



# THE HALLMARK SOCIETY NEWSLETTER

Dedicated to Preserving Historic and Architectural Landmarks

JULY AUGUST  
1988

VOLUME 15  
NUMBER 4



COVER PHOTO BY: AL FRY

*Since 1973, Your Voice in Heritage Preservation in the Capital Region*  
Richard Carr House, 207 Government St., Victoria, B.C., Canada V8V 2K8

TELEPHONE: 382-4755



# President's Message

This is my last message as President. It is a good time to consider what we have achieved as a society over the past year and to recognize certain goals for the year ahead.

We have survived the Cadillac Fairview wars with our principles intact, our political awareness sharper, and our membership ever-growing. We have resisted the natural temptations to despair, but we have also become less naive.

We have learned the hard way about advocacy. Though we haven't won all the cases we have taken on, we have fought them well, with passion and with facts. We have led in the big struggles, such as the continuing fight over the future of St. Ann's Academy.

And we have tried to show that our causes and our work are positive. We have put our money where our words are, and we have given the kind of help that doesn't get headlines: friendly, knowledgeable advice to everyone from individual members (and non-members) to municipal politicians.

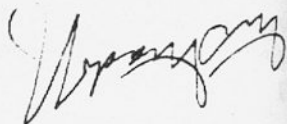
We have put on a bigger and better Awards Night celebration, and, just as important, we have learned more about why we give awards and what the awards mean.

Paul Convey once remarked that one has to be a little masochistic to be President of the Hallmark Society. Unfortunately, Paul said this after I agreed to serve. After a year of it, I think he's right. I can't say that I'm proud of what we have achieved since last September. There have been too many disappointments to permit the false luxury of pride. Politically, we remain in the wasteland; it is hard to find signs of enlightenment and shared purpose among our elected leaders.

Yet my own agenda for the year ahead isn't too dreamy to share with you. I think that we can forge an agreement that will create a downtown commercial heritage restoration fund for Victoria. I think that we can apply enough political pressure to make sure that the downtown heritage inventory

is more than an exercise in guilt-reduction. I think that we can work with our friends in other groups to interpret and present Victoria's architectural heritage more effectively, through walking tours, exhibits, and other events. I know that we can keep a strong voice on heritage advisory committees and in council chambers.

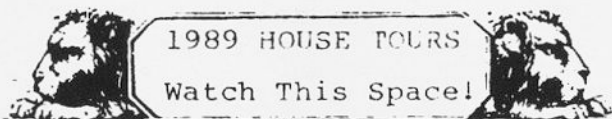
Before I turn to the writing projects on my many back burners, I want to thank all who read this message, especially my fellow executive officers, for support, advice, and patience, while I attempted to lead the Society through another year's struggles. I know of no more congenial fellowship than I've found in the Hallmark Society.



## Cover Story

### Sussex Apartment Hotel - Model Solution or Missed Opportunity?

The proposal for an intensive redevelopment of the site of the Sussex Apartment Hotel at Douglas and Broughton Streets, which would involve demolition of one of Victoria's most important commercial art deco buildings, has been withdrawn since the Advisory Planning Commission hearing of July 19th. City planners have been trying to convince the developers to pursue a design plan that would incorporate the existing building, perhaps as the base of their towers--after all, art deco is even fashionable and prestigious again. The Hallmark Society will be trying to get across a similar message, also aimed at municipal politicians: greater density of development should be permitted only as a bonus if the developers retain the significant heritage building. The Society will fully and vocally support a design solution which preserves the Sussex in more than a token fashion.



# Heritage Update

## CRD Headquarters - Playing Politics with Old Town

It now seems that the Capital Regional District's concerns about the safety of its Yates Street headquarters, in case of earthquake, may be less urgent than the desire of some members of the CRD Board to move the headquarters out of Victoria. A staff report leaked in mid-July has concluded that it would be less costly for the CRD to make the Yates Street heritage buildings fairly safe than for the CRD to build a new headquarters. The Hallmark Society and City Hall staff agree on the need to proceed cautiously in finding a wise balance between seismic safety and heritage preservation.



