

**HALLMARK SOCIETY**  
**NEWSLETTER**

**Dedicated to Preserving Historic and Architectural Landmarks**

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**Your voice in heritage preservation in the Capital Region since 1973**



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## Mandate

The Hallmark Society was formed in 1973. Our mandate is to encourage the preservation of structural, natural, cultural and horticultural heritage within the Capital Regional District. We accomplish these goals through education, public speaking, advocacy, tours, exhibitions, and our annual Awards Night. We are a registered non-profit society, financed principally by membership dues and members' contributions.

## General Meeting Preview

The next General Meeting of the Hallmark Society will be held on Monday, January 26, 1998 at 7:30 p.m. at the South Park Annex, 660 Michigan Street. On the agenda are reports and heritage watch. Our guest speakers are a panel of restoration experts. Bring your questions and find out how to do the job the correct way the first time.

## Cover Photo

Work in progress - 912 Mount Newton X Road. To find the answers to your restoration questions, plan to attend the general meeting. Helen Edwards photo.

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### Newsletter production & layout

Helen Edwards 386-6598

### Contributors this issue:

John Edwards

Helen Edwards

Camilla Turner

**Deadline for Summer 1998  
newsletter: March 20, 1998.**

# President's Message

by John Edwards

Since I last wrote, several of us appeared before Saanich Council to object to the demolition application for 4794 West Saanich Road, also known as the Currie Mission House. Not only did this Council reject the demolition by a 5-4 vote, they also moved to designate it heritage.

So now Victoria, Oak Bay and Saanich Councils have all designated a building heritage against the owner's wishes.

Many thanks to Sheila Colwill who did a lot of work on this issue.

However, it seems "we can never rest on our oars" as rumor has it that the beautiful English Arts and Crafts house at 1196 Clovelly Terrace is threatened. It was built in 1914 by A. J. Woodward who came to Victoria in 1888 and established a successful nursery business.

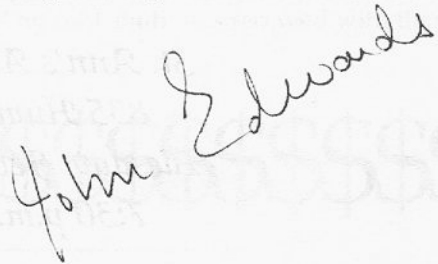
More recently, Gerry Olma of Alchera Developments Corp has won his appeal with the B.C. Liquor Control and Licensing Branch to put a brew pub in the Maltwood Property or the Thatch or Chantecler Restaurant. Now

McDonald's is redrawing its plans to give arriving tourists coming in the Pat Bay Highway **not the majestic view of the Olympic Mountains and Victoria, but the "Golden Arches"**.

With regard to the Royal Roads lands, it was noted recently that the University may want to build research facilities on the excess property.

On the positive side, Rob Adams and Tim Lomas have agreed to come on the executive. Rob wants to get busy organizing Awards Night and Tim is extremely interested in getting our regional heritage committee up and running again.

With our new brochure we hope to enhance our image and try to increase our membership.



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## We Need You!

Is there something happening in your neighbourhood that we should know about? Is a homeowner doing a great job on a restoration? Does your group have activities that should be advertised to our membership? We need your eyes and ears - we cannot be everywhere at once.

We welcome articles for the newsletter, ideally on a disk in Word format, but written copy is acceptable. The subjects should be related to heritage and of interest to our membership. The deadline for the newsletters is included in the calendar above. For further information, please call the office @ 382-4755.

