

Inclusion on the City of Toronto's Heritage Register - Geary Avenue Properties

Date: September 10, 2021

To: Toronto Preservation Board

Toronto and East York Community Council

From: Senior Manager, Heritage Planning, Urban Design, City Planning

Wards: Davenport - Ward 9

SUMMARY

This report recommends that City Council include six properties on Geary Avenue with cultural heritage value on the City of Toronto's Heritage Register. All of the recommended properties meet Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation, which the City also applies when assessing properties for its Heritage Register and are considered significant heritage resources. This report also presents the methodology and results of the Geary Avenue Cultural Heritage Resource Assessment (CHRA) including community consultation.

The following six properties were identified through the Geary Avenue Planning Study and its related CHRA:

44 Geary Avenue
46 Geary Avenue
80 Geary Avenue
165 Geary Avenue
288 Geary Avenue, including 300 Geary Avenue
329 Geary Avenue

The Geary Avenue corridor is an employment neighbourhood in Toronto's West End that has evolved from a mixture of industrial/warehouse space and automotive uses to one that is now a burgeoning hub for creative enterprises, offices, commercial and retail uses, in addition to light industrial and automotive uses. Rapidly increasing land prices, land use regulations, and development and growth pressures have raised concern for the continued viability of many of these small businesses and creative enterprises.

City Planning initiated Geary Works: a comprehensive study and community vision with Economic Development and Culture in April 2019. Geary Works Planning Study and City-Initiated Official Plan Amendment and Zoning Amendment - Final Report were recently adopted by Council in July 2021.

Geary Avenue is a 1.2-kilometer street located on the north side of the Canadian Pacific (CP) rail corridor, between Ossington Avenue and Primrose Avenue. The City of Toronto, and the Geary Avenue area within it, have been inhabited by Indigenous peoples for millennia. The streets that would become Geary Avenue were laid out in two separate subdivisions planned by different developers in the mid-1880s on farmlands northwest of the expanding city of Toronto. The area was annexed by the City of Toronto on January 10, 1910. Within five years of annexation, most of Geary Avenue east of Dufferin Street had been developed. Stores and houses located on the north side of the street while industry and a hydro corridor were located on the south side adjacent to the railway tracks.

Industrial and commercial growth continued, and by 1975 an industrial survey of the Dufferin-Davenport area documented that approximately two dozen firms were located either on or abutting Geary Avenue. The area's industrial base was devastated in the 1980s and 1990s as businesses closed or relocated. The area is now in a period of transition, particularly west of Dufferin Street where newer creative and cultural enterprises have settled in the area.

The six properties being recommended for inclusion on the Heritage Register in this report reflect the evolution of Geary Avenue from a neighbourhood main street to a location for industry over the first half of the twentieth century. They have been determined to have heritage value relating to their design, physical, historical and contextual values. Ranging from early commercial main street and industrial properties to industrial buildings from the late 1940s, the Geary Avenue properties have direct associations with important Canadian business histories, and with Toronto's beloved Santa Claus parade.

The listing of non-designated properties with cultural heritage value on the Heritage Register extends interim protection from demolition and provides an opportunity for City Council to determine whether the property warrants conservation through designation under the Ontario Heritage Act should a development or demolition application be submitted. Heritage Impact Assessments (HIA) are required for development applications that affect listed and designated properties.

RECOMMENDATIONS

The Senior Manager, Heritage Planning, Urban Design, City Planning recommends that:

1. City Council include the following six properties on the City of Toronto's Heritage Register:

- 44 Geary Avenue
- 46 Geary Avenue
- 80 Geary Avenue
- 165 Geary Avenue
- 288 Geary Avenue, including 300 Geary Avenue
- 329 Geary Avenue

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FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

On April 30, 2019, Planning and Housing Committee directed City Planning and Economic Development and Culture to initiate a comprehensive study of the Geary Avenue corridor.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.PH5.8>

On June 29, 2020, City Council approved a work plan for the Growth Plan Conformity and Municipal Comprehensive Review of the Toronto Official Plan, which applies to lands designated Employment Areas in the Official Plan and includes most of the properties on Geary Avenue.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2020.PH14.4>

On July 14, 2021, City Council approved the Geary Works Planning Study and City-Initiated Official Plan Amendment and Zoning Amendment - Final Report which included a summary and the results of the Geary Avenue Cultural Heritage Resource Assessment

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2021.PH24.1>

BACKGROUND

Heritage Planning Framework

The conservation of cultural heritage resources is an integral component of good planning, contributing to a sense of place, economic prosperity, and healthy and equitable communities. Heritage conservation in Ontario is identified as a provincial interest under the Planning Act. Cultural heritage resources are considered irreplaceable and valuable assets that must be wisely protected and managed as part of planning for future growth under the Provincial Policy Statement (2020) and A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020). Heritage Conservation is enabled through the Ontario Heritage Act. The City of Toronto's Official Plan implements the provincial policy regime, the Planning Act, the Ontario Heritage Act and provides policies to guide decision making within the city.