## Oak Bay Armada

A July 12th letter from Oak Bay Mayor Susan Brice to Mark Madoff, President of the Hallmark Society, deserves attention, especially from members who live behind the Tweed Curtain. In response to the Society's alarm about the fate of an important Prairie School House at 1423 Hampshire Road, reprieved largely thanks to intervention by Hallmark Society member Robert Patterson, Mayor Brice described Oak Bay Council as "a conscientious guardian of the architectural heritage of our community." This may be news to those residents who have watched parts of that heritage being barged to the Cowichan Valley. Mayor Brice also argues that Oak Bay has managed to carry out significant restoration projects without "the auspices of a heritage designation" and that the Oak Bay Heritage Advisory Committee has been nearly invisible and inaudible because there has been much less development pressure in Oak Bay than in Victoria. Mayor Brice's argument, however, does not speak to what protection the municipality as guardian will give to its "comparatively large portion of...housing stock" which "has some degree of architectural merit" and "might be deemed to be of heritage significance" as development pressures increase. Will the municipality deem properties significant by designating and protecting them? When was the last time it designated a property? Have there been no occasions when it might have done so but failed to? Or will conflicts between heritage and development be solved in genteel fashion by exporting the buildings under dispute?

## THE DOWNTOWN VICTORIA HERITAGE PROJECT 1988

The Downtown Victoria Heritage Project is well underway. The first stage, public input and participation, has now helped to define overall concerns and issues relating to the future of downtown's heritage resources. The Hallmark Society, through its Executive and membership, has provided valuable information and assistance, including a comprehensive public brief addressing the objectives of the project.

The inventory work has been initiated, involving a building-by-building survey of the study area. Previous inventory work is being augmented by updated information, and buildings not previously listed are being identified for further study.

The focus of the study is to provide the City of Victoria with a workable management plan for the heritage resources of the downtown area. Victoria has a unique stock of heritage buildings, and long range, comprehensive planning is required to ensure their protection and enhancement. To achieve this objective, we invite further public participation during the course of this project.



Don Luxton and Valda Vidners  
The Foundation Group Designs



A general public meeting was held Wednesday, August 17th at City Hall, where members of the public were invited to make presentations regarding the management plan for downtown Victoria's heritage resources. Approximately 70 people attended, Hallmark Society members forming the majority of the audience.

Steve Barber, the City Heritage Planner, spoke first and introduced Mayor Gretchen Brewin. Colin Campbell, Director of the Heritage Conservation Branch and of B. C. Heritage Trust (who funded the project) spoke next. Alderman Martin Segger introduced Don Luxton and Valda Vidners who spoke on the progress to date. Presentations were made by the following groups:

Mark Madoff - The Hallmark Society

Gary White - The Canadian Art Deco Society

Bjorn Simonsen - The Heritage Society of B. C.

Myra Waller - Friends of Victoria Enhancement Society

Five members of the audience also expressed their opinions. Don Luxton stated that he and Valda could be reached at their project site office located at 1215 Broad Street and their telephone number is 385-5020.

Further public meetings will be held: 2 in Chinatown, and workshops with downtown building owners will be announced.

## Hallmark Presentation to Downtown Victoria Inventory Team

On July 13th, Hallmark Society President, Mark Madoff, read a brief at a public meeting called by Don Luxton and Valda Vidners, who are conducting the Downtown Heritage Inventory for the City of Victoria.