*The Hallmark Society*

and

*The Provincial Capital Commission*

*invite you to a special meeting  
with*

*Mr. Shane O'Dea, Chair Heritage Canada Foundation*

*St. Ann's Academy Chapel  
835 Humboldt Street*

*Tuesday, February 19, 1998*

*7:30 p.m. - 9:30 p.m.*

*Short address followed by questions from the audience*

*Light refreshments will be served*

*R.S.V.P. 382-4755 by February 12, 1998*

## Postal Strike Fallout

### Awards Night 1998 update

**D**ue to problems associated with the postal strike, the deadline for nominations for Awards Night 1998 has been extended to February 15, 1998. See page 13 for nomination form. Check around your neighbourhood for projects which are deserving of awards. Personal nominations are also welcome.

The ceremony will take place in the newly restored St. Ann's Academy auditorium. This venue as well as being a beautiful space, has a larger seating capacity than the South Park Annex which the ceremony has now outgrown. More details on the event will be found in the next newsletter but for now, mark your calendar for this important date. Rob Adams has agreed to be the Awards Coordinator. Anyone who is willing to volunteer their services should call the office during regular hours or leave a message if nobody is in the office.

### It's not too late for 1997 tax deduction

**T**he federal government has announced that the deadline for charitable donations for the 1997 taxation year has been extended from December 31, 1997 to January 31, 1998. It was felt that many charities had suffered a loss of donations due to the postal strike.

If you wish to make a donation to help in the work of the Hallmark Society, please send your cheque to the office at 660 Michigan Street, Victoria, B.C. V8V 4Y7. Donation receipts will be issued by return mail. We rely heavily on our members' generosity as we do not receive operational grants from any level of government. Any contribution is received with thanks.



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### Phone Committee to be Revived

**I**n the wake of last month's postal strike, it was evident that an alternate method of informing members of upcoming events was required. We thank those members who have provided e-mail addresses or fax numbers - these modes of communication proved to be most successful. If you have not yet provided us with your e-mail or fax, please call the office or leave a message on the machine.

For those we could not reach in these ways, we have decided to revive the phoning committee. We are currently looking for members to volunteer to telephone a few members for

meetings and special events. Remember, the more who volunteer, the lighter the load. Board member Mary Doody-Jones has volunteered to coordinate this committee. If you can spare some time about 5 times a year, please give her a call at 388-4046. We feel that communication with the membership is vital to our Society. While phoning for the last meeting, we discovered that most people have answering machines, so it makes the job a lot easier than previously. Volunteer phoners will be given information before each meeting and will be given a set number of calls to make. Any help will be much appreciated.

## Heritage Fair

It is once again time for the annual Heritage Fair. The dates this year are February 17-21 at Hillside Mall. As in previous years, we require members to sit at our booth during mall hours. Daytime shifts are 4 hours in length with evening shifts 1 3/4 hours. Volunteers are given an instruction sheet which details what is to be done during a shift. We try to pair a veteran with new volunteers to aid in the training process. This is a very important time in our year as it is during this week that we sell the most books.

Volunteers in past years have commented on how interesting the conversations with mall customers can be. There is nothing like history to activate the memory and start the storytelling. It is also an opportunity to meet members of other heritage groups in the area and to share tales with them as well. Where else can you get indoor work with congenial companions?

If you have not been contacted and can work one shift (or more), please call the office @382-4755 or Helen Edwards at home @386-6598. Once again, the more hands the lighter the load on the rest of us. Thank-you for any help you can give.

## Mary's Anne

by Camilla Turner

Those famous tales about red-braided Anne, she of the green-gabled house on P.E.I.'s red soil, have been annotated by three women thoroughly immersed in L.M. Montgomery's books. One of the women, Mary Doody Jones, is on the Hallmark Society's board and is very enthusiastic about the research she did with her sister, Margaret Anne Doody, and with Wendy E. Barry.

Interviewed by Judith Isabella in "The New Islander" (*Times Colonist*, 14 Dec 97), Mary is described as a "heritage conservationist and independent scholar on Anne and her creator." At a December potluck supper in her home, Mary said she had spent several years chasing down many specific details mentioned in the books and had enjoyed the hunt thoroughly. She would be delighted to discuss the work with others who are interested.

