



Planning and Land Use Committee 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 Alteration Permit Application #00181
Proposal to undertake alterations and recreate the cornice.
Registered Heritage within DPA 6B (HC): Small Urban Villages Heritage
Zoned: C-1 Limited Commercial District

Executive Summary

The purpose of this report is to present Council with information, analysis and recommendations regarding a Heritage Alteration Permit Application for the property located at 1284-1298 Gladstone Avenue/2000-2004 Fernwood Road. The applicant intends to reinstate important heritage values of the principal elevations by recreating the cornice and rehabilitating the upper floor level windows through the use of archival photographs. The proposed work includes the addition of awnings and projecting signs associated with the commercial uses, which will be designed to be compatible with the building.

Consistency of the proposed work with City policy was considered in assessing this application.

The proposed work will contribute to the reinstatement of heritage values and improve the integrity of the building envelope. The conservation work will result in a considerable positive impact on the heritage value of the building and on the character and appearance of Fernwood Village. Staff therefore recommend that this application be approved.

Recommendation

That Council authorize the issuance of Heritage Alteration Permit #00181 for 1284-1298 Gladstone Avenue and 2000-2004 Fernwood Road subject to the following conditions being met prior to the issuance of a Building Permit:

1. That final plans include specifications for masonry conservation, to be undertaken prior to the installation of the cornices to the satisfaction of the Director of Sustainable Planning and Community Development.
2. Development meeting all *Zoning Regulation Bylaw* requirements.

Respectfully submitted,


Murray G. Miller
Senior Heritage Planner
Community Planning

Att. 
Deb Day
Director
Sustainable Planning and Community Development

Report accepted and recommended by the City Manager:  Jason Johnson

Date: May 30, 2014

1.0 Purpose

The purpose of this report is to present Council with information, analysis and recommendations regarding a Heritage Alteration Permit Application for the property located at 1284-1298 Gladstone Avenue/2000-2004 Fernwood Road.

2.0 Background

2.1 Description of Proposal

The applicant intends to reinstate important heritage values of the principal elevations in 2014 by recreating the cornice and rehabilitating the upper floor level windows through the use of archival photographs. The proposed work includes the addition of awnings and projecting signs associated with the commercial uses, which will be designed to be compatible with the building.

The proposal to conserve the exterior of the 1911-12 and 1919 buildings is outlined in the letter from the applicant, dated March 7, 2014, which consists of the recreation of missing cornices, restoring the exterior appearance of the principal elevations of the building and installing signs and awnings at the rear of the building for commercial tenants. The key aspects of the proposal are as follows:

Cornice

The applicant intends to recreate the cornices that previously existed on the Gladstone Avenue and Fernwood Road elevations. The recreation will be informed by archival photographs.

Windows

In relation to the windows, the applicant proposes to rehabilitate the upper floor level windows on the east and south facades by using archival photographs that depict their original appearance. Existing aluminum and vinyl windows on the upper floor level will be removed and replaced with new wood windows that match the original windows and the existing wood windows that are repairable will be rehabilitated for their continued use on the building.

Additions

The existing planter boxes located on the east and west facades will be removed and re-installed on the north and west elevations of the principal building. Awnings will be installed above the commercial entrances on the north and west elevations at the rear of the building. New signs will be designed so as to be compatible with the character of the building.

2.2 Heritage Advisory Panel Review

At its regular meeting of May 13, 2014, the Heritage Advisory Panel reviewed the proposed work for the cornices, windows, signs and awnings. The Panel recommended that City Council authorize the issuance of Heritage Alteration Permit #00181, subject to the following conditions being met prior to the issuance of a Building Permit:

1. That masonry damage and deterioration be repaired prior to the installation of the recreated pressed-metal cornice and parapet cornice.
2. Development meeting all *Zoning Regulation Bylaw* requirements.

3. Final plans to include specifications for masonry conservation to the satisfaction of the Director of Sustainable Planning and Community Development.

