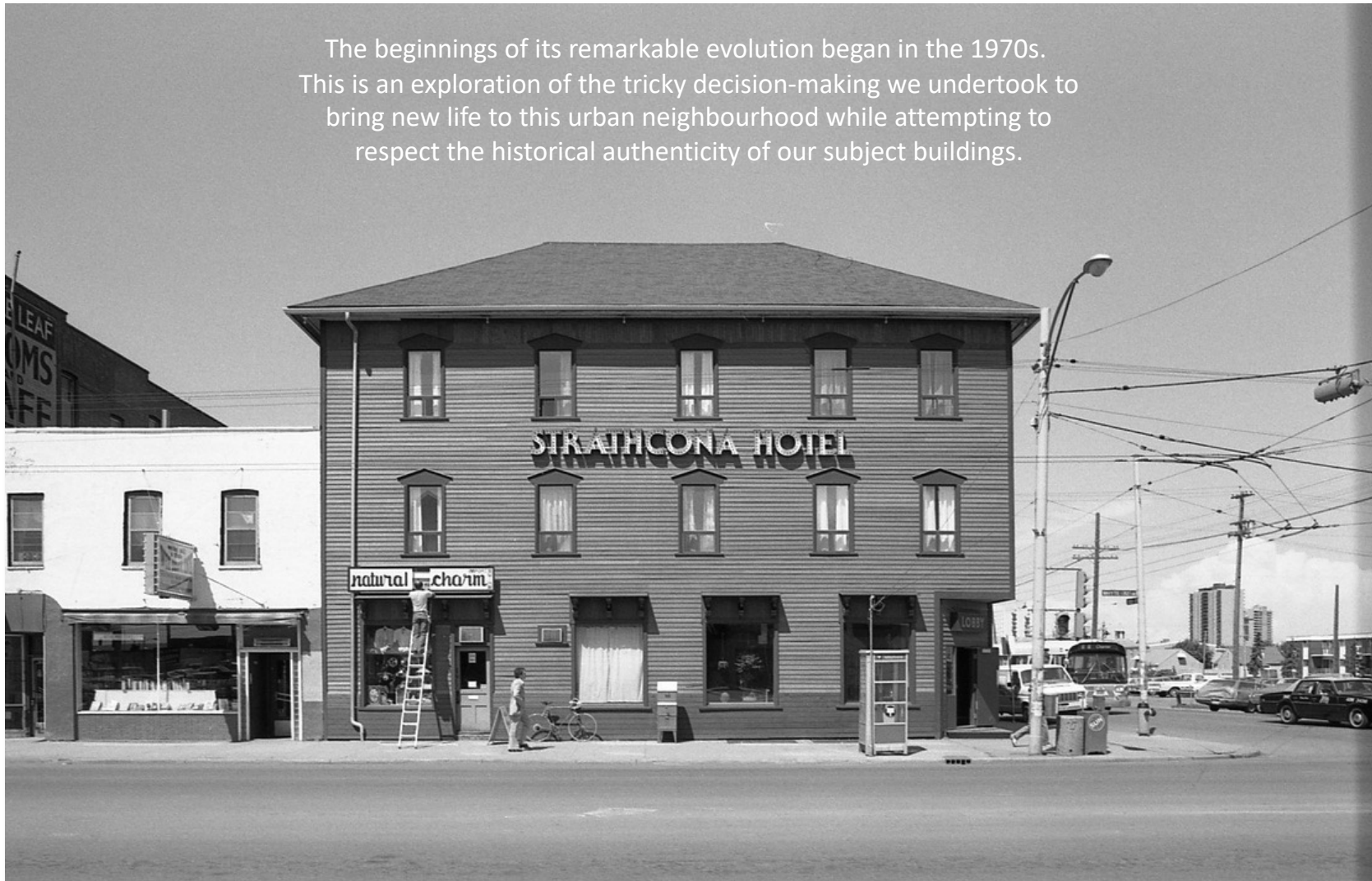


The Rejuvenation of Old Strathcona, Edmonton

1985-1989 Recollections by David Murray, Architect AAA

The beginnings of its remarkable evolution began in the 1970s.
This is an exploration of the tricky decision-making we undertook to
bring new life to this urban neighbourhood while attempting to
respect the historical authenticity of our subject buildings.



The Strathcona Hotel in 1979

Photo: James Dow

In 1985, the **Old Strathcona Foundation** initiated what was known then as

The Old Strathcona Building Front Improvement Work Plan

The 1980s in Alberta was a time of high unemployment due to a severe economic recession. The Federal government launched a multi-year program known as Section 25 of the Employment Insurance Act to encourage hiring of unemployed trades, where individuals are participating in specific employment support measures, allowing them to maintain EI benefits while engaged in activities that help them return to work. The program was very beneficial to both the historical conservation efforts of the Old Strathcona Foundation and the building owners in the Old Strathcona area. The program paid the wages of the workers and provided an additional amount as a matching contribution for design services and construction materials.

The Program was undertaken in two phases:

Phase 1: 1985-1987

Phase 2: 1988-1989

Phase 1 was managed by **John Wilkinson**, Wilkinson Construction Management.

Phase 2 was managed by **Bill Griffith**, Rivendell Management.

Facelift a group project

I would like to commend *The Journal* for its excellent coverage of the Old Strathcona Building Front Improvement Project (Old Strathcona buildings given facelift, *The Journal*, Sept. 12).

A number of participants, including the Old Strathcona Foundation, the various building owners and myself, as designer, co-operated on this project.

I would like to acknowledge Wilkinson Construction Management and the workers on the Federal Section 38 Program.

Without their commitment to the ideals of the program, the results which are now evident would have been impossible.

The Canadian Jobs Strategy Division of Canada Employment and Immigration also deserves recognition for approving over \$750,000 in assistance for the renovation of 18 building fronts over the last three years.

David Murray
Edmonton

Edmonton Journal Sept. 19, 1987

Real Estate

A Feature of The Advertising Department 429-5599

Old Strathcona buildings given facelift

By MAURICE TOUGAS
 Journal staff writer

The renovation and restoration of old and historic buildings in the Old Strathcona area is one of the reasons for that district's charm and appeal.

But what do you do to a building that is in no way historic, not very old, and rather non-descript?

That was the problem faced by Al and Eya Zariwny after they bought a down-at-the-heels building on Whyte Avenue and 103rd Street.

"We really like what they're doing in Old Strathcona," Eya says. "But we weren't sure if it was eligible for grant money from the Old Strathcona Foundation."

As it turned out, it was, and thanks to the efforts of architect David Murray and the Old Strathcona Building Front Improvement Program, the dowdy old building has a clean new face.

Rejuvenating old buildings has been Murray's contribution to the historic city area.

The Old Strathcona Building Front Improvement Program, in its third and final year, has given facelifts to a half-dozen deteriorating or inconspicuous buildings in the trendy district.

"Each one has an individual approach," Murray says. "We're not trying to develop a theme."

The idea is to redevelop the buildings and make them compatible with the surrounding properties.

The most visible beneficiary of the project is the Walterdale Theatre, which was completely restored right down to the brick and woodwork. The original pediment over entrance doors, dismantled many years ago, was reconstructed using old photographs of the building. It was renamed Firehall No. 1, its original designation.

The program has also led to such projects as the redesign of a former tavern into a retail store on Whyte Avenue, construction of a replica of the original wood entrance to the Griffith Block, and renovation to the front of the Molstad Building.

The Zariwny building, a product

of the bland 1950s, had seen better days. Routine maintenance had been ignored, windows, doors and the main entrance were in poor condition. Most of the squat, rectangular building was a "grey, motley color," Eya says.

The Zariwny property was "very bland and lacking in character," Murray says.

"It didn't have any presence as itself. It was seen as a retailer's liability."

The challenge was to give a lifeless building some character, without pretending it was an old building.

Murray set about changing the look of the building. A new wooden facade, in a warm yellow color, was built, reaching a few feet higher than the actual building to give it some presence. The entry was redone in wood, replacing the broken tiles.

The existing facade was dismantled, and all ground floor windows were replaced. Access to the upper and lower floors was improved to make it as attractive as possible for tenants on either of those floors.

Traditional material often used on older buildings, tongue and groove wood siding, gave some shape to the profile in the front. It was then painted yellow to make it compatible with its neighbors.

Murray admits it is open to interpretation if the building has been made to look older than it really is, not unlike a Klondike Days false front. He sees it as displaying hints and references from the past, but in a modern fashion.

"You never would have seen a building like this in the early 1900s, but it has enough references to past buildings."

The Old Strathcona Building Front Improvement Program was sponsored by the Old Strathcona Foundation. Financing came from the foundation, the building owners, and the federal government.

This is the Zariwnys' first venture into commercial real estate. The couple lived in the Northwest Territories for almost 20 years where Al was the deputy minister of energy, mines and resources.



PICTURES: Ken Orr

Facade gives new look (top) to old building (bottom right). Sign of the Z is the symbol of the building's new life.

They moved to Edmonton so he could take law at the university. Eya is a personal manager.

Eya says neighboring businesses were delighted with news of the upgrading.

"They came over and thanked us for cleaning up the place."

A restaurant will move into the building soon, she says.

The repair work became a family affair. The Zariwnys' two daughters, five-year-old Andrea, and eight-year-old Larissa, pitched in with the cleaning and even the painting.

Eya gets a kick from one added touch from architect Murray — a wooden "Z" crowns the building to signify its new name, the Zariwny Building.



