



Heritage Advisory Panel Report For the Meeting of July 9, 2024

To: Heritage Advisory Panel **Date:** July 9, 2024
From: Kristal Stevenot, Senior Heritage Planner, Development Services
Subject: Heritage Designation Application No. 000210 for 1601 Douglas Street

EXECUTIVE SUMMARY

The purpose of this report is to present the Heritage Advisory Panel with information, analysis and recommendations regarding an owner's request to designate the exterior of the (heritage-registered) property located at 1601 Douglas Street. The commercial building was built in 1912 and contributes to the historic character of Victoria's downtown core.

The designation of this building is generally consistent with Section 8: "Placemaking (Urban Design and Heritage)" of the *Official Community Plan (2012)*, with Section 7, "*Heritage*" of the *Downtown Core Area Plan*, and with the *Victoria Heritage Thematic Framework*.



1601-1605 Douglas Street, Fairfield Block. Date between 1959-1974. City of Victoria Archives

BACKGROUND

Project Details

Building Name and Address:	Fairfield Block – 1601 Douglas Street
Owner:	Arpeg Group of Companies
Applicant	Ada Huang, Arpeg Group of Companies
Development Permit Area:	DPA-2 (HC) Core Business
Heritage Status:	Heritage Register
Original Owner:	Grant & Lineham
Architect:	Henry S. Griffith
Built:	1912

Description of Proposal

The property located at 1601 Douglas St, also referred to as the Fairfield Block, is a commercial three-storey corner building, constructed in 1912. The exterior façade of 1601 Douglas St. has maintained much of its original appearance. Its character-defining elements include:

- prominent corner location
- commercial massing and large floor plate
- the relationship and sense of continuity with other historic commercial buildings in the area, such as the Hudson’s Bay Company Department Store and the Hotel Douglas
- commercial use of the building, in particular the variety of storefronts at street level
- commercial style architectural elements relevant to its 1912 construction, including the tan brick cladding, terra cotta decorative elements, prominent cornice, and grid-like fenestration pattern
- the paired double-hung wooden sash windows in the upper storeys
- interior elements which support the heritage character of its original design by architect Henry S. Griffith
- construction methods used in its 1912 design
- the integrity of the building envelope, which identifies it as a 1912 commercial building.
- The “SALLY’S” signs on the southern end of the Douglas Street façade and in the pavement of the entrance to the southernmost commercial unit.

The property is also valued for being one of the few surviving examples of architect H.S. Griffith and is representative of the substantial real estate speculation associated with commercial wealth that occurred in Victoria during the boom period between 1908 and 1913.

Regulatory Considerations

The proposed heritage designation of the building is compatible with the *Official Community Plan, 2012 (OCP)*, and is consistent with the *Zoning Regulation Bylaw*.

Condition/Economic Viability

The building is in fair to good condition.

ANALYSIS

The following sections provide a summary of the application's consistency with the relevant City policies and guidelines.

Official Community Plan

The designation of this building is consistent with the *Official Community Plan* (2012), which in Section 8, "Placemaking (Urban Design and Heritage)", states:

Goals

8 (B) *Victoria's cultural and natural heritage resources are protected and celebrated.*

Broad Objectives

8 (j) *That heritage property is conserved as resources with value for present and future generations.*

8 (l) *That heritage and cultural values are identified, celebrated, and retained through community engagement.*

City Form

8.6 *Conserve and enhance the heritage value, character and special features of areas, districts, streetscapes, cultural landscapes and individual properties throughout the city.*

8.11 *Determine the heritage value of areas, districts, streetscapes, cultural landscape and individual properties using the Victoria Heritage Thematic Framework as identified in Figure 12.*

Buildings and Sites

8.51 *Continue to give consideration to tools available under legislation to protect or conserve heritage property including, but not limited to: heritage designation bylaws; listing on the heritage register; temporary protection; heritage alteration permits; heritage revitalization agreements; design guidelines; and, the protection of views of heritage landmark buildings from public vantage points as identified in Map 8, and to be determined in future local area plans.*

8.54 *Continue to work with senior government, community and business partners to identify, protect and conserve property of heritage value.*

Downtown Core Area Plan

The designation of the building is consistent with Section 7: "Heritage" of the *Downtown Core Area Plan* (2011) which states:

Heritage - Objectives

1 *Retain, protect and improve real property with aesthetic, historic, scientific, cultural, social or spiritual value and heritage character as a benefit to the public.*