2.3 Consistency with City Policy and Guidelines

2.3.1 Official Community Plan (OCP)

The subject property is within Development Permit Area 6B (HC): Small Urban Villages Heritage in the OCP. The applicable guidelines and standards include the *Advisory Design Guidelines for Buildings, Signs and Awnings*, City of Victoria Heritage Program Sign and Awning Guidelines and the *Standards and Guidelines for the Conservation of Historic Places in Canada*.

The proposed work is consistent with “restoration” and “rehabilitation” treatments as outlined in the *Standards and Guidelines for the Conservation of Historic Places in Canada* and the conservation of these buildings is consistent with Chapter 8, “Placemaking (Urban Design and Heritage)” of the OCP.

2.3.2 Advisory Design Guidelines for Buildings, Signs and Awnings (amended 2006)

The proposed projecting signs are consistent with the above Design Guidelines.

2.3.3 City of Victoria Heritage Program Sign and Awning Guidelines (1981)

The overall design of the proposed projecting signs and awnings are consistent with the above Design Guidelines.

3.0 Issues

The key issues associated with this application are:

- proposed exterior changes to the heritage property
- the condition of the masonry.

4.0 Analysis

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 Proposed Exterior Changes to the Heritage Property

Cornices

The missing cornices of the former Rennie & Taylor Bakery were the most prominent character-defining elements of the Gladstone Avenue and Fernwood Road elevations during its period of significance. The proposal to reinstate these important heritage values that also contribute to the character and appearance of Fernwood Village satisfies key OCP policies in relation to Placemaking and will result in considerable positive impact on the area.

Windows

The existing elevations are comprised of various window types, some of which are incompatible with the heritage character of the place. The proposal to remove the aluminum and vinyl windows in order to restore the appearance of the 1911-12 building is an appropriate intervention that will have a beneficial impact on the character of the building. Recreating the missing wood windows using on-site evidence and archival photographs will also satisfy key OCP policies in relation to Placemaking and have a considerable positive impact on the heritage value of the building and on the character and appearance of Fernwood Village. The proposal to rehabilitate the existing original wood windows is considered beneficial because it reflects best practice as recommended in the *Standards and Guidelines for the Conservation of Historic Places in Canada* by maximizing the retention of repairable historic windows.

Additions

The relocation of the planter boxes from the principal elevations to the rear of the building will enable the reinstatement of heritage values through the recreation of key character-defining elements. Signs and awnings that are proposed are important for the buildings' continued use, satisfy the *Advisory Design Guidelines for Buildings, Signs and Awnings* and are of a scale and design that will be compatible with the character of the building.

4.3 The Condition of the Masonry

The condition of the existing masonry at the parapet shows evidence of damage, water infiltration and deterioration.

The Standards and Guidelines recommend the following in relation to exterior masonry:

Protecting and maintaining exterior walls by cleaning and repairing damaged materials, and checking exterior wall assemblies for moisture penetration and insect infestation, taking corrective action, as necessary and as soon as possible.

As a critical part of the exterior envelope, the parapet should be made weathertight prior to the installation of the cornices. Areas where the masonry is damaged or where there is evidence of water infiltration should be repaired in kind. The source of water infiltration or leakage should be identified and rectified prior to the repair and repointing of the masonry.

5.0 Conclusions

The proposed conservation of the complex is consistent with the OCP, key objectives of DPA 6B, *Advisory Design Guidelines for Buildings, Signs and Awnings*, City of Victoria Heritage Program Sign and Awning Guidelines and the treatments outlined in the *Standards and Guidelines for the Conservation of Historic Places in Canada*. The proposed changes to the complex are within the scope of rehabilitation work, since the changes, due to their size, location, materials and design, are considered compatible with the heritage character of the place and, therefore, the buildings' heritage values would be maintained. It is considered that the principal aspects of the proposed scope of work will have a considerable positive impact on the heritage value of the building and on the character and appearance of Fernwood Village.