Here are some highlights from the Society's position paper:

1. The City presently has all the powers it needs to protect the significant heritage of downtown Victoria. It has not used those powers, such as the downzoning of the mid-1970's, consistently and effectively. The City should maintain protective zoning for downtown and permit denser development only as a bonus in exchange for heritage preservation.
2. The City should designate downtown heritage properties now merely registered.
3. Enforcement of seismic safety codes should be reasonable and consistent with heritage preservation.
4. Streetscapes, sight lines and important views, such as View Street, should be protected, not just individual heritage buildings.
5. The City's advisory committees, especially the Heritage Advisory Committee, must have resources and information and consistency of membership in order to advise Council well on heritage issues. In particular, heritage issues must not be allowed to slip past the HAC's consideration.
6. The City must become more active and cordial in promoting heritage preservation among property-owners. It should start by implementing immediately a programme for funding the preservation of heritage commercial buildings.

---

### Victoria Not Quite Hopeless

During a recent trip to San Francisco, Mark and Pamela Madoff visited the only two Victorian houses (among the City's hundreds and hundreds) open to the public for tours--the Haas-Lilientahl house and the Whittier mansion. Both were disappointing: Haas-Lilientahl, because so little of the original interior remains intact, and because it wasn't a very exciting interior to begin with; the Whittier, because the California Historical Society has not interpreted or preserved it very well. The Society needs a cool \$2 million to stabilize the crumbling sandstone exterior of the mansion which it improperly stripped. Between Craigdarroch, Hatley Park, Point Ellice House and Craigflower Farm, we may have managed some assets better than our sister city with its greater potential.

# Regional Heritage News

The next Regional Heritage Committee meeting will be held on Thursday, September 29, 1988 at 7:30 p.m. in Richard Carr House, 207 Government Street. All member groups and new groups are invited to send representatives. If you have an item to be placed on the agenda, please phone Stuart Stark, Chairman, at 592-4916.

## Victoria Heritage Foundation

The Victoria Heritage Foundation and the City of Victoria are currently funding more than two dozen restoration projects on designated heritage houses in the City. Watch for new signs in the front windows of homes around town, identifying many of these exciting projects! For information, phone Jennifer Nell Barr at 385-4408.

## Highland Heritage Park Society

Highland Market! This small traditional country market offers produce in season and also local crafts. The last market of the season will be held Sunday, September 25, 1988 from 10:00 a.m. to noon, at the Caleb Pike Homestead, 1589 Millstream Road.

For more information, please phone Bob McMinn at 478-4403.

## Saanich Heritage Advisory and Archival Committee

Join Geoffrey Castle, local historian and Saanich archivist, on a 1 1/2 hour guided tour of some heritage homes and historical sites of Saanich. The tour price includes a delicious tea afterwards at the Chantecler Restaurant. The comfortable air-conditioned coach leaves the Royal Oak Park 'n' Ride (West Saanich Road at Elk Lake Drive) at 1:00 p.m., September 11, 1988. The ticket price is \$11.00, available at Saanich Municipal Hall, 770 Vernon Avenue, 8:30 a.m. - 4:30 p.m., Monday to Friday. For further information, please phone Ron Armstrong at 658- 5129.

---

The Royal Oak Lions Club have started rennovating the basement of the original Royal Oak School on West Saanich Road. They have applied for a B. C. Heritage Trust grant to assist with a complete restoration of the exterior.



## The Rodd Hill Society

The Society has opened its Canteen and Gift Shop, located in the original Canteen building on the Fort Rodd Hill site and run by a Challenge 88 student working full time. The Canteen is open from 10:00 a.m. to 6:00 p.m. and it hopefully will be open on weekends throughout the autumn.

In addition, the Society sponsored Sunday afternoon band concerts in the park, over the summer. Financial assistance was from Environment Canada, Canadian Parks Service and from the Greater Victoria Ceremonial Guard Society. The band was comprised of musicians from the 5th Battalion, Royal Canadian Artillery, playing music from the 1895 - 1941 era. For information, please phone Terry Robinson at 478-9944.

## Goldstream Region Museum

The Museum display area has been totally redesigned, giving a much more effective display area, which is easier to interpret. The Museum has also finally been able to purchase some proper signage which will better identify the facility. In addition, Gerry Lindal has been obtained through the Volunteer Bureau, and is currently completing the carpentry work on the redesigned storage area to archival standards. The Museum also has a Challenge 88 student who is in the final stages of accessioning, numbering and indexing the collections to museum standards. The Museum is open 1:00 p.m. to 4:00 p.m., Wednesday through Saturdays.

