

Preserve

Your voice for heritage in the Capital Region and the Islands since 1973

A Quarterly Newsletter

Volume 39, Number 3, Winter 2011

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What a week!

INTO conference delegates, Saturday, October 15, 2011. Jill Patterson photo, courtesy TLC.

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Administrative Director: Helen Edwards
Office hours: Wednesday, Thursday, 10 - 1
or by appointment
Location: 1490 Fairfield Road
Mailing Address: Box 116, 777 Fort Street
Victoria, BC V8W 1G9
Phone/fax: (250) 382-4755
office@hallmarksociety.ca
<http://www.hallmarksociety.ca>

Mandate


The Hallmark Heritage Society was registered on April 18, 1973. We encourage the preservation of structural, natural, cultural, and horticultural heritage within the Capital Regional District. We accomplish these goals through education, public speaking, advocacy, tours, exhibitions, and the annual Awards Night. We are a non-profit society, financed principally by membership dues and members' contributions.



Notice of Meeting:

The December General Meeting of the Hallmark Heritage Society will be held on Monday, December 5, 2011 at 7:30 pm at James Bay New Horizons Centre, 234 Menzies Street. Our guest speaker is Robert Budd speaking on "Living Memory: Imbert Orchard and the Recorded Voices of BC's Pioneers." 

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president@hallmarksociety.ca

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Deadline for articles and advertising for the Spring 2012 newsletter is February 24, 2012.

P*reserve* welcomes submissions, both written and photographic, on topics related to the preservation, conservation, and restoration of heritage from a local, provincial, national, or international perspective. The Editor reserves the right to edit material for consistency and length, and to reject articles.

Please submit manuscripts to the Editor, *Preserve*, 810 Linden Avenue, Victoria, BC, V8V 4G9, deliver to 1490 Fairfield Road, or send to office@hallmarksociety.ca. 

President's Notes

by Ken Johnson

Historic Preservation on a Large Scale

Each demolition, each loss of a historic house in our neighbourhoods, each large renovation that results in the elimination of the elements that once defined the character of a fine building is a scar upon the historic fabric of our City. But, what if it all happened at once? What if it was magnified thousands of times over?

On October 20th all of British Columbia participated in the "Shakeout", an exercise to practice what we would all do in the event of an earthquake. For many of us, the probability of an earthquake occurring in our lifetimes seems very remote yet, in the back of our minds, we all are aware that it could happen at any time; today, tomorrow, now.

The casualty rate from earthquakes is actually rather low in developed countries such as Canada. We don't have poorly constructed houses of adobe, brick or concrete; we have homes constructed using wood frames which are reasonably flexible and will move with the shocks that an earthquake can produce or, so we think.

The recent experience in Christchurch, New Zealand, may cause us to re-think how safe we are. Christchurch is a city much like Victoria. Christchurch was founded in the late 1840s, the population is slightly larger, and the housing stock is very much like that found in Victoria; a blend of the old and the new, with most homes built before WWII. And therein lies the problem: 100,000 homes are in need of repair in Christchurch following the earthquake. 10,000 homes will have to be re-built. Entire neighbourhoods are scheduled to be bulldozed, never to be re-constructed.

Houses constructed today, in 2011, are securely fastened to the concrete foundations and are expected to perform well in the event of a major quake, but houses constructed before the 1960s may not have this level of protection. The building codes under which these houses were constructed did not require this simple system of fastenings. This omission includes most heritage houses within Greater Victoria. We may survive the earthquake but will our treasured heritage house?




We all value our heritage houses and neighbourhoods. In the event of an earthquake, the best action we can take is to try and mitigate the possible damage. This can best be done by ensuring the adequacy of the foundations and how well the wood frame itself is attached to the foundation. These steps alone can help assure the survival of an older house in an earthquake. That this is so has been well demonstrated in California, Oregon, and Washington where houses that were retrofitted to survive earthquakes have done well while others have collapsed or been so badly damaged that the owners have had to leave them for months or years pending major repairs.

For many years, the major cities in these states have promoted and supported a program which helped the owners of older houses get their buildings upgraded - to have them retrofitted to better survive any earthquake, large or small. In Seattle, this was done under a strategy called "Project Impact". With the assistance of the City of Seattle's Building Department, local community and educational groups, and the media, Project Impact facilitated the retrofitting of thousands of local homes to survive an earthquake, with most of the work being done at a low cost by the homeowners themselves.

continued on page 4

It is time for the Cities and Municipalities in the Capital Regional District to latch onto this concept. All of the materials currently are available from our neighbours to the South and could be readily adapted to our circumstance.