James Dow

Whyte Avenue Streetscapes in 1979

103 Street (Gateway Boulevard) to 105 Street



104 Street

103 Street

1979 - Whyte Avenue north side between 103 and 104 Streets



103 Street

103 Street

1979 - Whyte Avenue south side between 103 and 104 Streets



104 Street

105 Street

1979 - Whyte Avenue south side between 104 and 105 Streets

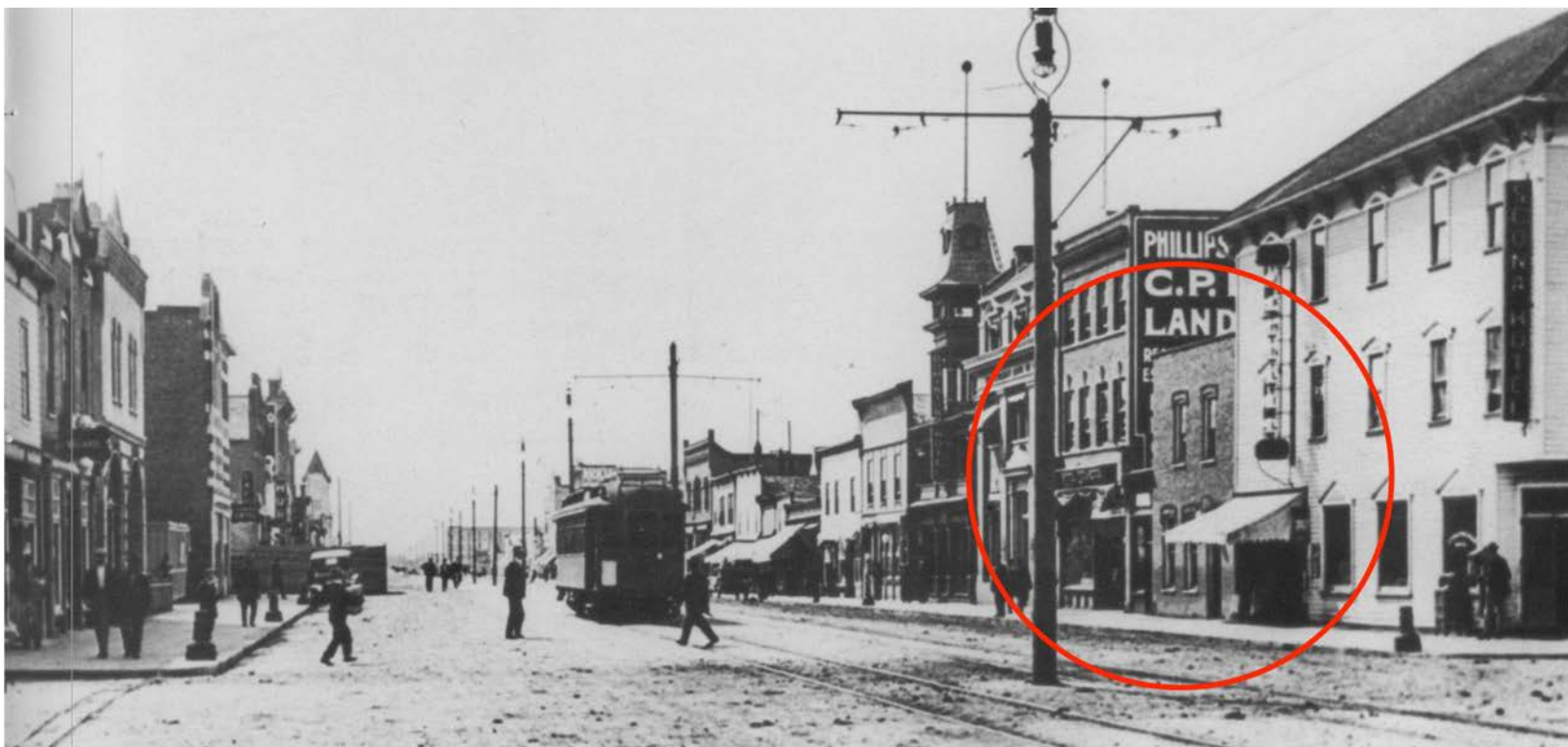


105 Street

104 Street

All photographs on this page by James Dow

Wee Book Inn



EA-10-277



1979



1984



1987

Wee Book Inn



Wee Book Inn

One of our many projects was a small commercial building, the **Wee Book Inn** used bookstore, next to the historic 1891 Strathcona Hotel. It was, actually, two buildings - a 7.3m wide brick building and a narrow 2.2m wide annex, which had been an undeveloped lot prior to WW1, later filled in with, first, a one-storey building and later with an added second story.



Edmonton Journal

Darwin Luxford and his wife Leola started their bookstore in the tiny 2.2m wide lot in 1971. Within 2 years they also leased the adjacent building to expand their operations. They purchased both properties in 1979. It was then that they dedicated the narrow lot building to be their **Comic Book Store** annex.

“Darwin Luxford opened the first Wee Book Inn location on Whyte Avenue in 1971, setting up in a building not much more than two metres wide. The narrow structure would inspire the “Wee” in Wee Book Inn.”

Edmonton Journal September 23, 2021

Wee Book Inn

The Wee Book Inn was one of the first buildings in the **Old Strathcona Building Front Improvement Work Program**. With the cooperation of the Wee Book Inn owners, we decided to restore an original brick façade, hidden behind the stucco. But if we were to uncover the brick building, what were we going to do with the infill building in the adjacent vacant lot? This was the Wee Book Inn comic bookstore, so my proposal was to construct a **comic book façade for a comic bookstore**. It was ironic moment in my career since I was professionally dedicated to the study and authentic restoration of historic buildings, not constructing false history, so I was amused by the permission I was given to bring a light-hearted idea to the serious business of conservation.



Unfortunately the life of this building was all too short. There was a fire in the neighbouring Antiquarian Book Store building in 1990, four years after the completion of the new facade, with a partial collapse into the roof of the Wee Book Inn. The damage was so severe that the Wee Book Inn building and the comic book façade were demolished and replaced.

Strathcona landmark destroyed by blaze

GREG OWENS and STEVE SIMON
Journal Staff Writers

Edmonton

Fire destroyed a turn-of-the-century building in Old Strathcona and forced at least 15 residents to flee the inferno early Wednesday.

Sixty firefighters and 17 fire trucks battled the blaze for almost four hours before bringing it under control.

Investigators estimate damage to the destroyed building and surrounding buildings to be at least \$1.5 million. The fire began shortly before 1 a.m. at 10314 82nd Ave.

Investigators aren't sure when they will be able to determine the cause of the blaze. A police arson detective is also investigating.

At least 15 people fled the Maple Leaf Rooms above the Antiquarian Book Store in the building. A resident called the fire department at 12:39 a.m. and reported smelling smoke.

Twenty-two guests from the nearby Strathcona Hotel were evacuated shortly before 3 a.m. The Red Cross found accommodations for the hotel guests and building tenants in city hotels.

When fire trucks arrived on the scene, smoke was billowing from the building. A second alarm was called in at 1:45 a.m.

As firefighters were busy battling flames, residents could only sit and watch from a nearby Edmonton Transit bus brought in to give them shelter.

"We heard the alarm, but it goes off all the time, but Sydney came and knocked on the door and said it was real," said resident Rick Wood.

"I told everyone to get their pants on, this was for real," said Sydney Foster, a 15-year resident.

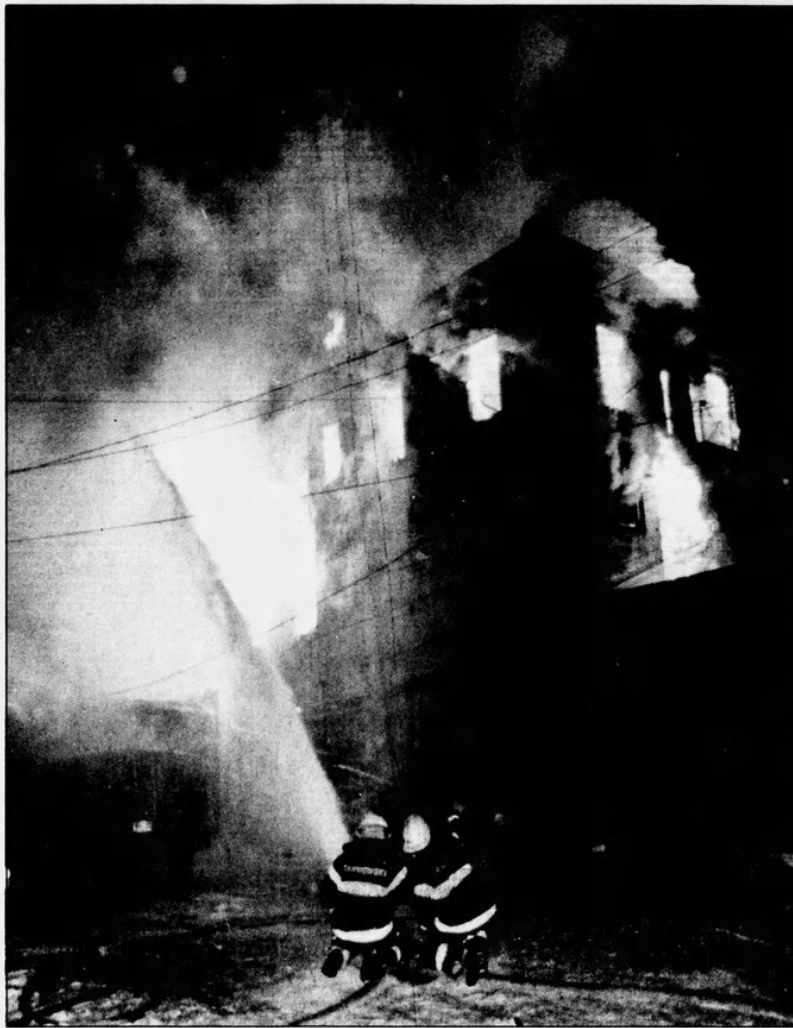
"Everything's gone, my money, my welfare, my TV, my watch. I didn't even have time to grab a shirt, I was so busy getting people out. It's a helluva way to spend Christmas."

Richard Lee, who had lived there just three months, said he had to convince a woman that the building was really on fire.

"She was lying in bed and at first she wouldn't come, she was sleeping," Lee said. "I grabbed her by both hands and I took her out the door, down the steps outside. She just looked at me like she wanted to say thank you."

Bill McDonald, a six-year resident, said the smoke was thick when they made their escape.

"We couldn't get down the stairs. There was too much smoke, so we went to the back and fled down the fire escape," McDonald said.



Steve Simon The Journal

Fire rages early Boxing Day in historic Whyte Avenue rooming house and antique book store

"Everything's gone, my money, my welfare, my TV, my watch. I didn't even have time to grab a shirt, I was so busy getting people out. It's a helluva way to spend Christmas."