Good planning within the provincial and municipal policy framework has at its foundation an understanding and appreciation for places of historic significance, and ensures the conservation of these resources are to be balanced with other provincial interests. Heritage resources may include buildings, structures, monuments, and geographic areas that have cultural heritage value or interest to a community, including an Indigenous community.

The Planning Act establishes the foundation for land use planning in Ontario, describing how land can be controlled and by whom. Section 2 of the Planning Act identifies heritage conservation as a matter of provincial interest and directs that municipalities shall have regard to the conservation of features of significant architectural, historical, archaeological or scientific interest. Heritage conservation contributes to other matters of provincial interest, including the promotion of built form that is well-designed, and that encourages a sense of place.

The Planning Act requires that all decisions affecting land use planning matters shall conform to the Growth Plan and shall be consistent with the Provincial Policy Statement, both of which position heritage as a key component in supporting key provincial principles and interests.

<https://www.ontario.ca/laws/statute/90p13>

The Provincial Policy Statement provides policy direction on land use planning in Ontario and is to be used by municipalities in the development of their official plans and to guide and inform decisions on planning matters, which shall be consistent with the Provincial Policy Statement. The Provincial Policy Statement articulates how and why heritage conservation is a component of good planning, explicitly requiring the conservation of cultural heritage and archaeological resources, alongside the pursuit of other provincial interests. The Provincial Policy Statement does so by linking heritage conservation to key policy directives, including building strong healthy communities, the wise use and management of resources, and protecting health and safety.

Section 1.1 Managing and Directing Land Use to Achieve Efficient and Resilient Development states that long-term economic prosperity is supported by, among other considerations, the promotion of well-designed built form and cultural planning, and the conservation of features that help define character. Section 2.6 Cultural Heritage and Archaeology subsequently directs that "significant built heritage resources and significant cultural heritage landscapes shall be conserved". Through the definition of conserved, built heritage resources, cultural heritage landscape and protected heritage property, the Provincial Policy Statement identifies the Ontario Heritage Act as the primary legislation through which heritage conservation will be implemented.

<https://www.ontario.ca/page/provincial-policy-statement-2020>

A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020) builds on the Provincial Policy Statement to establish a land use planning framework that supports complete communities, a thriving economy, a clean and healthy environment and social equity. Section 1.2.1 Guiding Principles states that policies in the plan seek to, among other principles, "conserve and promote cultural heritage resources to support the social, economic, and cultural well-being of all communities, including First Nations and Metis communities". Cultural heritage resources are understood as being irreplaceable, and are significant features that provide people with a sense of place. Section 4.2.7 Cultural Heritage Resources directs that cultural heritage resources will be conserved in order to foster a sense of place and benefit communities, particularly in strategic growth areas.

<https://www.ontario.ca/document/place-grow-growth-plan-greater-golden-horseshoe>

The Ontario Heritage Act is the key provincial legislation for the conservation of cultural heritage resources in Ontario. It regulates, among other things, how municipal councils can identify and protect heritage resources, including archaeology, within municipal boundaries. This is largely achieved through listing on the City's Heritage Register, designation of individual properties under Part IV of the Ontario Heritage Act, or designation of districts under Part V of the Ontario Heritage Act.

Section 27 of the Ontario Heritage Act gives municipalities the authority to maintain and add to a publicly accessible heritage register. Council must consult with its municipal heritage committee before a property that has not been designated under Part IV is added or removed from the municipal register.

The City of Toronto's Heritage Register includes individual heritage properties that have been designated under Part IV, Section 29, properties in a heritage conservation district designated under Part V, Section 41 of the Act as well as properties that have not been designated but City Council believes to be of "cultural heritage value or interest."

<https://www.ontario.ca/laws/statute/90o18>

<https://www.ontario.ca/laws/regulation/060009>

The City of Toronto's Official Plan contains a number of policies related to properties on the City's Heritage Register and properties adjacent to them, as well as the protection of areas of archaeological potential. Indicating the integral role that heritage conservation plays in successful city-building, Section 3.1.5 of the Official Plan states that, "Cultural heritage is an important component of sustainable development and place making. The preservation of our cultural heritage is essential to the character of this urban and liveable City that can contribute to other social, cultural, economic and environmental goals of the City."

Policy 3.1.5.2 states that properties of potential cultural heritage value or interest "will be identified and evaluated to determine their cultural heritage value or interest consistent with provincial regulations, where applicable, and will include the consideration of cultural heritage values including design or physical value, historical or associative value and contextual value. The evaluation of cultural heritage value of a Heritage Conservation District may also consider social or community value and natural or scientific value. The contributions of Toronto's diverse cultures will be considered in determining the cultural heritage value of properties on the Heritage Register."

Policy 3.1.5.3 states that heritage properties "will be protected by being designated under the Ontario Heritage Act, and/or included on the Heritage Register". This includes designation under Parts IV or V of the Ontario Heritage Act, as well as listing under Section 27 of the Act.

