



Planning and Land Use Standing Report

For the meeting of June 5, 2014

Date: May 22, 2014 **From:** Murray G. Miller, Senior Heritage Planner

Subject: **1284-1298 Gladstone Avenue and 2000-2004 Fernwood Road**
Heritage Designation Application #000142
Request for Heritage Designation
Heritage Registered Building
Zoned: C-1 Limited Commercial District

Executive Summary

This is an owner request to designate a complex of three brick buildings in the Fernwood neighbourhood as a Municipal Heritage Site. The original Rennie & Taylor Bakery was built on the corner of Gladstone Avenue and Fernwood Road in 1911-12. The second building on Gladstone Avenue was constructed in 1919 and the rear single-storey structure was built in 1941. The complex contributes to the character and appearance of the Fernwood Village.

The designation of this complex as a municipal heritage site is justified in view of its architectural significance as expressed in part through its intact character-defining elements. It would attract considerable benefits to the City, community and the property owner. The benefits of municipal heritage designation to the City would include achieving objectives of the Official Community Plan, where Victoria's cultural and natural heritage resources are protected and celebrated and heritage value and streetscapes are conserved and enhanced. In addition, the designation responds well to the Fernwood Neighbourhood Plan in relation to the objective of enhancing the heart of the Fernwood Neighbourhood. The primary benefits for the owner would be their eligibility for financial incentives that are administered through the Victoria Civic Heritage Trust. In addition, the owner retains all rights to the individual enjoyment of the property including the ability to sell the property without special approval; activities in the building or on the property are not affected by designation; and normal maintenance and repairs can be carried out at the owner's sole discretion.

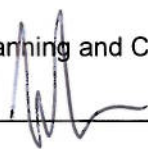
Recommendation

That Heritage Designation Application #000142 for 1284-1298 Gladstone Avenue and 2000-2004 Fernwood Road proceed for consideration at a Public Hearing and that City staff prepare the Heritage Designation Bylaw to designate the property as a Municipal Heritage Site.

Respectfully submitted,


Murray G. Miller
Senior Heritage Planner
Community Planning Division


Deb Day
Director
Sustainable Planning and Community Development

Report accepted and recommended by the City Manager:  Jason Johnson

MGM/ljm

Date: May 30th 2014

1.0 Purpose

The purpose of this report is to describe the heritage significance of the complex located at 1284-1298 Gladstone Avenue/2000-2004 Fernwood Road, which the owner has requested be considered for Heritage Designation as a Municipal Heritage Site. This report fulfills the requirements of Section 968(5) of the *Local Government Act*, which states:

The local government must have a report prepared regarding the property to be designated that includes information respecting the following matters:

- (a) *the heritage value or heritage character of the property;*
- (b) *the compatibility of conservation with the official community plan and any other community planning objectives in the area in which the property is located;*
- (c) *the compatibility of conservation with lawful uses of the property and adjoining lands;*
- (d) *the condition and economic viability of the property;*
- (e) *the possible need for financial or other support to enable appropriate conservation.*

2.0 Background

An application for Heritage Designation from the owner was received on April 3, 2014. At its regular meeting of May 13, 2014, the Heritage Advisory Panel recommended that Heritage Designation Application #000142 for 1284-1298 Gladstone Avenue/2000-2004 Fernwood Road proceed for consideration at a Public Hearing and that City staff prepare the Heritage Designation Bylaw to designate the property as a Municipal Heritage Site. A Public Hearing is required to fulfill the requirements of Section 968 (1) of the *Local Government Act*.

3.0 Issues

The heritage values of the building that merit designation.

4.0 Analysis

The proposed heritage designation was assessed using City policies and the Statement of Significance, in accordance with the requirements set out in Section 968 (5) of the *Local Government Act*, noted above.

4.1 Statement of Significance

A Statement of Significance (attached) provides a description of the property, a summary of its heritage values and a list of key character-defining elements.

4.2 Official Community Plan/Neighbourhood Plans

Designation of these buildings is consistent with Chapter 8, "Placemaking (Urban Design and Heritage)" of the *Official Community Plan 2012* and the *Fernwood Neighbourhood Plan* (1994).

4.3 Zoning/Land Use

The proposed designation is consistent with the policies for neighbourhood conservation and maintains the commercial land use of the Fernwood Village.

4.4 Condition/Economic Viability

There is evidence of missing bricks and deteriorated masonry at the parapet level, which are exposed to the elements. The top of the parapet shows signs of moisture damage.

4.5 Need for Financial Support

The owner may apply to the Victoria Civic Heritage Trust for a grant under the Building Incentive Program to restore the Fernwood Road and Gladstone Avenue facades. Owners of designated non-residential heritage properties may be eligible for a Design Assistance Grant and a Building Incentive Program (BIP) grant. The BIP provides financial assistance to owners of commercial or institutional heritage designated buildings to assist with facade restoration; structural improvements, upgrading required by building codes and other rehabilitation costs. Grants may cover up to 50% of the cost of eligible heritage work, up to a maximum of \$50,000 per project.

