

**THE HALLMARK SOCIETY
EIGHTEENTH ANNUAL AWARDS NIGHT
MAY 5, 1992
VICTORIA CITY HALL**

RESEARCH REPORT FOR AWARD WINNERS

AWARD WINNER:

NAME(S):

ADDRESS:

TELEPHONE:

BUILDING:

DATE OF CONSTRUCTION:

ARCHITECTS NAME:

HISTORY OF BUILDING:

(past owners, past uses, historical associations)

**(include interesting stories which make the
presentations entertaining as well as informative)**

Page 2

DATE OF PURCHASE BY PRESENT OWNERS:

CONDITION OF BUILDING WHEN PURCHASED:

REPAIR AND RESTORATION HISTORY:

(architects, designers, tradespeople involved in restoration work, is it designated?, received grants?)

RESEARCHER(S) NAME: Helen Edwards

DATE OF RESEARCH: April 2, 1992

NOTE: PLEASE OBTAIN HISTORICAL PHOTOS AND ONES SHOWING BEFORE, DURING AND AFTER RESTORATION, INTERIOR PHOTOS ARE GOOD IF APPROPRIATE. THE PHOTOS WILL BE COPIED AND MADE INTO SLIDES AND ARE YOUR RESPONSIBILITY TO RETURN TO THE OWNER.

HALLMARK SOCIETY
Eighteenth Annual Awards Night

Research Report for Award Winners

Award Winner: Joseph and Shushan Egoyan
for
Ego Interiors reconstruction
1028 Fort Street

Home Address: 2721 Tudor Road

Telephone - Home: 477-2017
- Business: 382-3200

History of Building: I was unable to determine the age of the building as this address and others on this side of Fort Street have been mixed up over the years in the City Directories. Before the Egoyans purchased it in 1962, it was used as an Antique shop.

The Egoyans operated an interior design business. At first, they lived in a small apartment upstairs and sold merchandise from the main floor and half of the upper storey. Later, they expanded the business and used both storeys. They also gave evening lectures in interior design and were known for their interesting window displays. It was here that many Victorians saw their first glimpses of modern china, ornamentation and furniture.

On New Year's Eve, 1989, the building was set afire by an arsonist. The building was totally engulfed in flames and was very badly damaged. Mrs. Egoyan says that the reason they decided to rebuild in the Tudor style was that as they had lived upstairs, it meant more to them than just a business establishment. The firm of Brulen Construction was hired for the reconstruction. The idea was to duplicate the original building as far as possible bearing in mind that fire and other codes had to be met. This meant that fireplaces could no longer be functional. However, the bricks were removed and used in a sidewalk down the side of the building.

From the photographs, you can see the building in flames, the damage done, and the work partially completed.

The reconstructed building now contains offices on the upper floor and a photography studio and antique store as well as Mrs. Egoyan's business, "Ego Interiors by Shushan Egoyan", on the main floor.

Although not a heritage building in the true sense, the building is in a Tudor style compatible with others in the area. In this case, the streetscape is of more importance than the individual building.

Mrs. Egoyan has stressed that they were determined to succeed with the reconstruction in the original style despite any number of people who told them they were fools to do it this way. They were told they should build a new modern building and they would be more economically successful. She feels that the ambience of the area is very important.

The Egoyan's son, Atom, has made an acclaimed movie, "The Adjuster", based on the fire and the aftermath.

* Title slide

1st award of merit to

for their work at 1028 Fort.

EGOYAN

Pen 28.

3

1. 1028 Fort Street will be familiar to many of you as the former home of Ego Interiors and prior to that as The Treasure House Antiques as this 1959 slide shows.
2. This is the ~~original~~ Fort Street view, drawn in the 1930's, of the original 1904-07 building. The ~~set back~~ ^{set back} building on the left is what is now the workshop of Jefferies Silversmiths.
- 3.. It was during the 1930's that the original earlier building was added onto and changed into the more familiar Tudor Revival building we know today. This is the 1930's side elevation.
4. This is the front elevation onto Fort Street. It remained an antique shop until it was purchased by Joseph and Shushan Egoyan in 1962. From here they ran the successful Ego Interiors business, as well as raising ^{their} a family while living upstairs ^{above} ~~their business~~. The business and building survived for almost 30 years until....
5. The arson fire of New Year's Eve 1989.
6. (Fire) These slides really speak for themselves....
7. Fire.....
8. TC headline...