Policy 3.1.5.4 states that heritage resources on the City's Heritage Register "will be conserved and maintained consistent with the Standards and Guidelines for the Conservation of Historic Places in Canada, as revised from time to time and adopted by Council." Policy 3.1.5.6 encourages the adaptive re-use of heritage properties while Policy 3.1.5.26 states that, when new construction on, or adjacent to, a property on the Heritage Register does occur, it will be designed to conserve the cultural heritage values, attributes and character of that property and will mitigate visual and physical
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impacts on it. Heritage Impact Assessments (HIA) are required for development applications that affect listed and designated properties. An HIA shall be considered when determining how a heritage property is to be conserved.

<https://www.toronto.ca/city-government/planning-development/official-plan-guidelines/official-plan/>

<https://www.historicplaces.ca/media/18072/81468-parks-s+g-eng-web2.pdf>

The Ontario Heritage Toolkit also provides guidance on the listing of non-designated properties on the Heritage Register. The Tool Kit provides direction on the purpose of listing heritage properties, and explains how the Provincial Policy Statement and the Ontario Heritage Act provide a framework for how listed properties fit within the land use planning system.

https://www.mtc.gov.on.ca/en/heritage/heritage_toolkit.shtml

COMMENTS

City of Toronto's Heritage Register

The municipal register is an important tool in planning for the conservation of heritage properties. The former City of Toronto began listing properties on the Heritage Inventory in 1973, with the inaugural set of 490 properties found within the old City of Toronto boundaries recognized for architectural, historical and/or contextual reasons. In the following decades, the surrounding municipalities of Scarborough, North York, York, East York, and Etobicoke which now form the amalgamated City of Toronto adopted their own lists of heritage properties; following amalgamation, these lists were combined. Since amalgamation, in keeping with the City's Official Plan Policies, the City has continued to add properties with cultural heritage value to the Register.

Inclusion on the City's Heritage Register

Although a municipality is not required under the Ontario Heritage Act to consult with property owners or the public before including non-designated properties on the municipal register, property owners are always notified and invited to attend the Toronto Preservation Board meeting to discuss the recommendation of a property's inclusion on the City's Heritage Register. There is also a second opportunity for owners and the public to share concerns (in person or in writing) when Community Council considers the matter at their meeting.

Non-designated listed properties do not have any protection under the Ontario Heritage Act, except insofar as an owner must give Council at least 60 days' notice of their intention to demolish or remove a structure on the property. Properties that are listed on the City's Heritage Register are flagged for review by Heritage Planning staff once a demolition permit has been submitted and owners must follow established Notice requirements under the Ontario Heritage Act following this action. Following further

research and evaluation, staff may recommend designation of the property under Part IV of the Ontario Heritage Act and seek appropriate conservation.

Although inclusion on the Heritage Register as a listed property provides interim protection from demolition, it does not preclude an owner's ability to make exterior and interior alterations in the case when demolition or a planning application is not involved. Listing does not trigger maintenance requirements over and above existing property standards and it does not restrict altering, removing or adding any features on the property. It does not allow the City to withhold a building permit for non-demolition related alterations and it does not preclude a property from undergoing renovation.

When a property is listed it does not necessarily mean that it will be subsequently designated, which is legally binding and requires owners to seek heritage approval for alterations and additions. Designation generally happens within one of three scenarios:

- a property owner gives notice of an intention to demolish the listed building and further evaluation recommends designation
- a listed property is included within a planning application and a Heritage Impact Assessment (HIA) is submitted. The subsequent evaluation directs appropriate conservation measures and designation within the planning approval process
- a property owner wishes to take advantage of one of the city's heritage incentive programs and requests further staff evaluation and designation, as appropriate

Methodology for Streamlining the Heritage Register Listing Process

In the fall of 2020, staff introduced a streamlined approach for listing multiple non-designated properties on the Heritage Register. City Council adopted this approach through a series of staff reports on multiple listing relating to Planning Studies in December 2020.

In developing an improved listing process, staff surveyed international best practices, including reviewing the approach to listing of municipalities across Ontario. The Ontario Heritage Act requirements under Section 27 of the Act state that if Council believes a property to be of cultural heritage value or interest, the listing must include "a description of the property that is sufficient to readily ascertain the property".

Two methods have been adopted to streamline the process for listing properties on Toronto's Heritage Register: the use of a historic context statement accompanied by an address list and property information (i.e. building type and date of construction), and descriptive listings. These two methods meet the requirements of the Ontario Heritage Act and the City's Official Plan (all properties are evaluated against the Provincial criteria "Contextual Value") and both provide sufficient information to communicate the reasons for listing.