We currently spend millions of dollars ensuring that our major buildings and bridges will withstand an earthquake but do little to ensure that our citizens will have a roof over their heads following such an event. The emergency preparedness authorities urge us to have 3 days food and water available at all times but what good is this if we cannot get back into our homes to retrieve the emergency supplies. The best way government can help us in the event of the disaster of an earthquake to facilitate the survival of our homes.

This simple act of mitigation will save thousands of heritage houses in Greater Victoria. 

AGM Report

The Annual General Meeting was held on Monday, September 19, 2011 at the James Bay New Horizons Centre. It was called to order by President Ken Johnson at 7:35 pm. There were 42 members in attendance. Agenda was approved, Barbara Watkins/Judith Andersen. Carried. Minutes of the previous annual general meeting were approved, Barbara Watkins/Patrick Skillings.

President's Report

Ken Johnson outlined the events of last year. Shortly after the AGM last year, the board held a strategic planning meeting, facilitated by Greg Evans. They discussed how Hallmark is perceived in the general community. We have to try to get out more and change our image. Our membership is mainly in the

four core municipalities with a few from the other areas. The question is how to increase membership numbers.

We did well with our investments last year thanks to John Edwards. Another problem is how to increase our influence before demolition permits are issued – when it is too late. In February, the City of Victoria decided to charge municipal taxes on our office – an amount of over \$4,000 – that was not in our budget. The Society negotiated with the TLC to occupy the large bedroom at Ross Bay Villa, 1490 Fairfield Road. The rent is the same as we were paying to the City, but we are only paying out cash of \$250 plus HST per month, with \$250 being deducted from the money loaned to TLC to purchase Ross Bay Villa. The term of the lease is 5-years, rather than the 1-year from the City and the rent will not rise over that period.

Mount St. Angela is still at risk. There have been several development plans presented and it is quiet now, but we must keep on top of this. Proposed changes to the City of Victoria's Official Community Plan will determine how heritage is treated in Victoria for the next few years. Neighbourhood nodes are proposed with increased density to be encouraged at these areas. This could threaten heritage buildings including those built when the town was booming. The Craigflower Bridge is being widened and raised and this presents a real threat to the Craigflower Schoolhouse historic site. Our concerns have been relayed to the authorities. The CPR Terminal is being refurbished with the exterior as it was built but on the inside, plaster beams have been removed due to seismic concerns. The PCC has said that they will be replicated and replaced, but this must be monitored.

A success of the past year was the designation of the Mayhew properties on St. Lawrence Street on the waterfront. This has been a long fight despite the owner's desire to have it happen. The 1892 Robert Horton house and the 1960s studio of artist Elza Mayhew are valuable heritage assets.

The Society recently led a heritage cycling tour of Vic West and Esquimalt. Both the regional and provincial heritage fairs were held in Victoria. Heritage BC is still strapped for funds and still no word on provincial funding.

Next year will be the 150th anniversary of Victoria's incorporation and the centennial for Esquimalt. We plan to get out into the community and attend neighbourhood events with community-themed displays.

One item that came out of the planning session was the need for a name change to better reflect what we do. We proposed the name "Hallmark Heritage Society" to the province, but our request for that name was turned down. We have decided to use that name on all materials but must retain our legal name on legal documents. This is similar to what other groups do and it works for them. After a short discussion, the change was approved.

Ken reminded members that they are the reason the Society is the leader in heritage preservation in this area.

Treasurer's Report

Treasurer John Edwards presented the financial statements for the year ended June 30, 2011 along with a proposed budget for the upcoming year.

He noted that we received a total gaming grant of \$9,000 and had only budgeted for \$4,500 (the second half was received very late in our fiscal year). We are not likely to get that size of grant this year as other organizations have had their grants cut substantially. The current budget reflects a grant of \$1,000. We sold some of our investments and made some money – the proceeds have been reinvested. We received more donations this year. We have to watch our budget very carefully.

Motion: To accept financial statements and budget. Patrick Skillings/Janet Stevens. Carried.

Office Report

Administrative Director Helen Edwards presented a short report on office activities over the past year. The major activity was the move to Ross Bay Villa. She introduced our summer student Caleb Horn who was a great help during the summer and especially with the move. We are slowly getting more material from our archives online and have begun the long-term work of digitizing all the material in our clipping files.

