

Preserve

Your voice for heritage in the Capital Region and the Islands since 1973

A Quarterly Newsletter

Volume 37, Number 4, Winter 2010

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On March 4th, 1913, William Macoun, Dominion Horticulturist, placed an order to Dingee and Conard for 2 each of 108 climbing roses

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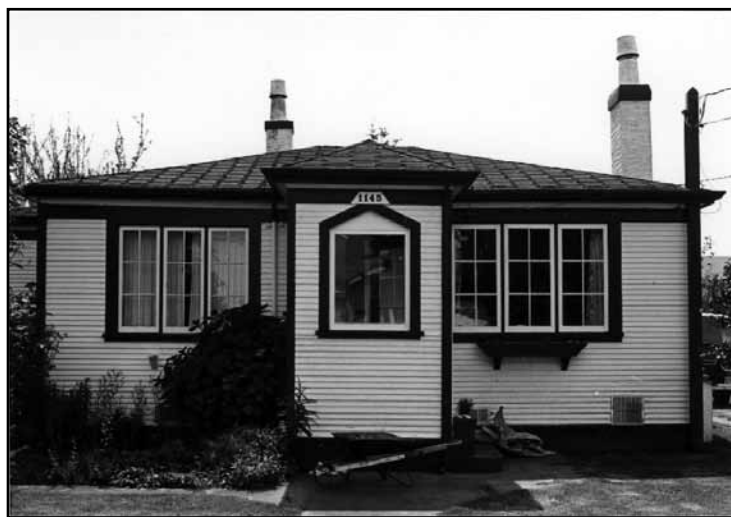
Orphaned Photographs

In the course of putting our collection of clipping file photographs online, we have come across some strange things.

There is a set of photographs that are clearly marked "Wellington" on the reverse, but the numbers are too high for the 2-block street named Wellington in south Fairfield. The images were taken during a UVic project in the 1960s.

We are wondering if anyone can identify the street. Was there a street once called Wellington that had its name changed?

If you can identify any or all of these photos, please let us know at office@hallmarksociety.ca




1145 Wellington - where is it and what is the correct street name?




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http://www.hallmarksociety.ca

Mandate

The Hallmark Society was registered on April 18, 1973. We 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 the annual Awards Night. We are a non-profit society, financed principally by membership dues and members' contributions. 

Deadline for articles and advertising for the Spring 2011 newsletter is February 15, 2011.

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P*reserve* welcomes submissions, both written and photographic, on topics related to the preservation, conservation, and restoration of heritage from a local, provincial, national, or international perspective. The Editor reserves the right to edit material for consistency and length, and to reject articles.

Please submit manuscripts to the Editor, *Preserve*, 810 Linden Avenue, Victoria, BC, V8V 4G9, deliver to #18 Centennial Square, or send via electronic mail to newsletter@hallmarksociety.ca. 

President's Notes

by Ken Johnson

With the September 13th election of a Hallmark Board, which included a mix of experienced members and new individuals who bring enthusiasm and vigor to our organization, Hallmark is embarking on a year which will hopefully result in a revitalized advocate for heritage preservation with the Greater Victoria area.

The Board is now made up of 12 persons as follows:

Ken Johnson – President

Bjorn Simonsen – Vice president

Janet Stevens - Secretary

John Edwards – Treasurer

Nick Russell – Past President

Russ Fuller – Board Member

Patrick Skillings – Board Member

Nick Etheridge – Board Member

Eva Smaadahl – Board Member – new Board member who has extensive experience in the conservation of heritage in Norway

Brad Shuya – Board Member – new Board member is practicing Architect and owner of a heritage house in Saanich. Brad is also Chair of the Saanich Heritage Foundation

Patrick Dunae – Board Member – new Board member – has a background in the teaching of history at the University of Victoria.

Glenn Parfitt – Board Member – new Board member - has experience in marketing and communications.