— Resident Sydney Foster

He said he believed the fire had started in the basement and had run up the wall to the upstairs rooms.

Fire investigators were unable to get inside the building to find the cause of the fire. The building was considered unsafe to enter because the walls were unstable.

Parts of at least three brick walls caved in. The building will have to be knocked down because of the extensive damage, an investigator said.

Power was shut off to businesses in the area as firefighters fought

the blaze. Power was restored to most of the businesses by about noon.

Whyte Avenue westbound was closed for most of the day as an aerial truck was used to pour water through the open roof on to the smoldering ashes.

Investigators say there was heavy water damage to the Griffith Block beside the complex that burned down.

The Wee Book Inn second-hand bookstore and a comics store sustained water damage, as did part of the Strathcona Hotel.

This is the second time in less than a month a Wee Book Inn has been damaged by fire. Fire destroyed the Wee Book Inn at 118th Avenue and 81st Street on Dec. 9.

Keith Duggan, president of Old Strathcona Foundation, said the building was an upper-class rooming house at the turn of the century.

The building was also home to ACME Meats, one of the original Gainers outlets in the city.

"It had historical significance," Duggan said of the building, which was one of the original structures on Whyte Avenue. It was not a designated heritage building.

"Any damage to the Griffith Block and Scona Hotel is tragic," Duggan said.

■ Loss of books tragic/B1



Darwin Luxford inspecting his damaged building in 1991 Carey Luxford

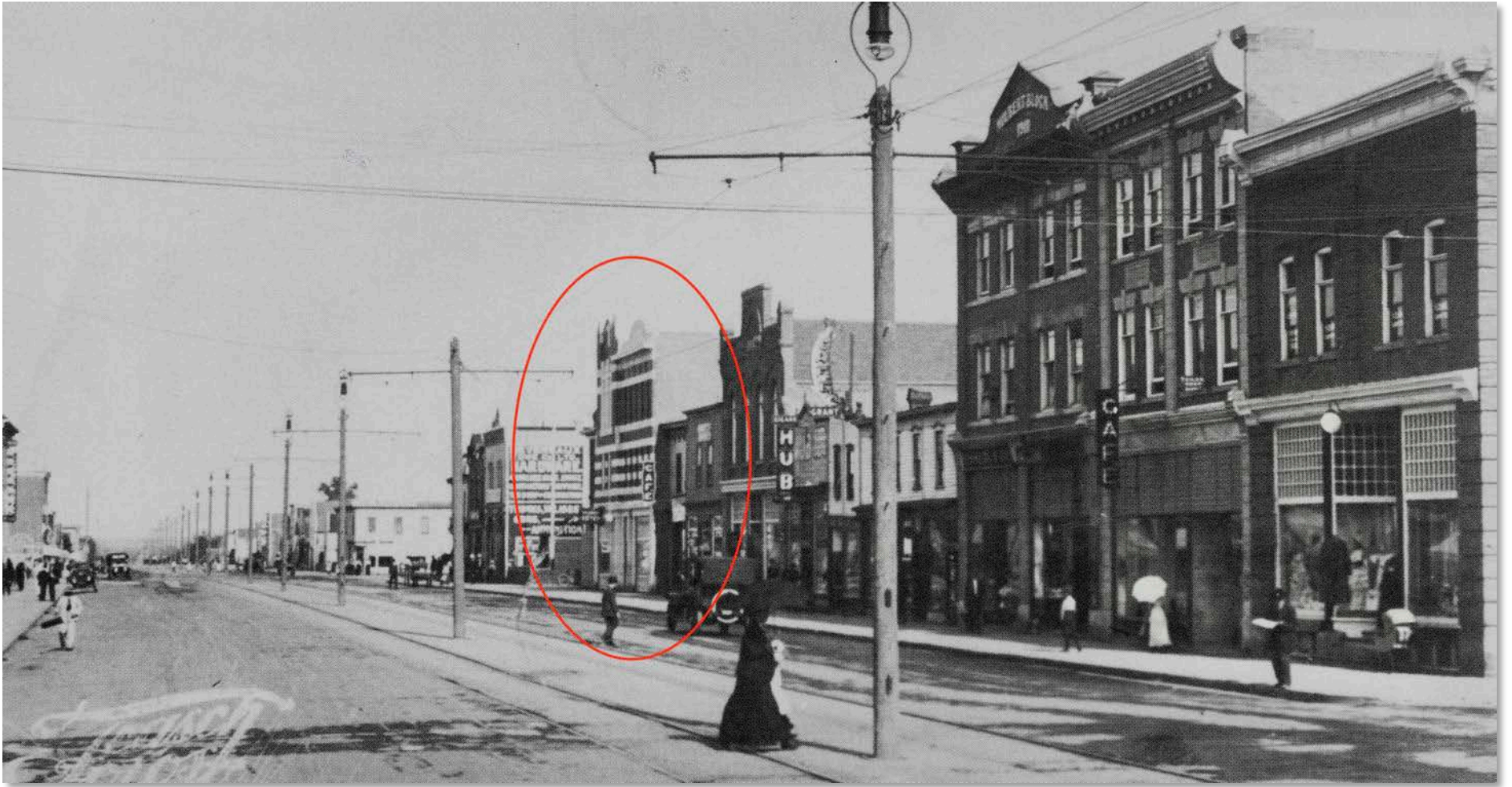
Edmonton Journal December 27, 1990



1990

Photo by James Dow

Commercial Hotel



circa 1912

EA-10-274

Commercial Hotel

The Edmonton Journal

F

New Homes F2
Rental Real Estate F3
Vacation Homes F5

Friday, July 4, 1986

Real Estate

EDITOR: Jim McCreedy, 429-5214

74-year-old hotel is third on Whyte Avenue site

By LESLEY FRANCIS
Journal Staff Writer

Herb Ortleib has never seen his hotel on the big screen.

And that's despite the fact that the Commercial Hotel at 10329 Whyte Ave. has been used for three separate film productions — the most recent being the movie Isaac Littlefeathers in the summer of 1984 — since he bought the hotel in 1971.

But he still has a copy of the script and the production schedule for the day the film crew used a room on the third floor of the 74-year-old hotel.

"I had tickets to see it when it opened, but I had to go out of town at the last minute," says Ortleib, who gave his tickets to the premiere to a member of his staff.

He does remember the day filming took place. The hotel was quieter.

"Nobody could walk up and down the stairs. You should have seen the equipment they brought in here. There couldn't be any noise or it would interfere. We even had to shut off the air conditioning."

At least two hotels, also called the Commercial, have stood on the site of the present

Our historic buildings: Commercial Hotel

building. There's no record of just what materials were used to build the first hotel, but it was probably a wood-frame building. An annex to the hotel is mentioned in an article in the April 9, 1894 edition of the Edmonton Bulletin.

In 1904, another wood frame hotel was built. However, that structure didn't stand the test of time either.

In 1911, owner Stephen Swaboda went ahead with plans for yet another new Commercial Hotel which, according to both The Journal and the Strathcona Plaindealer, would be a "first class hotel in every respect."

Architects Wilson and Herald designed the new three-storey hotel so that it could be built in two sections at a cost of \$50,000 enabling Swaboda to keep the hotel open for business.

By January, 1912 the first section of the new brick hotel had been erected at the rear of the old wood frame structure.

Before he completed plans for the new hotel — phase two of the Commercial — Swaboda sold the hotel along with the materials for phase two to Ald. T.J. Walsh who completed the building of the new hotel — and took full credit for everything in an article which appeared in an edition celebrating the 10th anniversary of The Journal in November, 1913. The cost to Walsh was \$46,000.

The new hotel had not only a brick exterior, but a cement basement with at least one wall 18 inches thick. And the hotel may well have had the first skylight ever built in Edmonton. Located on the third floor, it was originally built with metal bars and glass.

"It was redone last year because the whole thing was deteriorating," says Ortleib.

In the hotel's early days, The Journal described it like this: "Handsome furniture, carpets and interior decorations were put in and hot and cold water



PICTURES: Ken Orr

The present-day Commercial Hotel cost \$50,000 to build and opened in 1912

... four additions have been built and the interior renovated several times since then

on every floor and in the rooms."

There's still evidence of these innovations. At the top of the third flight of stairs, there's the men's washroom, the women's washroom and the bath in between the two.

It wasn't until 1967 that private washrooms were added to the rooms on the second floor.

The third floor followed suit in 1973.

An old picture of the Commercial shows a stand-up bar where the lobby is now.

Since 1913, at least four other additions have been built and the interior has been renovated several times.

"In this kind of business, you always have to be doing some-

thing," says Ortleib.

The well-maintained hotel has not received historic site designation nor has application been made, says Alberta Culture spokesman Art Looye.

"Architecturally it's not a special building but it does deserve to be preserved because of its special place in the Whyte Avenue streetscape," he said.

Commercial Hotel

Our client in 1984 for the Commercial Hotel project was **Herb Ortleib**. He and his wife Johanna purchased the hotel in 1971. We, at the Old Strathcona Foundation, were looking for opportunities to increase the retail presence on Whyte Avenue and saw an opportunity with this building. Herb's musical entertainment initiative, which turned into "**Blues on Whyte**", was just beginning in 1984. Herb wanted to expand his tavern with a large rear addition. We saw this as an opportunity to open up the Whyte Avenue façade as a new retail opportunity.

Herb agreed and the OSF supported the hotel expansion. The Building Front Improvement Program was able to not only improve the hotel's appearance with improved storefronts and important masonry repairs, but also construct an entirely new retail storefront that was initially occupied by **The Paint Spot**.



1984



January 1985

TUESDAY, JANUARY 30, 1912

NEW ADDITION TO COMMERCIAL MAY BE FOUR STOREYS

City's Pioneer Hotel Will Soon
Be Rated Amongst The
Best

Plans are now in course of preparation for a large addition to the Commercial Hotel on Whyte Avenue which will be built this spring. It is not yet decided by the proprietor, Mr. Swaboda, whether the addition will be three or four stories in height, but it is more than probable that plans for the latter elevation will be the ones accepted. In this event the addition would cost about twenty-five thousand dollars.

