948, it was renamed the Monarch Building following the occupancy of the Monarch Belting Company, makers of conveyor belts. The property was listed on the City of Toronto Inventory of Heritage Properties in 1974, and a Heritage Easement Agreement was registered in 1997. The former warehouse has been converted into a residential condominium.

Statement of Cultural Heritage Value

The Monarch Building is a good example of an early 20th century warehouse from the first generation of 'tall buildings' in Toronto with the Classical form and embellishments characteristic of structures of this type and period. The principal (south) façade follows the typical Classical organization with a base, shaft and cornice, with pilasters applied to the shaft to emphasize the height and organize the fenestration.

The building is associated with the architectural practice of C. J. Gibson. Following training in Toronto and New York City, Gibson formed a partnership with Henry Simpson before opening his own firm in 1893. Gibson designed churches, houses and industrial buildings, including residential commissions on Jarvis Street and in the Rosedale and Annex neighbourhoods. Many of his projects, including St. John's Norway Church (1893) at 256 Kingston Road are recognized on the City's heritage inventory.

Contextually, the Monarch Building is part of a collection of industrial buildings that date to the early 1900s and share similar forms and setbacks from Wellington Street West. West of the Monarch Building, the Houlding Knitwear Building (1916) at #462, Butterick Publishing Building (1915) at #468, and the adjoining Granatstein Buildings (1907) at #482 and #488 are listed on the City's heritage inventory. The Monarch Building supports the character of the King-Spadina neighbourhood as it developed in the early 20th century as the City's primary industrial area with carefully-detailed, medium-sized warehouses.

Heritage Attributes

The heritage attributes of the Monarch Building related to its design value as a good example of an early 20th century warehouse with Classical detailing are found on the exterior walls and flat roofline, consisting of:

- The narrow rectangular plan extending six stories above the raised basement
- The red brick cladding with stone trim
- The brick cornice with a central parapet that marks the flat roofline
- The narrow three-bay principal (south) façade, which is organized horizontally by a Classical base, shaft and cornice, and vertically by brick piers with beveled edges and stone caps
- The main entrance, which is placed at street level in the right (east) bay of the south façade and features a stone surround with an entablature, name band, and modified swan's neck pediment
- Above the basement, the large rectangular window openings with continuous sills that are placed in each floor
- The brick soldier courses marking the window openings in the lower five floors, and the stone band course connecting the window heads in the top storey
- The long west elevation, where the pattern of pilasters organizing the large window openings is repeated
- The east elevation, which has segmental-headed window openings
- The rear (north) wall, with segmental-arched window openings divided by pilaster strips

Notice of an objection to the proposed designation may be served on the City Clerk, Attention: Christine Archibald, Administrator, Toronto and East York Community Council, Toronto City Hall, 100 Queen Street West, 12th Floor, Toronto, Ontario, M5H 2N2, within thirty days of the 7th of August, 2007, **which is September 7th, 2007**. The notice must set out the reason(s) for the objection, and all relevant facts.

Dated at Toronto this 7th day of August, 2007.

Ulli S. Watkiss
City Clerk