

Appendix A

Heritage Designation Brief



843 Park Street South

Peterborough Architectural Conservation Advisory Committee

November 2019

Heritage Designation Status Sheet

Street Address:

Roll Number: 010090066000000

Short Legal Description: CON 11 PT LOT 13 PARK PT LOT 20
REG 7.50AC 225.50FR D;
PETERBOROUGH CITY

PACAC Application Review Date: November 7, 2019

Heritage Type: Built Structure

Designation Type: Part IV

Designation Brief Completion Date: November 2019

Designation Brief Completed by: Jennifer Guerin and Erik Hanson

Comments:

STATEMENT OF CULTURAL HERITAGE VALUE OR INTEREST

The subject property has been researched and evaluated in order to determine its cultural heritage significance under Ontario Regulation 9/06 of the Ontario Heritage Act R.S.O. 1990. A property is eligible for designation if it has physical, historical, associative or contextual value and meets **any one** of the nine criteria set out under Regulation 9/06 of the Act. Staff have determined that 843 Park Street South has cultural heritage value or interest and merits designation under the *Ontario Heritage Act*.

1. The property has design value or physical value because it:

i. is a rare, unique, representative or early example of a style, type, expression, material or construction method:

843 Park Street South is a factory building designed in the Art Deco style. Constructed in 1930-31. It is a purpose-built four-storey building constructed of a reinforced concrete beam frame faced in buff brick with restrained ornamentation. The building features details typical of the Art Deco style including a simplified design, incorporation of brick zig zag patterned brick, framed recesses with pilasters separating bays of windows with spandrel panels. The building is a unique example in Peterborough of the use of the Art Deco style in industrial architecture.

ii. displays a high degree of craftsmanship or artistic merit:

N/A

iii. demonstrates a high degree of technical or scientific achievement:

The use of reinforced concrete beam and column construction was a new technology at the time for industrial buildings. It became a preferred construction method of Art Deco and other modern architecture since it allowed for taller structures, a more open and expansive interior layout and a wide variety of non-load bearing exterior wall finishes.

2. The property has historical value or associative value because it:

N/A

i. has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community:

The property was purpose built as a factory for A. Wander Company Ltd., producer of Ovaltine and other malt-based foods. Ovomaltine was originally developed in 1865 by Dr. G. Wander, a Swiss chemist who discovered a way to make the wort preservable and thus develop a malt extract which was said to be very high in nutrients and could be made into a drink by mixing with milk or water. After Dr. Wander's death, the company was taken over by his son,

Albert and incorporated as A. Wander Ltd. The malt drink mix was well marketed and became very popular with doctors and the general population as a health product to help combat malnutrition, fatigue and sleeplessness from the early 1900s until the 1950s. It was the official drink of the 1932 summer and winter Olympics and was supplied to some expeditions to Mount Everest, most notably Sir Edmund Hillary's successful attempt in 1953 (BBC News, April 2001). The company was always at the forefront of advertising and used new marketing techniques as they became available. Ovaltine was one of the first brands to be advertised when commercial television was introduced in the early 1950s. The company also introduced a popular family radio show through Radio Luxembourg in the 1930s called "The Ovaltineys" to promote the drink. The radio show continued until the 1960s with a break during WWII.



The establishment of an Ovaltine factory in the city of Peterborough generated significant employment during the Depression and remained an important industrial facility in the city until 1988 when it was sold to the United Canadian Malt Company Ltd. and operated under that name until 2015.

The property also has historical value for having been established in the city during the Depression. The Mayor Roland Denne and the Aldermen of the day adopted an aggressive policy of industrial expansion as a means of generating economic growth in the city, and combating the high rate of unemployment, especially among the working class.

The approximately 7.5 acres on which the factory was built had to be annexed by the

City of Peterborough from the Township of North Monaghan in 1929 before construction could begin. The township opposed the annexation at the time, but a Railway and Municipal Board hearing upheld the land transfer. The A. Wander Company Ltd. was also given a fixed assessment for ten years when they established their plant in Peterborough. (By-law 2885, 1930)



Early advertising for products manufactured at the A. Wander Plant in Peterborough.

ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture:

The subject property yields information on the development of Peterborough as a manufacturing centre in the 19th and 20th century and the economic growth it brought to the community during that time.

Peterborough was chosen as the location by A. Wander, Ltd for its Canadian factory because of the availability of clean water and the proximity to local farm products such as eggs and milk both of which were used in large quantities in the manufacturing process. The Canadian National Railway (C.N.R) line crossed the west portion of the property, and a siding was constructed for the property from the C.N.R. line for its extensive shipping needs. In the early 1930s when the factory began production, Park Street was considered a major industrial thoroughfare in Peterborough with other important factories along the street. (National Development Bureau, 1930)

iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community:

The subject property was designed by Toronto architecture firm Chapman & Oxley. The firm, a partnership established in 1919 between Alfred H. Chapman, architect, and James Morrow Oxley, structural engineer, was well known for their design of prominent structures including buildings at the Canadian National Exhibition Grounds (1926-27), Albert College in Belleville (1926) and the extension to the Royal Ontario Museum, Queen's Park (1932). The incorporation of the Art Deco style was a hallmark of the firm's work in the late 1920s and 1930s.

T.A. Brown Company Ltd. was awarded the construction tender for 843 Park Street South in 1929. The company was based out of Toronto but had strong ties to the Peterborough area in the 1930s. T.A Brown lived in nearby Campbellford, Ontario for many years, and while large projects at 843 Park Street South and Canadian General Electric were underway, he lived in Peterborough. The T.A Brown Company also built additions for other large manufacturing companies in Peterborough including the Western Clock Company (Westclox) at Hunter and Ashburnham, the Examiner Building reconstruction, and Canadian Raybestos on Perry Street in Peterborough. Other projects completed by the company include the Talbot River stretch of the Trent Severn Canal construction and a canal gate yard at Port Weller, part of the Welland Canal. (Jones, E. 2019, April 26. Opinion: Thomas A. Brown put his mark on Peterborough. *Peterborough Examiner online*.)

3. The property has contextual value because it:

i. is important in defining, maintaining or supporting the character of an area:

The subject property maintains the character of the south end of Peterborough where Park Street and Lansdowne Street intersect. The area was, at the time of construction, just annexed into the city. The streetscape is mostly commercial today and has a longstanding history as an industrial corridor due to its proximity to two main rail lines that once operated through Peterborough; Canadian National Railway and Canadian Pacific Railway.

ii. is physically, functionally, visually or historically linked to its surroundings

The subject property is historically linked to its surroundings. The streetscape, while mostly commercial today, has a longstanding history as an industrial corridor. This was due in part to its proximity to the main lines of the Canadian National Railway and Canadian Pacific Railways which paralleled each other at this point as they entered the city from the south east. A siding was constructed for the factory from the C.N.R line that crosses the western portion of the property.

iii. is a landmark. O. Reg. 9/06, s. 1 (2).

The subject property is a local landmark as one of the few Art Deco buildings in Peterborough. It is a landmark in its current setting due to its four-storey height, stylistic distinctiveness and prominent location on a large lot in an industrial streetscape. It is a recognized manufacturing building in the community.

Design and Physical Value

843 Park Street South has design and physical value as an Art Deco style manufacturing building. The Art Deco style emerged at the beginning of the 20th century and gained popularity in the 1920s and 1930s after the “Exposition Internationale des Arts Décoratifs et Industriels Modernes” in Paris in 1925. The style was explicitly linked to the new fascination with mass production and the “Machine Age”, a streamlined aesthetic, stylized decorative elements such as geometrical forms and low relief decoration. The movement also emphasized the use of modern materials such as steel, concrete and glass. 843 Park Street South tends toward a more austere interpretation of the style, which may suggest it was built with the new modernist notion in mind, where form follows function, and adornment was kept to a minimum. The building was constructed of a reinforced concrete frame and faced with buff brick. The front entrance is constructed of Indiana Limestone forming a portico-style frame for the recessed doorway. The limestone meets decorative brick faced pilasters extending vertically from the second to the third storey. The limestone course extends horizontally from the doorway of the main entrance and continues the whole length of the building’s east side from the bottom of the first-floor windows to the ground level. There are also symmetrical vertical “strips” of windows separated by recessed spandrels featuring geometric brick patterning. Glass block windows are also present on the north and east facades, although they may not be original to the building.