To make room for this handsome new front the old frame building, which has done service as a hostelry since the early days of Strathcona, will be removed, giving the new structure an imposing frontage of forty-six feet on the city's main business thoroughfare. Like the rear wing which was erected last fall the new addition will be of brick, with a handsomely designed front elevation. Space on the street floor will find ample accommodations for a large rotunda and barroom. The rear wing which is now being used contains the dining room, kitchen and a large number of rooms. This addition cost nearly twenty-thousand.

Messrs. Wilson and Herrald are the architects in charge of the proposed addition and it is likely that a contract for the erection of the building will be awarded early in the spring. The new hotel will be one of the best equipped in Greater Edmonton.

Commercial Hotel

The Commercial Hotel was design in 1911 by architects **Wilson and Herrald**. It replaces an earlier wood-framed hotel building.

Wilson & Herrald designed many landmark buildings in Strathcona including the Town Hall, Fire Hall, Library, Commercial Hotel, Princess Theatre, and Rutherford House on the University of Alberta campus.

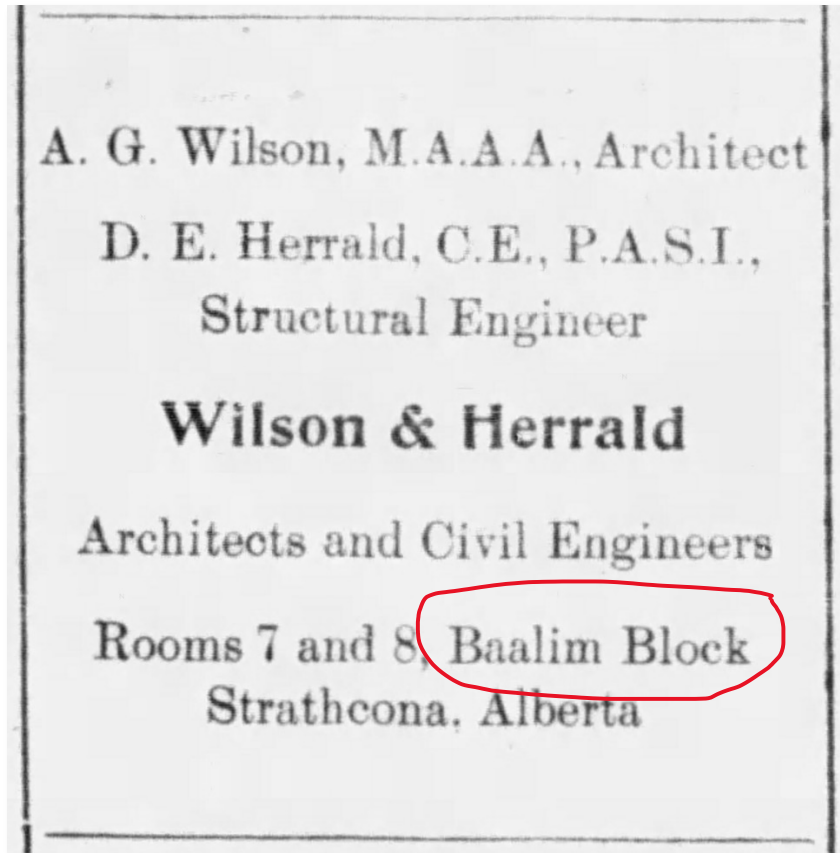
Both Arthur Gordon Wilson and David Easton Herrald were born in Scotland; Herrald in Edinburgh in 1881, and Wilson a year later in Dundee. Wilson graduated from the architectural program at University College, Dundee, in 1901 and then worked in that city for five years. Herrald likely studied in Edinburgh. The pair emigrated together to Winnipeg in 1906 where Wilson briefly worked for another firm, Stevenson & Patterson, before forming a partnership with Herrald a year later.

Wilson and Herrald moved to Strathcona in 1908 and capitalized greatly on the construction boom that was just starting to take off. Over the next five years the firm designed many public, commercial, and residential buildings in Strathcona. From 1910 until the start of the First World War they opened a branch office across the river in Edmonton, from which they completed their only ecclesiastical structure, the gothic First Presbyterian Church. In 1920 Wilson and Herrald moved their office to Calgary. They continued to practice there for three years until Herrald moved to California and opened a private practice.

Edmonton Historical Board

Strathcona Plaindealer January 30, 1912

The Commercial Hotel



Edmonton News Plaindealer October 14, 1908



Historic Baalim Block, no date PAA A6753



Baalim Block in 1979

James Dow

Commercial Hotel



1985



1985

At the time, we did not have any clear photos of the original storefront design. The design for the new storefronts was based on the typical way that historic Whyte Avenue storefronts were designed to imitate the pattern of windowpanes without significantly altering the existing storefront construction. The colour was chosen to reflect the colour of the brick in order to make a more harmonious composition of the hotel façade.

Commercial Hotel



From the obituary of Herb Ortlieb:

In 1971 Mom and Dad took a financial risk of a lifetime by investing with complete strangers in a rather run-down hotel on Whyte Ave known as The Commercial Hotel. In 1984 Dad was not satisfied with the status of the business and decided to bring blues bands and artists up from the Chicago area to see if patrons would have any interest. It was an immediate success and Blues on Whyte was born. By 1987 Dad built a venue addition to the historical Hotel and 31 years later the bar has become a destination for blues lovers from all over North America. Many artists have graced the stage and rocked the room from up and coming talents to Juno and Grammy Award recipients. Dad had a genuine allegiance to his customers, employees, working artists and musicians. He felt privileged to meet so many wonderful, talented, enthusiastic people from all aspects of the hospitality and entertainment industry.





The Building Front Improvement Work Program was able to not only improve the hotel's appearance with improved storefronts, but also construction of an entirely new retail storefront for **The Paint Spot**.

The Corner Block

8137 104 Street



circa 1912

EA-10-274

The Corner Block



1979

photo: James Dow

The Corner Block



1984



1985, preparing for the paint removal from the brick



The Corner Block

The owner of this corner building in 1985 was **Gerrit Hendricks**. He owned several buildings on Whyte Avenue and a flower shop on 103 Street (Gateway Boulevard) south of Whyte Avenue. He agreed to allow us to work on his building by removing the paint from the brick and repairing and painting the pressed metal cornice. We also repaired the small brick annex at the rear of the building and **added a sloping parapet to bring greater attention to this little facade.**

Gerrit HENDRICKS Obituary

Published by Edmonton Journal from Aug. 7 to Aug. 8, 2015.

HENDRICKS, Gerrit Henk

February 14, 1936 – August 4, 2015

It is with deep sorrow we announce the passing of Gerrit Henk Hendricks on August 4, 2015 at the age of 79 years. He will be forever loved and missed by all his friends, family and his friend and partner, Ismael Flores, care giver extraordinaire; his son David, his sisters, Henny De Graff (Wim) of The Netherlands, Lucy (Jack) Strangman of Edmonton and his brother John Hendricks of The Netherlands. Henk was a member of the Rotary Club of Edmonton South for over 50 years and a long-time member of the World Floral Council.