4.6 Resource Impacts

Financial assistance is provided through the Victoria Civic Heritage Trust, which receives an annual grant from the City.

5.0 Conclusion

The designation of this complex as a municipal heritage site is justified in view of its architectural significance as expressed, in part, through its intact character-defining elements. Heritage values of the place are also attributable to Rennie & Taylor, notable for their association with Victoria's resource base. In addition, the complex is associated with the Parfitt Brothers, who were amongst Victoria's best known construction firms. As one of the longest surviving construction companies, they utilized natural resources that played a crucial role in the evolution of Victoria's economy and the Province's commerce.

The municipal heritage designation of the former Rennie & Taylor Bakery would be of considerable benefit because of its consistency with the OCP, in particular, where Victoria's cultural and natural heritage resources are protected and celebrated and the conservation and enhancement of heritage value and streetscapes is considered important. The designation also affords an opportunity for partnering with the property owner in the protection and conservation of property having heritage value to the City. In addition, the designation responds well to the Fernwood Neighbourhood Plan in relation to the objective of enhancing the heart of the Fernwood Neighbourhood.

6.0 Staff Recommendation

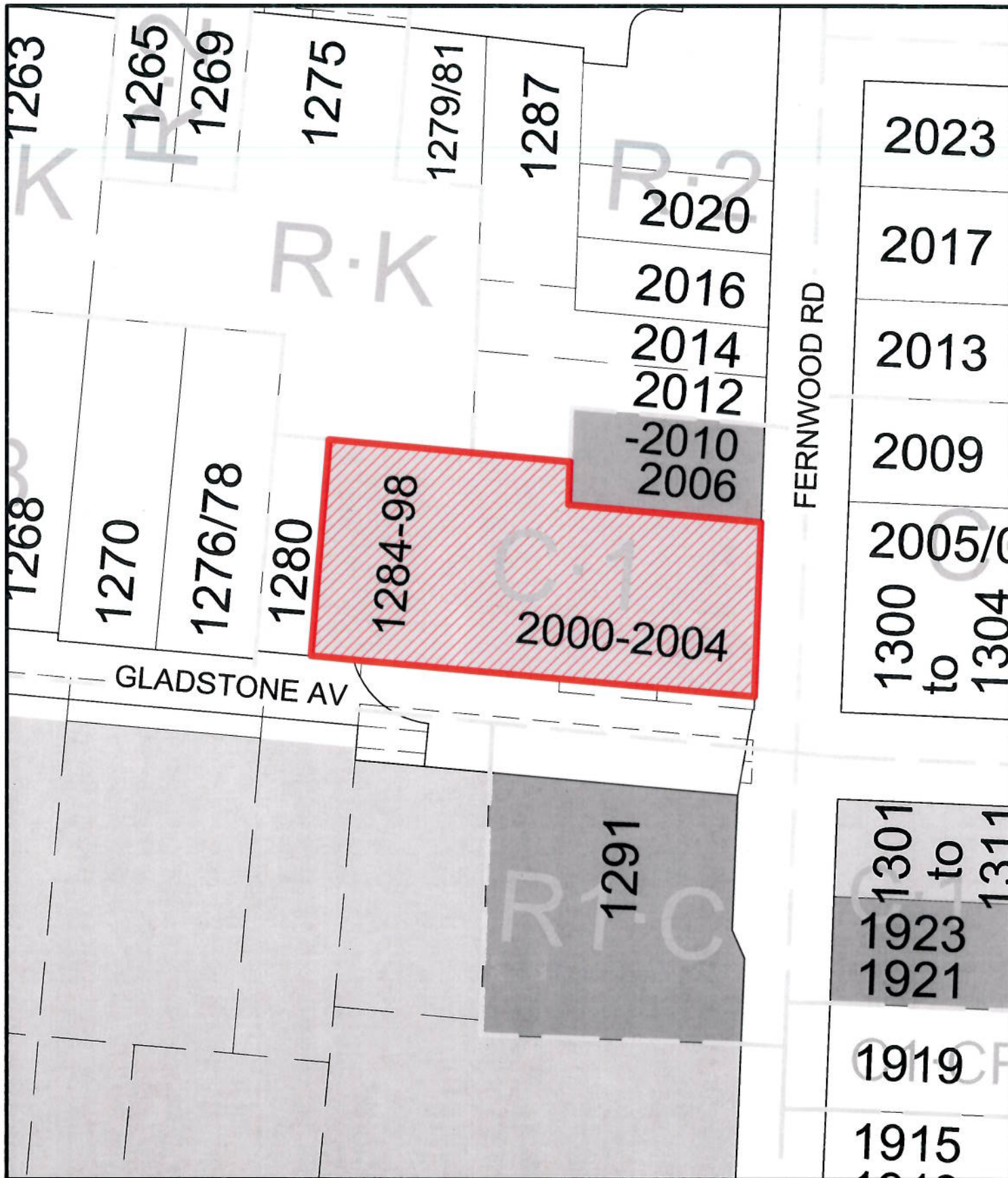
That Heritage Designation Application #000142 for 1284-1298 Gladstone Avenue and 2000-2004 Fernwood Road proceed for consideration at a Public Hearing and that City staff prepare the Heritage Designation Bylaw to designate the property as a Municipal Heritage Site.