Plant Construction underway August 1930 showing reinforced concrete beam and column construction.

Constructed between 1929-1931 by T.A Brown Construction from the designs of noted Toronto based architecture firm Chapman & Oxley, the building was originally constructed as a factory for A. Wander Company Ltd., manufacturers of Ovaltine and other products. Its design is not typical of a manufacturing plant, but rather demonstrates a more institutional style with many windows on each floor laid out symmetrically and with care given to the overall aesthetic through intricate brickwork and a linear composition and minimal decoration that is typical

of the Art Deco style. By contemporary accounts the building would be, when it was completed, “the most beautiful factory building in Canada”. (13 February 1930. *The Peterborough Examiner*.)

The factory maintained its function as the ‘Ovaltine Factory’ until 1988 when it was sold to United Canadian Malt and finally ceased operations in 2015 at which point Canadian Pacific discontinued service to the site.



Construction photo showing non-load bearing brick walls completed.

Historical and Associative Value

The property has historical and associative value as an important and longstanding manufacturing institution in Peterborough. It also yields significant information regarding Peterborough’s development as a manufacturing centre.

In 1929, Peterborough was chosen as the location of A. Wander & Company Ltd.’s first Canadian manufacturing plant. The building was constructed on 7.5 acres, known as “Elmwood Park”. The factory grounds were said to have been well landscaped and were well regarded by the community. The local community welcomed the A. Wander Company, Ltd., and it was noted that “through their [Ovaltine’s] extensive advertising, Peterbrough would become more widely known.” (Examiner, 1929)

The Ovaltine company was founded after Dr. Georg Wander, a pharmacist in Bern Switzerland invented a malt extract to help reduce childhood mortality due to malnutrition. His son, Dr. Albert Wander, also a pharmacist, later enriched the extract with other ingredients including milk, egg and cocoa. The product was named Ovomaltine and was introduced to the market in 1904, initially being sold as a medical supply. By 1909, Ovomaltine had



Ovaltine advertisement featuring the recently completed Peterborough Plant.

The A. Wander Company Ltd. was always at the forefront of advertising, using new techniques as they became available. In the early 1950s, Ovaltine was one of the first consumer products to be promoted on commercial television.

The Ovaltine plant also contributed to the local community by sponsoring local sports teams, and, during WWII, along with many other local industries, promoted the sale of Victory Bonds. Ovaltine employees consistently surpassed their Victory Loan quota objectives.

9

The construction contract for 843 Park Street South was awarded to T.A Brown Company Ltd. in 1929. Though the business was based out of Toronto, Brown had firm ties to Peterborough, Ontario and was responsible for many large-scale projects in the city, especially in the 1930s. He was responsible for the construction of an addition at Canadian General Electric and at 843 Park Street South in 1930-31. Brown was living in Peterborough while working on these projects.



Royal Ontario Museum addition by Chapman and Oxley 1933.

The subject property was designed by Toronto architectural firm Chapman & Oxley. The firm was established in 1919 and most of their work was completed in the 1920s and 1930s. Architect Alfred Chapman was educated at Model School and Harbord Collegiate in Toronto, and Ecole des Beaux Arts in Paris. J. Morrow Oxley was a structural engineer. The partnership quickly gained a reputation of "extreme efficiency in planning economy matched in structural design". They often employed new building technologies in their designs, but maintained a simplicity of design, with an understanding of how scale related to design and borrowing from classical architectural styles. One of their first commissions was for the Board of the Canadian National Exhibition where they executed the Pure Foods Building, the Ontario Government Building and the Princes' Gates. (1922-1928) One of their most important commissions was the Queen's Park section of the Royal Ontario Museum in 1933.