Following the election of the Board, with the assistance of Past President Nick Russell and Vice President Bjorn Simonsen, we held a Strategic Planning Meeting on November 6th to familiarize all Board members with the history of the Hallmark Society and to discuss

where we are now, where we want to go, and how to get there.

As a result of this meeting the Board has laid out, in broad strokes, a plan to make Hallmark more evident to the public, both in the body politic, in community associations, and with the general public just passing by our Centennial Square office. As President, I am committed to appear before each City or Municipal Council and as many Community Associations as possible and familiarize them with the background and purpose of the Hallmark Society.

Other Board members have taken on tasks related to communicating with current members and with increasing our membership both through the membership renewal process and the recruitment of new members. As a non-profit, charitable society dependent upon our membership for survival, this is an important task and one in which each of you, each individual member, can assist in. Many of you live in neighbourhoods which are historic in character and full of homes whose historic fabric adds to the richness of our community. I urge you to talk to your friends and neighbours and see if they would like to participate in the preservation of the marvelous ambience they so enjoy.

As part of our plan to preserve the heritage of our neighbourhoods, we are going to see how many owners of heritage properties we can contact and encourage to become members or, at the least, to make them more informed about the importance of having an advocate watching out for their community.

At the Strategic Planning meeting we also discussed the possibility of making a slight change of name to the Society to better reflect what we are and do. The suggestion was to change the Society's name to "*The Hallmark Heritage Society.*" This would require the general membership to vote on such a change.

continued on page 4

In the interim, what are **your** thoughts on such a change? Should we also change our logo? You are the members, our reason for being. Your opinions matter and should be heard.

We have renewed, for an additional year, the lease on our current office at #18 Centennial Square. While the City of Victoria, our landlord, has not increased our rent, the costs of the office continue to be a major expense for the Society. However, the Board feels that having a 'public' face is important and, in line with that policy, has removed the old, dirty curtains from the front of the office and is using that space to inform and educate the passing public of events in the history of the city.



Window display, November 2010. Helen Edwards photo

The current display relates to the disastrous fire on October of 1910 which resulted in the destruction of the large block between Trounce Alley to Fort Street and from Government Street up to Broad Street. Take a look at the

display and give us your comments and any suggestions you may have to better use this 'advertising window' we have available to us. Do you belong to a historic club which has a long history in the city? Perhaps they would like to put a display together. How about a display from an adjacent municipality?

We intend to clean up the office through the application of paint, etc., and, if you are so inclined, we would appreciate the help of a few volunteers to carry out the works over a couple of Saturdays or on Sunday afternoons. Please give me a call if you are interested. There is a wall I would certainly like to move to enlarge and enhance the space we have available. I can be contacted by telephone at 250-294-0803 and by e-mail at president@hallmarksociety.ca.

Please feel free to contact me at any time. I can't solve all the problems of the world but I am certainly willing to listen 🏠

Hallmark Archives Grow

The transfer of house files from the Victoria Heritage Foundation to the Hallmark Archives is progressing well, but it's a slow process, filtering at the VHF end, then integrating them with existing files in the Hallmark office.

Meanwhile, Jennifer Barr reminds Hallmark members that they are always welcome to consult house history files at the VHF office, as well as at Hallmark. 🏠

FOR SALE

Oak flooring - about 200 sq. ft in full lengths with a patterned edge taken out of a 1940s house. Price is negotiable. To view, contact Gerry or Mary at 250-388-4046, ghowellj@telus.net 🏠

Mount St. Angela

Long-time Hallmark member Mary Doody Jones has been closely following the series of proposals for this site. The following are some of her concerns about the current proposal:

Visual

- The visual impact spoils the Gothic grandeur and the whole streetscape especially with the effect of the massive new Chelsea so near.
- Loss of the present contrast between the impressive brick with Gothic steeple, wooden houses and the green areas like frames is the authentic message.
- Loss of views of the mountains from the front and of cathedral buildings from the back, where Mt. St. Angela's spire can barely be seen.
- The five storeys are really five and a half, due to the deep two levels underground and the slope.