Geary Avenue Survey Area

Council directed staff to undertake a comprehensive study of Geary Avenue from Ossington Avenue to Primrose Avenue. The resulting study area is approximately 1.2-kilometres in length and the area includes Geary Avenue and all properties fronting onto

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Geary Avenue (Attachment 1). As part of this study, staff initiated the Geary Avenue Cultural Heritage Resource Assessment. The boundaries of the Geary Avenue CHRA were the same as the Planning Study boundary.

Geary Avenue Cultural Heritage Resource Assessment (CHRA)

City Planning undertakes a Cultural Heritage Resource Assessment to document an area's development history and to ensure that properties of cultural heritage value or interest are appropriately identified, understood and conserved. Identifying properties of cultural heritage value or interest is an essential part of a municipality's role in heritage conservation. A Cultural Heritage Resource Assessment applies provincial criteria to evaluate properties for their cultural heritage value or interest. That evaluation is informed by research and community engagement to produce an understanding of the historical context of an area and community values.

The key goal of a Cultural Heritage Resource Assessment is to achieve an informed and timely identification of properties with cultural heritage value in tandem with a Planning Study. The Geary Avenue CHRA was undertaken as part of the Geary Works Planning Study, and informed its recommendations. This report provides an overview of the Cultural Heritage Resource Assessment and recommends the inclusion of specific properties on the City's Heritage Register.

The Geary Avenue Cultural Heritage Resource Assessment was undertaken by City staff with research conducted by Heritage Planning consultant historian Barbara Myrvold, and was closely coordinated within the larger Geary Works Planning Study. Heritage Planning staff presented updates on the CHRA, and received input from the public, at stakeholder consultation meetings and community consultation meetings. Community input has informed the results of the Cultural Heritage Resource Assessment.

The results of the larger Geary Works Planning Study, including a summary of the CHRA and its outcomes, were adopted by City Council on July 14, 2021, through the Geary Works Planning Study and City-Initiated Official Plan Amendment and Zoning Amendment - Final Report.

The six heritage properties identified in this report are not currently listed on the City's Heritage Register and have no heritage protection. Properties on the City's Heritage Register will be conserved and maintained in accordance with the Official Plan Heritage Policies.

CHRA Methodology

CHRAs begin with research and the production of a Historic Context Statement. Historian Barbara Myrvold, author of *St. Clair West in Pictures: A History of the Communities of Carlton, Davenport, EarlsCourt and Oakwood*, was contracted to prepare a detailed research report and a summary, "Geary Avenue Historical Overview," for the study area. The Geary Avenue Historical Overview informed an understanding of the historic context for the Geary Avenue study area (Attachment 2).

Informed by this research and by input from Community Consultation Meeting #1, Heritage Planning Staff surveyed the study area. Properties considered to have potential cultural heritage value were reviewed by Heritage Planning Staff against Provincial Criteria (Reg. 9/06) to identify those that may merit inclusion on the Heritage Register. Following additional research, a revised draft list of heritage potential properties was completed and subsequently presented to the internal City Planning Geary Works Planning Study team.

The Geary Avenue Historical Overview was included in the Area Profile report, which was posted on the Geary Works Planning Study website. A summary of the development history of Geary Avenue and the draft list of identified properties with potential cultural heritage value were presented to the public for input at Community Consultation Meetings and Stakeholder Consultation Meetings.

Historic Context Statement

The Geary Avenue Historical Overview (Attachment 2) served as a historic context statement for this study. A historic context statement approach builds upon work completed for planning and urban design studies where a historic overview and description of the present-day context of the area has been prepared. Historic Context Statements provide an understanding of the themes and periods of development within a study area. They also relate properties to one another in order to inform the identification of buildings and landscapes with cultural heritage value.

Heritage Planning's approach to Historic Context Statements is an emerging best practice within Phase One of the Toronto Heritage Survey and will be reflected in future Cultural Heritage Resource Assessments.

Community Consultation

Community and stakeholder consultation for the Geary Avenue CHRA was conducted through the Geary Works Planning Study consultation process. That process included three Community Consultation Meetings and two Stakeholder Consultation Meetings, as well as phone calls and email communications with businesses and residents. Study updates and materials were posted on the Geary Works Planning Study website throughout the consultation process. Consultation began in November 2019 and concluded in April 2021.

Heritage Planning Staff were present at Community Consultation Meetings and Stakeholder Consultation Meetings. At the Community Consultation and Stakeholder Consultation Meetings, staff presented on the goals, process, and common outcomes of a CHRA, and sought input on community values. At Community Consultation Meeting #1 (January 20, 2020 - Pre-pandemic) Heritage Planning staff co-facilitated a breakout table with other Urban Design staff, and received input on properties and features of Geary Avenue that were considered by participants to have heritage value. A detailed summary of that group discussion can be found on the [Geary Works Planning Study webpage](#). All but one of the properties being recommended for inclusion on the Heritage Register in this report were identified by at least one participant at Community Consultation Meeting #1.

At the second Community Consultation Meeting, Heritage Planning Staff presented updates on the progress of the CHRA and sought input into a summary of the development history of the study area.