Areas and Districts - Policies and Actions

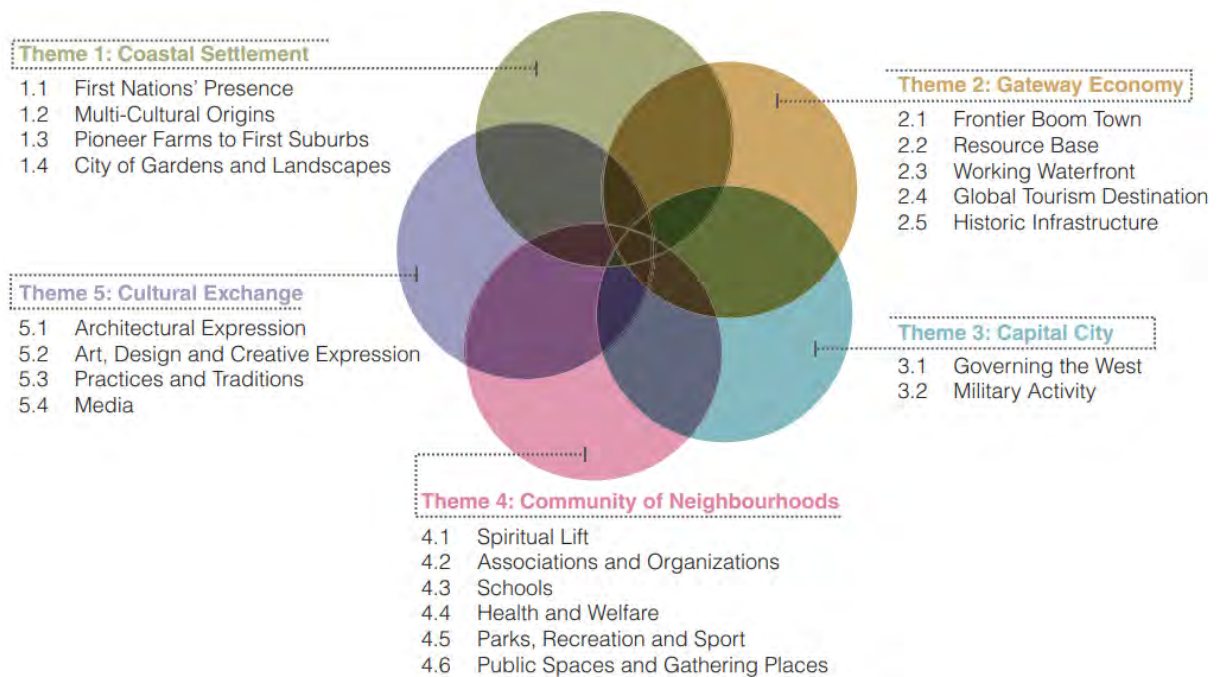
7.3. *Conserve heritage values of the Downtown Core Area and its character-defining elements, such as individual buildings, collections of buildings, streetscapes, structures and features.*

Buildings and Sites - Policies and Actions

- 7.20. Continue to work with the private sector to identify, protect and conserve property and areas with heritage value in the Downtown Core Area.
- 7.28. Produce and update, as required, Statements of Significance for properties listed on the Heritage Register in the Downtown Core Area.

Victoria Heritage Thematic Framework

A key policy of the OCP includes the determination of heritage value using a values-based approach. In this regard, a City-wide thematic framework (OCP Fig. 12) was developed and incorporated into the OCP to identify the key civic historic themes. The *Victoria Heritage Thematic Framework* functions to organize and define historical events, to identify representative historic places, and to place sites, persons and events in an overall context. The thematic framework recognizes a broad range of values under which City-wide themes can be articulated. A Heritage Value assessment with consideration of the *Victoria Heritage Thematic Framework* is incorporated into the Statement of Significance.



Victoria Heritage Thematic Framework, OCP

Statement of Significance

A Statement of Significance describing the historic place, its attributes, and history is attached to this report.

Resource Impacts

Heritage Designation will enable the applicant to be eligible for heritage grants and incentives for the ongoing maintenance, and potential seismic upgrading.

CONCLUSIONS

This application for the heritage designation of the property located at 1601 Douglas Street as a Municipal Heritage Site is for a building that is a good representation of the larger scale commercial buildings which transformed the City from a Victorian supply town to a modern Edwardian urban centre. Staff therefore recommend that the Heritage Advisory Panel recommend that Council approve Heritage Designation Application No. 000210 for 1601 Douglas Street.