*The Annotated Anne of Green Gables*. ISBN 0195-1042-85. Oxford University Press, \$39.95.

## December GM report

The December meeting of the Hallmark Society was held on December 1, 1997 at the South Park Annex with 50 members in attendance. Alexander Forde was acclaimed as Corresponding Secretary. Members were encouraged to volunteer for service on the executive.

President John Edwards reported on the membership situation. We are down from last year and need to attract new members. Meetings for this year have been designed to attract an audience, with the June meeting replaced by a tea and tour as it is always poorly attended. Awards Night 1998 will be held at St. Ann's Academy Auditorium on May 5, 1998.

Heritage updates included 4794 West Saanich Road where the demolition permit application was denied and designation was set in place, the Porter House where a hotel development has been proposed, the Maltwood Property which is still awaiting the environmental scan, and the Winter House on Fairfield Road. Mary Doody-Jones gave a report on her research into the history of this unique house. A booklet on this history will be printed in the new year.

Our guest speaker was John Atkin from Vancouver who enlightened us all on the interesting history of neon lighting throughout the century. This is not a modern invention by any means and many signs predate buildings which are considered heritage treasures. He also detailed the efforts to save historic signs in Vancouver.

Draws were made for the raffle prizes - \$100 toward a Victoria Conservatory of Music course, two Victoria Symphony tickets and two tickets to the Pacific Opera Victoria production of Tosca. Seasonal refreshments were served.

## January GM speakers

At our January meeting, we once again feature a panel of experts. This is the time of year to plan your warm weather projects, so come and listen to learn how to do the job the correct way the first time. This is always an interesting meeting with a lot of information shared.

Confirmed at press time are

- Hourigan's Carpet - with one speaker on carpeting and another speaker on hardwood floors
- Jeff Richmond from Royal Rooter who will speak on drainage problems and how to solve them
- Bob Lucy of Professional Ecological Services who will talk about household pests and what to do to eliminate them without damage to the humans inside the house

More speakers may be added before the meeting.

The latest edition of the Trades, Services and Products List will be available at the meeting. This list which is updated frequently, is one of the benefits of membership in the Society. Non-members must pay a fee to receive this valuable booklet.

If there is a topic which you would like to see covered in a future panel, please let us know.

# Listen to people, listen to the land - but plan

by Camilla Turner

That familiar mandate - "to encourage the preservation of structural, natural, cultural and horticultural heritage within the Capital Regional District" - is the Hallmark Society's core. With that mandate in mind, I turned up at a Nov. 5 public issues meeting at UVic to hear three well-known speakers.

Gerry Walter was moderator of "Community and Regional Planning: What's at Stake?" Panellists were Pamela Charlesworth, architect and chair of the Provincial Capital Commission, Leni Hoover, with 25 years in community service and currently director of the Blanshard Community Centre, and Don Kasianchuk, longtime academic and civil servant dealing with transportation issues. Prof. Walter, an economist, started the session saying that an increase in population of about a third is expected in this region within 20 years, and that car-driving will be up 50 percent in the next 25 years if current trends continue. Challenged later with the notion that we don't need to take in all those new people, he responded that from an economist's point of view, the only weapon or barrier is cost. When costs are too high, the population flow toward here will slow.

Even with that, what's at stake? Broadly, he said, we need to consider what's to be done for local control of community development; attractiveness for high-tech industry; opportunities to meet and befriend; lifestyle, neighbourliness and people places; mobility for young and old; tranquillity and safety; true citizenship, cooperation and involvement; and nature and biodiversity - air and water quality, green and open spaces.