Staff presented the results of the CHRA, including a list of 6 identified heritage potential properties, at Stakeholder Consultation Meeting #2 in December 2020, and at Community Consultation Meeting #3 in March, 2021. Participants in the Stakeholder Consultation Meeting indicated an interest in the former industrial building (now the Brick) at 259 Geary Avenue. Staff indicated that this building was not considered to meet Reg. 9/06 criteria due to alterations that had reduced the integrity of its original design. Following the consultation meeting, an owner of a property identified as having heritage potential reached out to staff seeking additional information, which was provided. No comments were received on the heritage portion of the presentation at Community Consultation Meeting #3.

Finally, a summary of the CHRA and its outcomes was included in the Geary Works Planning Study and City-Initiated Official Plan Amendment and Zoning Amendment - Final Report, which was considered by Planning and Housing Committee on June 11, 2021. An owner of a property identified as having heritage potential contacted the local Councillor with questions on a range of matters, including heritage, and deputed at the Committee meeting. Staff met with the property owner twice to address concerns.

Local community input into the CHRA was gathered through the Geary Avenue Planning Study consultation and stakeholder engagement process. Because the CHRA commenced in the early stage of the pandemic it was not possible to identify residents with heritage knowledge of Geary Avenue or with an interest in participating a Heritage Focus Group. Potential Historical/Associative values related to past use - often a valuable input of local historians and long-time residents - were mostly identified through in-depth historical research undertaken by historian Barbara Myrvold.

As part of the review of the results of the CHRA, and in preparation for this report, additional research was undertaken to verify preliminary findings and to develop descriptive listings. Evaluations against provincial criteria contained in Regulation 9/06 were also reviewed. The properties being recommended for inclusion within this report have all been determined to meet one or more provincial criteria. The properties reflect the evolution of Geary Avenue from a neighbourhood main street to a location for industry over the first half of the twentieth century. The six properties have been determined to have heritage value relating to their design, physical, historical and contextual values. Ranging from early commercial main street and industrial properties to industrial buildings from the late 1940s, they also include direct associations with important Canadian business histories, and with Toronto's beloved Santa Claus parade. The six properties may have additional values which could be determined through further evaluation.

CONCLUSION

Following research and evaluation, it has been determined that the six properties identified through the Geary Avenue CHRA included in Attachment 2 of this report have been determined to have heritage value relating to their design, physical, historical and contextual values and warrant inclusion on the City's Heritage Register.

The six properties being recommended for inclusion on the Heritage Register in this report reflect the evolution of Geary Avenue from a neighbourhood main street to a location for industry over the first half of the twentieth century. Ranging from early commercial main street and industrial properties to industrial buildings from the late 1940s, they include direct associations with important Canadian business histories, and with Toronto's beloved Santa Claus parade.

CONTACT

Gary Miedema, CAHP
Project Manager
Heritage Planning
Urban Design, City Planning
Tel: 416-338-1091; fax: 416-392-1973
E-mail: Gary.Miedema@toronto.ca

SIGNATURE

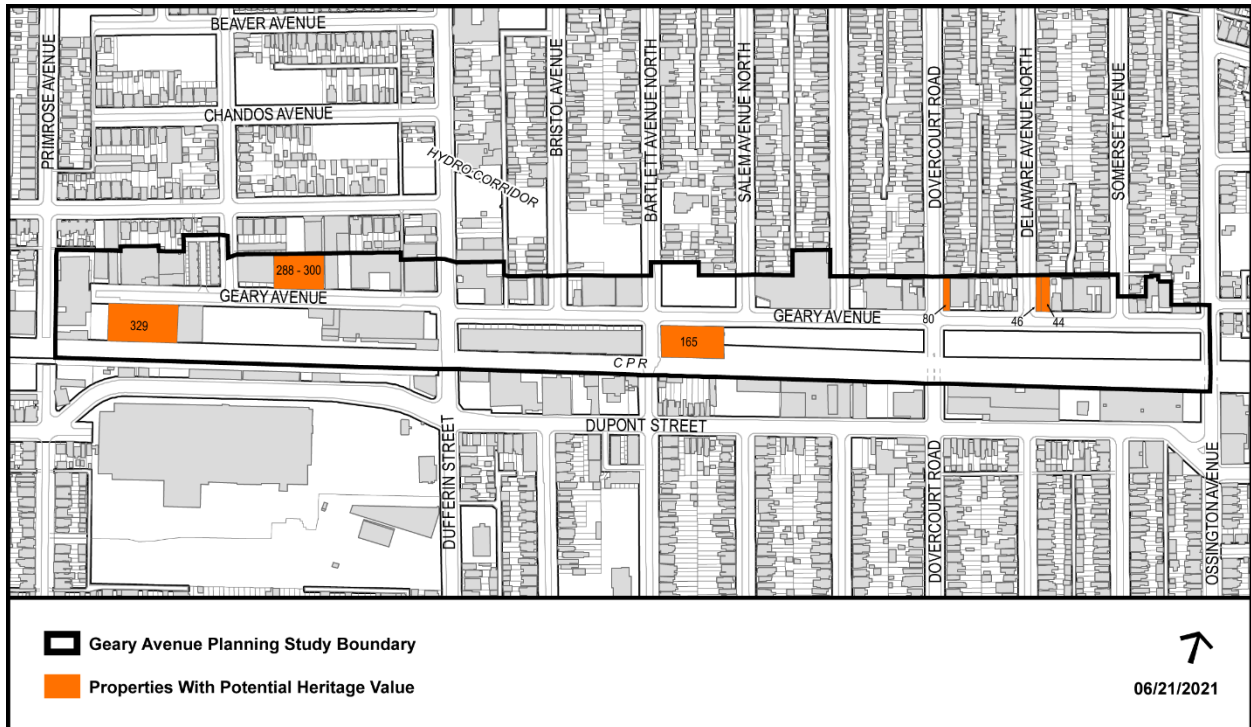
Mary L. MacDonald, MA, CAHP
Senior Manager, Heritage Planning
Urban Design, City Planning

