



Monday, September 16, 2019

Mayor Helps and Council  
City of Victoria  
1 Centennial Square  
Victoria BC, V8W 1PG

RE: Application for Heritage Designation; Victoria Press (Times Colonist) Building

Dear Mayor Helps and Council:

I am writing today to request that the Victoria Press Building located at 2621 Douglas St. be designated a heritage building.

Located in the heart of the emerging Humber Green (Midtown) large urban village, the Victoria Press Building is scheduled for renovation in January 2020. The development plans for the Victoria Press Building will transform the provincial capital's historic newspaper production facility into a state of the art technology campus, reflecting Victoria's emergence as a regional centre for education, media and tech.

The post-modern architectural style which shaped the post-war urban landscape across Canada has re-emerged in importance as the number of these buildings suitable for preservation have diminished. Reflecting Canada's exuberant capacity for dynamic growth and industrial scale, and dominated by a preference for heavy concrete massing to project institutional power, post-modern buildings can seem overwhelming against the context of smaller, more refined turn-of-century architectural style; however, their importance is significance as a reflection of the industrial power-house that Canada was to become.

In the context of Victoria, however, the aesthetic importance of the Victoria Press Building is subordinate to its importance as the home for Victoria's first newspapers, the British Colonist and the Victoria Daily Times. Since its construction in 1970, the Victoria Press Building has been the location where the news of the day was delivered daily to citizens of the provincial capital, serving to keep them informed and engaged as the world evolved around them. Within its 130,000sf of office and manufacturing space, the history of the City and the wider world were delivered twice a day.

It is within the context of those histories that the Victoria Press Building merits protection as a heritage building of cultural and institutional significance. We ask that that you act to ensure the long-term preservation of the building by approving its heritage designation.

Sincerely,  
David Fullbrook

Merchant House Capital  
2621 Douglas St  
Victoria BC