

THE HALLMARK SOCIETY

Dedicated to Preserving Historic and Architectural Landmarks

Richard Carr House,
207 Government St., Victoria, B.C., Canada
V8V 2K8

Volume 11 No. 1

OCTOBER - NOVEMBER 1982 NEWSLETTER

AGM HELD AT
R. CARR HOUSE

The Annual General Meeting of the Hallmark Society was held on September 22, 1982 at Richard Carr House, 207 Government Street; marking the beginning of the tenth year of the Society's activities.

EXECUTIVE FOR
1982/83

The results of the election of officers to the Hallmark Society Executive and the Hallmark Building Foundation are as follows:

HALLMARK SOCIETY EXECUTIVE

Dianne Lupien	Vice-President and Acting President	388-9677
Jennifer Barr	Treasurer	598-9484
Andrea Leonard	Recording Secretary	595-5612
Miriam Litster	Corresponding Secretary	386-1554
Alexandra Innes	Newsletter Editor	592-1106
Catherine Henderson	Membership Chairman	383-5260
Katherine Bridge	Member at Large	598-9374
Kerry Armour	Member at Large	598-3569
Don Wells	Member at Large	381-0539

KEEP IT HANDY

Please keep this list for your use when you need to contact the Executive. If your newsletter isn't arriving on time, or at all, or in duplicate, please let us know immediately. If I can't be contacted at 592-1106 please let another member of the Executive know--we meet every two weeks throughout the year. We will be glad to hear about any projects, activities, and comments that you have with regard to the Hallmark Society.

FOUNDATION
TRUSTEES FOR
1982/83

HERITAGE BUILDING FOUNDATION

The following people were elected Trustees of the Foundation:

John Edwards (Chairman/Treasurer Anne-Marie Cibulak

The following people are continuing their terms of Trusteeship:

Barry Cook

Martin Segger

The balance of membership on the Foundation is made up by the persons who fill the positions of President, Vice-President, Treasurer, and Corresponding Secretary of the Hallmark Society.

Many thanks to all of the Trustees for offering and giving their time and energy to the work of the Foundation. Because of this kind of effort, Jackson House was made possible and is at the present time fully rented.

ENTERTAINING
ENLIGHTENMENT AT
THE AGM

Rosemary James Cross gave us a thoroughly enjoyable slide presentation* of the architecture of her father, P. L. James, et al. Most of the buildings were located in either Victoria or Duncan. Also included were slides of a variety of structures in the Okanagan. Thanks very much, Rosemary for an amusing and interesting evening.

SMITHSONIAN
PRAISES OLD TOWN
TOUR GIVEN BY H.S.
SEPT. 22, 1982

The members of the Smithsonian National Associate Program who took the Old Town tour were part of a domestic study program managed by Prudence Clendenning who tells us in her letter that they enjoyed a wonderful tour, particularly the good job of presentation, and that they look forward to coming again next year. Many thanks to Rosemary James Cross, Douglas Franklin, and Dr. John Herbert for their time and effort in coordinating and conducting this tour.

SALES & MARKETING
EXPERTS \$\$\$FUL

None other than Isla Tuck and Jean McInnes are the experts whose know-how and work have once again produced a handsome addition of \$450 + for the Hallmark Society bank account at the beginning of the season, when it is most needed, before membership fees come rolling in. Isla and Jean did this by once again running our table at the Hillside Mall Fall Bazaar which came so early this year (Oct. 8) that it was thought Christmas shoppers wouldn't be so much in evidence. But someone was buying! Many thanks to all who gave items for sale, time at the mall, or contributions. The bazaar will pay for three of the six newsletters to be issued this year.

BIMONTHLY
NEWSLETTERS IN
1982/83

Last year seven newsletters were produced, but due to higher costs of printing and mailing we are going to plan on six newsletters this year-- unless we come up with a fantastic bargain in printing. The envelopes cost 3¢ each and are considered to be a great boost in getting the mailing done quickly once the newsletter is printed, also when there are enclosures (membership cards) the envelopes have proved their worth.

NOT HERITAGE,
BUT HANDY

We have a telephone answering unit perched on the desk in the office, and we are getting accustomed to it, and hope you are too! I always feel my message should end with a good-bye of some sort even when my call is received by a TAU, but it sounds okay without a formal ending. I trust that eventually you will be comfortable with our TAU--ultimately a real person hears your message.