Don Kasianchuk commented that some matters have already been decided for us by geographic setting, topography and meteorological facts and

that some political/social decisions, such as where the airport and the various ferry terminals are sited, have already been made. Planners, he says, deal with the options that are still available, but political and social decisions on those options aren't made by the planners or the transport engineers. The elected ones decide, but individual citizens can have some say on those decisions. He cited Jane Jacobs, whose ideas have had quite an airing in the past few weeks at a major conference and on CBC Radio One re "Ideas That Matter," as saying that the "big plan, from the top down" won't work. Kasianchuk reminded the audience that Jacobs says bureaucracies don't know or don't believe that a city is many plans, ongoing, in many individual minds. Jacobs deals a lot with city areas of high density, such the Cook St. Village, he said, and then wondered aloud about what might need to be envisioned for a thinly populated community full of strip malls and highways and about what we really do and don't want for this region.

Pam Charlesworth said that planning is a process of making choices, "a process empowering us to make choices rather than a call from on high." Many of us, herself included, are "fugitives from fallen environments" and are concerned that the pressures of business and unplanned growth will overrun the unique qualities of this area. The villain at the moment is unconsidered growth, and bylaws, hearings, planning by hire-a-crowd won't curb the villain. The CRD asked citizens in 1992 to identify common regional values and goals, and it used many means of consultation — surveys, discussion seminars, school district meetings and so on. That process, Charlesworth said, "gave us all time to dream a little." Five priorities emerged: (1) personal safety and security; (2) good government; (3) high quality of physical environment, including



natural beauty, farmland, good air and water, etc.; (4) managed growth; and (5) the importance of keeping the unique architectural and heritage character of the region preserved. The Provincial Capital Commission mandate is the preservation and enhancement of our natural and built environment. The Greenways program, begun in 1994 to create linear corridors connecting parks and green spaces, has now been joined by a regional green/blue spaces strategy, which extends the Greenways strategy to the natural ecosystem. The PCC's mandate also covers preservation extending to built heritage, and as with the green spaces, none of these initiatives comes about accidentally. Envisioning and planning does the job. Listening to the land and to the soul of the region, says Charlesworth, and taking individual responsibility for one's own spaces, is a way to start. She reminded the group of Margaret Mead's dictum: never let it be said that individual acts don't make a difference—in fact, they're the only things that matter. "Everything is presented as a problem," Charlesworth said, "and people just can't shoulder any more problems. We have to charge the imaginations of the individuals who live here."

Leni Hoover said that it's the people living in the regions who have the solutions, and that it's just a matter of getting at that information. She spoke about the importance of making an easygoing community centre of some sort where people naturally gather and talk. "People don't talk at meetings," Hoover commented. The Blanshard Community Centre on Kings Road is a going concern. Among other activities, there's a community store program (to train marketable skills, and to help stretch the food dollar), community kitchen, young parents' support group, a fifty-plus support group, boutique clothing exchange, toy & resource library, family camp, family fun night twice a month, a community newsletter, a gym activities program and a work crew program for teens age 13 to 18,

for "work experience and life skills." Work is underway to create an urban village using design guidelines to shape the area's future. When discussing the community herb garden and the kids and teens who leapt in to help shovel and plant, she said that it's "lots of really little steps" that get things moving the way you want. "The environment we are taking care of," Hoover said, "is the environment we're living in."

### What can one person do?

- You can involve yourself in regional growth processes, and that involves informing yourself. In the southern Vancouver Island area, the Capital Regional District (CRD) offices have a lot of material available.
- Politicians need to be phoned, written to and faxed by the people in their ridings about what's wanted, what works and what won't be tolerated.
- Involve yourself in community groups and turn out at community activities.
- Review your own lifestyle and experiment with changing your habits more toward what you believe in.
- Monitor your own local government and join your local ratepayers' association.
- Know your own local community plan and participate in revisions of it. Send written comments, no matter how informal, to city hall.
- Write to the media saying you want good coverage of regional issues.
- Make people aware of the alternatives to present trends that you don't think are healthy for the future. Read copies of EcoNews (which also has "Green Diary" events listed each month) to pick up ideas and generally read as widely as you can.
- When you go to regional community events (information meetings, slide shows, planning sessions, a show of support, a show of opposition, gabfests), take other people with you. Take your children, your friends, several neighbours.
- Be informed and let the decision makers see that you and others are observing closely, and be in touch with others on regional events.