For further information, phone Terry Robinson at 478-9944.

## B. C. Museums Association

The B. C. Museums Association is dedicated to the preservation and presentation of the natural, cultural and artistic heritage of British Columbia. Through a monthly newsletter, regular training program, museum and art gallery advisory services, and an annual conference held at the end of September--this year the meeting is at Harrison Hot Springs. The Association provides services to individuals and organizations which share the groups aims. The Association speaks for the museums and art galleries of B. C., advocating new initiatives and programs and informing the ongoing legislative and policy development process. If you would like to know more about the Association and the museum and art gallery community we exist to support, please contact our Secretariat office at 514 Government Street, Victoria, B. C., Telephone (604)387-3315.

## Colwood Heritage Advisory Committee

The City of Colwood is currently undertaking a heritage inventory. Phyllis Griffith and Christine Barnet will be working on this six month project at Colwood City Hall. If you have any information to contribute to the inventory or would like to know more about it, please phone them at 478-5541.

## CFB Esquimalt Museum

The CFB Esquimalt Museum and Archives Society recently established its own reference library. The library now houses more than 1,000 volumes arranged by subject classification. Some books date from the 1800's while others are new editions. The majority of the collection deals specifically with naval affairs and local history. An up-to-date record of all accessioned books is kept in the Museum's computer. Files are also maintained according to title and author. This computerized system is an aid to research activities and general inquiries. Visitors are welcome to use the library for reference purposes. The Curator is E. W. Colwell, who may be reached at 380-4395, and the library is located on the Naden Base on Admirals Road.

## B. C. Historical Federation - Victoria Branch

The Victoria section of the B. C. Historical Federation has 3 programs, including the Old Cemeteries Committee's restoration works and tours, oral history programs and the selection of sites for landmark markers.

The Ross Bay Cemetery Open House, which was held in June, was very successful--over 300 people attended. Thank you to all the merchants who contributed refreshments and also to the volunteers who helped.

