



June 2, 2025

Reference No.: 083916634-002

To: City Council

From: Kent Snyder, Branch Manager

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

SUMMARY

This memo initiates the process to designate a historic resource, the Massey Ferguson Building, at the owner's request, as a Municipal Historic Resource in accordance with the *Historical Resources Act*.

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 10616 - 103 Avenue NW in accordance with Section 26 of the *Alberta Historical Resources Act*, RSA 2000, c H-9.¹
2. That the City Manager be appointed to implement matters arising from the issuance of the Notice of Intention to Designate the Massey Ferguson 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)

1. Pursuant to the provisions of the *Alberta Historical Resources Act*, RSA 2000, c H-9, a Bylaw to Designate the Massey Ferguson Building as Municipal Historic

¹ 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.

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 Massey Ferguson Building, as described in Attachment 5.

BACKGROUND

The Massey Ferguson 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 1947, and features International style influences. It was designed by noted Edmonton architects, William and Richard Blakey, and is an excellent example of mid-century warehouse design in the Warehouse District of the Downtown.

On May 23, 2025, the owners completed the application requirements to have the Massey Ferguson Building, located at 10616 - 103 Avenue NW, designated as a Municipal Historic Resource under the provisions of City Policy C450B. The designation of the building will only apply to the west, south and east elevations of the original 1947 two-storey showroom. The balance of the structure, a one-storey addition dating from the early 1950s, is not listed on the Inventory, and will be demolished as part of a redevelopment of the site. The 1947 building will be kept intact, and will be integrated into the new building on the site.

If designated, any future renovation of the Massey Ferguson 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 Massey Ferguson Building.

The total estimated cost of the restoration work for the project is \$2,031,706. 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.

Based on the current commitments, the projections for the Reserve anticipate a Reserve balance of \$4.63 million at the end of 2025 and \$3.1M at the end of 2026. Administration is considering a number of potential heritage designations for use of these funds, which will be brought forward for Council approval as required. The Reserve is funded by the tax levy on an annual basis (\$1.98 million per annum in 2025 and in 2026, including

\$500,000 for Harcourt House, and \$465,000 for the Edmonton Brewing and Malting Company Ltd. Building). The Reserve also funds \$490,000 for the forthcoming Heritage Places Strategy.

PUBLIC ENGAGEMENT

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



c: Executive Leadership Team
Aileen Giesbrecht, City Clerk, Office of the City Clerk
Michael Gunther, Acting City Solicitor, Legal Services

Attachments:

1. Notice of Intention to Designate the Massey Ferguson Building as a Municipal Historic Resource - *Historical Resources Act*
2. Location Map of the Massey Ferguson Building
3. Photographs of the Massey Ferguson Building
4. Heritage Officer's Statement of Significance
5. Description of City-Funded Work for the Massey Ferguson Building

Notice of Intention to Designate the Massey Ferguson Building as a Municipal Historic Resource

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

TO: ESH Housing Ltd.
P.O. Box 676, Station Main
Salmon Arm, BC
V1E 4N8

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 1947 structure known as the Massey Ferguson Building and the land on which such structure is located, legally described as:

PLAN B-2
BLOCK SIX (6)
LOTS ONE HUNDRED AND SIXTY-SIX (166) AND ONE HUNDRED AND SIXTY-SEVEN (167)
EXCEPTING THEREOUT ALL MINES AND MINERALS

and

PLAN B-2
BLOCK SIX (6)
LOTS ONE HUNDRED AND SIXTY-FIVE (165) AND ONE HUNDRED AND SIXTY-EIGHT (168) TO ONE HUNDRED AND SEVENTY-TWO (172) INCLUSIVE

and municipally described as 10616 - 103 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 , 2025

Eddie Robar
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.

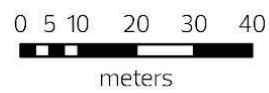
You may also apply by originating application to any judge of the Court of King's Bench for an Order shortening the 120 days of protection.

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 Massey Ferguson Building



MASSEY FERGUSON BUILDING
10616 - 103 AVENUE NW



Photographs of the Massey Ferguson Building



View of front (south) elevation, looking north from 103 Avenue NW.



View of side (east) elevation, looking west from 106 Street NW. The lower height addition to the right of the two-storey 1947 building is not part of the designation and will be demolished.



View of side (west) elevation, looking east from adjacent lane. The lower height addition to the left of the two-storey 1947 building is not part of the designation and will be demolished.



View of front (south elevation), looking north from 103 Avenue NW, in 2015.



Massey Ferguson Building (then known as the Massey Harris Ferguson Building) in 1953.

Statement of Significance

Description of Historic Place

The Massey Ferguson Building is a two-storey warehouse structure located at the northwest corner of 103 Avenue and 106 Street in Downtown Edmonton. Built in 1947 in the International style, the building features masonry cladding, large storefront glazing and upper windows. The design of the structure reinforces a strong horizontal presence along the avenue, with minimal ornamentation. A larger, one-storey addition to the north of the 1947 structure, constructed in circa 1953, is intended to be demolished as part of future development on the site.

Heritage Value

The Massey Ferguson Building is valued for its association with commercial development in the Downtown area of Edmonton in the post-Second World War era.