Physical/Economic Factors Inherent in Plan

- Changing the front 1865 section from rooms to rental suites for 9 senior ladies causes loss of original effect, materials and higher development costs.
- The small patches of restoration contrast with the large density for the developer.

The added fifth floor is presumably for keeping the 1912 designated section of the old building.

- *The Humboldt Valley Precinct Plan* has been largely ignored on its important points: density, transition area and encouragement of green/gardens. The one feature quoted by the developer is the pathway from front to back, a minor point, one not wanted by the neighbours for security reasons.
- Benefits for the city and site do not seem equal to what the developer gets.
- The new buildings' purpose is to pay for the work on the older parts and a continued trust for the senior rental. What happens if the condos do not sell in this economic downturn, as in Vancouver?
- Amidst economic woes, one concern is that different factors, perhaps from the site itself, might cause the work to halt. The oldest parts could be significantly changed and the new not finished; the site would be neither the present authentic historical nor the finished new, "neither fish nor fowl."

Possible Physical Damage

- Blasting could likely be a danger so close a few feet away, all the way down. At the neighbourhood meeting many people expressed this concern, especially after the extensive Chelsea blasting already. 

Calendar

- December 6, 2010** Hallmark Society General Meeting, James Bay New Horizons Centre, 234 Menzies Street, 7:30 pm. Guest speaker: Guy Besner on Modernism in Victoria.
- February 21-27, 2011** Heritage Week. Tour to be announced.
- April 16, 2011** Hallmark Society Open House, 18 Centennial Square, 2 - 4 pm.
- May 3, 2011** Hallmark Society Annual Awards Night, St. Ann's Academy, 7:30 pm..
- May 6, 2011** Heritage Fair, Clifford Carl Hall, Royal BC Museum, 10 am - 2 pm.



1219 Wellington



1327 Wellington



1240-42 Wellington



1331 Wellington



1325 Wellington

Where is the street on which these buildings are located and what is its current name?



1401 Wellington

Dingee and Conard Company (Nursery), West Grove, Pennsylvania

Editor's Note: *This article is reprinted from the Friends of Dominion Brook Park Newsletter No. 29, July 2010 with permission. The creation of this park won a Hallmark Award of Merit for John Dawson. Be it heritage buildings or flowers, the search for the historic facts are the same.*

On March 4th, 1913, William Macoun, Dominion Horticulturist, placed an order to Dingee and Conard for 2 each of 108 climbing roses to be sent via San Francisco and Vancouver to the Dominion Experimental Farm on Vancouver Island at the cost of \$54.00.

Dingee and Conard began nursery operations in 1868 (other sources suggest 1862) specializing in fruit trees, roses and other nursery products in West Grove, Pa. The firm started propagating roses under a new system introduced by Antoine Wintzer, the head nurseryman and world-class hybridizer. Conard conceived the idea of disposing of their rose stock through the mail. Their first catalogue offered bedding plants, shrubbery, bulbs, seeds and roses.

They began a mail order business in 1874 with an emphasis on roses which became the largest such operation in the USA. In 1892, Dingee and Conard separated and a new company was formed as Conard & Jones. Later it become Conard and Pyle, a horticultural house which has been based in West Grove, Pa for over 150 years and the introducer of the Peace Rose to America (the Peace Rose was developed in Europe) always specializing in rose production but at one time, they were the leading Canna growers and hybridizer in the USA. On June, 2010 the firm announced it is phasing out and within the year the Company plans only on royalties, licensing and plant breeding.

On December 23rd, 1922 the Dominion Experimental Station, as it was then called, published a list in the local newspaper of 71 roses and their capacity to be propagated under name, class, number of cuttings, when, and number and percentage struck. This was for the benefit of the local rose growers.