ATTACHMENTS

Attachment 1 - Map Showing Geary Works Study Area and Properties Recommended for Inclusion on the Heritage Register
Attachment 2 - Geary Avenue Historic Overview and Properties Recommended for Inclusion on the Heritage Register
Attachment 3 - Listing Statements

ATTACHMENT 1

Geary Works Study Area and Properties Recommended for Inclusion on the Heritage Register



ATTACHMENT 2

Geary Avenue Historic Overview and Properties of Cultural Heritage Value

Geary Avenue Historic Overview

*This historical overview was prepared by historian Barbara Myrvold for the City of Toronto, with topographical information and a section on Indigenous Peoples contributed by Heritage Planning staff.

Geary Avenue, located within the City of Toronto, is part of a broad physiographic region known as the Iroquois Plain. This region is part of the lowland around Lake Ontario, and extends from Niagara to Trenton. The region is named the Iroquois Plain after the post-glacial Lake Iroquois that covered the area. Geary Avenue is located immediately south of the former shoreline of Lake Iroquois, which is marked by contemporary Davenport Road.

Garrison Creek once ran through the Geary Avenue study area, between Dufferin Street and Ossington Avenue. The Creek ran south towards Lake Ontario, where it met the Lake to the immediate east of Fort York. The majority of the Creek was buried in the late 19th and early 20th centuries.

Indigenous Peoples, the Path of Davenport Road, and Treaty 13:

The City of Toronto, and the Geary Avenue area within it, have been inhabited by Indigenous peoples for millennia, or time immemorial. Beneath Davenport Road, one block north of Geary Avenue and outside of the study area, lies an ancient trail created by Indigenous peoples. The trail ran at the foot of the bluff which formed the former shoreline of Lake Iroquois, the forerunner of the much smaller Lake Ontario. The Indigenous trail linked Indigenous settlements with hunting and fishing grounds and with long-distance trade routes. Defined by the geography of the former Lake Iroquois shoreline, Davenport Road stands out from the colonially imposed rectilinear street grid and connects us with the area's Indigenous history.

In the 1780s and again in 1805, as the British government prepared to colonize the Toronto area, it negotiated Treaty 13 with the Mississaugas of the Credit First Nation to obtain title to the land. Toronto remains part of the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples.

Early years, 1884-1909:

Following the establishment of Toronto (then the Town of York) in 1793, the land was surveyed, subdivided, and a new population of settlers spread out from the shores of Lake Ontario to clear and farm the land. Dufferin Street and Lancaster Road (Ossington Avenue) were early colonial roads built in the study area.

The Ontario and Quebec Railway (today known as the CP Railway) was constructed in the study area around 1884, prior to the construction of Geary Avenue, and has greatly influenced the surrounding area ever since.

The streets that would become Geary Avenue were laid out in two separate subdivisions planned by different developers in the mid-1880s on farmlands northwest of the expanding city of Toronto. The Dovercourt Land Building & Savings Company laid out "Arlington Avenue" in 1885 in two blocks west of Dufferin Street. The Land Security Co. created "Main Street" in 1887 in eight blocks east of Dufferin Street.

Both of the new streets were located in what soon became known as "North Dovercourt", and were first included in the suburban section of the Toronto city directory in 1890, when its location was described as "4 ½ miles north-west of [Toronto] P. O." The directory listed ten residents and two businesses (a coal and wood yard and a planing mill) on Main Street, and two residents on Arlington Avenue. This uneven pattern of development continued for several decades.

In the early 1900s, the Toronto and Niagara Power Co., was organized to build transmission lines to carry electricity from Niagara Falls to Toronto. Led by a Syndicate including Henry Pellatt of Casa Loma, the company acquired a private right of way for its transmission lines along Main Street, between Ossington and Salem avenues on the south side and in the block between Salem and Bartlett avenues on the north side. Existing buildings were cleared and hydro towers were built, bringing electricity to Toronto by 1906: these sections continue to be a hydro corridor devoid of buildings.