6.0 Staff Recommendation

That Council authorize the issuance of Heritage Alteration Permit #00181 for 1284-1298 Gladstone Avenue and 2000-2004 Fernwood Road subject to the following conditions being met prior to the issuance of a Building Permit:

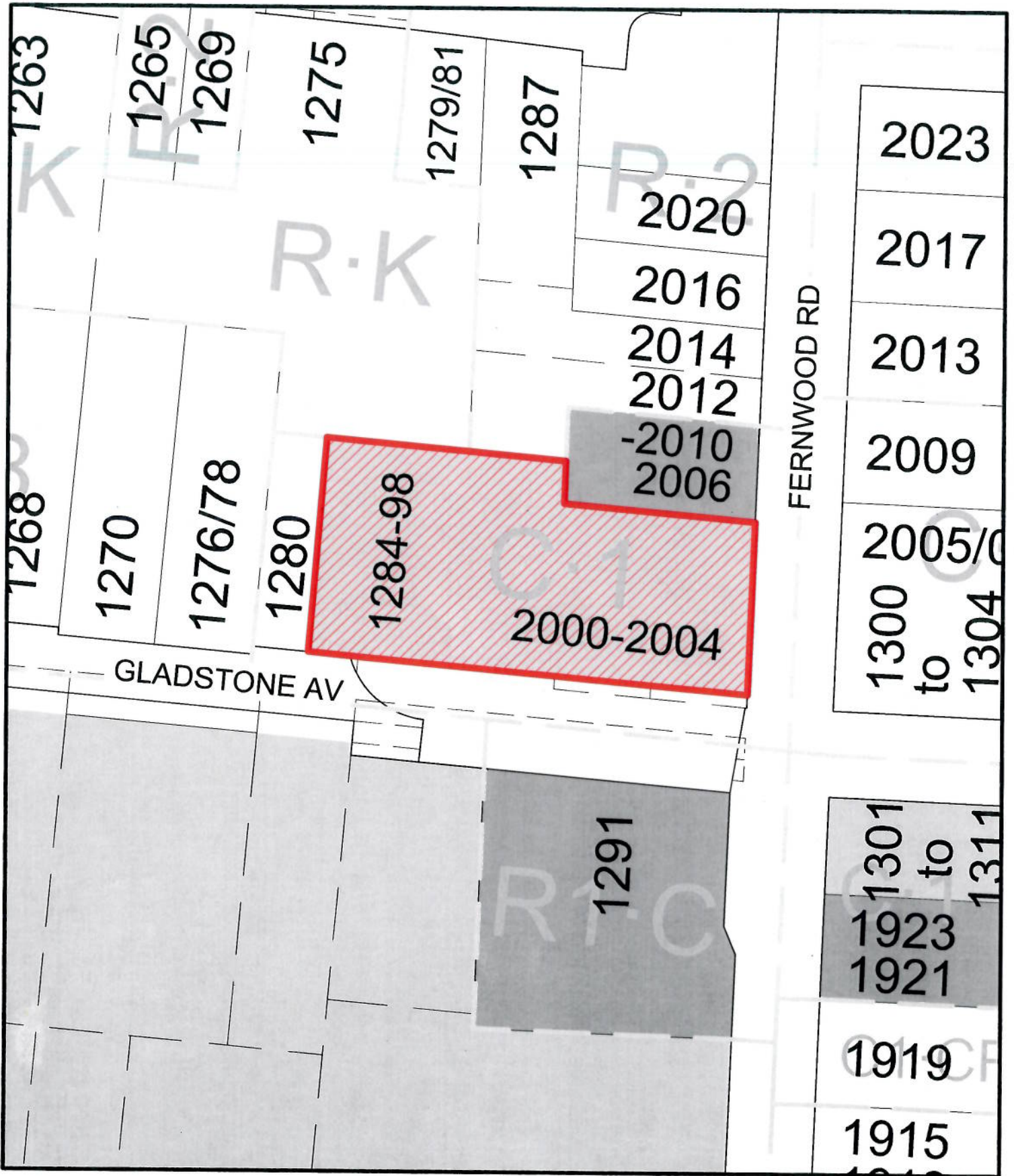
1. That final plans include specifications for masonry conservation, to be undertaken prior to the installation of the cornices to the satisfaction of the Director of Sustainable Planning and Community Development.
2. Development meeting all *Zoning Regulation Bylaw* requirements.