9. It was at this point that Joseph and Shushan Egoyan made the decision to rebuild rather than demolish and redevelop.

Redevelopment would have been the more economically advantageous route to have taken, but the Egoyans have always thought of this building as a "home", not just a building. As seen here, from the street, the building didn't appear too damaged but appearances can be deceptive...

10. Joseph Egoyan is seen here surveying the far-reaching damage and devastation.

11. More destruction - showing some of the ^{original} bullseye mouldings from the ^{earlier} ~~original~~ 1904-07 building.

12. More destruction - of the interior design business - guess who isn't coming to dinner.

13. This shows the roof completely gone, ^{as} seen from the top of the stairway.

14. And even more devastation. At this point it's safe to say, that no-one, not even the Hallmark Society, would have put up a squeak of protest had the Egoyans wanted to demolish what was left of the building.

15. To the delight of many the Egoyans chose to rebuild exactly as before, and so this important element of the ^{Tudor Revival streetscape on} Fort Street ~~streetscape~~ was retained.

16. To put this decision in context; here is 1028 Fort Street, originally designed by Spurgin and Johnson, and its neighbours; including a fairly unlovely incursion from View Street. Remember something similar to that could have gone in here.

17. Across the street the equally familiar VanHall Antiques buildings also designed by Spurgin, this time in partnership with Semeyn.

18. We want to emphasize how important this building was and is to the Fort Street Tudour Revival streetscape; here's Van Hall Antiques again...

19. and the garden of Jefferies Silversmiths with 1028 Fort Street in the background.

20. ...and even when the building code did not permit the re-use of certain materials such as the chimney bricks, they were reused in areas such as the pathway leading to Shushan Egoyan's design studio.

21. We all appreciate what a difficult time this was for the Egoyan family and what an impact ^{the fire} ~~it~~ made on their lives. The Egoyan's son Atom, the internationally renowned film maker, even made an award-winning film called The Adjuster about the fire and its aftermath. Fortunately for Victoria that aftermath was not as destructive as it could have been, as the building was reconstructed, not demolished.

feel moved to read
We don't usually ~~read~~ poetry at these events but tonight we feel
that it is appropriate to read these lines from Cervantes:

"The phoenix, hope, can wing her flight,
Through the vast deserts of the skies,
And still defying fortune's spite,
Revive and from her ashes rise."

Back to title slide.

Invite Egoyans to come forward.

HALLMARK SOCIETY

AWARDS NIGHT RESEARCH

Address: 1028 Fort Street, Victoria, B. C.

History of Building:

A search of the City of Victoria Archives has revealed that this building was originally constructed in 1904-1907 for A. P. Schroeder, a foreman. Subsequent residents at this were J.A. deMacedo(1916-1920), C. deMacedo (1920-1924) and briefly, Mrs. A. H. Woollett (1925).

In 1926, 1028 Fort Street became Treasure House Antiques, owned by H. Currie and Gillespie, who also owned what is now Jeffries Silversmiths. This is the reason for the apparent confusion of these two properties in the City Directories of the day.

In 1931, grandiose plans for the complex were drawn up but it seems these were never undertaken. See attached sketches of existing building drawn by Spurgin & Johnson, Architects in 1930.