1987



The Corner Block



1987



The Corner Block



Archibald Block

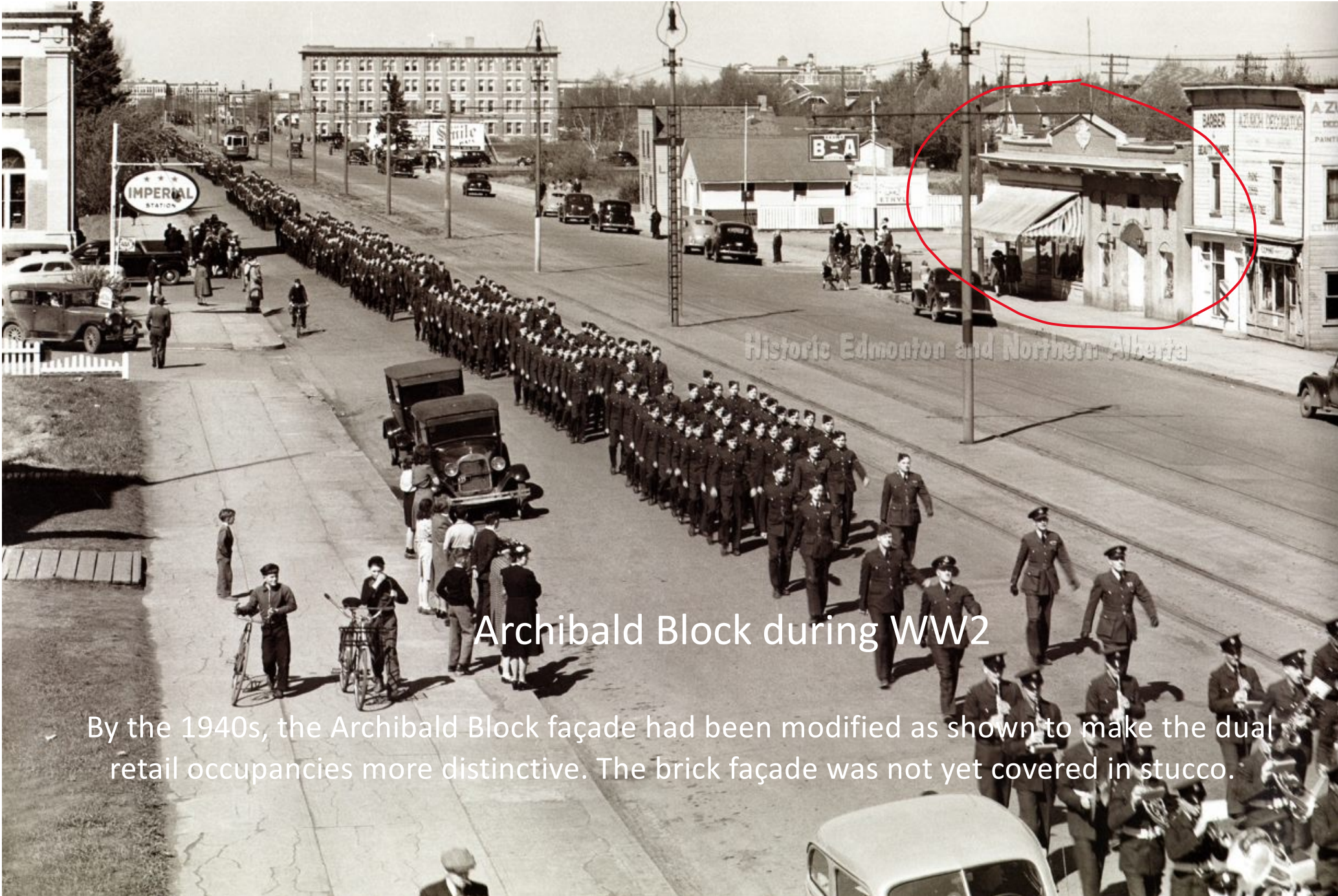
10470 Whyte Avenue



1979

James Dow

Archibald Block



Archibald Block during WW2

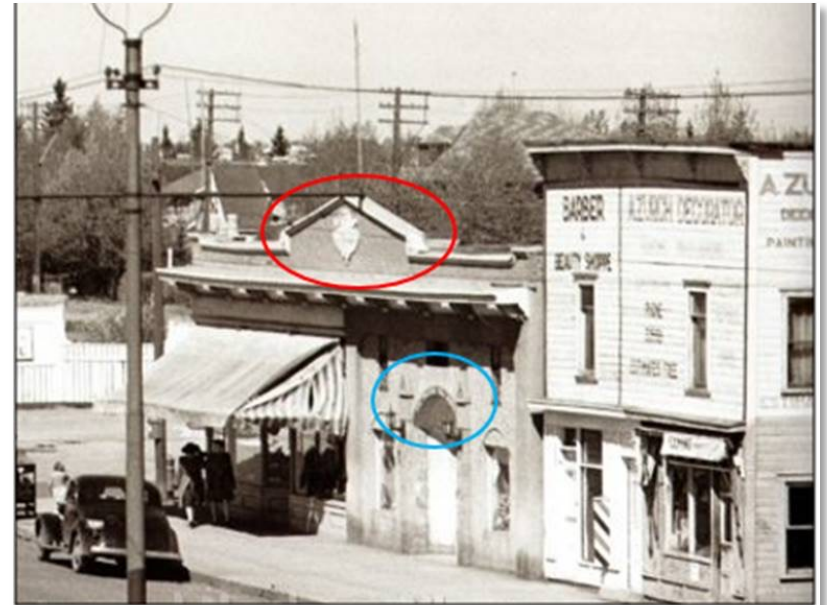
By the 1940s, the Archibald Block façade had been modified as shown to make the dual retail occupancies more distinctive. The brick façade was not yet covered in stucco.

Archibald Block



Glenbow 71-RO138-02 and 04

Archibald Block 1970s



Archibald Block

Edmonton Bulletin June 15, 1909

“Dr. Archibald expects to begin work this week on the erection of his new brick block at the corner of Whyte Avenue and First Street West. The present building on the front of the lot will be removed to the rear by Contractor Radford.”

Edmonton Bulletin August 19, 1909

Work on W. H. Sheppard's and Dr. Archibald's Block is speedily approaching completion and the Richard's block is fast assuming shape.

The Archibald Block is an important example of pre-World War One commercial architecture in Strathcona. As a one-storey masonry commercial building, the Archibald Block embodies the transition between two phases of construction in the community. The building's scale is reminiscent of the area's pre-1907 wood-frame commercial buildings, while the masonry construction anticipated the much larger brick structures erected during the pre-war building boom. The Chapman Brothers Building, the Tipton Investment Company Building embody the pre-1907 wood-framed architecture of the area, while the Douglas, Richards and Sheppard's Blocks reflect the more substantial masonry construction of the early 1900s. As the only pre-1914 one-storey brick commercial building in Old Strathcona, the Archibald Block is an important transitional building that adds considerably to the architectural variety of Whyte's Avenue's 104 block and of the heritage district.

The Archibald Block is also significant, in part, due to its association with Alberta's Arabic-speaking business community in the early twentieth century. From 1912 through 1928, the building was home to Morie & Co. Confectioners, owned and operated by the Morie family, who immigrated to Canada from present-day Lebanon via the United States in 1901. Brothers Fred, Joe and George Morie made their way to Edmonton in the 1910s and opened their first store in the Archibald Block in 1912. In 1913, Joe opened a second store at 10350 Whyte Avenue, giving the family a significant presence in the heart of Strathcona's commercial core. Like other Arabic-speaking businessmen in Strathcona, the Mories established an extensive commercial network across northern Alberta, selling goods in Janvier, Fort McMurray, Fitzgerald and Fort Smith. In 1925, Fred and his wife moved to Fort Smith, leaving George in charge of the store in the Archibald Block.

Statement of Significance, Alberta Culture

SOUTH SIDERS SHIPPING STORE SUPPLIES NORTH

Fred A. Morie Will Open a Trading Post at Fort Smith

Fred A. Morie, of Morie Brothers, South Side, caterers, is shipping Wednesday to Fort McMurray via the Alberta and Great Waterways railway, a consignment of store supplies for the opening of the trading post of the company at Fort Smith. An amount of auxiliary boat machinery is also being sent north to be used in their two 36-foot launches, "Miss Norman" and "Miss McMurray" which will ply between the gateway town and Fort Fitzgerald. Both boats are now in readiness at McMurray to receive their first consignment of passengers and freight for the north. One will be used on this trip to transport store supplies for Morie Brothers' store at Fort Smith and the other will carry passengers to the northern mineral fields.

These launches are of a superior type, costing \$7,000 each, and having accommodation for twenty-four passengers and freight, with sufficient additional power each to tow a large barge. They are constructed especially for the traffic to the oil and mineral fields, and after being completed in Edmonton South this spring, were launched at McMurray a few weeks later.

John Morie, senior member of the firm, is now at McMurray awaiting the consignment from Edmonton which he will personally take to Fort Smith and superintend the store opening.

The two launches of the company will make alternate trips between McMurray and Fitzgerald for the full season of navigation, and have already received passengers and freight reservations for the first three trips to the north.

Edmonton Bulletin June 15, 1921

Archibald Block

FRED A. MORIE

Is pleased to announce that he will remain in the city and continue to serve his many friends and customers with the **BEST and CHEAPEST FRUIT** at the **Palace of the FRUIT KING** (John A. Morie)

Phone 3456 1035 82nd Ave.

Edmonton Bulletin July 24, 1923

One of the most attractive refreshment resorts in the city is that now fitted up by Mr. R. J. Sheppard in the Archibald Block as an ice-cream parlor. The room adjoins the store occupied by Mr. Sheppard in the general merchandise business and has been decorated and furnished in a very attractive manner. The new place is designated the "Varsity Ice Cream Parlor," and will no doubt be largely patronized during the coming summer.

Plainedealer April 25, 1911



JOHN A. MORIE

Former North Trader Dies In City

John A. Morie of 10758 81 Ave., a resident of Edmonton for 49 years, died Wednesday at 71.

On his arrival here in 1911, Mr. Morie opened a fruit and confectionery store on Whyte Ave. In 1922 he sold his store and moved north, opening a trading post at Fort Smith and Fort Fitzgerald. He retired in 1950.

Mr. Morie is survived by his widow, Rose; two brothers, George A. and Fred A.; a sister, Mrs. Elie Murray, all of Edmonton.

The funeral service will be held at 3:30 p.m. Saturday in Holy Trinity church with Dr. T. L. Leadbeater officiating. Interment will take place in the Mount Pleasant Cemetery. Funeral directors are Hainstock and Son Ltd.

Edmonton Journal Sept 29, 1960

Archibald Block

This building in 1984, like the Disco Shoes business, was owned by **Albert Green**. He was a friend of our project manager, Bill Griffith. It was because of this comfortable association that Mr. Green agreed to participate in the building front improvement program. The improvements were quite simple. We reorganized the building signs to reveal the original decorative pediment and paint the building. For a colour choice, I recommended green as a tribute to the owner.