# Basic Procedures for a Small Oral History Project

**V**oices: A Guide to Oral History was published in 1984 by the Provincial Archives of British Columbia and is no longer listed in *Books in Print*, alas. Copies can be found via good second-hand book stores.

A 74-page softcover book, it is "a practical guide for creating, preserving and using oral history, the term commonly used for the tape recording of first-person reminiscences of past events." Derek Reimer comments in the Preface that the Sound and Moving Image Division of the archives keeps a large collection of sound recordings, films and videotapes pertaining to British Columbia.

In Appendix C, "Basic Procedures for a Small Oral History Project," the editors compress in point form what to consider in interviewing people about their memories.

## 1. Define goals.

A. Subject Matter: 1. Geographic area (municipality, town or region); 2. Institution of business (history of an organization such as a company, university, school or association); 3. Ethnic group, occupation, etc.; 4. Genealogy or family history.

B. End Product: 1. Book or other publication; 2. Sound program/broadcasting; 3. Genealogy research; 4. General archival collecting and historical preservation.

C. Relationship: Relationship of this project to other projects and/or pre-existing oral history collections.

2. **Acquire Equipment.** Decide on the type of equipment appropriate, necessary and within budget.

3. **Background Research.** A. Published sources; B. Archival sources; C. Other oral history.

4. **Develop List of Potential Interviewees.** A. Names from research and contacts; B. Set interview priorities (age, significance, memory, voice and style, representativeness).

5. **Set Common Procedures for Interviewers.** A. How to contact interviewees and prepare question sets; B. Standard tape recorder and tape format (reel-to-reel or cassettes); C. Guidelines for labelling tapes (print names and dates clearly; numbering of tapes in one interview; identification of "original"); D. One person per tape; E. Remove safety tabs if using cassettes; F. Forms (release form required; complete archives information form, including summary).

6. **Interview Identification.** Adopt numbering system to clearly identify and distinguish interviews.

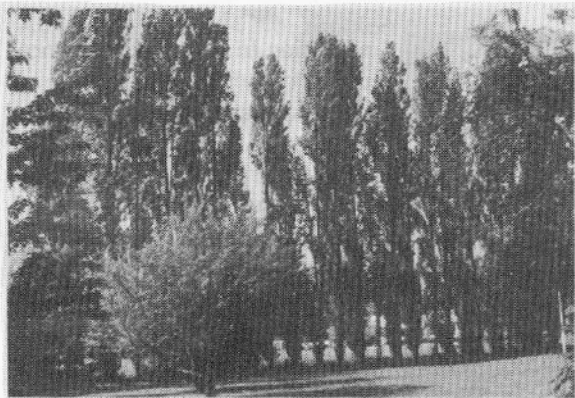
7. **Tape Preservation.** A. Preservation of original recordings by copying for use; B. Define handling procedures to minimize risks, especially to originals; C. Storage in a secure, fireproof environment with moderate and steady temperature and humidity.

8. **Documentation for Use.** Provide names and subject index for the collection.

9. **Basic Principles.** A. Cooperative venture between interviewer and interviewee; B. Original recordings treated as permanent documents, not edited or used for transcription or reference; C. Collection organized so that others may use it for a variety of purposes, including research, genealogy, education and broadcasting; D. All recordings made with highest possible sound quality.