7.0 Alternate Recommendation

That Council decline Heritage Designation Application #000142.

8.0 List of Attachments

- Map of subject property
- Aerial map
- Photos
- Draft description from *This Old House, Volume One; 2012: Fernwood*
- Statement of Significance
- Letter from owner, dated March 7, 2014.

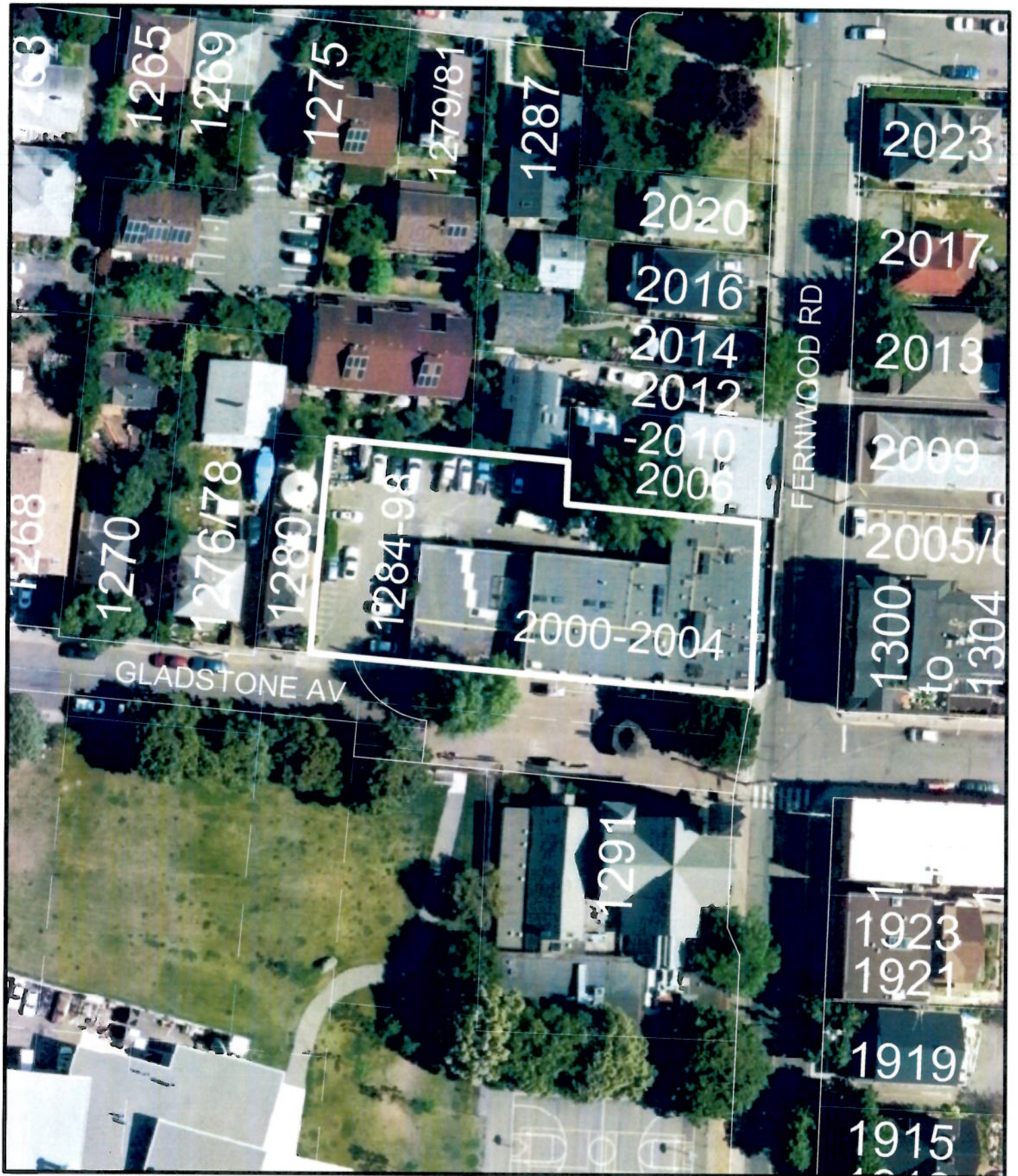


1284-1298 Gladstone Avenue &
2000-2004 Fernwood Road
Heritage Designation #000142