Heritage Updates

Nick Etheridge reported on the rally in support of the Maritime Museum of BC on the lawns of the legislature tomorrow at noon.

Election of officers

The following were re-elected for two-year terms: Ken Johnson, President; Janet Stevens, Secretary; Patrick Skillings, Director. Caleb Horn was elected to a two-year term as a new director. The new board is constituted as shown on page 2 of this newsletter.

Announcements

The next meeting of the Victoria Historical Society will be on Thursday, September 22, 2011 in this space at 7:30 pm. The speaker is Hallmark Society director Glenn Parfitt who will talk about the buildings constructed by the Parfitt Brothers.

Wednesday, September 21, 2011. Oak Bay Heritage presents John Adams speaking about the Chinese Cemetery, Windsor Pavilion. Admission by donation.

Discussion of recent events in Fan Tan Alley.

Ken Johnson led a discussion of recent developments in Fan Tan Alley. Some people felt the proposal was not appropriate for a National Historic Site area but sensitive redevelopment is good for Chinatown. A

small petition opposed the development. The addition to the building cannot be seen except at the very rear of the property line and there is a clear definition between the old and new construction. The building will be seismically upgraded and fire protected. People objecting were not from Chinese community. In general, the Chinese community is not happy with a lot of rules that tell them what to do with their buildings. The parapet on the front of the building will hide the new addition.

Every building in Chinatown is at risk from fire and earthquake. In the long term, the only way to save buildings in Chinatown is to add some density. This is the price we have to pay.

Guest Speaker

Our guest speaker was Nancy Hughes, author of *Built by Luney Bros*. She thanked the Society for awarding her the Communication Award last May and announced that she is

putting book stickers acknowledging this on all her unsold books.

Her lecture outlined the history of Luney Construction and its successors over 77 years. She wanted to write the book because although the company had been very prominent for a long time, they had received no recognition. The book has been a success as it is one of a kind – about master builders in Victoria. Copies are held at Harvard, Ryerson and many other special collections.

Nancy covered the firm from its humble beginnings to its final days, showing slides of significant buildings built during that time. If members want to see the images, they are encouraged to purchase the book. It is a good read.

The meeting was adjourned at 9:15 pm.

Next meeting is Monday, December 5, 2011 at the James Bay New Horizons Centre. 


Community Outreach

With the City of Victoria celebrating its 150th Anniversary and with Esquimalt celebrating its 100th Anniversary in 2012, the Board of the Hallmark Heritage Society has decided to initiate a program of community outreach by carrying our message to as many community events as we possibly can during the upcoming year.

This will require our contacting each community and neighbourhood association and requesting we be allowed to set up our display materials at their picnics and parties and help celebrate the history and heritage of that particular neighbourhood. With the help of maps and photos, we can create an interest in the values associated with heritage preservation and further our mandate of heritage advocacy.

We have started the program with the setting up of display booth at the kick-off celebration for the Centennial of the City of

Esquimalt. Hundreds of visitors came through our display and learned about the history of Esquimalt and the heritage houses designated within their community.

If you are a member of a community association we would appreciate your help in finding out what events may be planned. This will allow the time required to collect information about that neighbourhood and prepare a suitable display to interest that particular public. 

Can you help?

We need a tablecloth for our new display table. The size we need is 12 feet long and 4 feet wide.

If you have such a tablecloth and would like to donate it to us, please let us know at 250-382-4755 or office@hallmarksociety.ca. 

Congratulations to Award Winners

There has been no shortage of awards won by Hallmark members.

The first set of winners was announced on September 30, 2011 at the Heritage BC conference held in Burnaby's Shadboldt Centre.

- Hobo Holdings won a Recognition Award for the rehabilitation of 1005 Broughton Street / 530 Langley Street.
- Don Luxton won an Award of Honour for Heritage Conservation as part of a team that rehabilitated the Cordova Street Stables, Vancouver. He also won an Outstanding Achievement Award for Gastown Rehabilitation.
- The City of Victoria won an Outstanding Achievement Award for the restoration of the Beacon Hill Park Bandstand.

At the annual awards ceremony of the Canadian Association of Heritage Professionals at the Oddfellows Hall in Victoria on October 12, Hallmark life-member Jonathan Yardley was presented with a lifetime achievement award. His work over the last 40 years was recognized.