Annexation to Toronto and the beginning of industrial development: 1910-1923:

Main Street and Arlington Avenue were the southernmost streets in the suburbs of Dovercourt and Earls court, which were annexed to Toronto on 10 January 1910 and named "North Dovercourt Annex" by the City. Both streets assumed the single name of "Geary Avenue" shortly after annexation, so named for George Reginald Geary (1873-1954), the mayor of Toronto from January 1910 until his resignation in October 1912. Within five years of annexation, most of Geary Avenue east of Dufferin had been developed. More than a dozen stores were interspersed among the houses on the north side, and a few industries were located around the houses on the south side in the two blocks east of Dufferin Street to east of Bartlett Avenue. These early industries included a coal and wood yard at the southeast corner of Dufferin Street and Geary Avenue, a paper box manufacturer near the southwest corner of Bartlett Avenue and Geary Avenue, and a producer of screens, blinds and rolling partitions east of Bartlett Avenue. By 1917, the T. Eaton Co., a major Canadian department store chain, had located stables at the last location in the existing building at 165 Geary Avenue. Geary Avenue west of Dufferin had a few houses but remained basically undeveloped until the mid-1920s.

Being located along a major railway line was a driving factor for businesses to locate on the street, and eventually some of the larger firms on the south side had private sidings. But the railway also could be dangerous for local residents. The "menace of the level crossings" was reduced by 1915 when the Canadian Pacific Railway constructed

subways south of Geary Avenue at Ossington Avenue, Dovercourt Road and Dufferin Street, as well as at seven other streets west of Yonge.

Industrial and commercial growth, 1924-1979:

Industrialization continued in the 1920s and the ensuing decades. The first factory west of Dufferin Street was an electrical works built in 1925, soon followed by a commercial dry cleaners and a large storage battery manufactory. Over the years, new firms located on the street – a decorative glassware and textile design factory was built at Westmoreland in 1946, for example. Existing houses often were demolished or repurposed for industrial uses as companies located on the street or expanded their operations there.

In 1975, an industrial survey of the Dufferin-Davenport area documented that approximately two dozen firms were located either on or abutting Geary Avenue. They included various types of manufacturing, building supplies, wholesale and service-oriented firms, as well as automobile service stations and related uses. The study noted that most of the ample vacant land in the Ontario Hydro right-of-way was used for industrial parking lots or for parkettes. The latter would have included two parkettes along Geary Avenue that were developed in the 1970s when the City of Toronto established license agreements with Ontario Hydro - Geary Avenue Parkette at 15 Geary (south side between Ossington and Delaware avenues) and Bartlett Avenue Parkette at 160 Geary Avenue (north side between Salem and Bartlett avenues).

The official plan for Dufferin-Davenport released in 1979 proposed that, since the north side of Geary Avenue between Ossington Avenue and Dovercourt Road currently was more residential than industrial, its designation should change from being an “Area of Industry” to a mixed industrial-residential area. Both houses and light industry would be allowed but no new autobody shops would be permitted. Both sides of Geary Avenue west of Dovercourt Road were included in the proposed restricted industrial area. Planners intended that the designation would “permit the widest possible range of industrial uses which have minimal environmental impact on the adjacent area of housing.”

Industrial decline and new economic directions, 1980-2019:

Despite the prediction made by the Planning Board in 1976 “that industry in the Dufferin-Davenport area will continue to enjoy its traditional stability”, the area’s industrial base was devastated during the 1980s and 1990s. Geary Avenue, with its concentration of industries, was particularly hard hit. Several of the street’s factories and businesses relocated or closed, with subsequent job losses. Some of the old industrial buildings were taken over by new businesses. Others were demolished for new commercial enterprises or for housing.

By the 2010s, the media started to take notice of the street, using the often-repeated phrases, “Toronto’s ugliest street” and “a street in transition” but also reporting on its new economic directions. In a special report to the Globe and Mail in 2016, Nolan Bryant described Geary Avenue as “a discreet street littered with body shops, warehouses, and more recently music venues, galleries and restaurants.” A 2019 report

about the implementation of the Green Line park system noted: “The character of the Geary neighbourhood is in transition, particularly to the west of Davenport Road. Among the traditional light industrial employment uses are newer creative and cultural enterprises such as galleries, cafés, studios, breweries and offices. The commercial character is also changing with uses such as food and beverage services that cater to the local neighbourhood and further afield.”

Building Types

The historic context of Geary Avenue is diverse. East of Dovercourt Road, the south side of Geary Avenue remains defined by a Hydro corridor, while the north side predominantly features residential typologies with Main Street Commercial Row properties and an Inter-War Apartment. From Dovercourt Road to Dufferin Street, remnants of Main Street Commercial Row properties give way to Automotive Garage typologies, and large Warehouse/Factory typologies. West of Dufferin Street, large scale Warehouse/Factory typologies predominate.