The next meeting will be 8:00 p.m., Thursday, September 22nd at the Cridge Hall, Church of Our Lord on Blanshard Street. Refreshments will be served--all interested persons welcome. For further information, please call Geoffrey Castle at 592-4161.

~~~~~

The Victoria Rediscovery Society is looking for volunteers to welcome visitors to local heritage sites. For further information, please call 356-1040 or leave a message at 387-3067.

## Esquimalt Municipal Archives

In October, the Archives presents for the third year, its Heritage Month program of historical slide shows and a bus tour of historic sites in Esquimalt.. Watch for advertising!

As well, Municipal Archivist Irene Bekes hopes, shortly, to see Council considering a Records Retention and Destruction Bylaw which she has been preparing with the Clerk-Administrator. The bylaw is intended to preserve all municipal records having long-range legal, administrative or historical value.

For further information, please phone Irene Bekes, Municipal Archivist, at 385-2461 on Thursdays or Fridays.

## Sooke Regional Museum

An exciting expedition was made to Sidney Inlet on Vancouver Island's west coast by a group from the Sooke Regional Museum, where they reclaimed part of an historical cargo which had lain under the ocean for more than a century.

It was in 1853 that the sailing vessel, Lord Western, left the port of Sooke, bound for San Francisco with a cargo of pilings hand-hewn, squared timbers and salted fish. The ship was lost. Located by a Portland diver in 1957, the wreck site was studied last year by the Underwater Archaeological Society of B. C. and at the time, the pilings were withdrawn to the shore.

Working under a special permit, the Sooke Region Museum Group secured specimens from the logs, lying at the intertidal zones and are currently carefully air-drying them for eventual placement in a museum exhibit.

This historic cargo shipped out by John Muir, and originally destined for San Francisco wharf development was one of the very first exports of forest products to leave this Province.

For more information about the Sooke Regional Museum, please call Elida Peers at 642-6351 or 642-6112.

## The Canadian Art Deco Society

The purpose of the Society is: 1) to encourage the study and understanding of the Art Deco styles in Canada on a local, regional and national basis; 2) to support the conservation of the Art Deco Environment that we have inherited; 3) to promote public awareness of the Art Deco Environment, and 4) to collect and preserve records of this style. Please phone Gary White or John Veillette at 382-0871 for further information.

## Victoria Heritage Advisory Committee

Chairman: David Hambleton; Council Rep.: Ald. Martin Segger  
The Committee has met regularly during the summer with meetings lasting rarely less than two hours. The following notes indicate a few of the items discussed.

### Referred by Council for recommendation

In many instances, these consist of alterations or additions to designated properties and involve discussion of appropriateness of style, material, scale, etc. They include residential and commercial properties and recently the Committee has commented on proposed changes to the Empress Hotel and the Art Gallery of Greater Victoria. Signs and awnings continue to be regular agenda items. Although St. Ann's Academy is under Provincial jurisdiction, the Committee prepared a statement as to the heritage importance of the site.

### Requests for Heritage Designation

Requests are received from time to time, usually from owners of houses on the Heritage Register. Merits of structure, location and historic significance are carefully considered before recommendations are made.

### Land-Use Conflicts

If the economy picks up, there may well be an increase in land use conflicts involving heritage structures. One solution appears to be relocation. This may save the structure, but leaves aside the matter of site significance.

### Policy

To enable members to pool their insights and convictions, an extra meeting to consider "policy" was held and others are scheduled. Importance of heritage promotion through communication and education has been stressed. Alderman Segger and Steve Barber (the City's Heritage Planner) have met with the Victoria Real Estate Board. The Heritage Planner is now attending the regular monthly meetings of the Victoria Heritage Foundation and the Committee has recommended an amendment to the Bylaw to ensure that one member of the Heritage Advisory Committee shall be a member of the V.H.F.

Hilda Symonds, Vice Chairman

## The Heritage Society of British Columbia

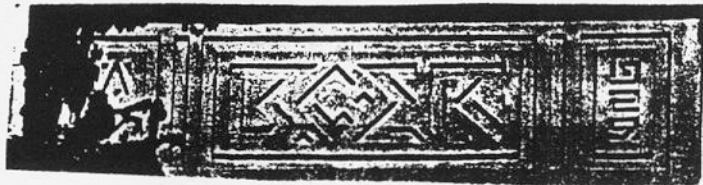
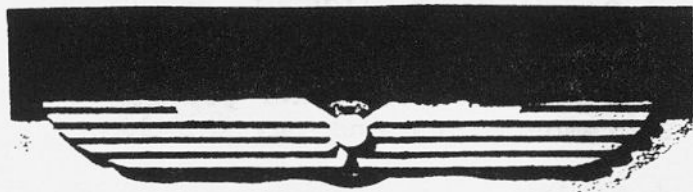
At the last meeting of the Executive, Bjorn Simonsen, Chairman of the Saanich Heritage Foundation and member of The Hallmark Society, was elected President of The Heritage Society of B. C. for a one year term. Please contact Bjorn Simonsen at 479-1147, if you would like more information regarding the Society.