Before renovations in 1984

Archibald Block

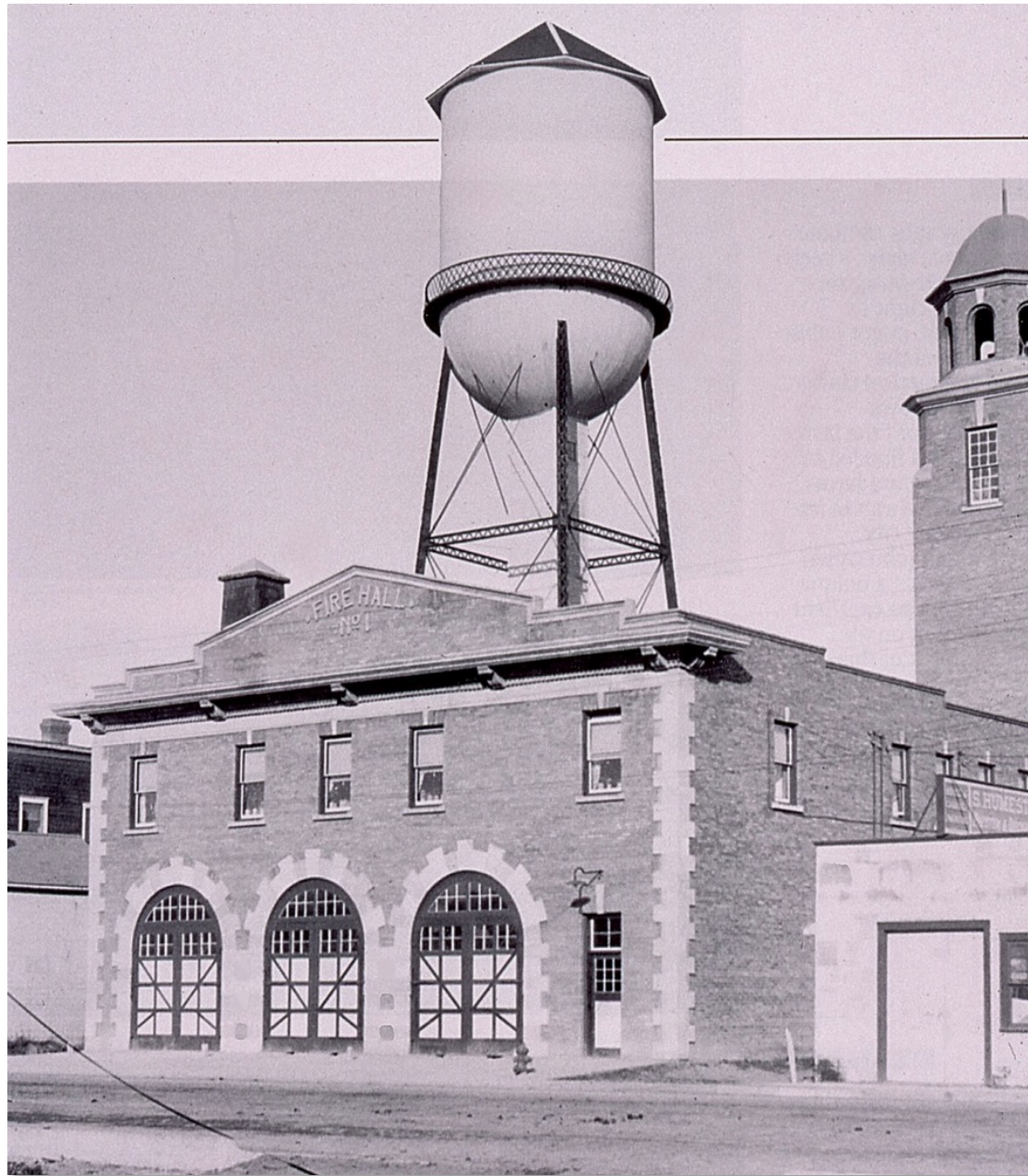


1987



1989 after the streetscape improvements

Strathcona Fire Hall No. 1



Strathcona Fire Hall No. 1

Built between 1909 and 1910, the heritage value of Strathcona Fire Hall No. 1 lies in its status as the oldest major fire hall in Alberta and one of the earliest extant public buildings in the Old Strathcona district. It also possesses heritage value as an excellent example of early twentieth-century fire hall construction and design. It is a local landmark and a vital contributor to the historic ambience of Edmonton's Old Strathcona area.

Designed by local architectural firm **Wilson and Herrald** and built by contractor J. M. Eaton, Strathcona Fire Hall No. 1 is typical of fire hall facilities of the period. The building features three vehicle doors surrounded by quoined round arches, a classical cornice, and a prominent bell tower. At the time of its construction, the fire hall accommodated nine horses in its rear stable and three fire wagons. Its upper level featured a chief's office, general hall, bedrooms, band room, and a bathroom with a shower. Two fire poles connected the second storey to the ground floor.

Fire Hall No. 1 was later renumbered Edmonton Fire Hall No. 6 after the amalgamation of Edmonton and Strathcona in 1912. The building transitioned to a furniture warehouse (Strathcona Furniture on 103 Street, from 1954 to 1974) before being transformed into the Walterdale Playhouse by Walterdale Theatre Associates. The theatre is now one of the oldest amateur theatre groups in Western Canada, producing a variety of plays in its unique historic venue.

Alberta Culture: HeRMIS



Edmonton Bulletin August 18, 1909

Strathcona Fire Hall No. 1



1984

For two decades, between 1954 and 1974, the firehall was used as a warehouse for **Strathcona Furniture**, located in the nearby Crawford Block.

Strathcona Fire Hall No. 1



Beginning the Building Front Improvement Work Program in 1985

Strathcona Fire Hall No. 1



Strathcona Fire Hall No. 1



1985

Strathcona Fire Hall No. 1



Strathcona Fire Hall No. 1



Sketch for the reconstruction of the original pediment, 1985

Strathcona Fire Hall No. 1



1989

James Dow

Mart on Whyte



1979

James Dow

Mart on Whyte

In 1987 this was one of last remaining early 20thC. wood-framed facades on Whyte Avenue. The other storefronts were the Chapman Brothers Building and the Tipton Investment Building, both of which have been designated as provincial historic resources. When we started the Mart on Whyte project, the storefront was original but the upper transom glass was covered. The owner was reluctant to uncover and reveal what we assumed were the original transom lights, so we replicated them on the upper paneling. The decision was made to construct the bulkhead panels under the storefront windows in brick which was probably not the original material. It was a practical decision.



circa 1987 storefront restoration underway



completed

Mart on Whyte



1987

Mart on Whyte



Christl Bergstrom **Art on Whyte** #052
prismacolor pencil crayon on paper 30"x22" 1987

Crawford Block

8222 Gateway Boulevard

TENTS

SETTLER'S SUPPLIES — H. H. CRAWFORD. — SETTLER'S SUPPLIES



Crawford Block

73- EDMONTON JOURNAL MONDAY, MAY 14, 1928

Orders Pour In For Edmonton Goods



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ASK FOR IT AT YOUR DEALERS

H. H. CRAWFORD CO. IS MAKING TENTS, AWNINGS FOR WESTERN MARKET

Firm Founded on South Side Fifteen Years Ago Has Had to Double Equipment During Past Month Owing to Steady Increase in Business

TENT and awning manufacturing is one of the industries that is prospering and expanding in Edmonton, supplying tents and camping equipment to meet demands in all parts of western Canada.

Some fifteen years ago, the firm of H. H. Crawford Company, Limited, started in this line of manufacturing in South Edmonton.

By producing an article of marked quality, this firm has built up a market and has become well known, not only in Alberta, but also in the other western provinces.

CENTRAL LOCATION
Last fall, the firm moved from South Edmonton to a central part of the north side, securing space in what was known as the Haddon Hall, now the Moose Hall building, near the corner of 97 street and the Jasper avenue. This new location is not only more convenient for the buying public but the building, which has a floor space of over 5,000 square feet, affords opportunity for the expansion that Mr. Crawford has long been looking forward to.

"This is going to be the greatest year that Edmonton has had in a long period," said Mr. Crawford, who is an ex-M.L.A. in speaking of the prospects for this season. "The business of this firm has increased so rapidly that during the past month it has been necessary to double the equipment in order to take care of the tent and awning business, which is ever increasing."

WESTERN MARKET
The firm has built up a large business all over the west with contractors and it has been found that, by putting out a high grade product, a big demand has been created for large tents. The firm also manufactures auto tourists' tent which, Mr. Crawford says, is the most convenient. Artistic store and house furnishings also form a big percentage of the firm's business.

Auctioneering is also a branch of this firm's growing business. It is just 25 years since H. H. Crawford, then a very young man, commenced business in Edmonton as an auctioneer and today he is recognized as one of the leading men in this business in northern Alberta. In his new location, he has one of the finest sales rooms available for displaying and selling furniture and merchandise necessary to double the



H. H. CRAWFORD.
An M.L.A. head of the tent and awning firm of that name, who is confident this is Edmonton's big year.

FEDERATION OF STUDENTS BIG AID TO PEACE

Viscount Cecil Sees It as Valuable Anti-War Factor

By HENRY T. RUSSELL
(Special to Edmonton Journal by British Empire Press)

LONDON, May 14. — Education will undoubtedly become a powerful factor in the prevention of future wars, in the opinion of Viscount Cecil of Chelmsford.

In an interview with a United Nations representative, the one time British delegate to the League of Nations explained his contention that the people generally favor peace but that through lack of education, they failed to be any practical factor in fostering it.

Mutual Understanding
"Peace," he said, "is dependent on a best extent upon mutual understanding between peoples. It is difficult for the uneducated to understand his neighbor's point of view. That is why, although I believe the masses really desire peace, they cannot become a selling factor."

10 A.M. Hello Mother
Have You Finished Your Washing Yet?
Yes, mine is all finished and out drying, and so early in the morning too, and there was not the LEAST bit of DEUDGERY.
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Edmonton Journal May 14, 1928

Constructed in 1912, the **Crawford Block** is significant because of its architecture, which is an excellent and well-preserved example of Edmonton's commercial architecture during the Edwardian era. The Crawford Block is significant because of its association with the development of the Strathcona community, one of south Edmonton's oldest settled neighbourhoods dating from the arrival of the railway in 1892, and a separate city until amalgamation with Edmonton in 1912. The Crawford Block is also significant because of its association with Herbert H. Crawford, the designer, builder and first owner of the building. Crawford immigrated to Alberta from Ontario in 1898 and was a resident of Edmonton from 1903 until his death in 1946. Crawford was a successful real estate auctioneer and served as the Member of the Provincial Legislature for Strathcona.

Crawford Block



1987

Under the Building Front Improvement Work Program, we completely repointed the brick façade and repaired the rear of the roof-top parapet which had severe weather damage. The owner at the time was **Leo Siegel** who had his office on a podium at the front of the store. He was enthusiastic about the façade repairs but was reluctant to uncover the storefront transom windows behind his rather large sign. It was not until ownership of the building was acquired by "Artifacts" owners David Lalonde and Jeong-ae that the complete storefront was revealed.

Edmonton Journal March 20, 1922

THE PRESENT HOME OF FREAD'S CHOCOLATES LIMITED

FREAD'S CHOCOLATES LIMITED

WHERE FREAD'S FAMOUS BITTER SWEET CREAMS AND OTHER LINES ARE MANUFACTURED

Annual Meeting of Fread's Chocolates Limited

W. B. Moffatt Succeeds H. H. Crawford as Manager

The annual meeting of Fread's Chocolates, Ltd., was held in the offices of the company, 8222 106th street, on Saturday evening to receive the annual report and elect the officers for the ensuing year.

The financial report was presented by Harry O. Patriquin, chartered accountant, the company's official auditor, which report showed the splendid financial standing of the new industry despite the many obstacles with which manufacturers of confectionery throughout the country have had to contend during and since the war.

Mr. H. H. Crawford, the General Manager, gave a general review of the progress of the company since he reorganized it in November, 1917, and being under his direct management since that time, pointing out the fact that the firm enjoys a very unique distinction among the new confectionery industries of the west. Having sprung in such a short time from nothing to now being recognized throughout the three western provinces as one of Western Canada's permanent industries. Also referring to the fact that this position which has been accomplished in such a short space of time is an asset to the company which many firms have had to spend thousands of dollars to accomplish.

Mr. Crawford said: "I started with a determination to build up this business on quality Chocolates, having engaged the best candy-maker I could get and the public soon recognized this quality—and I am pleased to report tonight that the business for the past six months has been the largest in the history of the firm. That quality has been continually maintained and public confidence has been established and that is the secret of the success we have attained."