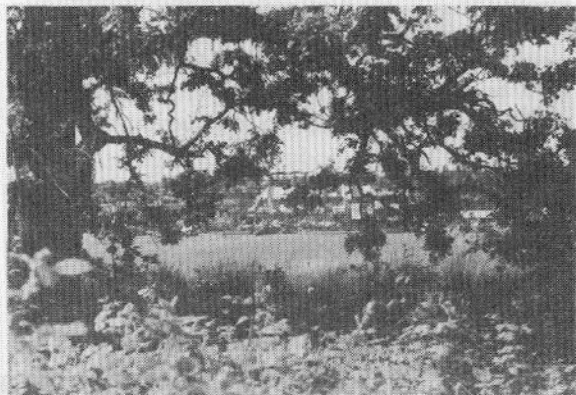
- CJT -

# The Maltwood Property - a photo story



**How much longer will these trees remain?**

**Will the "golden arches" replace this meadow?**



**Will this rezoning come to pass?**

**Watch for future developments on this property.**

# What is The Heritage Canada Foundation?

The Heritage Canada Foundation, better known as Heritage Canada, was created by the federal government in 1973 as a non-governmental, charitable, not-for-profit foundation. The mandate is "...to preserve and demonstrate and to encourage the preservation and demonstration of the nationally significant historic, architectural, natural and scenic heritage of Canada with a view to stimulating and promoting the interest of the people of Canada in that heritage."



In its first decade it stressed the preservation of Canada's historic buildings, acquiring and restoring seventy-seven, then selling them with protective covenants. During the 1980s, the Foundation concentrated primarily on towns and cities through the Main Street programme. This gave new hope to more than 130 communities, not only helping them to revive decaying downtown areas but also to generate new economic investment in the face of threats mainly from regional malls. Among examples of the value of this programme in British Columbia are Nanaimo, Ladysmith, Revelstoke and Nelson.

On the eve of its 25th anniversary, the foundation is undergoing a reassessment of its goals and

activities. In a recent conference in Ottawa, the thorny issue of taxation and heritage was discussed. The foundation seems more desirous of seeking input from the stake holders, the heritage community of Canada. A new role statement has been developed which narrow the focus of the organization - "Heritage Canada's role is to foster and ensure the understanding, protection and sustainable

evolution of the cultural landscape, in particular the architectural heritage of that landscape." Doesn't this sound very much like our own mandate?

Mr. Shane O'Dea, Chair, Heritage Canada Foundation (see page 15 for biographical information) accompanied by British Columbia Governor, Michael Kluckner, will be speaking

to a special meeting in Victoria co-hosted by the Hallmark Society and the Provincial Capital Commission on February 18, 1998. This represents the first visit to the west coast by a Heritage Canada Chair since Mary Elizabeth Bayer regularly brought us greetings. We are being given a unique opportunity to express our desires and have some input on the future direction of the Foundation. All Hallmark Society members are invited to the meeting (see page 4 for

*"We are being given a unique opportunity to ... have some input on the future direction of the Foundation"*

details), but please R.S.V.P.

## 1998 HALLMARK AWARDS NOMINATION

Award Category of Nomination (tick one)

- Award of Merit
- Communication Award
- Mark Madoff Medal
- President's Award
- Louis Award
- Partnered Preservation Excellence

Nominee \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Project address \_\_\_\_\_

Project details (attach up to one full page)

Nominator \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

## ELIGIBILITY

1. Individuals, members of heritage, historic or cultural organizations, and educational institutions are eligible for Hallmark awards according to category for projects or achievements completed within two years prior to awards night.
2. All nominations must be sponsored by an individual, corporation or government agency who may or not be a member of the Hallmark Society.
3. Nomination for posthumous awards will not be considered without the unanimous agreement of the Directors.
4. Individual nominations will be considered.
5. Members of the Hallmark Society are not to place themselves in a position of conflict with regard to nominations.
6. The Hallmark Society reserves the right to decline submission material of unacceptable quality be it written, photographic or otherwise.

## Submissions must include:

1. Nominee's name, address and phone number.
2. **Description** of the nominee's pertinent work (approximately one typed page).
3. **Attachments** and notes, including clippings, letters of support, or other relevant material.
4. Minimum of one photograph and/or slide illustrating the project.
5. Names, address and phone number(s) of the person(s) sponsoring or submitting the nomination.