"WAY BACK WHEN"
10 YEARS AGO
HIGHLIGHTS FROM
THE H.S. MINUTES

At the fourteenth meeting of the Hallmark Society, October 24, 1973 "discussion centered around the feasibility of renting a room or rooms in the Emily Carr birthplace for the Hallmark Society's headquarters." Who would have thought, even five years ago, that we would have a ten-year lease on the second floor of Richard Carr House! Our lease expires in 1992. Does that date make you feel old, or conjure up visions of space-stations? It does both for me, it depends what mood I'm in.

EVERY HERITAGE
BUILDING NEEDS
SOMEONE LIKE ED!

Ed Enger, our volunteer maintenance and public relations person, has an association with Richard Carr House that goes back many years before Hallmark Society came to occupy the second floor premises. His loving care of the house and everything in it is something money can't buy. The Society is grateful for this concern shown for our welfare and for the precious historic and architectural link to our heritage that is Carr House. Ed is always happy to see members at the house. He is there most weekday mornings to turn on the heat, (keeps mold and mildew at bay) and check things out, as well as to carry out any work that has been scheduled. Because Ed doesn't take messages from the TAU, phone him (382-4755) in the morning when he is usually at the house. At that time he turns off the TAU and answers telephone calls personally. He says he will be glad to have a chat with members and show them around the house so that they can see how work is progressing.

MEMBERS WELCOME
AT CARR HOUSE

CALL AHEAD TO
MAKE SURE IT'S
OPEN

The following guest editorial by Peter Walton, Past President of the Hallmark Society, outlines some of the topics that will be discussed at our next General Meeting, Wednesday, December 1, 1982.

GUEST EDITORIAL

1982 has been a tough year for heritage.

While a slack economy has eased much of the pressure for redevelopment of residential and commercial areas, efforts to protect those buildings that have been threatened have been met by a City of Victoria that is uncomfortable with its heritage bylaws, financially constrained and less willing than ever to consider the protection of buildings in the face of threatened legal action. Failure on the part of the Hallmark Society, the City's Heritage Advisory Committee (HAC) and other heritage advocates to stop the issuance of demolition permits for the Phoenix Brewery (Labatt's) and 555 Johnson Street bear witness to the difficulties of heritage preservation in such a difficult political and economic climate.

Clearly what is needed is a workable strategy for the next few years--the mid '80s--that will define goals and obtainable objectives and give direction to the heritage movement in Victoria. There are several components to such a strategy:

1. Complete and accurate inventories of Victoria's residential, commercial, institutional and industrial heritage. These inventories are, for the most part, complete. The Hallmark Society's summer project accomplished an updating of the residential inventory for James Bay, Fairfield and Vic West; this material has been forwarded for review to the City's Heritage Advisory Committee. This Committee is currently overseeing the compiling of an industrial inventory as well. These inventories, however, are useless without the will and the means at City Hall to protect the structures which they identify.
2. Workable bylaws. The present residential bylaw has functioned well for some five years but its legality has increasingly been questioned by the City's legal advisors. A reduction in level of compensation has been recommended by the HAC to make designation more financially palatable to the City but has not been acted upon by Council. Revised wording may yet be required to clear up the perceived problems of legality; scrapping of the present bylaw prior to agreement or an acceptable alternative, however, is not the answer.

The commercial compensation bylaw has been changed to provide three years' relief from increased tax assessment to owners of designated structures. The City is still not comfortable with the bylaw--Council has not yet designated any buildings under this bylaw--and more work seems necessary to determine what can be supported.

3. A sense of direction. Can more be achieved by concentrating on key areas--lower Johnson St., for example, or the Cathedral Hill precinct--than by reacting to crises such as Labatt's and 555 Johnson Street? Is a tie-in with Provincial programs like "Downtown Revitalization" (Municipal Affairs) or the Heritage Area Revitalization Program (Heritage Conservation Branch) possible to help ensure the social and economic viability of priority conservation areas?