Unfortunately, there are only a handful of roses remaining in the Park near the Centre's Office. However, only a few days ago, quite by chance, volunteers noticed white flowers very high up in tree branches. From a distance it appeared to be a Snowball bush but on a closer look, it was a white rambling rose located in the original planting area and certainly by looking at the canes, a very old plant. So the search begins. By cross referencing the old invoices and planting plans, and with the help of a rose expert, we may be able to identify this specimen shown in the photographs. 📷



Annual General Meeting Report

The meeting was called to order at 7:30 pm by President Nick Russell. There were 62 members present. Approval of the Agenda. Barbara Watkins/Ken Johnson. Carried unanimously. Approval of minutes of the prior annual general meeting. Janet Stevens/Linda Carlson. Carried unanimously.

President Nick Russell presented his report for the past year. He outlined the activities of the year, noting successes and losses. He thanked current Board members and staff for their contribution to the health of the Society. Nick also acknowledged the work of John Perry and Ruth Laird who are leaving the Board.

Treasurer Ken Johnson presented the Society's financial statements for the year ended June 30, 2010. He noted the need to be fiscally prudent in order to survive without our previous Direct Access grant. Report was received. Patrick Skillings/Barbara Watkins. Carried unanimously.

Administrative Director Helen Edwards reported on the work done by the summer students this year. The Hallmark Society has moved into the 21st century and we are now using technology to help us spread the word. Two new databases were added to the victoriamhistory.ca website and more years of the *Islander* were indexed.

Marion Cumming alerted members to an upcoming lecture in Oak Bay: Heritage of the Future: Modern and Contemporary Architecture of Oak Bay by Professor John Lucas. Wednesday, September 1, 2010, 7 pm at the Windsor Park Pavilion. Ken Johnson noted that the City of Victoria is updating the Official Community Plan and they are seeking input from citizens. It was suggested that members send letters to ask for support for heritage initiatives. A new feature will be a density bonus system that will allow developers to transfer density from a heritage site to another property elsewhere.

Helen Edwards, in her capacity as Heritage Canada Governor-elect, advised that Heritage Canada Foundation is looking for members in the west. She had copies of the latest HCF newsletter for distribution. She also reported that the Society has been successful in our application for Direct Access funds for the Heritage Fair program. We received \$4,500 that will be used to improve the local fair.

Nick Etheridge presented the report of the nominating committee: The new Board is as shown on page 2. New President Ken Johnson presented a gift to Nick Russell in recognition of his work as President.

Our speaker was outgoing President Nick Russell. His lecture was entitled "Glorious Victorians." These notes represent only a fraction of his material.

He asked a number of questions: What is essential for saving buildings? Does size matter? We should be monitoring houses that should be preserved. Nick then presented examples of significant losses and examples of demolition by neglect.

The next portion of the talk dealt with building styles in Victoria.

- **Vernacular cabin:** examples are Helmcken House, 938 Collinson (1890), 1243 Pembroke (1870s), 1243 Rudlin (1870s). There was a building boom between 1900-1912. The first significant buildings were built by Wright and Sanders in the early 1860s. They built, among others, Ross Bay Villa, Mount St. Angela, Point Ellice House, 138-140 Government Street and Fisgard Lighthouse.

Next came ideas imported from Europe.

- **Gothic Revival:** examples are Wentworth Villa, Trutch House (1870s), 1139 Burdett (1893), Highwood on Gillespie Place (1869).

- **Italianate:** a highly decorative style. Examples are 146 Clarence, 602 Gorge Road (1885), 514 Government Street (1885), 329 Belleville (1877).

- **Shingle:** 617 Battery (1889) – original address was Dallas Road. It

has been modernized and surrounded by townhouses.

- **Stick:** 1032 McGregor Avenue – decorative wood shingles

- **Queen Anne:** highly decorative. Examples are 1459 Vining (1898), 968 Balmoral (1892), 309 Belleville (1895), 1458 Begbie (1892), 350 Wilson (1883). Not all these are even on the heritage register. 1030 Terrace (1908) has a two-storey open balcony and extensive trim work. There are also examples that used to have towers but have lost them over the years (2130 Ridge and 1020 Catherine).

- **Georgian/Tudor/Prairie** 1031 Terrace was built by Maclure in 1905-06.