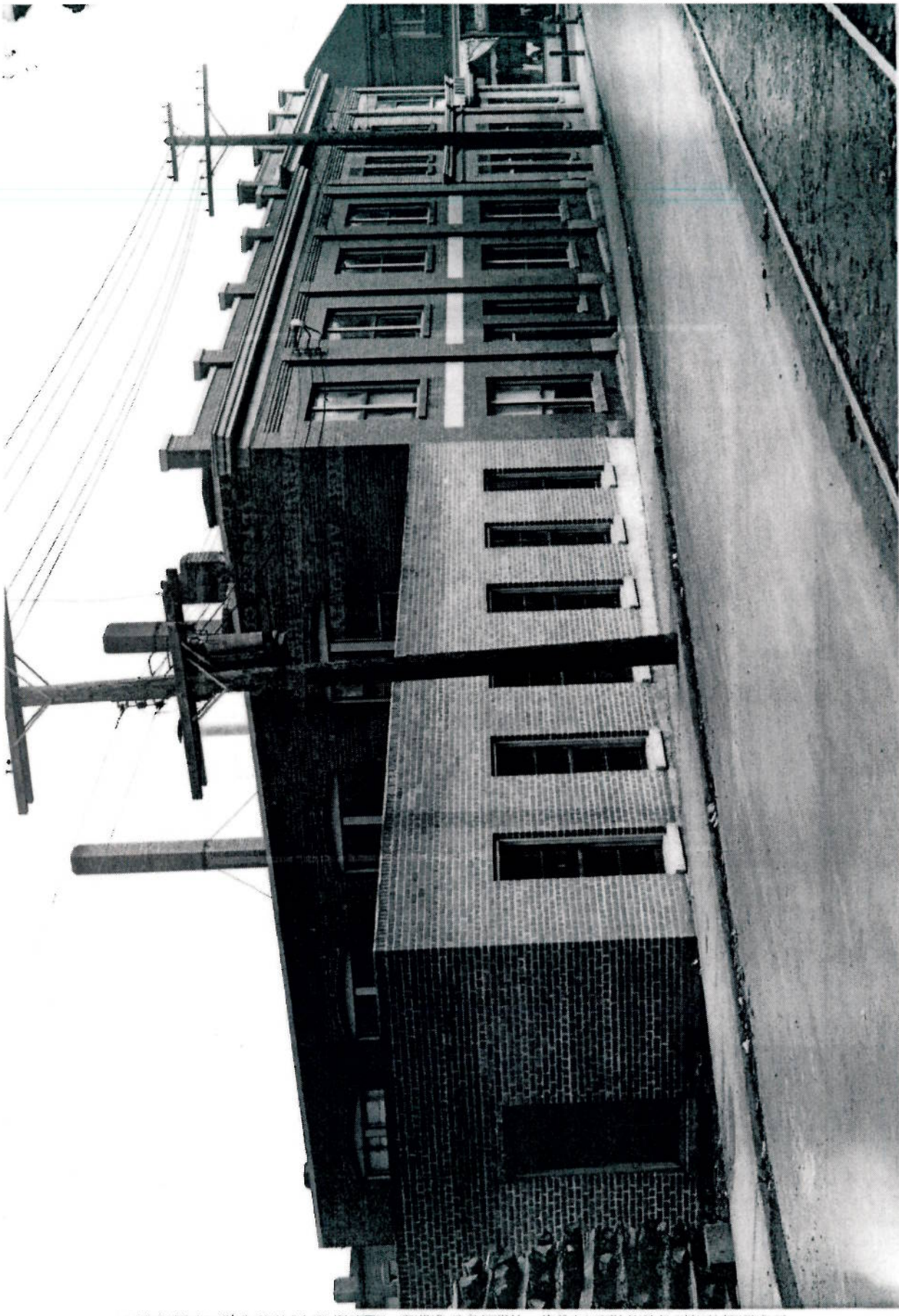
Designated Registered





1284-1298 Gladstone Avenue &
2000-2004 Fernwood Road
Heritage Designation #000142





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Fernwood Rd. 2000-2006 / Gladstone Ave. 1280-1298



By Archives, Purchase of B.C. Photo # 1-00716. Printed by B.C. Archives - Commercial Use For Profit Requires Permission For

Fernwood Rd. 2000-2006 / Gladstone Ave. 1280-1298



BE Archives, Feature of B.C., Photo # 1-0510 Printed by BE Archives - Commercial Use For Profit Requires Permission For

Fernwood Rd. 2000-2006 / Gladstone Ave. 1280-1298





**1284-98 Gladstone / 2000-04 Fernwood 1911-12;
1919; 1941**

William Rennie & John Taylor

Contractors: Parfitt Brothers

Heritage-Registered

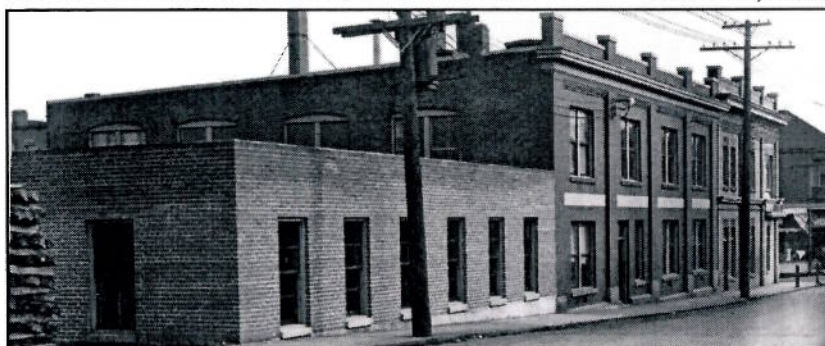
This Fernwood / Gladstone landmark is a two-storey, flat-roofed complex consisting of three brick buildings constructed between 1911 and 1941. The corner building of grey brick has paired and single windows. The upper floor windows have multi-lights-over-one, the lower have transoms. There is an inset bay on the far end of the Fernwood façade above a bricked-up larger segmental arched entrance, formerly to the stables. There is an inset bay on either side of the diagonal corner entrance. All windows and doors have flat brick lintels. Above the windows on the second floor is a corbelled brick frieze. The Fernwood façade has four bays, the Gladstone has three, all separated by pilasters



1284-98 Gladstone, centre building after removal of wooden mansard 2011 VHF / Brigitte Clark

is a one-storey, plain red brick structure.

