

NO. 24-079

A BYLAW OF THE CITY OF VICTORIA

The purpose of this Bylaw is to designate the exterior of the building located at 1601 Douglas Street to be protected heritage property.

Under its statutory powers, including Section 611 of the *Local Government Act*, the Municipal Council of The Corporation of the City of Victoria in an open meeting enacts the following provisions:

1. This Bylaw may be cited as the “HERITAGE DESIGNATION (1601 Douglas Street) BYLAW”.
2. The exterior of the building as described in the Statement of Significance attached to this bylaw as Schedule A, which is located at 1601 Douglas Street, legally described as PID 009-402-641, THE SOUTH 90 FEET OF LOTS 672 AND 673, VICTORIA CITY, is designated to be protected heritage property.

READ A FIRST TIME the	21st	day of	November	2024
READ A SECOND TIME the	21st	day of	November	2024
Public Hearing Held on the		day of		2024
READ A THIRD TIME the		day of		2024
ADOPTED on the		day of		2024

CITY CLERK

MAYOR

Schedule A

FAIRFIELD BLOCK

1601 Douglas Street, Victoria, British Columbia, Canada



DESCRIPTION OF HISTORIC PLACE

The Fairfield Block, locally known as Sally's, is a large, three storey Commercial Style tan and cream coloured brick building prominently located on the northeast corner of Douglas and Cormorant Streets in the commercial core of downtown Victoria.

HERITAGE VALUE

The Fairfield Block possesses aesthetic value as a solid example of the type of large-scale commercial building constructed in Victoria during the prosperous years prior to the First World War. Constructed in 1912 for local businessmen Mr. Grant and Arthur Lineham, who was the manager of the B.C. Light and Power Company and a city alderman, this building - which is one of the few surviving works of architect H.S. Griffith - is representative of the substantial real estate speculation associated with commercial wealth that occurred in Victoria during the boom period between 1908 and 1913, and therefore has historic value.

This building is valued for its handsome Edwardian detailing, articulated by tan brickwork and cream coloured terra cotta ornamentation, which reinforces the heritage character of the commercial streetscape of North Douglas Street. In partnership with nearby buildings of similar vintage such as the Hudson's Bay Company Department Store (1914) and Hotel Douglas (1911), it is a good representation of the larger scale commercial buildings which transformed the City from a Victorian supply town to a modern Edwardian urban centre.

The Fairfield Block also has social value as an example of the evolution of commercial and retail buildings as evidenced by the “SALLY’S” signs, remnants from a women’s clothing store that was located in the building in the mid-20th century.

CHARACTER-DEFINING ELEMENTS

The character defining elements of the Fairfield Block include:

- Its prominent corner location.
- Its bulk, and the size of its large floor plate.
- The relationship and sense of continuity with other historic commercial buildings in the area, such as the Hudson's Bay Company Department Store and the Hotel Douglas.
- The commercial use of the building, in particular the variety of storefronts at street level.
- The Commercial Style architectural elements relevant to its 1912 construction, including the brick cladding, terra cotta decorative elements, prominent cornice, and grid-like fenestration pattern.
- Paired double-hung wooden sash windows in the upper storeys.
- Interior elements which support the heritage character of its original design by architect Griffith.
- Construction methods used in its 1912 design.
- The integrity of the building envelope, which identifies it as a 1912 commercial building.
- The “SALLY’S” signs on the southern end of the Douglas Street façade and in the pavement of the entrance to the southernmost commercial unit.

VICTORIA HERITAGE THEMATIC FRAMEWORK

The Fairfield Block supports Theme 5.1 Architectural Expression as an intact example of Edwardian Commercial Style buildings. It also is part of Theme 2 Gateway Economy as an example of the changing economic and commercial landscape in Victoria over time.