7.0 Alternate Recommendation

That Council decline Heritage Alteration Permit Application #00181.

8.0 List of Attachments

- Map of subject property
- Aerial view
- Photos
- Statement of Significance
- *Standards and Guidelines for the Conservation of Historic Places in Canada*, Restoration and Rehabilitation Definitions
- Letter, dated March 7, 2014
- Plans, dated April 3, 2014.

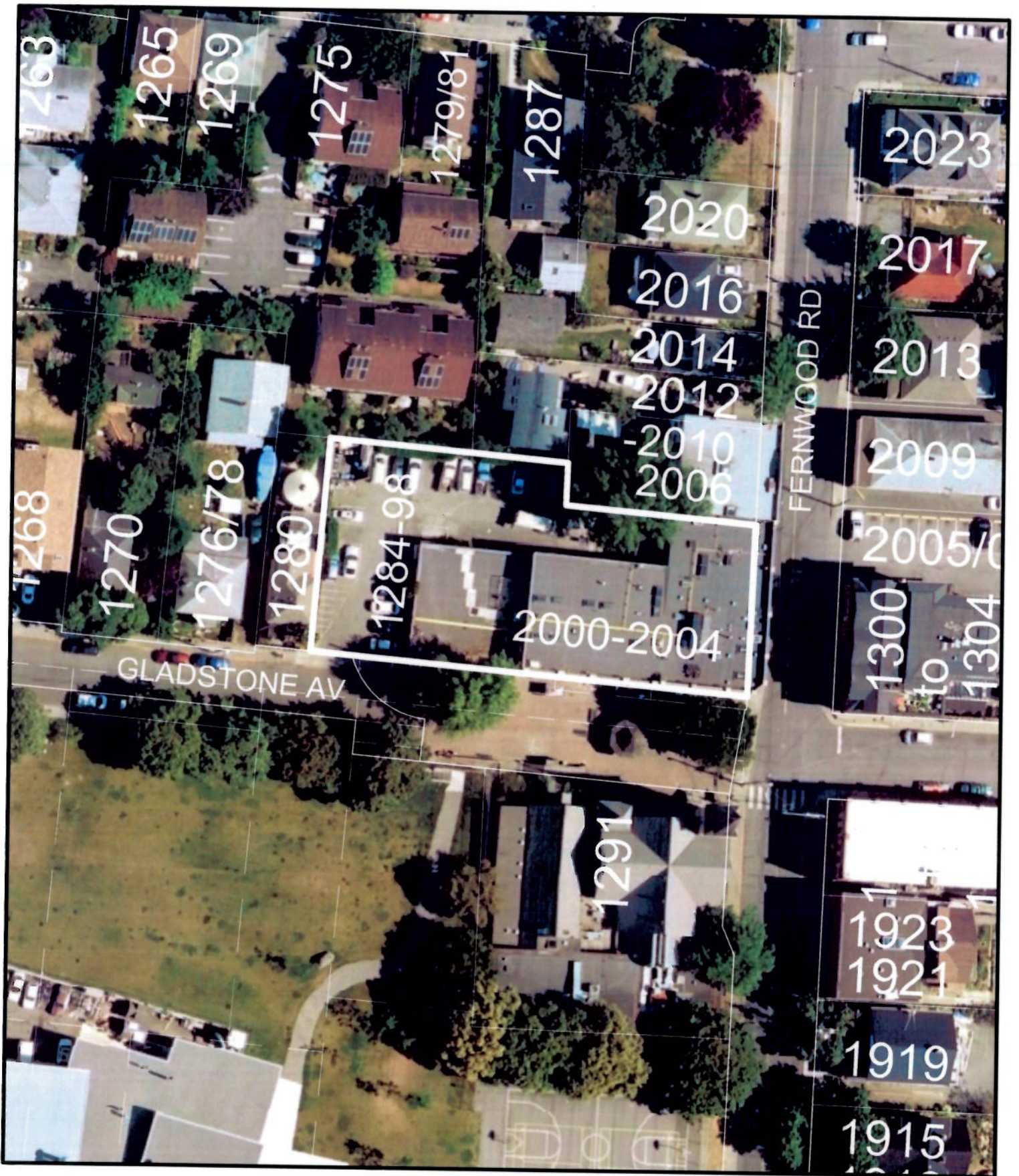


1284-1298 Gladstone Avenue &
 2000-2004 Fernwood Road
 Heritage Alteration Permit #00181



