

façade of 1314-1324 Douglas Street has maintained much of its original appearance. Its character-defining elements include its two-store scale divided into five bays and storefronts; prominent bracketed piers that accentuate a central bay with recessed window arches and a raised cornice; corbelled brick along the cornice; and stained glass transom windows on the second storey. The original form, scale and massing of the building is a character-defining element, and contains heritage value because it maintains the heritage character and architectural composition representative of Victoria's historic downtown. The building extends a sense of visual continuity along the historic street wall and reinforces this northern portion of the 1300 block of Douglas Street as integral to the entire block of heritage buildings. The building is also valued for its consistent and diverse use for commercial enterprises since its construction in 1891.

Condition/Economic Viability

In general, the painted brick masonry façade appears to be in fair condition, with notable signs of weathering and deterioration in localized areas. A Heritage Conservation Plan is attached to this report and details aspects of preservation, rehabilitation and restoration. The applicant intends to restore the existing façade (as well as the Watson and McGregor building at 645-651 Johnston Street) and incorporate it into one unified development that maintains ground-level commercial uses and introduces a new residential component above, which will advance concurrently with this Application for heritage designation. The applicant also intends to apply to the City's Building Incentive Program and the Tax Incentive Program administered by the Victoria Civic Heritage Trust.

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 the section entitled, "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 as a means 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.

Statement of Significance

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

Heritage Advisory Panel

The Application was reviewed by the Heritage Advisory Panel at its July 10, 2018 meeting and was recommended for approval.

CONCLUSIONS

This Application for the heritage designation of the property located at 1314-1324 Douglas Street as a Municipal Heritage Site is for a building that is representative of the heritage character and architectural composition of commercial development from the late 19th century in Victoria's historic downtown, and is integral as part of the historic street wall of the 1300 block of Douglas Street. Staff therefore recommend that Council consider approving the Heritage Designation Application for the heritage-registered building located at 1314-1324 Douglas Street.

ALTERNATE MOTION

That Council decline Heritage Designation Application No. 000178 for the property located at 1314-1324 Douglas Street.

Respectfully submitted,


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Jonathan Tinney, Director
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Report accepted and recommended by the City Manager:



Date: Sept. 24/18

List of Attachments

- Attachment A - Subject Map
- Attachment B - Aerial Map
- Attachment C - Photographs
- Attachment D - Statement of Significance
- Attachment E - Letter from the applicant, date stamped June 22, 2018
- Attachment F - Morgan Block Heritage Conservation Plan, dated February 2018.