

June 19, 2023

Reference No.: 000659399-004

To: City Council

From: Kent Snyder, Branch Manager

Subject: **Notice of Intention to Designate the Revillon Building as a Municipal Historic Resource**

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## SUMMARY

This memo initiates the process to designate a historic resource, the Revillon Building, at the owner's request, as a Municipal Historic Resource in accordance with the *Historical Resources Act*. This application has been made in conjunction with a similar application by the same owner to designate The Boardwalk, located at 10310 - 102 Avenue NW to the immediate east of the Revillon Building, as a Municipal Historic Resource.

## CURRENT ACTIONS

*(Immediate)*

1. That a Notice of Intention to Designate a Municipal Historic Resource, as set out in Attachment 1, be served on the owners of the property located at 10310 - 102 Avenue NW in accordance with Section 26 of the Alberta *Historical Resources Act*, RSA 2000, c H-9.<sup>1</sup>
2. That the City Manager be appointed to implement matters arising from the issuance of the Notice of Intention to Designate the Revillon Building as a Municipal Historic Resource, as set out in Attachment 1.

## FUTURE ACTIONS

*(At least 60 days after the Notice of Intention to Designate is served)*

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<sup>1</sup> On November 26, 2019, City Council passed amendments to the City Administration Bylaw, delegating approval of Notices of Intention to Designate (NOI) under the *Historical Resources Act* (HRA) to the City Manager, where the owner consents to the designation of their property. The NOI initiates the designation process under the *Historical Resources Act*; the final decision on designation remains with City Council by way of a bylaw.

1. Pursuant to the provisions of the Alberta *Historical Resources Act*, RSA 2000, c H-9, a Bylaw to Designate the Revillon Building as a Municipal Historic Resource (the “Bylaw”) will be brought forward to Council for their consideration.
2. If approved, the Bylaw and corresponding Rehabilitation Incentive and Maintenance Agreement will contemplate funding of up to \$500,000.00 to be provided from the Heritage Resources Reserve to fund City-funded work on the Revillon Building, as described in Attachment 5.

## **BACKGROUND**

The Revillon Building is on the Inventory of Historic Resources in Edmonton, and merits designation under City Policy C450B - Policy to Encourage the Designation and Rehabilitation of Municipal Historic Resources in Edmonton. The building was constructed in 1912 and features Chicago Commercial style influences.

On May 1, 2023, the owners completed the application requirements to have the Revillon Building, located at 10310 - 102 Avenue NW in the Downtown neighbourhood, designated as a Municipal Historic Resource under the provisions of City Policy C450B. This application has been made in conjunction with a similar application by the same owner to designate The Boardwalk, located at 10310 - 102 Avenue NW to the immediate east of the Revillon Building, as a Municipal Historic Resource.

If designated, any future renovation of the Revillon Building will be required to meet the *Standards and Guidelines for the Conservation of Historic Places in Canada*.

The designation of this property will support its proper restoration and continued protection in the future.

## **BUDGET/FINANCIAL**

If the Bylaw is approved, and upon completion of the project phases as outlined in Attachment 5, the Heritage Resources Reserve will pay the owner up to \$500,000.00 for rehabilitation. The current Reserve balance is sufficient to cover the committed funding, including the Revillon Building.

The total estimated cost of the eligible heritage restoration work for the project is \$1,286,512.50. Beyond the \$500,000.00 grant from the Heritage Resources Reserve, the owner is responsible for all costs of the restoration work for the project. The owners are investing over \$40 million into the rehabilitation and improvements to The Boardwalk and Revillon buildings.

Administration is considering a number of potential heritage designations for use of Reserve funds, which will be brought forward for Council approval as required. Based on the current commitments, the Reserve balance is anticipated to decline to a balance of \$5.65 million at the end of 2023. The Reserve is funded by the tax levy on an annual basis (\$2.3 million in 2023 including \$417,550 specifically for the Edmonton Brewing and

Malting Company Ltd. building and \$500,000 specifically for Hangar 11).

## **PUBLIC ENGAGEMENT**

Public engagement was not undertaken as part of this process, as it is not required under the *Historical Resources Act*.

