

Heritage Planner's Statement of Significance

Description of Historic Place:

The Gibbard Block, is a three storey mixed use Edwardian style building with Classical Revival influences. The building is situated on a prominent corner location on 112 Avenue and 64 Street in the neighbourhood of Highlands.

Heritage Value:

Constructed in 1913, the Gibbard Block is significant as a rare and well preserved example of Edwardian Commercial architecture with Classical Revival design influences.

The Gibbard Block is significant for its association with the early development of the community of The Highlands. The Highlands was subdivided by the Magrath-Holgate Company in 1911 and promoted as a bedroom community for Edmonton's elite. The Gibbard Block was located just outside The Highlands original western boundary, providing commercial amenities to the community without compromising its exclusive character.

The Gibbard Block is significant for its association with B. Holgate, W. Magrath and W. Gibbard who financed the construction of the building. Magrath and Holgate were prominent developers in Edmonton during the real estate boom that was experienced in the city prior to World War One. William Gibbard was a successful businessman and president of the Gibbard Furniture Co. of Napanee Ontario.

The Gibbard Block is significant for its association with prominent Edmonton architect E. Morehouse. Morehouse, designed the Gibbard Block and many of the other prestigious residences in The Highlands, including the Magrath Mansion and the Holgate Residence

Character Defining Elements

The Edwardian style architecture and Classical Revival design influences of the Gibbard Block are expressed in character defining elements such as:

- form, scale and massing;
- flat roof
- red brick cladding
- bracketed cornices above the retail units and at the parapet
- brick pilasters above the first storey
- punched windows with cast concrete sills and lintels

Attachment 4

- Wood balcony on the south elevation
- commercial units at grade
- decorative tin ceiling in commercial units