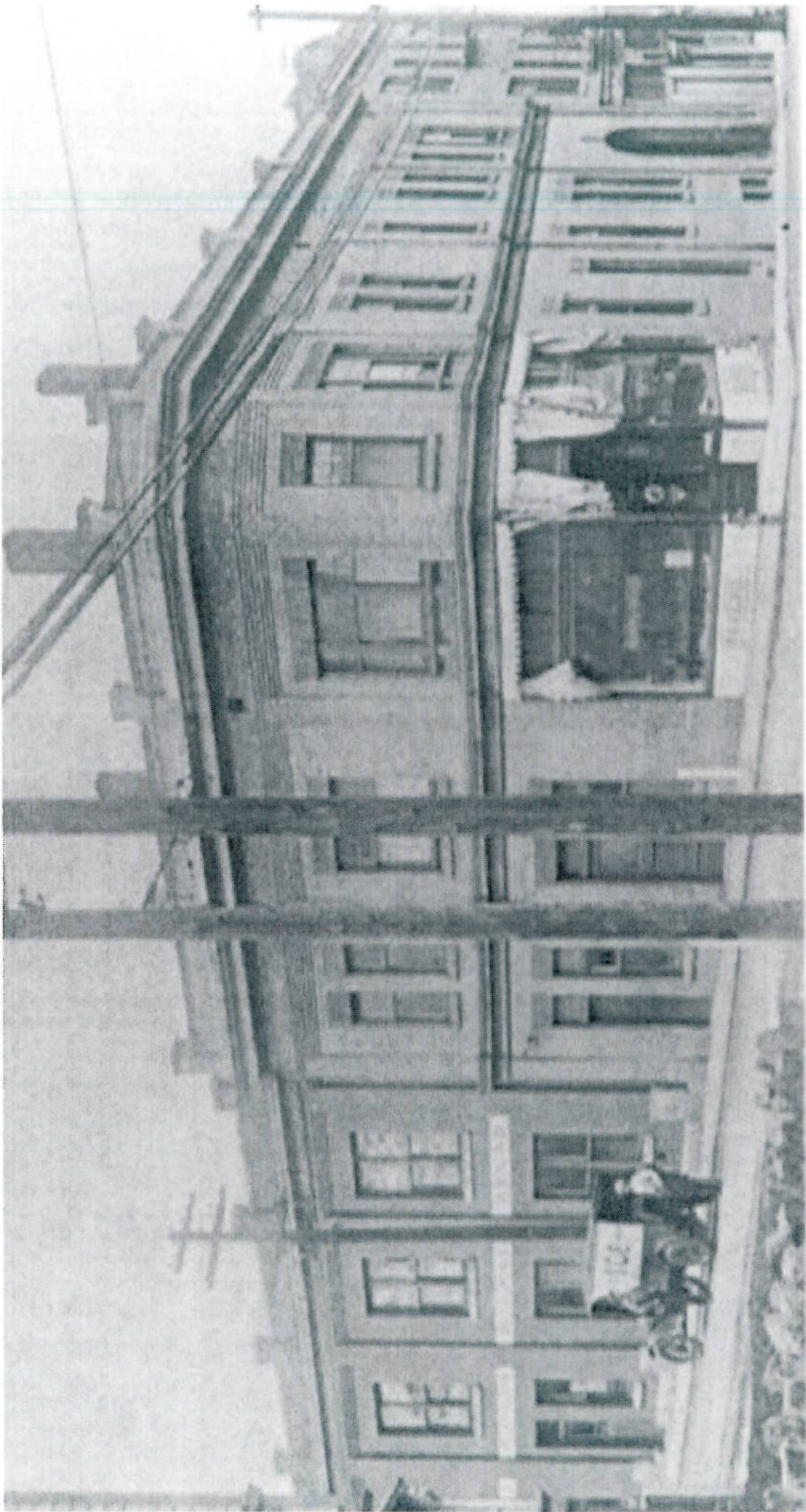
Designated
 Registered





1284-1298 Gladstone Avenue &
 2000-2004 Fernwood Road
 Heritage Alteration Permit #00181