- **Colonial Revival:** 955 Joan Crescent
- **Second Empire:** 1124 Fort Street (1887)
- **Craftsman/Chalet:** 1007 Joan Crescent
- **Tudor Revival:** examples are Illahie at 1041 St. Charles (Maclure) and 2411 Wark Street (Rattenbury).

- **Edwardian Revival:** This style was very common in Victoria and includes examples such as 114 St. Andrews (1906), 1017 Catherine (Bale, 1913), 614 Avalon (1908), 1742 Denman (Revercomb, 1913). This style featured mock Tudoring, recessed porches, angled bays, two or three windows upstairs, and a cross-gabled roof. This style went on for a long time and was the first style unique to Victoria; there are many in Fairfield.

- **Craftsman:** This style shows off craftsmanship. Examples are 141 Howe Street and 2201 Vancouver Street.

- **Art Deco:** Examples are found at Fernwood and Vining and 1603 Hollywood Crescent.

- **Eclectic:** 1640 Earle Street (1927) has a keyhole entry.

- **Post-war:** Examples include 2706 Forbes (Eric Hutchinson, 1947), 334 Robertson (Marjorie Hill, 1947), 30 Government (C. Clayton Cronk, 1942).

Who are we going to memorialize from the post-war era??

A glorious building ...

- Looks good
- Has a role on its street
- Made to last
- One with history?
- Honest?
- Visible?
- Loved?
- Useful?
- Authentic?

There are still properties that are vulnerable because it is legal. The current trend is to keep the original house and infill around it. There has to be a way to protect these houses on larger properties.

- What will the next generation value?
- We need to make changes:
- Expand definition of heritage
- Be heavy handed and grab properties that have been abandoned
- Need to protect streetscapes
- Need to modify the rule so that additions work with the older buildings and not be totally different
- Need to protect large properties by designating the whole property – both land and building 🏠

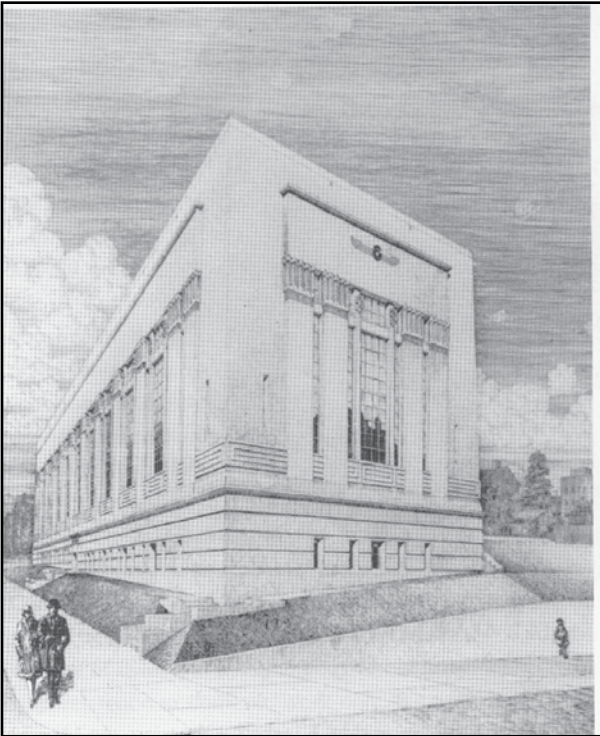
Donation Reminder

Sincere thanks to those members who have made donations in the past year. Your generosity makes it possible for us to survive tough economic times with government cutbacks. We can no longer depend on the government to support our activities - it is up to our members.

In order to receive a tax receipt for donations for 2010, please mail your cheque to us before December 31, 2010. For a donation of \$25 or over, we will give you a copy of Martin Segger's book on the Parliament Buildings as a premium. Donations over \$100 also receive a copy of our Harbeck DVD. 🏠

General Meeting Presentation

A BRIEF LOOK AT THE LEGACY OF MODERN ARCHITECTURE IN VICTORIA: 1929-1969



From the early postwar era up to the late years of the 1960s, Victoria was transformed from an 'Old Town' to a middle size city. The introduction of Modern architecture to the region was characterized by a slow period of transition between the rich legacies of traditional historic buildings to a predominant force in reshaping the city at a time where the population was booming.