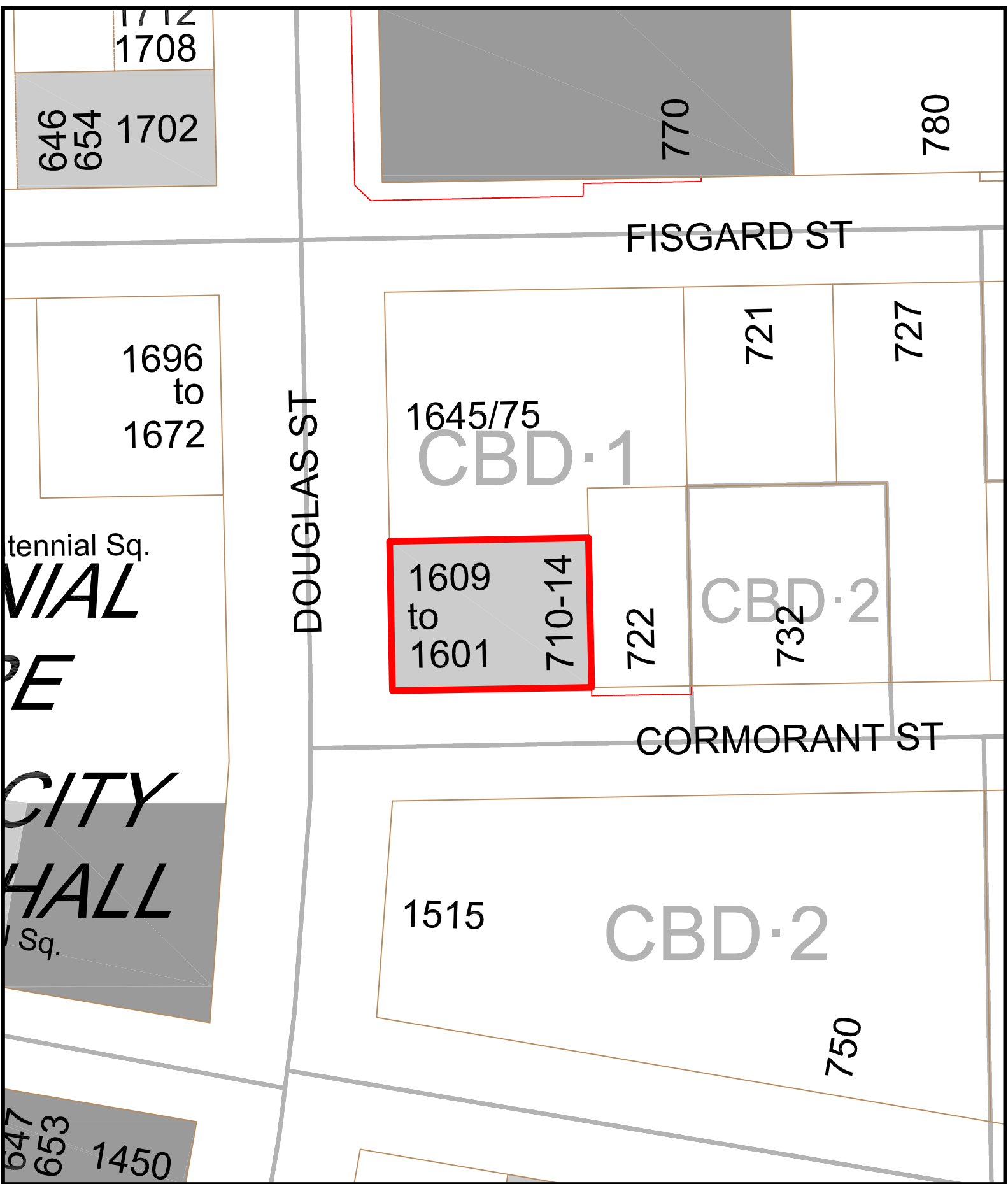
ALTERNATE MOTION

That the Heritage Advisory Panel recommend that Council decline Heritage Designation Application No. 000210 for the property located at 1601 Douglas Street.