LISTING STATEMENTS

ATTACHMENT 3

Address: 44-46 Geary Avenue
Year Built: c.1913



Description: Located at the northeast corner of Geary and Delaware avenues, the two properties at 44-46 Geary Avenue together contain a fine representative, semi-detached pair of Main Street Commercial Row type buildings constructed c.1913 for George Montgomery, a long-time local butcher and resident. Montgomery's presence on the street predates the subject buildings and the historical record suggests that the gable-roofed house-form building constructed by 1889, set back from the street and attached at the rear of 44 Geary Avenue was likely Montgomery's residence and business prior to 1913.

Unique to Geary Avenue, this discrete two-storey pair represents the early periods of development of the street with residential and commercial buildings lining its north side. Features of the type evident here are the two-storey scale, original commercial storefront at grade (unaltered here) with residential above defined by a central Edwardian-style bay window. This highly intact pair at 44-46 Geary Avenue also features original details including the wooden window and door frames, a deep wooden cornice spanning the two storefronts, existing leaded glass transoms, and decorative red brick laid in a sawtooth pattern below the roofline.

Address: 80 Geary Avenue (Gambo Apartments)
Year Built: 1920



Description: Anchoring the northeast corner of Geary Avenue and Dovercourt Road, the property at 80 Geary Avenue represents a unique example on the street of the walk-up Interwar Apartment typology. The construction of the three-storey brick clad building originally known as the Gambo Apartments includes a corner commercial storefront at grade with dwelling units occupying the remainder of the space. Through its materiality and low scale, the multi-residential property wraps around what was once the main intersection of this neighbourhood, stitching together the then commercial character of the properties on either side of Dovercourt Road on Geary Avenue and the residential neighbourhood directly to the north.

The Edwardian styling of the building includes a two-storey oriel window perched above the storefront entrance on the chamfered southwest corner of the property, an elegant round-arched main entrance to the apartments centred on the west elevation which is flanked by a two-storey rectangular projecting bay at the upper levels, and stone detailing with the lintels and sills as well as the main entryway keystone and springers.

Address: 165 Geary Avenue
Year Built: 1912; 1917



Description: Constructed in two phases between 1912 and 1917, the structure at 165 Geary Avenue is believed to be the earliest Warehouse/Factory type building constructed on Geary Avenue, and represents the earliest period of industrial development when industries were located along the south side of Geary Avenue, directly adjacent to the railway. Originally serving the manufacturing needs of the Watson-Smith Company specializing in screens and rolling partitions, by 1917 the building was occupied by the T. Eaton Company as a distribution depot and included the addition of stables to the original structure for their delivery horses. Under this major Canadian retail chain, the property also served as both storage space for the fledgling Santa Claus Parade floats and starting location of the annual winter event. Currently, the westernmost bay of the former stables is occupied by the popular local brewery, Blood Brothers.

The largely utilitarian design emphasizes the one-two storey, brick-clad industrial building's factory and warehouse use, while Classically-inspired detailing including recessed horizontal brick banding extending across the principal (north) elevation along Geary Avenue, cast stone cornice and stepped, blind parapet wall all aim to elevate the building's presence on the street.

Address: 288 Geary Avenue (including 300 Geary Avenue)
Year Built: c.1948



Description: Located on the north side of Geary Avenue, west of Dufferin Street, the property at 288 Geary Avenue (including 300 Geary Avenue) contains a two-storey industrial building associated with a post-war period of industrial expansion on Geary Avenue, particularly west of Dufferin Street. It was constructed c.1948 and first occupied by Lilo Rail of Canada. The Modernist styling of the flat-roofed, steel post-and-beam factory building is evident in the pronounced horizontality of its design with broad ribbon windows extending across the buff brick-clad principal (south) elevation. The gridded metal window frames and rectangular, projecting entrance bay with restrained dichromatic red brick detailing, including two soldier courses centred above the openings and a flush double stringcourse further emphasizing the horizontal above the first storey are all typical of the geometric elements and minimalist sensibility which characterize Modernism.

Address: 329 Geary Avenue
Year Built: 1949



Description: Located at the western terminus of Geary Avenue, just east of Primrose Avenue, the property located at 329 Geary Avenue contains a one-storey Warehouse/Factory type building associated with a post-war period of industrial expansion on Geary Avenue, particularly west of Dufferin Street. It was completed in 1949 for George Weston Ltd, A Canadian public company founded in 1882 and best known today for its Weston Foods and Loblaw operations. The shipping and receiving function of the original building belies the importance of its location abutting the CP railway tracks on the south side of Geary Avenue. The two-storey office building at the east end of the property is a later addition.

The 1949 single-storey, vernacular industrial building features Classical elements with red brick common bond cladding, a regular rhythm of fenestration with cast stone sills, a central main entrance signalled by a quoined stone entry surround and surmounted by a broadly stepped brick parapet roofline trimmed with metal coping.