A handwritten signature in black ink, appearing to be 'Aileen Giesbrecht', written over a horizontal line.

c: Executive Leadership Team  
Aileen Giesbrecht, City Clerk, Office of the City Clerk  
Michelle Plouffe, City Solicitor, Legal Services

Attachments:

1. Notice of Intention to Designate the Revillon Building as a Municipal Historic Resource - *Historical Resources Act*
2. Location Map
3. Photographs
4. Statement of Significance
5. Description of City-funded Work

**Notice of Intention to Designate the Revillon Building as a Municipal Historic Resource**

HISTORICAL RESOURCES ACT  
R.S.A. 2000, cH.-9, as amended, Section 26

TO: 10310-102nd Avenue (Revillon Boardwalk Building) Inc.  
255 Adelaide Street West  
Toronto, ON M5H 1X9

Notice is hereby given that sixty (60) days from the date of service of this Notice, The Municipal Council of The City of Edmonton intends to pass a Bylaw that the original 1912 structure known as the Revillon Building and the land on which such structure is located, legally described as:

PLAN B-1  
BLOCK THREE (3)  
LOTS ONE HUNDRED AND SIXTY NINE (169) TO  
ONE HUNDRED AND SEVENTY ONE (171) INCLUSIVE

EXCEPTING THEREOUT ALL MINES AND MINERALS

and municipally described as 10310 - 102 Avenue NW, be designated as a MUNICIPAL HISTORIC RESOURCE under Section 26 of the *Historical Resources Act*, as amended from time to time.

AND TAKE FURTHER NOTICE THAT the Municipal Council of the City of Edmonton has appointed the City Manager to implement matters arising from the issuance of the Notice of Intention to Designate a Municipal Historic Resource.

DATED this day of 2023

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Andre Corbould, OMM, P.Eng., FCAE, ICD.D  
City Manager

## EXPLANATORY NOTE

The above Notice is addressed to the owner of, or person with a legal interest in, the resource named which the Municipal Council of the City of Edmonton (hereinafter referred to as the Council) intends to designate, by Bylaw, as a Municipal Historic Resource under Section 26 of the *Historical Resources Act*.

## EFFECT OF NOTICE

This Notice of Intention protects the historic resource named in it for 120 days from the date it was served on you. During these 120 days **NO PERSON MAY DESTROY, DISTURB, ALTER, RESTORE OR REPAIR A MUNICIPAL HISTORIC RESOURCE OR REMOVE ANY HISTORIC OBJECT FROM IT** unless they have written approval of the Council or person appointed by the Council for the purpose.

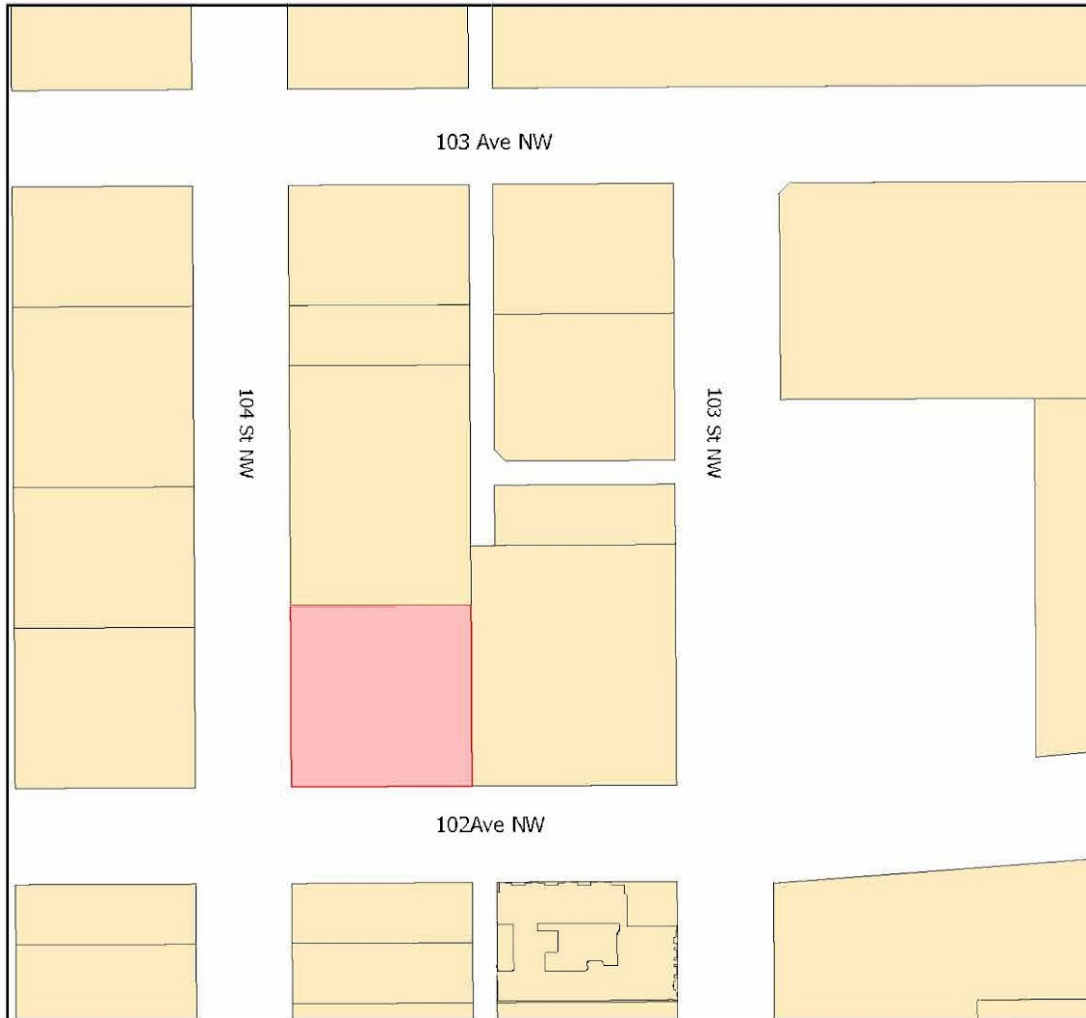
The Council or the person appointed by the Council, in its or their absolute discretion, may refuse to grant an approval or may make the approval subject to such conditions, as they consider appropriate.