ATTACHMENTS

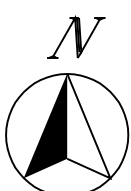
- Subject Map
- Aerial Map
- Photographs
- Statement of Significance, CoV, 2024
- Letter from the applicant, date stamped May 3, 2024.

cc: Ada Huang, ah@areg.com



1601 Douglas Street

Heritage Designation #000210



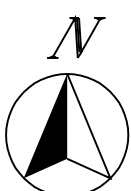
Designated
 Registered





1601 Douglas Street

Heritage Designation #000210



Designated



Registered





FAIRFIELD BLOCK

ROSE SHARON NAIL

SALLY'S

LEASE
2,700 SF of corner
retail space
1 250 388 6454

SALLY'S
collierscanada.com
Colliers
1 250 388 6454



FAIRFIELD BLOCK

BALLY'S

ROSE SHARON REALTY

Douglas

HOTEL

FOR LEASE
250 388 6454

FOR LEASE
1 250 388 6454

FOR LEASE
Highly Visible Corner
1 250 388 6454

Call

for alle

Call



CALCULUS

HOTEL





CALCULUS HOTEL

CALCULUS

STOP



FAIRFIELD BLOCK

1601 Douglas Street, Victoria, British Columbia, V8W, Canada



DESCRIPTION OF HISTORIC PLACE

The Fairfield Block, locally known as Sally's, is a large, three storey Commercial Style tan and cream coloured brick building prominently located on the northeast corner of Douglas and Cormorant Streets in the commercial core of downtown Victoria.

HERITAGE VALUE

The Fairfield Block possesses aesthetic value as a solid example of the type of large scale commercial building constructed in Victoria during the prosperous years prior to the First World War. Constructed in 1912 for local businessmen Mr. Grant and Arthur Lineham, who was the manager of the B.C. Light and Power Company and a city alderman, this building - which is one of the few surviving works of architect H.S. Griffith - is representative of the substantial real estate speculation associated with commercial wealth that occurred in Victoria during the boom period between 1908 and 1913, and therefore has historic value.

This building is valued for its handsome Edwardian detailing, articulated by tan brickwork and cream coloured terra cotta ornamentation, which reinforces the heritage character of the commercial streetscape of North Douglas Street. In partnership with nearby buildings of similar vintage such as the Hudson's Bay Company Department Store (1914) and Hotel Douglas (1911), it

is a good representation of the larger scale commercial buildings which transformed the City from a Victorian supply town to a modern Edwardian urban centre.

The Fairfield Block also has social value as an example of the evolution of commercial and retail buildings as evidenced by the “SALLY’S” signs, remnants from a women’s clothing store that was located in the building in the mid 20th century.

CHARACTER-DEFINING ELEMENTS

The character defining elements of the Fairfield Block include:

- Its prominent corner location.
- Its bulk, and the size of its large floor plate.
- The relationship and sense of continuity with other historic commercial buildings in the area, such as the Hudson's Bay Company Department Store and the Hotel Douglas.
- The commercial use of the building, in particular the variety of storefronts at street level.
- The Commercial Style architectural elements relevant to its 1912 construction, including the brick cladding, terra cotta decorative elements, prominent cornice, and grid-like fenestration pattern.
- Paired double-hung wooden sash windows in the upper storeys.
- Interior elements which support the heritage character of its original design by architect Griffith.
- Construction methods used in its 1912 design.
- The integrity of the building envelope, which identifies it as a 1912 commercial building.
- The “SALLY’S” signs on the southern end of the Douglas Street façade and in the pavement of the entrance to the southernmost commercial unit.

VICTORIA HERITAGE THEMATIC FRAMEWORK

The Fairfield Block supports Theme 5.1 Architectural Expression as an intact example of Edwardian Commercial Style buildings. It also is part of Theme 2 Gateway Economy as an example of the changing economic and commercial landscape in Victoria over time.

1601 Douglas Holdings Ltd
c/o Arpeg Group of Companies
436 - 1575 W Georgia Street
Vancouver, BC V6G 2V3

May 3, 2024

Dear Mayor and Members of the Council,

I am writing to you on behalf of Arpeg Group of Companies, established in 1956, with a long-standing commitment to architectural and historical preservation in British Columbia. We are seeking the heritage designation for Fairfield, located in Victoria, recognizing its significant historical value to the community.

The Fairfield exemplifies notable historical architecture and plays a crucial role in the cultural narrative of Victoria. Preserving this landmark will allow for educational opportunities and maintain its aesthetic contribution to the cityscape, aligning with our collective goals of protecting our historical sites.

We believe that the heritage designation of the Fairfield will not only safeguard this significant structure but also reinforce the sense of identity and continuity in our community. We respectfully request the support of the Victoria Council in this endeavour.

Thank you for considering this important step towards preserving our shared heritage. We are enthusiastic about the possibility of collaborating with the city to ensure the legacy of Fairfield is maintained for future generations.

Sincerely,

Ada Huang
Ada Huang, PMP
Development Coordinator
Arpeg Group of Companies
Phone: 236-235-1529 Email: ah@arpeg.com