1911-40: William James Rennie (b. Omemee, ON, 1869-1940) and John Terrace Taylor (b. Dysart, Fyfeshire, SCT, 1865-1934) had their neighbours, the Parfitt Brothers (1921-23 **Fernwood Rd**), construct the first two-storey brick block for them and their expanded bakery business. They added more ovens on the ground floor, and installed an elevator to connect the baking floor with the mixing room. In 1919 they constructed the two-storey addition on Gladstone. Rennie and Taylor both lived in apartment 1294 above the bakery, Rennie with his family and Taylor as a quiet bachelor; the number was changed to



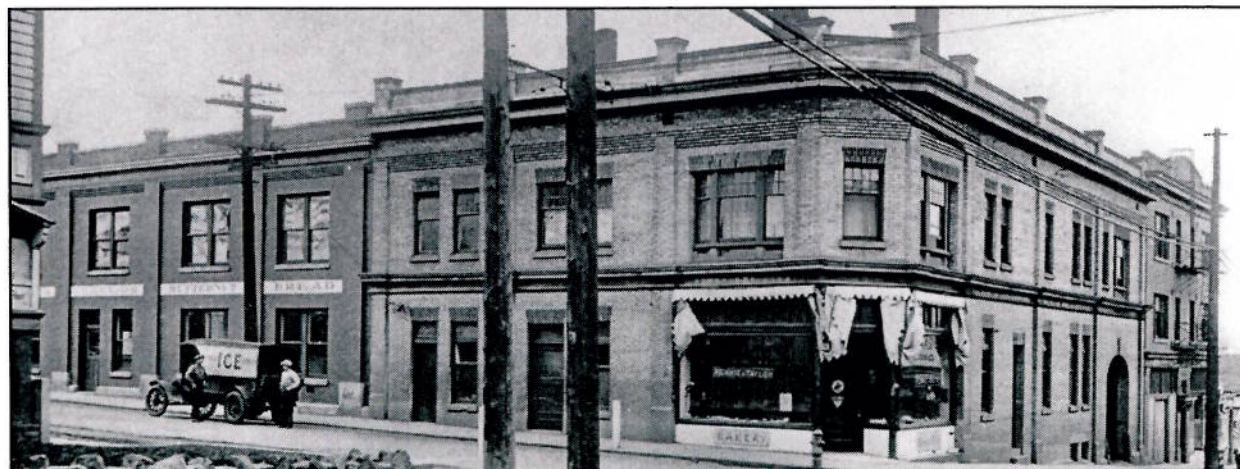
1284-98 Gladstone, Weston Bakeries from west end, 1944

RBCM BCA I-00917 / Duncan MacPhail

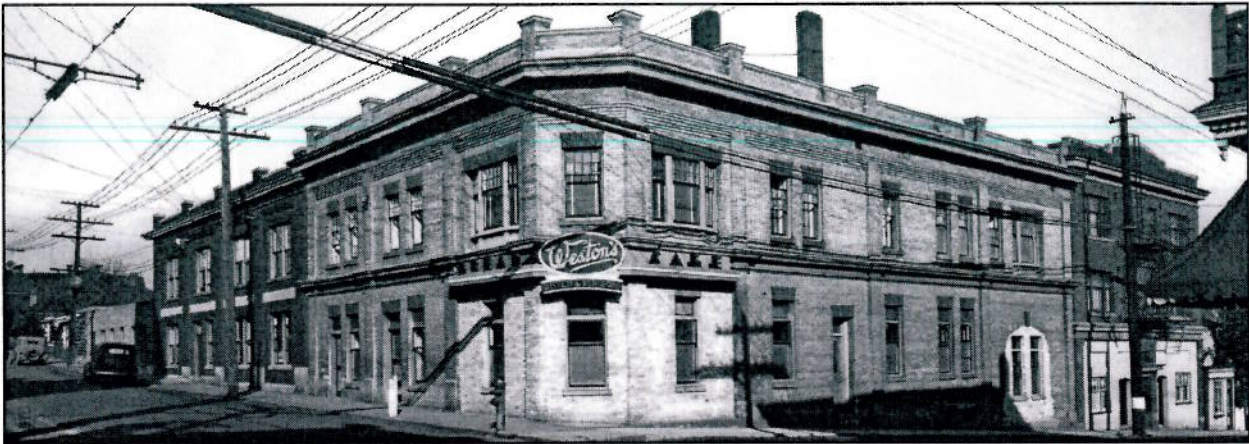
which are topped by capitals above the parapet. There are traces of the pressed metal stringcourse and cornice which were removed from above the first and second floor levels. The second building on Gladstone, of red brick, has four bays separated by brick pilasters on concrete footings. The windows and doors have all been altered, except for the four segmental arches on the rear. The third building on the rear

1286 in 1925. From 1926-28 Taylor lived on his own in apartment 1298, then moved to 2004 Fernwood Rd.