1280-98 Gladstone/2000-04 Fernwood, showing altered corner shopfront and the round-arched entryway to the right, 1920s



PEERYWOOD
A Community Center
Plymouth

GALLERY









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 freize
- four-bay red-brick second building on Gladstone
- segmental arches on rear
- one-storey plain red-brick structure

Standards and Guidelines for the Conservation of Historic Places in Canada, Restoration and Rehabilitation Definitions

***Restoration** involves accurately revealing, recovering or representing the state of an historic place or individual component as it appeared at a particular period in its history, while protecting its heritage value. Restoration may include removing non character-defining features from other periods in its history and recreating missing features from the restoration period. Restoration must be based on clear evidence and detailed knowledge of the earlier forms and materials being recovered.*

***Restoration should be considered as the primary treatment when:** (a) an historic place's significance during a particular period in its history significantly outweighs the potential loss of existing, non-character-defining materials, features and spaces from other periods; (b) substantial physical and documentary or oral evidence exists to accurately carry out the work; and, (c) contemporary additions or alterations and are not planned.*

***Rehabilitation** involves the sensitive adaptation of a historic place or of an individual component for a continuing or compatible contemporary use, while protecting its heritage value. This is achieved through repairs, alterations and/or additions.*

***Rehabilitation should be considered as the primary treatment when** (a) repair or replacement of deteriorated features is necessary; (b) alterations or additions to the historic place are planned for a new or continued use; and (c) its depiction during a particular period in its history is not appropriate. Rehabilitation can revitalize historical relationships and settings and is therefore most appropriate when heritage values related to the context of the historic place dominate.*

KEAY & ASSOCIATE, ARCHITECTURE LTD

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Received
City of Victoria

APR 03 2014

Planning & Development Department
Development Services Division

March 07, 2014

Mayor and Council
City of Victoria
1 Centennial Square
Victoria, BC, V8W 1P6

attn: Murray Miller,

Re: 1284-98 Gladstone/2000-04 Fernwood-Exterior Alterations

Please find enclosed drawings of the following scope of work:

- I. Restoration of cornice along the south facade along Gladstone Ave. and the east facade along Fernwood Rd.
 - This restoration is based on archival photos acquired from the City of Victoria's Community Planning Division.
 - The work is to be undertaken to bring the building closer to its original appearance.
 - The addition of the cornice is appropriate to the building and its prominence in the Fernwood neighbourhood.
 - The new cornice will also aid in protecting the brick work which has deteriorated since the removal of the former cornice.

- II. Restoration of upper floor level windows on the east and south facades.
 - This restoration is based on original wood widows in situ that have been identified through archival photos acquired from the City of Victoria's Community Planning Division.
 - Existing aluminum and vinyl windows will be removed and replaced with wood windows to match those original to the building.
 - Existing wood windows are to be removed, restored and reinstalled.
 - This work is to be undertaken to enhance the historical authenticity of the building while restoring and maintaining the integrity of the building envelope.

- III. Alterations to north and west elevations at the rear of the building.
 - Planter boxes are to be removed from the east and west facade (along Fernwood Rd.) and re-installed under the windows on north elevation.
 - Awnings are to be installed above the commercial entrances.
 - Four new signs will match the existing in material and details.
 - All alterations are small scale and appropriate to commercial entries at rear of the building.

Application to the Civic Trust will be made for the restored cornices. It is understood that Designation will be part of this process.

Yours truly,



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cc: Ron Spence