The lecture is a broad overview of Victoria's Modern architecture legacy built between 1929 and 1969, and the role it played in our local history.

The lecture will be presented on Monday, December 6, 2010 at the James Bay New Horizons Centre at 7:30 pm, after the General Meeting. Our guest speaker is Guy Besner, a Hallmark Society member.

We will have a book raffle and free holly. As in past years, please bring seasonal treats to share. 🍪

Digital newsletter

Thanks to all the members who have opted for the digital newsletter. We now distribute 69 newsletters electronically, saving us both time and money.

If you are still receiving the printed newsletter and would like to change, please let us know at office@hallmarksociety.ca. The benefits are that you receive the newsletter at the time it is produced, usually a week before the printed version is available; the electronic version is in full colour, links are interactive, and you can have copies send to more than one person for no additional cost. Also, it is much easier to share with friends to encourage them to join the Society. 🍪

2011 Awards Night - May 3, 2011

No, it's not too early to think about Awards Night. Look around your neighbourhood. Who has done a masterful job of restoration? Is there a person or group who has done a great job of heritage advocacy? What commercial work has attracted your attention?

Nomination forms are available on page 11 of this newsletter with additional copies available on our website. If you wish assistance please contact us before the deadline and we can help you. 🍪

Award Nomination Form

Category of nomination (tick one)

- Award of Merit
- Communication Award
- Mark Madoff Award
- Michael Williams Award
- President's Award

Nominee

Mailing
Address

Phone

Email

Project
address

Project details (attach up to one page)

Nominator

Address

Phone

Email

Attach supporting documents including press clippings, letters of support, photographs, slides, or electronic media to substantiate the nomination. Deadline is January 31, 2011. Late nominations may not be accepted.

*Mail to:
Hallmark Society Awards Jury
#18 Centennial Square
Victoria, BC V8W 1P7*



Membership Application

- Student \$15.00
- Individual..... \$25.00
- Family \$35.00
- Group/corporate \$50.00
- Individual Life..... \$200.00
- Corporate Life (20 yrs) \$400.00

New Renewal

Name _____

Address _____

City _____

Province _____ Postal Code _____

Tel: (H) _____ (W) _____

Fax: _____

E-mail: _____

I am interested in volunteering _____

Enclosed is a donation of \$ _____

I prefer the electronic newsletter. _____

Please send your cheque to:

Hallmark Society

#18 Centennial Square

Victoria, BC V8W 1P7

All members are entitled to voting privileges at Annual and General Meetings, receive four Newsletters a year and access to the Society library and archives which contain information on over 10,000 buildings in the Capital Regional District. Memberships are due September 30th and are tax-deductible. The Society also offers special events and tours for members. New memberships are pro-rated quarterly. The Hallmark Society collects personal information about you only when you voluntarily provide it, and only for the purpose for which it was intended, and in handling such information we comply with the provisions of the British Columbia *Freedom of Information and Protection of Privacy Act*. We do not sell, rent or trade our membership/donor information to or with others. The Society makes all reasonable efforts to ensure that personal information collected from you is protected against loss and unauthorized access. If you wish to change information on file, please contact us.

In the interest of timely communication, we may occasionally send you electronic messages regarding current issues or reminders of meetings. If you do not wish to receive such messages, please let us know and we will remove your name from our email list. We would appreciate being advised of changes to your address, telephone number, email address, etc. so that we can continue to serve you efficiently. 📧

*Hallmark Society General Meeting
Monday, December 6, 2010 - 7:30 pm*

*James Bay New Horizons Centre
234 Menzies Street*

Guest speaker: Guy Besner on "Modernist Victoria"

Seasonal refreshments