Rennie and Taylor formed their partnership c.1895 and opened a store and bakeshop at 20 Chambers St. They purchased this property at the NW corner of Fernwood and Gladstone in 1903. There were at that time about six houses on the land in which they worked and lived. Their



1284-98 Gladstone / 2000-04 Fernwood, Rennie & Taylor Bakery, arched stable door on right, 2006-10 Fernwood far right, c.1920s CVA M06635 / Parfitt Farm



1284-98 Gladstone Av / 2000-04 Fernwood Rd, Weston's Bakery; & 2006-10 Fernwood Rd on right, 1944 RBCM BCA I-02510 / Duncan MacPhail

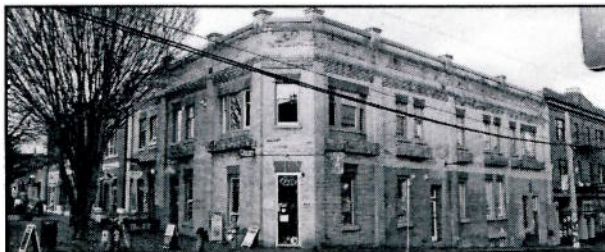
Imperial Bakery was the first in the City to establish a bread delivery system by automobile. By 1907 they had four Ford autos to assist their four horsedrawn wagons in delivering their famous Butternut bread, and their cakes, pastries, pies, buns and rolls.

Rennie, president of the firm, came to BC in 1890. In 1905 he married Emily Henrietta Cox (b. Victoria, 1882-1956). [Note: Her father John Cox arrived in 1859 on the *Thames City* as a sapper with the Royal Engineers; her mother Minnie Gillan arrived in 1862 on the bride ship *Tynemouth*.] Rennie was well known in Canada for his champion pacing and trotting horses, and the Imperial Bakery's delivery wagons and teams were a familiar sight on City streets and in the May 24th parades.

See photo page 19

Taylor, the firm's secretary, came to Victoria in 1891, working first for M.R. Smith's Biscuit Factory in James Bay. He was a prominent member of First Presbyterian, then First United Church, and sponsored a number of sports teams. He was also a member of the Hundred Per Cent Club, later the Capital City Commercial Club. Rennie's daughter Victoria became secretary of the company after Taylor's death in 1934.

1940-50: After Rennie's death in 1940 the bakery was sold to Weston's Bread & Cake, who built the third building of one-storey along Gladstone in 1941. Weston Bakeries Ltd remained in the building until 1950.



1284-98 Gladstone / 2000-04 Fernwood, after removal of wooden mansard which covered missing cornice, 2012 VHF / Colin Barr

1301-11 Gladstone Av

1910-11

Cornerstone Building

Parfitt Brothers

Contractors: Parfitt Brothers

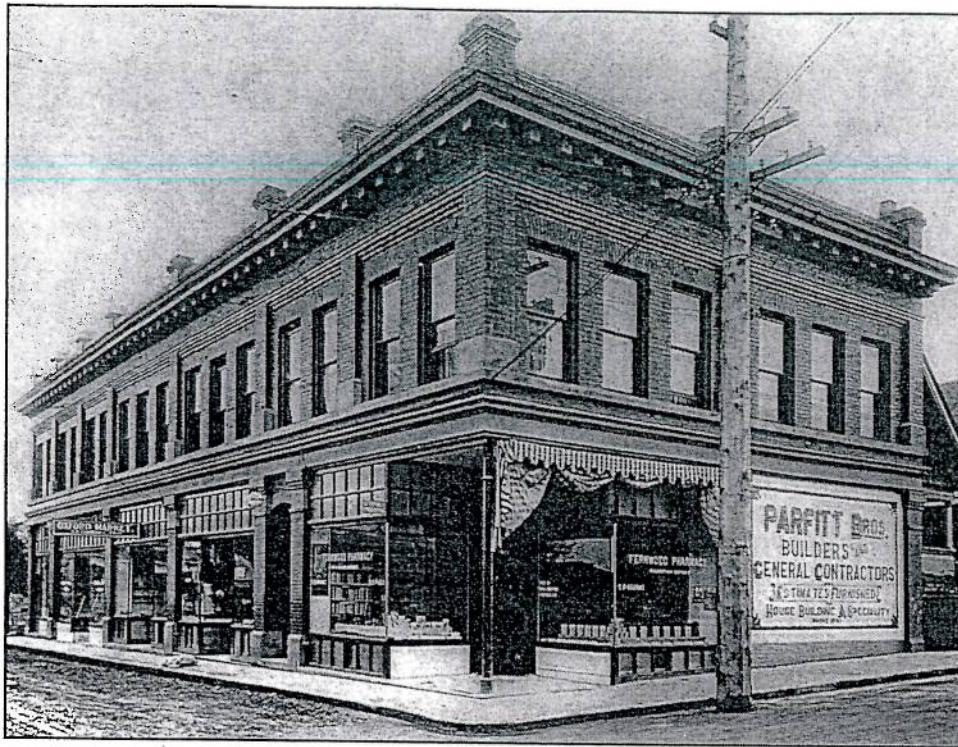
Heritage-Registered



1301-1311 Gladstone, rehabilitated, R - 1921-23 Fernwood Rd, 2010 VHF / Terrance Merx