## HIDDEN HERITAGE

King Neptune on the Wax Museum on Belleville, the former B. C. Steamship terminal designed by P. L. James and F. M. Rattenbury and the gargoyle on the Temple Building on Fort Street designed by Samuel Maclure were correctly identified by the winner of our Third Hidden Heritage Contest, Mr. Barry King, the second out of town winner!!

The winner of the Fourth Hidden Heritage Contest will receive a pocket instamatic camera! How's that for incentive? But, not only do the two photo's location have to be correctly identified, in addition, the lower photographs motif has to be transcribed! Now you can go and capture hidden heritage yourself--and submit them to the Newsletter and we will choose two photos to print in our next edition!!!

Submit your guess for the Fourth Hidden Heritage Contest to "Hidden Heritage" - The Hallmark Society, 207 Government Street, Victoria, B. C. V8V 2K8



### WALKING TOUR ANYONE?

Hallmark Society member and architecture enthusiast, Andy Barker, will conduct a Rockland Walking Tour, featuring houses designed by Samuel Maclure. A short discussion of Maclure's life and work will precede the walk and there will be a running commentary during the walk. The tour is FREE and everyone is welcome. The tour will be held rain or shine. Please meet by the front gate of Government House at 1401 Rockland, on Saturday, September 10, 1988 at 1:00 p.m. For more information, call Andy Barker at 382-6360.

# Membership

At the time of publication, The Hallmark Society has 771 members. Through the diligent phoning of Membership Chairperson, Jennifer Nell Barr, many members have been reminded to renew their memberships and also local heritage groups have been encouraged to join. Thanks Jennifer for keeping the Hallmark treasury solvent!

Due to increased costs, the Hallmark Executive announces that they will be asking for a raise in membership fees at the Annual General meeting on September 15th. The new rates will be:

Family - \$14.00

Single - \$10.00

Student, Senior Citizen, Unemployed - \$7.00

The major increase in costs are in the printing and mailing of the Newsletter. Although Hallmark has now cut back to 5 or 6 newsletters per year, postal rates have been steadily climbing, with another increase due in January. The Executive is looking at methods of reducing the cost of Newsletter production: i.e. using a lighter weight of paper. Let us know if you have any ideas on how to maintain a high quality newsletter at low cost!!

Members whose membership fees are now due, send your cheque to Jennifer Barr before September 15th and pay at the old rates!

## READER'S CORNER

### Trees of Greater Victoria, A Heritage

A Field Guide to the Arboreal Riches of Greater Victoria, published by the Heritage Tree Project of the Victoria Horticultural Society. Available for \$14.95 by sending a cheque or money order to:

Pacific Forestry Centre  
506 Burnside Road  
Victoria, B. C. V8Z 1M5  
Attention: V.H.T. Book



### PHOTO COMPETITION

Now is the time to be planning your entries for the Second Annual Jessie Woollett Photo Competition, which will be held in February 1989. This years entries are to be regular or jumbo size colour prints of your favourite heritage building. Once again, there will be a cash prize. Look for further information in the next Hallmark Newsletter.

# Coming Events

## Events Calendar

For further details about the events listed below, please refer to articles throughout the Newsletter!



- September 10 - Rockland Walking Tour  
September 11 - Guided Bus Tour of Saanich Historical Sites  
September 15 - The Hallmark Society Annual General Meeting  
Sept. 12 - Dec. 5 - Environmental Aesthetics Course - UVIC  
September 25 - Highland Market - Caleb Pike Homestead  
Sept. 28 - Oct. 7 - Evaluation of Historic Architecture Course, Cultural Resource Management - UVIC  
Oct. 15 - 16 - Third Annual West Coast Antique Jewellery Seminar - phone Waller Antiques at 388-6116, for more information



## Courses

Evaluation of Historic Architecture is part of the Cultural Resource Management Program at the University of Victoria. The eight day course focuses on the theory and practise of evaluating historic architecture

Environmental Aesthetics, Department of Geography, University of Victoria. Classes begin September 12th and end December 5th, on Mondays and Wednesdays from 4:30 - 6:00 p.m. William Huot, instructor, is a policy analyst with the B. C. Heritage Conservation Branch.

## Of Interest...

"Brass Cabinet Hardware" Catalogue featuring such items as cabin hooks, castors, finials and picture hooks is available from: Pacific Brass Hardware  
1414 Monterey Avenue  
Victoria, B. C. V8S 4W1  
Telephone: 388-53411 - Elva Clarke

All brass hardware in the catalogue is on display upstairs at Tools'N Space Woodworking at 338 Catherine Street.