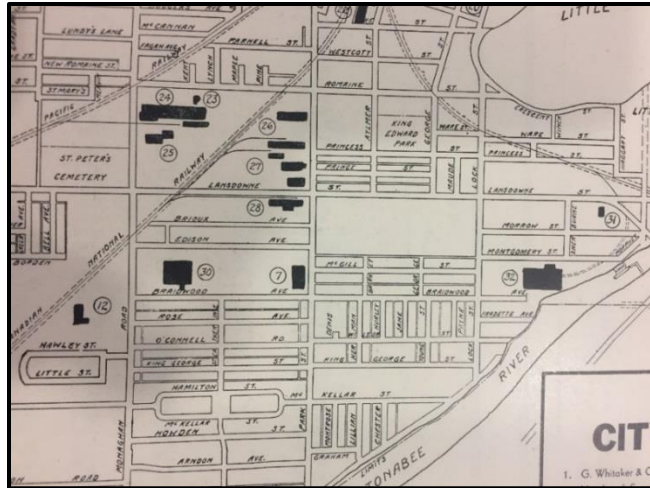


A. Wander Company Ltd. Plant soon after completion, ca. 1935

Contextual Value

Located at the south west corner of Park and Lansdowne Streets, the Wander Factory has significant contextual value as a property contributing to the industrial character of Peterborough's south end.

Located in what was once known as "Peterborough's Industrial Corridor", (Industrial Review, 1953) it maintains and supports the character of the area through its original location and form.



1953 Industrial Review Plan of the City of Peterborough, showing manufacturing buildings within the city. 843 Park Street South is #28

Though the building at 843 Park Street South was constructed in a different style and time period than the surrounding properties, it maintains a prominent status on the streetscape, alluding to its former role as Canada's only manufacturer for the very popular Ovaltine product. It is also one of the few remaining factory buildings in an area that was once recognized as Peterborough's main industrial



Parks Collection photo of the south end of Peterborough showing the concentration of heavy industry in the area of the Ovaltine plant.

corridor with the CGE complex to the north, DeLaval Dairy Supply Company across the street, and with Beaver Lumber and the Outboard Marine Corporation to the west. The front entrance faces east, and the north facing façade echoes the appearance of the front entrance with similar massing and details.

SHORT STATEMENT OF REASONS FOR DESIGNATION

"The short statement of reason for designation, including a description of the heritage attributes along with all other components of the Heritage Designation Brief constitute the "Reasons for the Designation" required under the Ontario Heritage Act. The Heritage Designation Brief is available for viewing in the City Clerk's office during regular business hours."

843 Park Street South is a well executed example of Art Deco style architecture designed by an important architectural firm.

Constructed in 1930-31, it displays key elements of Art Deco style including its linear composition,

Designed as the Canadian factory for the A. Wander Company Ltd.,

manufacturer of Ovaltine and other food products, it

is significant in its association with Peterborough's manufacturing heritage and the role of industry in this community during the Depression. The building also has significant contextual value as a large building occupying a corner lot in Peterborough's former "industrial corridor". Its position, function and style are integral to the community's understanding of the area's history and development.



SUMMARY OF HERITAGE ATTRIBUTES TO BE DESIGNATED

The Reasons for Designation include the following heritage attributes and apply to all elevations and the roof including all façades, entrances, windows, chimneys, and trim, together with construction materials of wood, brick, stone, stucco, concrete, plaster, parging, metal, stone, and glazing, their related building techniques and landscape features:

Exterior Features

- Four-storey reinforced concrete beam and column construction
- Buff brick cladding
- Art Deco style featuring a linear composition and symmetrical design
- Flat roof

- First storey exterior cladding with Indiana Limestone including entryway and sills
- Recessed, decorative brick spandrels featuring brick work in zig zag and chevron patterns
- Recessed front entrance featuring decorative brick work executed in chevron and zig zag Art Deco designs
- Fenestration, including:
 - Original window openings with recessed brick spandrels with geometric brick patterning, cut stone sills
 - Window openings and their associated elements (moulding, jambs, trim)
- Views of building along Park Street South and Lansdowne Street West

Contemporary Images of Property and Area