This is a two-storey painted brick building with two façades and a corner recessed entry. A steel post supports the corner of the upper floor. The Fernwood façade has two bays on the upper floor and one on the lower. The corner entry has glass display windows on either side. The Gladstone façade has seven upper bays, and four bays and two entrances on the lower floor. The lower bays have central shop entrances and display windows, with two levels of clerestory windows above. The bays are all separated by pilasters with concrete bases and capitals. The upper floor capitals are above the parapet. A stringcourse divides the first and second floors; the metal cornice below the parapet was removed because it had rusted away. The windows have flat brick lintels on Fernwood and Gladstone, and segmental arches at the rear. The upper floor was and is apartments.

1910-28: Parfitt Brothers constructed this commercial & office / apartment block a year or so after they built the house at 1923 Fernwood Rd. They used 1303 as their



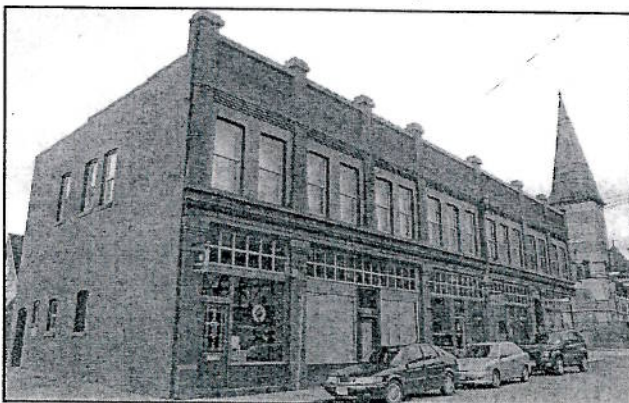
1301-11 Gladstone Av, original house at 1921-23 Fernwood just visible on right c.1911

Coll Parfitt family

company headquarters. In 1928 they moved their offices to the more high-profile 1405 Douglas St downtown. (see phs p.9)

1914-16+: The taxes on this building were paid by Christina McLimont (1858-1950), a single woman. In 1915-18 she lived at **852 Pemberton Rd**, Rockland with her mother Sarah Eliza, widow of William McLimont, and her sister Helena; all were born in Quebec City. In 1920-38 they lived in the P. L. James designed house at 1560 Rockland Av. Christina then moved to Vancouver to be with other siblings.

The building housed a variety of businesses on the main floor, including: **1301: 1910-13:** Fernwood Pharmacy then moved next door to **1923 Fernwood Rd. From 1927-57:** Fernwood Meat Market, proprietors: James Waters (b. Maidenhead, ENG, 1894-1950), who then was a salesman for Canada Packers until his death. Frederick Albert Freer (b. Paignton, Devon, ENG, 1901-1979).



1301-11 Gladstone, rehabilitated, 1900 Fernwood, 2012 VHF / Colin Barr

1305: 1912-22: M Fanny Elizabeth Hewa (née Lemm, b. London ENG, 1853-1922) sold goods. She came to Vic c.1890 with her husband William, a bookkeeper.

1307: 1915-26: Rose Farm Dairy, proprietor Reginald Harper Lott (b. Brandon, MB, 1896-1977) Joseph Lott's son, who lived at **1921 Fernwood Rd.** Lott signed up with the CEF in 1915. He also worked as a jeweller, draftsman and bakery salesman. Reg's son Joseph W. Lott Jr. was a school teacher and principal.

1311: 1912-17: Shoemaker Joseph William Lott (b. Kensington, ENG, 1871-1925), a widower, in 1917 married widow Addie Day MacIntosh across the street

Emmanuel Baptist Church (**1900 Fernwood**) manse, 1922 Fernwood Rd. He moved his shop to **2010 Fernwood**. **From 1926-51:** Beaver Barber Shop, proprietors: Laughlin MacLean (b. NS 1880-1950) was a bookkeeper when he signed his WWI attestation paper in 1915. John McCurdy Cooper Pennsylvania 1876-1957) lived at **1349 Grant St**, Fernwood in 1935. Maurice J. Cunningham.

After years of neglect, the building was acquired by the Fernwood Neighbourhood Resource Group (FNRG) in 2005. They rehabilitated the structure with over 10,000 hours of volunteer effort from citizens, professionals, and Victoria High School students. In 2007 they won the Halmark Society's President's Award "for the show-stopping rehabilitation of the *Cornerstone Building*" They successfully reduced energy use and greenhouse gas emissions, winning a CMHC national award in 2008.