The final awards ceremony was the Heritage Canada Foundation's ceremony, at the Empress Hotel on October



Jennifer Nell Barr and Andrew Rushforth of the Victoria Heritage Foundation accept national achievement award from David Bradley and Helen Edwards of the Heritage Canada Foundation. Photograph courtesy Heritage Canada Foundation and TLC.

15th. The Victoria Heritage Foundation won a National Achievement Award for the publication of the Four-Volume Series, *This Old House: Victoria's Heritage Neighbourhoods*. This project was nominated by the Hallmark Society.

Donation Reminder

Sincere thanks to the members who have made donations in the past year. Your generosity makes it possible for us to survive tough economic times and government cutbacks. We can no longer depend on others for our support – it is up to our members to keep us afloat. If you value the work that we do, then consider making a donation. It is our policy to keep the names of our individual donors confidential.

In order for us to provide you with a tax receipt for 2011, we must receive your cheque before December 31, 2011. For a donation over \$100.00, we will send you a copy of our Harbeck DVD as a premium. 📺

Office Update

We attended the Volunteer Fair at UVic this year. It was a very successful event, with us gaining new members and two potential volunteers. This will fit very nicely with our community outreach and should gain us younger, committed members.

We have begun the task of uploading all our Millennium Project images to our archival website. Next is our slide collection. That will bring the number of images on our site to over 20,000.

We have ordered another 40 archival filing boxes and this should complete the merging of our files with those of the Victoria Heritage Foundation. We thank the Victoria Heritage Foundation for the grant that has enabled us to make this purchase. 📺


Victoria hosts multiple conferences

What a week we had October 11-16. First to open was the Association of Preservation Technology with the theme of "Heritage on the Edge: Sustaining Buildings, Landscapes and Communities." On Wednesday, delegates to the International National Trust Organization conference, co-sponsored by the Heritage Canada Foundation and The Land Conservancy of BC, began to arrive. Co-located with the INTO conference was the conference of the Canadian Association of Heritage Professionals. All conferences were held at Victoria's conference centre, ensuring a very busy and vibrant audience for all sessions.

The gala opening reception – open to all registered conference delegates – was held at the Crystal Garden. Following a brief opening ceremony, guests were free to enjoy food and drink and to socialize with fellow delegates from all over the world. This was a unique opportunity that I do not see happening again in the near future. I was able to have a lengthy conversation with Anne Sullivan, the incoming president of APT, and then switch to discuss heritage preservation with advocates from Ontario.

