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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**

384 RICHMOND STREET EAST (DOMINION ENVELOPE COMPANY 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 384 Richmond Street East under Part IV, Section 29 of the Ontario Heritage Act.

Reasons for Designation

The property at 384 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 Dominion Envelope Company Building was constructed in 1925 by the Newell Company, headed by Edward Newell, and according to the designs of Toronto architect William Sparling, with additions dating to the late 1940s. The Dominion Envelope Company was first located in the Newell Building at 90 Ontario Street, and afterward expanded into the Newell Building Annex at 410 Richmond Street East and the subject building that form a three-building complex near the corner of Richmond and Ontario streets.

Statement of Significance

The property at 384 Richmond Street East has cultural heritage value for the design of the Dominion Envelope Company Building as an early 20th century industrial building that is an early example of the Modern Movement in architecture with its innovative use of new building technologies and materials. With the exposed concrete posts and beams that divide the stories horizontally and create grid patterns for the red brick panels and industrial-scale windows, its design allowed the seamless addition of extra stores and the frank expression of exposed concrete.

The associative value of the property at 384 Richmond Street East is through its connection to the Newell Company, the family-owned enterprise headed by Edward Newell, which founded the Dominion Envelope Company (1903) and commissioned the three-part industrial complex on Richmond and Ontario streets where it produced an array of paper products. In addition to the Dominion Envelope Company (afterward renamed the Dominion Envelope and Carton Company), the building at 410 Richmond Street was shared in the late 20th century by Brigden's Limited, the noted printing and graphic design company that subsequently purchased the property.

The Dominion Envelope Company Building is also valued historically for its connection to Toronto architect, William Sparling, who designed the structure. In a career that included apprenticeships and partnerships with leading Canadian architects, as well as his roles as the founder of the William F. Sparling Company and as a principal in Sparling, Martin and Forbes, Sparling designed many of Toronto's iconic buildings, from the Masonic Temple (1918) at Yonge Street and Davenport Road with its innovative concrete technology, to the Loblaw Groceteria Company's Lake Shore Boulevard West warehouse (1928) that is a hallmark of Art Deco styling. At the Dominion Envelope Company Building, Sparling continued his use of exposed concrete that he had applied in earlier projects, including the Ellis Building, a designated heritage property at 384 Adelaide Street West.

Contextually, the property at 384 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 adjoining Newell Building and its Annex at 90 Ontario Street and 410 Richmond Street, respectively, as well as the neighbouring Hamilton Brewing Association Building at 78 Ontario Street and the Gendron Manufacturing Company Building at 411 Richmond Street East (which is a designated heritage property), the Dominion Envelope Company Building is historically, visually and physically linked to its surroundings where it 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 Dominion Envelope Company Building at 384 Richmond Street East are:


- The setback, placement and orientation of the building in its original location on the north side of Richmond Street East, west of Ontario Street
- The scale form and massing of the building, which rises five stories at the south end, four stories at the north end, and is L-shaped with an interior courtyard (which is not visible from Richmond Street East)
- The materials, with the red brick and concrete cladding and detailing
- The flat roofline with the coping
- The principal (south) elevation on Richmond Street East where, above the first (ground) floor openings, the upper stories contain trios of flat-headed window openings, which decrease in height from the bottom to the top
- On the principal (south) elevation, the exposed concrete beams separating the stories

- On the west elevation, which extends from five stories on the south to four stories on the north, the grid of concrete posts and beams containing red brick panels and flat-headed industrial-scale window openings with steel sash windows
- The east elevation facing the interior courtyard and the rear (north) elevation on Brigden Place, which continue the design, materials and fenestration from the west elevation

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