1347 Gladstone Av

188

(ex-89 N. Chatham, 1341 Gladstone)

Georgina & Richard Hale

Heritage Registered

This is a two-storey, front-gabled Homestead house with cross gables at the rear. The cross gables are extensions, not bays. On the right side is a through-the-roof wall dormer. There is a hip-roofed, wrap-around verandah with turned square posts and pilasters. It has two entrances on the verandah, one in the front and one at the rear. It is clad in beaded, double-bevelled siding. This house was 89

Statement of Significance

Description

The historic place is a two-storey, flat-roofed complex consisting of three brick buildings, the original Rennie & Taylor Bakery built on the corner in 1911-12; the second building on Gladstone Avenue constructed in 1919; and the rear single-storey plain red-brick structure that was built in 1941. The complex is located at the corner of Gladstone Avenue and Fernwood Road in the Fernwood neighbourhood of Victoria, BC.

Heritage Value

The corner building was built by the Parfitt Brothers in 1911-12. The Parfitt Brothers were amongst Victoria's best known and longest surviving construction firms (1907-1950) until it became Parfitt Construction Co. under a younger generation of the family. The company built much of Victoria's earliest major construction projects after emigrating from England as coal miners. They settled in Victoria to found the Parfitt Brothers construction company where they immediately began to win prestigious contracts, including the Royal Jubilee Hospital Nurses' Home and Pemberton Chapel, George Jay School, St. John's Anglican Church, Oaklands School, Bay Street Armoury, Esso Tower on the Causeway, and their largest contract, the construction of Christ Church Cathedral.

William James Rennie (1869) of Ontario and John Terrace Taylor (1865) of Fyfeshire, Scotland, arrived in Victoria in 1890 and 1891 respectively. They formed their partnership in 1895 and opened a bakeshop at 20 Chambers Street prior to purchasing the Gladstone Avenue/Fernwood Road corner property in 1903. Rennie and Taylor lived in apartment 1294 above the bakery, Rennie with his family and Taylor as a quiet bachelor. Their Imperial Bakery was the first in the City to establish a bread delivery system by automobile. By 1907 they had four Ford autos to assist their four horse-drawn wagons in delivering their famous Butternut bread, cakes, pastries, pies, buns and rolls. Rennie was also well known in Canada for his champion pacing and trotting horses.

This complex contributes to the historic character and appearance of the Fernwood Village. Fernwood is one of Victoria's oldest residential neighbourhoods and is significant as an area of early coastal settlement that illustrates the evolution of Victoria. A key character-defining element includes neighbourhood services, such as the historic commercial intersection at Fernwood Road and Gladstone Avenue, the heart of the neighbourhood. This area is also significant because it reflects the route of the electric streetcar which influenced the pedestrian orientation of the neighbourhood and the locations of numerous high-profile churches.

Character-defining Elements

All elements of the three-building complex including, but not limited to:

- location at the corner of Gladstone Avenue and Fernwood Road, in the Fernwood Village
- later additions dating to 1919 and 1941, illustrating the evolution of the complex

- flat roof form with side dormers
- four-bay Fernwood façade and three-bay Gladstone façade separated by pilasters topped by capitals above the parapet
- grey brick corner building
- multi-lights over one upper floor wood sash windows
- window patterns, including paired and single windows with flat brick lintels
- transoms above lower floor windows
- inset bay on the Fernwood façade above segmental arched entrance
- inset bay on both sides of the corner entrance
- corbelled brick frieze
- four-bay red-brick second building on Gladstone
- segmental arches on rear
- one-storey plain red-brick structure

KEAY & ASSOCIATE, ARCHITECTURE LTD

JOHN KEAY, ARCHITECT AIBC
LARRY CECCO, INTERN ARCHITECT AIBC, RAIC
1124 FORT STREET,
VICTORIA, V8V 3K8

March 7, 2014

Mayor and Council
City Hall,
Victoria,

Your Worship and Council,
re: proposed designation, Rennie and Taylor Bakery Building (Weston's Bakery)

The owner of this building would like to apply for designation. Located at the corner of Gladstone and Fernwood, across from the Belfry Theatre, the building occupies a prominent position at the centre of the Fernwood heritage precinct. A thorough history of the building, which is currently listed, can be found in the "This Old House", a copy is enclosed.

The intent is to restore, for the most part, the Fernwood and Gladstone elevations. Over time various alterations were made, including removing the metal cornices, adding planter boxes, and alterations to the main floor entries. The replication of the metal cornices would re-institute major missing elements of the original façade. The work is shown on the enclosed drawings, and is based on archival photographs and site measurements. Removal of the planter boxes to the rear elevations would also contribute to the heritage exterior.

The Owner is making application for Civic Trust funding, and of course designation is a requirement for funding approval. We look forward to attending Council and explaining the project further.

I trust this is the information you require at this time. Please contact me with any questions you may have.

Yours truly,



John Keay

cc: Murray Miller, Heritage Planner

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