Although there is no right of appeal as such against designation as a Municipal Historic Resource, you are not precluded at any time from writing to the Council, claiming that the site should not or should cease to be designated. Such claim must demonstrate that the property to be designated is not of architectural or historical significance. The evidence provided to support the claim will be carefully considered.

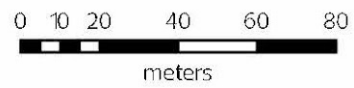
You may also apply by originating application to any judge of the Court of Queen's Bench for an Order shortening the 120 days of protection.

After 120 days the Notice ceases to have any effect, unless the Council has revoked it sooner, or the court has shortened the period, or unless the Council has passed a Bylaw designating the resource permanently.

Location Map for the Revillon Building



**REVILLON BUILDING**  
**10310 - 102 AVENUE NW**



Photographs of the Revillon Building



View of south elevation, looking northwest from 102 Avenue NW.



View of south and west elevations, looking northeast from 102 Avenue NW.



View of west and north elevations, looking southeast from 104 Street NW.



View of north elevation, looking southeast from 104 Street.





View of north elevation and portion of east elevation, looking southwest from back alley. Note portion of the atrium extension at left of image that connects the building to The Boardwalk.



Context image showing the Revillon Building (at left) with recently-renovated atrium connection to The Boardwalk Building (at right).

## **Statement of Significance**

### **Description of Historic Place**

The Revillon Building, completed in 1912, is a Chicago Commercial Style structure located on the eastern edge of Edmonton's Warehouse District, in the Downtown area. This landmark is defined by its fine-cut ashlar base, straightforward structural expression of exposed concrete structure and brick infill and its significant massing. The structure was built as a department store and warehouse for the Revillon Frères Company, one of the world's premier fur manufacturers. It is located immediately to the west of The Boardwalk.

### **Heritage Value**

The Revillon Building has significant mercantile, symbolic and historical value to Edmontonians as one of the anchors of Edmonton's historic Warehouse District. The Revillon Building was built by one of the world's largest fur manufacturing concerns, who stocked their select retail department stores with luxurious goods. Edmonton's Revillon Building housed one of those elegant retail stores. Revillon Frère's department stores were located in major world cities like Paris, London, New York, Moscow and Montreal. It was significant that Edmonton was a location of one of these department stores that sold fine dry goods, furs and fragrances. The upper floors of the Revillon Building housed a major processing centre for their global fur trading operations, and afterwards, housed major wholesale activities. The Revillon Building established Edmonton as a major trading centre of global repute.

The Revillon Building has significant historical value, with respect to the mercantile activities that this building was able to accommodate by way of the operating railway spur that ran to the immediate east, allowing the Revillon Frères Company's own railway cars direct access to the Revillon Building for deliveries and shipments to and from the world's major trading centres. With the arrival of a direct railway connection to Edmonton via the Canadian Northern Railway (CNoR) in late 1905, the city became an important commercial hub for the collection and distribution of goods to the surrounding districts. The CNoR established major terminals north of MacKenzie (later 104) Avenue, between First and Tenth streets, comprising locomotive and rolling stock repair facilities, a large classification yard, team tracks and spurs running north and south of the terminal to service the many wholesalers and industries that proliferated along its edges. Arrival of the Canadian Pacific (1906), the Grand Trunk Pacific (1909), and the McArthur lines (ED&BC, A&GW, etc., in 1912) through running rights and interchange agreements, enhanced Edmonton's position as a distribution centre for northern Alberta. As a result, Edmonton received favoured status by the railways through the institution of special tariffs. Revillon Frères new warehouse was built in 1912, running down the alley along one of the industrial spurs running south from the CNoR yards, providing a transportation connection to conduct its business, which served it well into the 1970s, when trucks became the common mode of shipping and rail spurs fell into disuse.