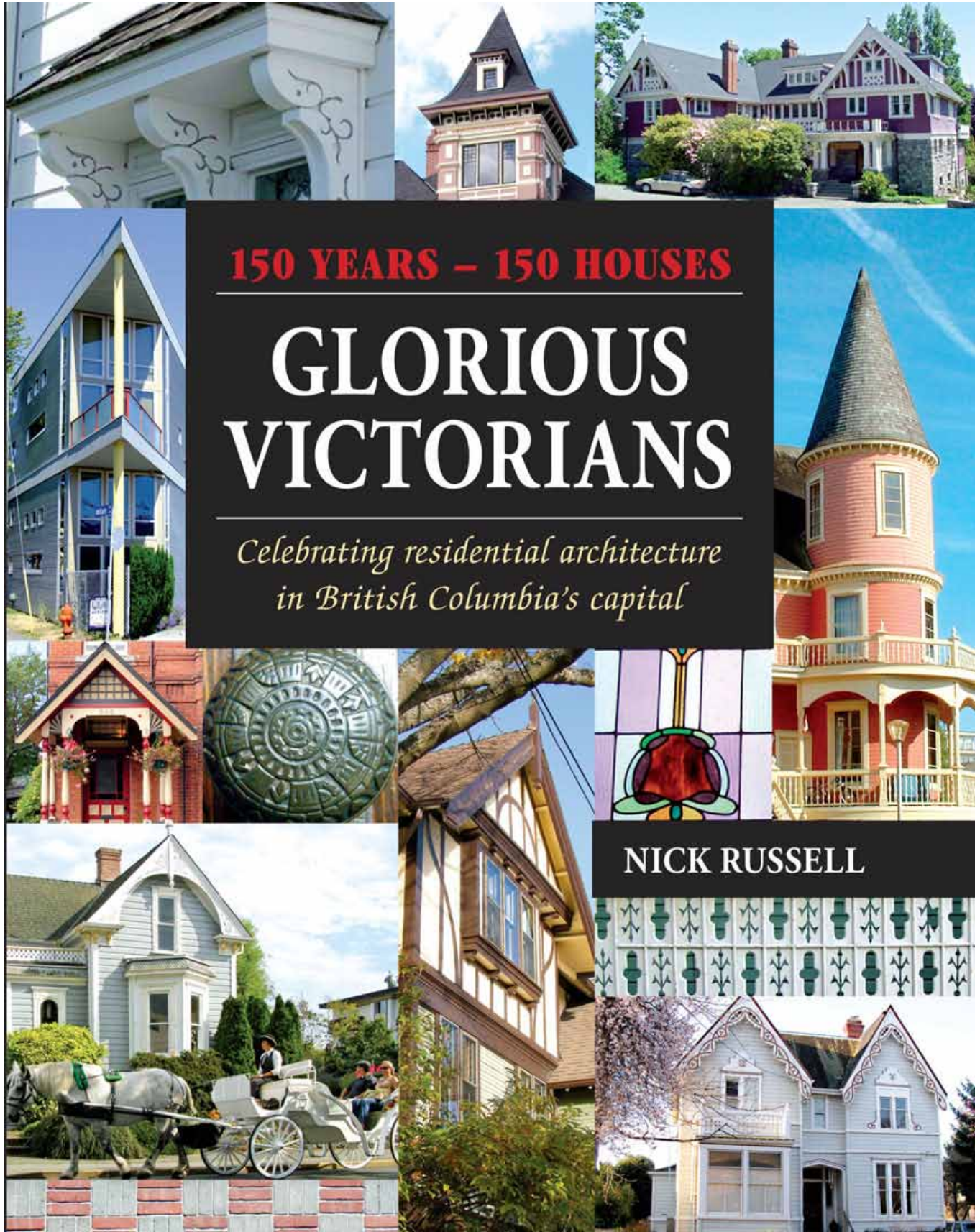
Over the next few days, we were kept very busy with speakers, sessions and tours. For me, the most interesting session dealt with African cave art and the organization that has sprung up to save these fascinating pieces, often centuries old. The benefit of the worldwide participation shone through in this and other presentations. I also learned that tourism has its downside as well bringing visitors to a site can irrecoverably damage it. Everything must be in balance. There was so much to see and learn that it was impossible to take it all in.

I had the distinct pleasure of taking two diverse groups on tours of Victoria. The first group walked along the harbour and learned about the changes in both use and scale over the last 150 years. The second group had an enlightening tour of Chinatown with Victoria City Councillor Charlayne Thornton-Joe who was able to gain access to four buildings. I think I learned more on that tour than our guests, as I had never toured the inside of these important cultural structures.

I found the international experience to be very uplifting and wish we could afford to have this type of conference every year. The Heritage Canada Foundation conference in 2012 will be held in cooperation with the Canadian Commission for UNESCO in Montreal, October 11-13. 

Calendar

- December 5, 2011** Hallmark Society General Meeting, James Bay New Horizons Centre, 234 Menzies Street, 7:30 pm. Guest speaker Robert Budd. See page 10 for further information. Bring seasonal goodies to share.
- February 20-26, 2012** Heritage Week. Tour to be announced. We will have a special presentation by Nick Russell and Russ Fuller: BIRD'S EYE VIEW: Three views of Victoria...and the mystery of Annie Ross. Details and date to be determined.
- May 1, 2012** Hallmark Society Annual Awards Night, St. Ann's Academy, 7:30 pm..
- May 4, 2012** South Vancouver Island Regional Heritage Fair, Royal BC Museum, 9 -2.



150 YEARS – 150 HOUSES

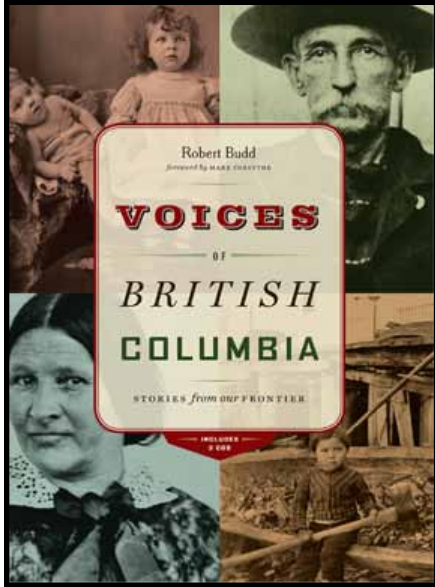
GLORIOUS VICTORIANS

*Celebrating residential architecture
in British Columbia's capital*

NICK RUSSELL

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For information, e-mail russcomm@shaw.ca