4. Commitment. By Council. By the business community. Perhaps Hallmark should join the Chamber of Commerce for a start.

INVENTORY OF HERITAGE BUILDINGS

WORKABLE BYLAWS

SENSE OF DIRECTION

COMMITMENT

SUPPORT

5. Support. From members of the community. Letters, phone calls; public meetings. Tell the politicians your concerns.

IMAGINATION

6. Imagination. An awareness of what makes Victoria unique for residents and tourists alike. New approaches to the preservation of heritage structures. Imaginative re-use. Flexibility in zoning and land use planning issues that could render "designation" a last resort.

While by no means comprehensive, these six points represent a starting point for further discussion and debate. Let's hope it's fruitful.

Peter F. Walton

GENERAL MEETING

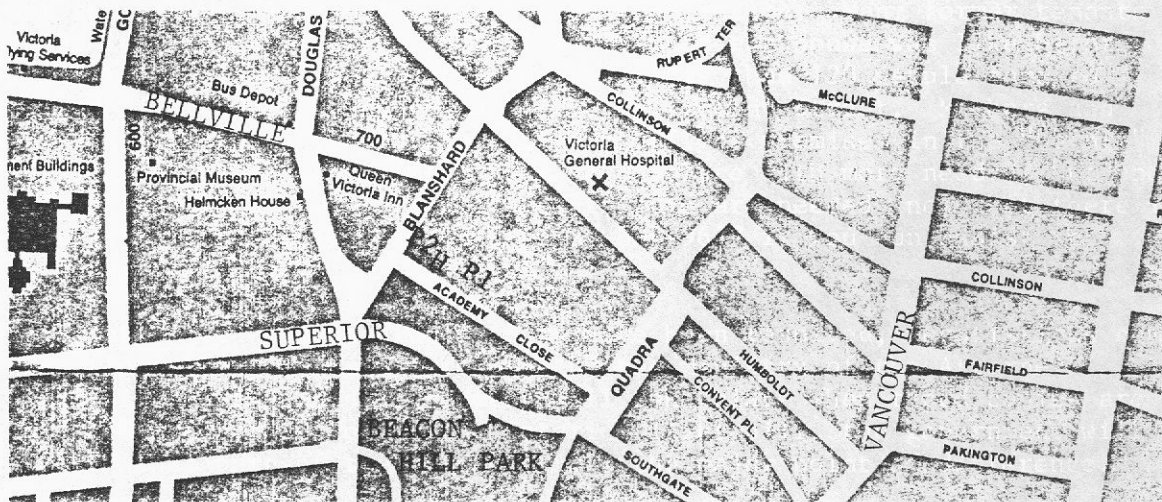
Dec. 1, 1982

AT 8:00 PM

Yes, it's a

Wednesday, "Dynasty" fans!

The meeting will be held at the Bastion Theatre Rehearsal Hall, Academy Close--a street between Quadra and Blanshard. The meeting is being called to discuss the direction of heritage in Victoria. Invitations have been sent to members of City Council, the Heritage Advisory Committee and the Press to attend. As well, the public is being advised of the meeting and is being invited to attend--the reason for meeting in a large, central meeting hall. Please refer to the map below for the location of the hall and to the map legend for info on parking and entry to the hall. There will, of course, be refreshments--home baked goodies this time and coffee and tea. (We want to hold future Gen. Meetings in Cridge Hall, unfortunately it was not available this time.)



H Approximate location of the Bastion Theatre Rehearsal Hall, a wooden building.

P1 is PAY PARKING They watch for non-paying cars.

P1 Parking on the EAST side of the hall, 50¢ for the evening. Enter the hall by stairs on E. side of wooden building near parking machine. There is no entry from ground level doors. This entry is accessible from P1 ONLY. Entrance off Academy Close to parking lot.

P2 is a reserved Parking Lot, but OKAY AFTER 5 PM

P2 AND THOSE PARKING ON STREET OR WALKING: There is an entrance directly from Academy Close at street level. As noted, P2 is a reserved parking area which is approached from Blanshard travelling North, (towards downtown) or from Academy Close--R. turn onto Blanshard and R. turn into Parking.

ATTIC TO BASEMENT TOUR OF THE EMPRESS

Jennifer Barr, at 598-9484, can supply info about buses, and meeting. Sometime in early 1983, there will be a tour of The Empress Hotel. The Empress opened its doors 75 years ago in January, 1908.