In his closing remarks Mr. Crawford tendered his resignation as General Manager and Treasurer, pointing out that his tent, awning and mattress business which he has carried on for years has been growing to such an extent that this together with his auction sale 'business' demanded his full attention and asked that his resignation be accepted to take effect forthwith.

After some effort being made to induce Mr. Crawford to continue in this position his resignation was accepted with regrets and a hearty vote of thanks was tendered him for the progress and standing the business has attained.

The following officers were elected for the year:

President—George R. Ball.
Vice President—Dr. C. C. Tatham.
General Manager and Treasurer—W. B. Moffatt.
Secretary—R. H. Dork.
Directors—H. H. Crawford, Dr. P. A. McDonald, Dr. Norman Allin, Joseph Bishop, John L. Hoffman.
Auditor—Harry O. Patriquin.
Solicitor—A. F. Ewing.

Following the election of officers, Mr. Moffatt, the newly appointed General Manager, was called upon to address the meeting and for half an hour the shareholders listened to one of the most constructive addresses ever delivered at any meeting of the company since its organization. Mr. Moffatt thanked the board for the confidence placed in him and after dealing with the general business outlook throughout Western Canada for the coming year gave the shareholders some information as to the organization work now under way to further increase the sale of Fread's Chocolates throughout the Western Provinces.

Mr. Moffatt pointed to the fact that today this firm was shipping its goods to customers all the way from Vancouver to Winnipeg, establishing the name FREAD'S more firmly throughout the length and breadth of Western Canada. He also informed the meeting that six salesmen would be working the several lines out of Edmonton commencing on Monday morning endeavoring to make the

THE NEW MANAGER

W. B. MOFFATT
General manager and treasurer of Fread's Chocolates Ltd.

RESIGNED

H. H. CRAWFORD
Who put Fread's Chocolates on the map.

word "FREAD'S" a household word throughout this Province.

Mr. Moffatt received the hearty applause of the meeting which was then adjourned, the new board of directors meeting immediately after to wind up the business of the evening.

Crawford Block

B6

THE EDMONTON JOURNAL, Wednesday, May 18, 1983

Happy surprise awaits friends of Strathcona Furniture

Long-time customers and friends of Strathcona Furniture, 8226 103rd St., are in for a pleasant surprise.

They will find a completely remodelled store with all brand new stock featuring the latest furniture trends and fashions.

They will also find a new company — Strathcona Furniture (1983) Ltd.

The new owners, however, are old friends to the customers: **Leo Siegel**, who has been with Strathcona Furniture for 20 years; and **Gabriel Miller**, who has 26 years with the store.

The two bought Strathcona Furniture at the beginning of this year, completing a process that began when they — as employees — began buying shares in it some years ago.

They decided to make it a new firm, thus the adding of (1983) Ltd. to the name. They also selected their all-new in-

ventory from the 1983 Toronto Furniture Show. The store was closed in mid-March for renovations, and has only recently reopened.

It's the same management, the same location — but a new store.

Their stock, produced for the most part by Canada's top furniture craftsmen, carries such familiar names as Kaufmann, Liberty Dinettes, House of Braemore, Simmons Ltd., Sealy Posturapedic, Andrew Malcolm and Gerard Collin (bedroom furniture) and Kroehler upholstered goods, bedroom and dining room furniture.

Their major line is quality furniture from Sklar Pepler. There is also Strathroy, Craft Line, and a line of Victorian furniture by Kimball. The new store features some 10,000 square feet of display space for these product lines, on two



The sign says it all—Strathcona Furniture is ready for you

levels — main floor and lower.

Just about any item of furniture imaginable is in stock; for any room in the house.

The remodelling gives the store a look of class. There is carpeting, new ceilings, and wood panelling on the walls. Furniture is displayed by category (living room, dining room, bedroom and so on) throughout the store, and there is plenty of room for browsing.

Strathcona Furniture started in 1935 as a second hand store,

and has operated continuously at the same locale since. From second hand goods it moved into better quality, new merchandise, and has now arrived at the point where it carries top quality all the way.

In addition to the furniture, there is a full line of accessories; everything from lamps to wall pictures.

The two vow that the store will carry on the tradition of its predecessor, offering quality furniture for the least amount of money. There is a

heavy emphasis on its unique charge account system under service, with an experienced staff of six to which it handles its own accounts rather than operating through credit cards.

Strathcona Furniture will also continue

It also offers free delivery and set-up to any place in Alberta; and special orders are handled at no extra charge.

Its Grand Opening will be celebrated with a store-wide sale. **Leo** and **Gabriel** are quick to point out that these special values involve all new stock, not discontinued lines or older items.

"There will be sale prices and top values on very, very new merchandise," says **Leo**.

Strathcona Furniture is open from 9 a.m. six days a week. Its closing time is 8:30 p.m. on Thursdays and Fridays; and 5:30 p.m. Monday, Tuesday, Wednesday and Saturday. It is closed all day Sunday.



Gabriel Miller



Leo Siegel

**BEST WISHES
STRATHCONA
FURNITURE
(1983) LTD.**

From the Manufacturers
of the Famous



Trade Mark of Simmons Limited

**BEAUTY
REST
MATTRESSES**

**BEST
WISHES
STRATHCONA
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Associates
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**Congratulations
STRATHCONA
FURNITURE
(1983) LTD.
LIBERTY FURNITURE
INDUSTRIES**

*An advertising feature for
Strathcona Furniture
(1983) Ltd.*

CONGRATULATIONS AND

Crawford Block



1991



1994

Crawford Block



Google Streetview 2009



Google Streetview 2025

The Crawford Block was designated as a Municipal Historic Resource on November 17, 2014. With designation came a city financial incentive which finally allowed the storefront to be restored and fully exposed.

Crawford Block

Its future guaranteed

EDMONTON JOURNAL edmontonjournal.com

FRIDAY, AUGUST 29, 2014 A3

CITY & REGION

edmontonjournal.com/news

EDITOR: MARK IYPE, 780-429-5125; city@edmontonjournal.com

Unorthodox idea to save historic site

Alley-access-only units meant to preserve Crawford Block

ELISE STOLTE
Edmonton Journal

A local developer hopes a micro-unit apartment building with only back alley access and no parking is the ticket to saving a historic resource in Old Strathcona.

Beljan Developments is applying for historical designation on the Crawford Block, a 102-year-old commercial building just north of Whyte Avenue.

Councillors will be asked to vote on that application Tuesday, along with up to \$167,000 for restoration of the building.

"It's a bit of a unique and unorthodox approach," said developer Chris Dulaba, describing how the apartment building and new ground-floor stores will front onto the back alley, preserving the Crawford building in front.

The site is just south of the Old Strathcona Farmers Market and already gets a lot of pedestrian traffic as people cut through the neighbourhood.

The 40-units will not have any associated parking stalls, but will have a significant



Beljan Developments is proposing to build a micro-unit apartment building (shown in grey) behind the 102-year-old Crawford Block, an Edwardian-era commercial building just north of Whyte Avenue on Gateway Boulevard.



The south and east elevations of the Crawford Block as they appeared in 1912. The Crawford Block is located at 8222 Gateway Blvd. It's up for historical designation next week.

bike parkade inside, Dulaba said.

Other cities have major commercial and residential

properties facing laneways, but he couldn't find another example here in Edmonton. "I think we're kind of

blazing a bit of a trail here."

The Old Strathcona Business Association is keen to redevelop local alleys, Dulaba said. "It's got to start somewhere."

"To have retail onto the alleyway is fantastic. It increases vibrancy," said Murray Davison, executive director with the business association. "It's a really cool development."

The Crawford Block currently houses The Artifact Trading Company on the main floor with a rooming house above.

It's one of the few Edwardian-era commercial properties left on the south side of the river, said Robert Geldart,

senior heritage planner with the city.

The building was built in 1912 near the height of a building boom just before the First World War.

It was a settler supply store designed, built and owned by Herbert H. Crawford, who immigrated from Ontario in 1898.

He was a successful real estate auctioneer and a member of the provincial legislature for Strathcona.

A few characteristics typical of the time are the large triangular pediment at the roof line, the seven brick faux columns that divide the front facade, and what looks like stone blocks at street level.

The stone is actually pressed concrete. "That's pretty rare material now," said Geldart.

Dulaba expects to spend about \$417,000 restoring the building, perhaps with a second phase of development renovating the interior to change the rooming house into self-contained units. The residents currently share a common bathroom and have minimal kitchen supplies.

Units in the new building will be about 28 square metres (300 square feet), but with high ceilings and large windows.

"They are very efficiently designed," Dulaba said.

Curtains and movable walls can hive off a sleeping area. They'll be offered at about \$800 per month.

The project will still need approval from the full council, and approval at a rezoning hearing later this fall.

But, Dulaba said, "we'd love to be breaking ground as early as we can in the spring of 2015."

Being able to keep the Crawford Block is key to the project, he said.

"It has good bones. It was very well maintained," he said.

"It helps create that character of what Old Strathcona is."

estolte@edmontonjournal.com
twitter.com/estolte

PHOTOS: SUPPLIED

Sheppard Block

10314 Whyte Avenue



Sheppard Block



Sheppard Block




*A young W.H. Sheppard
Let's Find Out Podcast, Sept 28, 2016*

Born in Ontario in 1863, William Henry Sheppard travelled through the United States and Canada in his youth as an itinerant worker and building contractor. In 1894, Sheppard arrived in Strathcona and set down roots. In the decade after his arrival, he became a prominent entrepreneur in his new community, managing several hotels and becoming heavily invested financially and professionally in the area's brewing industry. His business successes helped to establish his social prestige and paved the way for his entry into local politics. Sheppard served several terms as a Town Councillor for Strathcona and in 1906 was elected Mayor.

In 1907, he constructed the impressive **Sheppard Block** on Whyte Avenue - a reflection of his commercial achievements and prominence among Strathcona's elite class.