Meet the Speaker



Memories To Memoirs founder Rob Budd graduated from the University of Victoria with a Masters degree in History, with a focus on oral history, in 2005. With a background in audio preservation, Rob was entrusted with the preservation and restoration of one of the largest oral history collections in the world by the CBC and Royal British Columbia Museum from 2000 to 2004. Rob's work has led to several talks to both graduate students and the public at the Royal BC Museum and at UVic. Rob has worked with organizations such as the Okanagan Indian Band, Provincial Archives of British Columbia, Neskonlith Indian Band as well as many private collections.

He is the author of the best-selling book, "Voices of British Columbia" which was on the B.C. Best Sellers list for 43 weeks. Currently Robert can be heard on CBC on every other Sunday morning after 8 am playing archival sound interviews.

We all have stories that are a part of B.C.'s history. Come along and hear the voices of the past come alive as they relate how history was made. 📻



Hallmark member Davyd McMinn talks about Giuseppe Zarelli, one-time owner of 1243 Rudlin Street, as part of an Old Cemeteries Society/ Hallmark Heritage Society tour in Ross Bay Cemetery. Zarelli's monument is on the right. McMinn's research has now pushed the construction date of this Homestead-style house back to 1861. Nick Russell photo

Old Cemeteries Society/ Hallmark tour

On Sunday, October 23, 2011, members of the Hallmark Society stood in front of graves of people who had lived in their houses and told their stories. We thank the four members who offered their services this year: Ann and Steve Thomson, Nick Russell, Jane Taylor, and Davyd McMinn. This was a successful collaboration and we look forward to doing it again next year.

If you would be interested in helping next year, let us know well in advance so we can determine where the residents are buried and if we have additional information for you. You never know what you may dig up!



Award Nomination Form

Category of nomination (tick one)

- Award of Merit
- Communication Award
- Mark Madoff Award
- Michael Williams Award
- President's Award

Nominee:

Name: _____

Mailing address: _____

Phone: _____

Email: _____

Project address: _____

Project details (attach up to one page)

Nominator:

Name: _____

Address: _____

Phone: _____

Email: _____

Attach supporting documents including press clippings, letters of support, photographs, or electronic media to substantiate the nomination. Deadline is January 31, 2012. Late nominations may not be accepted.

Mail to:
Hallmark Heritage Society Awards Jury
Box 116, 777 Fort Street
Victoria, BC V8W 1G9



Membership Application

- Student \$15.00
- Individual..... \$25.00
- Family \$35.00
- Group/corporate \$50.00
- Individual Life..... \$200.00
- Corporate Life (20 yrs) \$400.00

New Renewal

Name _____

Address _____

City _____

Province _____ Postal Code _____

Tel: (H) _____ (W) _____

Fax: _____

E-mail: _____

I am interested in volunteering _____

Enclosed is a donation of \$ _____

I prefer the electronic newsletter. _____

Please send your cheque to:

Hallmark Heritage Society
 Box 116, 777 Fort Street
 Victoria, BC V8W 1G9

All members are entitled to voting privileges at Annual and General Meetings, receive four Newsletters a year and access to the Society library and archives which contain information on over 10,000 buildings in the Capital Regional District. Memberships are due September 30th and are tax-deductible. The Society also offers special events and tours for members. New memberships are pro-rated quarterly. The Hallmark Heritage Society collects personal information about you only when you voluntarily provide it, and only for the purpose for which it was intended, and in handling such information we comply with the provisions of the British Columbia *Freedom of Information and Protection of Privacy Act*. We do not sell, rent or trade our membership/donor information to or with others. The Society makes all reasonable efforts to ensure that personal information collected from you is protected against loss and unauthorized access. If you wish to change information on file, please contact us.

In the interest of timely communication, we may occasionally send you electronic messages regarding current issues or reminders of meetings. If you do not wish to receive such messages, please let us know and we will remove your name from our email list. We would appreciate being advised of changes to your address, telephone number, email address, etc. so that we can continue to serve you efficiently. 🏠

Hallmark Heritage Society General Meeting

Monday, December 5, 2011 - 7:30 pm

James Bay New Horizons Centre, 234 Menzies Street

Guest speaker: Robert Budd: "Living Memory: Imbert Orchard

and the Recorded Voices of BC's Pioneers."

Bring seasonal treats to share