The Revillon Building has additional historical value with respect to the fire of March 8 - 10, 1949, which consumed the upper three floors of the building over 36 hours in what was described as “Edmonton’s worst fire”, which resulted in a judicial investigation of the Edmonton Fire Department’s handling of the event. The fire department was found to be deficient in equipment, men and instruction; this investigation brought about a complete review and re-organization of the department. A previous major fire of 1928 had burned the second through to sixth floor of the building.

The Revillon Building is also significant with respect to its construction, design and style. The architect of the Revillon Building was James McDiarmid of Winnipeg. It was built by the Messrs. J. McDiarmid Company of Winnipeg, a team that designed and built many major buildings throughout the Prairies. The Revillon Building is constructed of a sturdy concrete frame; the columns are built of steel embedded in concrete spaced in a tight structural grid, and the floors are solid concrete. This construction lent itself to support the heavy loads found in a warehouse. The building is designed in a straightforward and forthright manner, akin to the Chicago Commercial Style. It is a clear expression of concrete frame construction with extensive brick cladding and glass infill panels, built on a landmark scale that was equalled only by the neighbouring Boardwalk building during this era of construction in Edmonton. The base of the south façade of the Revillon Building is brick trimmed in limestone, whereas the west façade is stone to match the Revillon Annex Building located to the immediate north. The signage above the southwest entrance proclaiming ‘EST. REVILLON 1723’ and ‘ERTD.’ (erected) and ‘1912’ (all on west elevation) and ‘1723 REVILLON 1912’ (on south elevation) is original and of significant historic value in that it tells of the Revillon Frères incorporation in 1723, and of the date of construction of this building in 1912.

### **Character-defining Elements**

Key character-defining elements of the Revillon Building include:

#### **EXTERIOR**

##### General:

- Form, scale and massing of the six-storey building
- Location within historic Warehouse District in the Downtown
- Concrete and masonry construction

##### West Elevation:

- Flat roof with parapet
- Decorative corbelled brick treatment at upper level just below the parapet
- Concrete frame construction with brick infill panels providing surface relief
- Overall fenestration with plain concrete sills and pattern of two windows separated by one brick infill panel
- Prominent concrete columns clad in brick

- Fine-cut limestone ashlar base, extending from street level to the second storey, with strong horizontal banding at top of base
- Large, tripartite windows on ground floor
- Basement window openings
- Fine-cut ashlar limestone entrance at southwest corner with flanking round columns and square bases with fluted capitals
- Incised lettering with 'ESTD. REVILLON 1723' and 'ERTD.' and '1912'

### South Elevation:

- Flat roof with parapet
- Decorative corbelled brick treatment at upper level just below the parapet
- Brick-clad penthouse
- Concrete frame construction with brick infill panels providing surface relief
- Overall fenestration with plain concrete sills and pattern of two windows separated by one brick infill panel
- Prominent concrete columns clad in brick
- Fine-cut limestone ashlar base on portion of south elevation at southwest corner, extending from street level to the second storey, with strong horizontal banding at top of base
- Incised lettering with '1723 REVILLON 1912'
- Limestone banding at top of ground floor extending along length of south elevation
- Stone trimmed base
- Large double windows on ground floor, separated by brick divider

### East Elevation:

- Overall fenestration of east elevation

### INTERIOR

- Concrete construction including concrete columns with fluted tops
- Central lightwell

## Description of City-Funded Work for the Revillon Building

Scope	Description of City-Funded Work	Estimated Cost	Amount Allocated
1.	<b>Masonry Repairs:</b> removal of paint on brick and concrete surfaces, repointing of brick, new parking and cleaning	\$777,468.30	\$350,000.00
2.	<b>Stucco/Plaster Repairs:</b> restoration of pre-cast concrete elements	\$88,919.25	\$40,000.00
3.	<b>Scaffolding:</b> installation of scaffolding to facilitate rehabilitation work	\$157,790.85	\$70,000.00
4.	<b>Construction Management and General Conditions:</b> construction management, site operations and security to facilitate rehabilitation work	\$262,334.10	\$40,000.00
	<b>TOTAL</b>	<b>\$1,286,512.50</b>	<b>\$500,000.00</b>