## Awards Night 1998 - May 5, 1998

Attach supporting documents, including at least one photograph or slide, press clippings, or letters of support for the nominee. Mail to: Hallmark Society Awards Jury, 660 Michigan Street, Victoria, B.C., V8V 4Y7. Submissions must be received by the Hallmark Society no later than February 15, 1998. Late or incomplete nominations may not be accepted.

# Calendar

- January 26, 1998 Hallmark Society General Meeting, 660 Michigan Street, 7:30 p.m. Panel of restoration experts.
- February 15, 1998 Deadline for Awards 1998 nominations
- February 17, 1998 Special evening with Shane O'Dea, Chair, Heritage Canada. St. Ann's Academy chapel and reception area. 7:30 p.m.
- February 17-21, 1998 Heritage Fair, Hillside Mall
- March 20, 1998 Deadline Summer 1997 newsletter
- Week of April 20, 1998 Hallmark Society General Meeting, site yet to be determined. Subject of the meeting - the future of the Maltwood Property.
- May 5, 1998 Annual Awards Night, St. Ann's Academy Auditorium, 8:00 p.m.
- July, 1998 Proposed tea and tour fundraiser
- August 14, 1998 Deadline Autumn 1998 newsletter
- September 28, 1998 Hallmark Society Annual General Meeting. Guest speaker yet to be determined
- 

## Trades, Services & Products List

One of the benefits of membership in the Hallmark Society is the *Trades, Services, and Products List*. This list has evolved over the years. Information is verified at the beginning of the year. Those on the list have been involved in heritage projects and are reported to be sensitive to heritage issues. However, listing **does not signify endorsement of these tradespeople or their businesses**. Members of the Society are entitled to one free copy of the list per year. Nonmembers may purchase a copy for \$25.00. For further information or to request an update, please call the office at 382-4755. Please tell the persons listed that you obtained their name from our listing. This is very important.

**WANTED:** Names of qualified persons to be added to the *Trades, Services, and Products List*. The information we require is the business name, contact person, address, telephone number, and speciality areas. Submissions for any category are welcome, so please let us know the tradespeople and businesses with whose work you have been pleased. In addition, would you please let us know of any whose products or services have been unsatisfactory so that we may remove them from our list of recommendations. The new listing will be compiled this month, so let us know your recommendations now.

## Jonathan Yardley - architect

1121 Beaver pt rd. salt spring island, b.c. V8K 1X2  
tel (250) 653-4931 fax 653-9931 cel 537-7631

### Jonathan P.M. Yardley

Dip. Arch. (Birm.) MAIBC, MRAIC, RIBA

Architect for the restoration of the Chinese Public School, Board of Trade Building, Butterfield Park, Royal Oak Women's Institute Hall and many other heritage buildings in the C.R.D.

residence telephone (250) 653-4322

architecture planning heritage conservation and inspection  
member of the architectural institute of british columbia

## Welcome new members

Gerry and Gerry Elliott  
Jean MacMillan & Fred Malone

## REAL ESTATE



"Serving Victoria since 1918"  
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## Meet the Chair, Heritage Canada

**S**hane O'Dea is Chair of the Board of Governors of Heritage Canada. He teaches English at Memorial University where he is also the Public Orator and Chair of the Editorial Board of NEWFOUNDLANDSTUDIES. Closely involved with the establishment of the St. John's heritage conservation area, he was president of the Newfoundland Historic Trust and chair of the Nfld Division of the Community Planning Association. He has served as a member of the Historic Sites and Monuments Board of Canada and as chair of the Heritage Foundation of Newfoundland and Labrador, vice-chair of the St. John's Heritage Advisory Committee.

Canadian Professor of the Year in 1988, he was given Heritage Canada's Community Service

Award in 1979 and its Lieutenant-Governor's Medal in 1990.