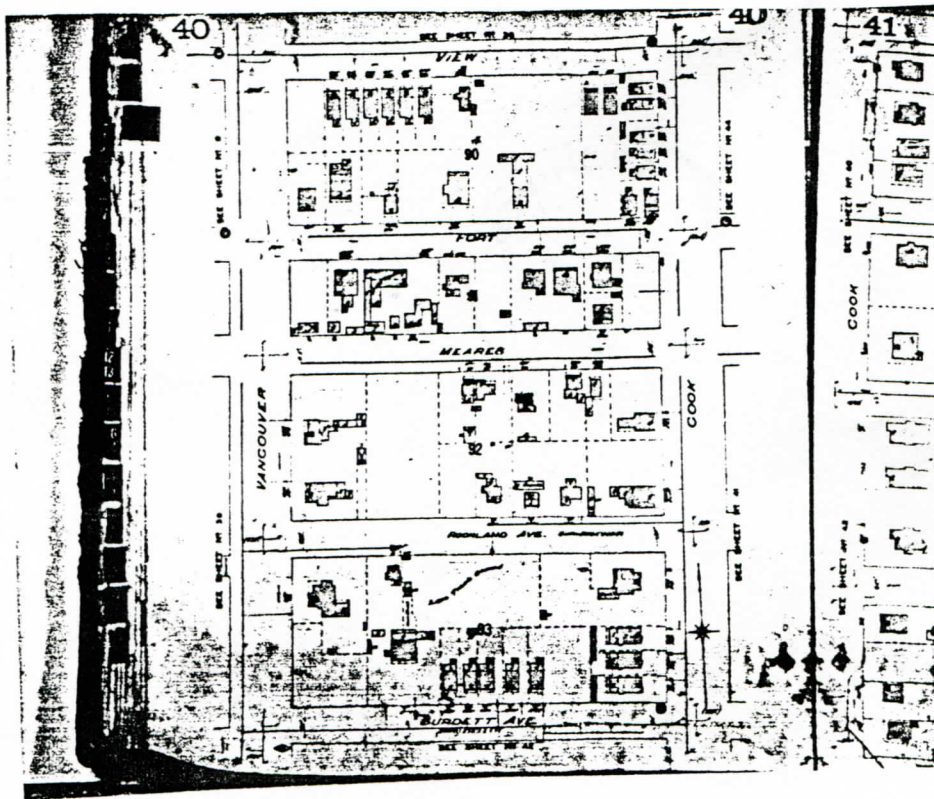
In 1937, Patrick Birley designed additions to the store including extensive second storey renovations and a Tudor style shopfront. See attached sketch on the additions. A 1959 photo confirms that these renovations did take place. A slide of this photo has been ordered.

In 1962, the Egoyans purchased the site and undertook further interior renovations.

It would now appear that, contrary to popular belief, this was indeed a heritage building that makes the reconstruction even more significant.

NEduards
April 10, 1992

1903-1907 Fire Insurance Map



(1000 Block Fort Street)

[illegible]

August 2, 1990



Address: 1026 Fort Street

Legal description: Part lot 1012 block 17 Roll # 1441

Original owners: Currie & Gillespie Ltd.

Date of construction: 1949 ?

History: The history of 1026 Fort Street cannot be detailed without including that of 1028 Fort Street on Lot 1011 as for a great number of years these buildings were all part of the same complex.

The first building on these two lots, according to the Tax Assessment Rolls, was a residence built in 1905-1906 for A. P. Schroeder, a foreman. The City Directories show subsequent residents at this address were J. A. de Macedo (1916-1920), C. de Macedo (1920-1924) and briefly, Mrs. A. H. Woollett (1925). In 1926, 1028 Fort Street became Treasure House Antiques. Strangely, the Tax Assessment Rolls show that the home on this property was built in 1906 but show no assessed value of improvements (i.e. no building at all) between 1912 and 1917 or between 1919 and 1924.

However, according to the Fire Insurance Maps of 1907 and 1957 the same building existed on the lot for 50 years, the basic building shape being easily distinguishable despite the various additions.

The second building in the complex (see attached plan), known as 1022 Fort Street was built at the rear of lot 1012 in 1928. Building permit No. 4018 was taken out on September 8, 1927 for "lumber warehouse" by Currie & Gillespie, (owners of Treasure House Antiques). In April of 1929 a building permit was taken out for a "lumber and glass corridor" which attached the warehouse to the rear of 1028 Fort Street. On May 3, a further permit was taken out for a "frame & concrete entrance to warehouse" valued at \$ 350.00 on lot 1012. This was the predecessor of today's 1026 Fort Street.

Although grandiose plans for the complex were drawn up in 1931 and a building permit was taken out for alterations to the value of \$ 2000.00, it seems that these were never undertaken. Instead, 1028 Fort Street was given a Tudor shopfront in 1937 according to plans drawn up by architect Patrick Birley. (A 1959 photo confirms that these alterations were carried out)

As for the rest of the buildings, the lumber warehouse at the rear of lot 1012 remains essentially the same but the "frame and concrete entrance to warehouse" was totally or at least partially demolished when Jefferies Silversmith Co. took over in 1949. Plans for "Proposed new store for Jefferies Silversmith Co., 1026 Fort Street" were drawn up by T. Saunders on 14th March, 1949 and building permit # 22642 was taken out on March 21, 1949 (the elevations on this plan match a 1960 photo of the property).

It is therefore concluded that the date of construction for 1026 Fort Street is 1949, with the building at the rear of the lot being constructed in 1928.

It is interesting to note that 1016 Fort Street (lot 1013) was built in 1884 by Thomas Luscombe.