Canada's Historic Places

Pioneer Dies



W. H. SHEPPARD

Here 50 Years

**W. H. Sheppard,
Pioneer City
Resident, Dies**

Resident of this city for more than 50 years and one of the earliest and most widely-known business men in Alberta, W. H. Sheppard, honorary vice-president of Sicks' Breweries, Ltd., died in his sleep of a heart attack on Thursday night. He was 83 years old. He had been at his office on Thursday, apparently in the best of health. Up until the time he retired there had been no indication of illness overcoming him.

Coming here in 1894, Mr. Sheppard first entered the hotel business. Then he became identified with the brewing industry with which he was closely and prominently identified for the remainder of his life.

Mr. Sheppard came to Edmonton in 1894 and entered the hotel business in Strathcona. He operated the old Raymond hotel there for several years before acquiring the Strathcona hotel. He then acquired an interest in a small brewery on the South Side and in 1904 founded the Edmonton Brewery, on Ross Flats. In 1913 he built the present Edmonton Brewery which was later taken over by the Sicks' Breweries Limited in 1928.

RETIRED IN 1937

Mr. Sheppard was manager of this plant until 1937 when he retired from active business. He was then elected to the board of directors of Sicks' Breweries Limited as vice-president. He retired from the directorate on Jan. 1 this year.

Continued on Page 2, Col. 1

*Edmonton Bulletin
November 24, 1944*

Sheppard Block

This pre-WW1 building façade was in very poor condition and needed a lot of repair. The face brick was pulling away from the wall and required substantial reconstruction. The original horizontal sill bands were severely eroded. They were replaced with pre-cast replicas that were manufactured onsite. The original storefront intact when we started the project so the building owner agreed that it should be repaired and restored.



1987



Sheppard Block



1989

Photo: James Dow

The Legacy of the Old Strathcona Foundation Building Front Improvement Work Program

MAIN STREET

THE HERITAGE CANADA FOUNDATION

The Design Issue

The Aesthetics of Main Street



Main Street Canada's Hans Honegger says successful downtowns emphasize continuity, simplicity, and collaboration.

When Main Street Canada staffers want to demonstrate how sensitive design can play a part invigorating a community, they sometimes show before-and-after slides of Nelson, B.C. One selection of these pictures underscores the remarkable metamorphosis

enjoyed by Eagles Hall. It had been covered in aluminum siding. Now, with its missing features reconstructed, it has been returned to its landmark significance. And then there's Norm's Sports which was rapidly deteriorating due to careless

renovation. Today, with missing features returned and it fully occupied, it proudly stands at the base of Main Street.

A key figure behind these changes is Hans Honegger. Hans was the Main Street Canada coordinator in Nelson between 1981 and 1984. There he implemented

Main Street Canada's four-point revitalization programme of organization, marketing, commercial and economic development, and design. On the design front, he worked closely with Bob Inwood, the city's Downtown Development Officer and various organizations to bring back the community's long-buried architectural splendour. Stationed in Ottawa since 1984, Hans now directs Main Street Canada's national design activities. In a recent conversation, we asked him about

Mary Blouin

NEWSLETTER · NEWSLETTER · NEWSLETTER

Jan.-Feb. 1987 Vol. 3, No. 1

On Whyte Avenue

An architect's renovation experiences

In 1984, I participated in the Whyte Avenue Front Improvement Work Program the objective of which was to improve the public

appearance of commercial buildings along Old Strathcona's Whyte Avenue and its adjacent streets. Old Strathcona is an area of historical importance on

Edmonton's south side the site of the original Town of Strathcona which amalgamated with Edmonton in 1967. The area is currently experiencing rejuvenation as a community for inner-city living and as a focus for both local and regional shopping and entertainment.

Funds for the project were provided through the Canada Works Section 38 work program and contributions from the building owners. Improvements consisted of restoration, reconstruction or rebuilding as required and as feasible within the economic constraints of the program. It was clear that because of the existing stock of historically significant buildings, facade improvements were a worthwhile investment of public money.

As a design consultant, my approach was to let each project speak for itself to be treated individually and uniquely, allowing a large measure of input from each building owner. For the most part they were predisposed to a certain direction for the work; given their input each set of improvements reflects the unique creative effort of owner, building and architect. I admit that I, too, have a predisposition when faced with redevelopment on Whyte Avenue: that is to apply the accepted principles of

restoration wherever possible and warranted.

It was an immense task to restore brick facades, wood storefronts, windows, ornaments (where the original material was substantially sound), metal cornices and stone or cast stone

roof for this is an erroneous comparison. The similarity might lie in the street's primary function as a shopping area but that is where the comparison ends. Whyte Avenue, by virtue of its current and historical nature, is what shopping malls are not. Primarily, it is a community composed of many



Neil Street

details. The value of pursuing accurate restoration for historically important building fronts is that a clear connection is renewed to the historic context of the area. Interest is generated in the building's cultural value and perhaps will encourage the owner to continue the process inside. This approach sets a high standard for the development of adjacent properties and should encourage new architecture to be historically compatible and of high quality.

It is not a new concept but it is appropriate to compare Whyte Avenue to a living organism with a life of its own. The street is healthy, successful and engaging because it is still honest, straightforward, non-nostalgic (for the most part), individualistic and diverse. In an effort to understand the life of the area, we must avoid the often-stated comparison that Whyte Avenue is like a shopping mall without a

Whyte Avenue is the heart of Edmonton's Old Strathcona district.

landowners with a stake in their own futures and a say in the management of the district. It is not held together by imposed regulation and there is no overriding conformity to a single philosophy or style.

Whyte Avenue is facing immense popularity and potentially active development over the next five years. I hope that those involved in building will strive toward a common sensibility and an appropriate approach to architectural design. When clear objectives are established, it is possible that each project will incrementally enhance the character of the street. David Murray

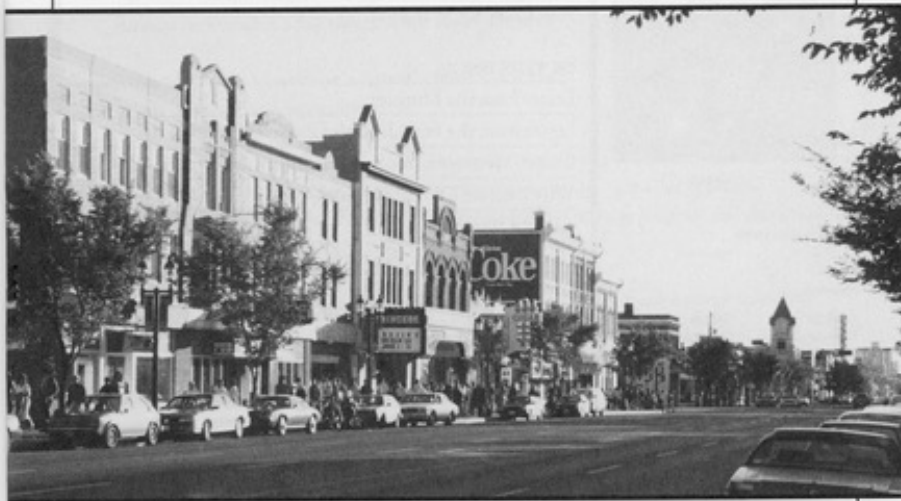
David Murray is an Edmonton-based architect. This article is excerpted with permission from *Alberta Past*, August 1986.

The Legacy of the Old Strathcona Foundation Building Front Improvement Work Program

The Cornerstone

JOURNAL OF THE ALBERTA HISTORICAL RESOURCES FOUNDATION

Volume 15, Number 2 • Spring 1992



Whyte Avenue, Old Strathcona, Edmonton



Editor: Barbara Dacks

Both environmental and heritage conservation connect us with the past and help us see ourselves on a continuum, he adds. "It's important because it gives us a sense of where we are with respect to where we've been, helps us understand what is important to us."

Conservationists will succeed if people practice conservation because they believe in it, not because it's the law, he stresses. "It has to become second nature to us...people have to be doing it because it is important to do it."

Larry Pearson is Chief of the Architectural Preservation Services Programme, Historic Sites and Archives Services, Alberta Culture and Multiculturalism. He joined the department in 1979 as Restoration Officer at the Ukrainian Village and holds an Honours Degree in Art History from Queen's University and a Master of Environmental Design in Architecture from the University of Calgary.

You can support heritage preservation with environmental and heritage arguments, says David Murray. And they can work effectively to reinforce each other, he proposes. But conservationists, heritage and environmental, need new economic models and more political clout to be more effective, he believes.

Murray is drawn to the recycling of older buildings and the restoration of historic areas by their connection with the past, "I love the examination of an old building for its originality and its changes over time...buildings are fascinating, complex storybooks." For him, they reflect a commitment to fine craftsmanship, a sense of community and public life, cultural heritage values which he perceives to be "in line with environmental principles," which are considered "green" values. As well, he notes, even though people may undertake main street programmes and inner city revitalization for economic and heritage reasons, there are environmental pay-offs in efficient land use and resource management.

He also articulates direct environmental arguments for restoration. Recycling older buildings is labour, but not materials intensive and that means less waste, less resource consumption. "When you recycle a building, you have less trash going to landfills (than when

you demolish it) and you use up fewer resources in rehabilitating it than in new construction," he confirms. As well, he continues, "we are asked to use the gentlest methods" for cleaning and restoring older buildings. He follows the Secretary of the Interior's Standards for Rehabilitation (U.S.), developed to minimize damage to materials and design, but Murray says that in his experience, the gentlest methods "also tend to be more environmentally sensitive." So, for example, he elaborates, workers will first attempt to clean old brick facades with water rather than solvents or abrasives, or to remove paint with a water-based gel.

However, our economic models don't take into account environmental or heritage conservation values, he argues. They undervalue land in the suburbs, assess inner city land too high. He proposes we use environmental arguments to get to the true costs. "Environmentalists say, let's start to attach real value to our land and when we consume something, let's not just pay for the extraction of resources, but for their replacement. If we did that, building new buildings would be much more expensive than saving old ones."

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Connaught Armoury (1911), Edmonton
A historical "storybook," named for the Duke of Connaught, Canada's Governor General from 1911-16, this Provincial Historic Resource (1979) provided drill hall, rifle range and offices for one of Alberta's oldest mounted regiments, B. Squadron, 19th Alberta Dragoons who served in WW I at Ypres, the Somme, and Vimy Ridge. The restored building now houses a restaurant.