The land that Edmonton was developed on was used by Indigenous peoples for millennia, as the North Saskatchewan River Valley and ravine systems were a source of shelter, travel, trade, materials, and food. In 1670 the British crown gave the Hudson's Bay Company a charter to trade in Rupert's Land, the enormous area that drained into Hudson Bay and in the late 18th century the company established a trading post along the North Saskatchewan called Edmonton House or Fort Edmonton. The company sold Rupert's Land to the Dominion of Canada in 1870. In 1876, the Canadian government signed Treaty 6 with Indigenous leaders in what is now Saskatchewan and the following year Indigenous chiefs in the Edmonton region signed adhesions to the treaty. River lots were established stretching north to Rat Creek (where 111 Avenue NW now runs east of 97 Street NW) and it was here that Edmonton's northern boundary was established when it became a town in 1892.

While the townsite of Edmonton was originally established in the Boyle Street area in the vicinity of today's 97 Street and Jasper Avenue, the opening of the Hudson's Bay Company Reserve lands to the west of this area helped to facilitate significant growth. The area north of Jasper Avenue was surveyed and lands put up for sale starting in 1912. With the arrival of the Canadian Northern Railway in Edmonton in 1905 and the Grand Trunk Pacific Railway in 1909, the demand for commercial and warehousing lands became more important. The area west of 103 Street and south of 104 Avenue became the primary area for this type of development, being centrally located and with easy access to rail infrastructure. More than two dozen warehouses were constructed in this area between 1909 and 1914, several of which are still present today, including the Phillips Building, the Great Western Saddlery Building, the H.V. Shaw Building and the Canadian Consolidated Rubber Company Building. The concentration of these

warehouse structures, many of them constructed of brick, resulted in the area being known as the Warehouse District.

In the immediate years following the Second World War, the Edmonton area experienced tremendous growth. Major oil discoveries in Turner Valley in 1936 and Leduc in 1947, coupled with post-war optimism, spurred significant development in Edmonton and a demand for additional commercial and warehouse space. In July 1946, Building Permit 2634 was issued to the Canadian Massey Harris Company for the construction of a “wholesale warehouse”. At the time, the Massey Harris Company was the largest agricultural equipment manufacturer in the British Empire, and with the significant growth in the Edmonton area, and increased demand for food production, the company developed a new two-storey showroom for its products in the Downtown. In 1953, the company would merge with the Ferguson Company of Ireland to become the Massey Harris Ferguson Company, which was shortened to the Massey Ferguson Company in 1958. The Downtown Edmonton building was used as the main showroom and distribution centre for the region. A one-storey addition was added to the showroom space in circa 1953. In 1970, the building was repurposed as the main showroom and warehouse for the Healy Ford dealership.

The Massey Ferguson Building is significant for its International style influences. Modern architecture began taking root in the 1930s in Edmonton, with designs emerging in both the residential and non-residential sectors. The tremendous growth in Edmonton after the Second World War, with Edmonton’s population doubling between 1945 and 1948, saw both a demand for new commercial space, but also an influx of architects eager to play a role in the development boom.

Modern architecture, including the International style, features consistent design elements such as: flat roofs; horizontal window openings; minimal ornamentation; robust building materials; and the expression of structure. The Massey Ferguson Building was one of the earliest examples of Modern commercial buildings in Edmonton.

Designed by Edmonton architects Blakey and Blakey, the Massey Ferguson Building is significant for its direct reference to the seminal 1929 Villa Savoye designed by Le Corbusier outside Paris. Using the language of the International Style of architecture, the Massey Ferguson Building incorporates an asymmetrical composition with a podium-on-columns design. The continuous ground floor glazing and long, framed horizontal windows on the second storey take advantage of the building structure being separated from the exterior walls. The podium-on-columns composition was popular at the time because it allowed a completely open ground floor for the display of equipment and vehicles. Office space was located above the main floor showroom. The building is clad in red brick with Tyndall stone trims, and features a deep, projecting eave on the

south, west and east elevations that serves as a form of canopy. A surface-mounted flagpole at the west end completes the asymmetrical composition.

The Massey Ferguson Building is further valued for its association with the architectural practice of Blakey and Blakey, a prominent and influential practice at this time in Edmonton.

Richard Palin Blakey (1879 - 1963) was born in Sunderland, England. He began his career in 1895, and emigrated to Canada in 1907, joining the Alberta Department of Public Works in 1908. He was appointed Provincial Architect in 1911, and took direct responsibility for the design of all provincial government buildings until 1925. His work included the completion of the design and construction of the Provincial Legislature Building, which was begun under the previous Provincial Architect, Allan Jeffers, in 1909.

His brother, William George Blakey (1885 - 1975), was also born in Sunderland, England, and received his architectural training from the same schools as Richard. William also emigrated to Canada in 1907, and worked with Richard in the Alberta Department of Public Works until 1909. At that time, he joined the architectural practice of the influential Edmonton architect, Roland Lines. During the First World War, William would serve overseas with the Canadian Corps of Engineers. He returned to Edmonton in 1919 to continue his practice.

In 1925, Richard and William formed an architectural practice together, which lasted until 1928, when William decided to start his own independent practice. In 1947, with the post-Second World War development boom in full swing, the brothers re-formed their partnership, and created designs for several Modern buildings in Edmonton, including the Massey Ferguson Building. Between them, many significant historic buildings are still present in Edmonton, including: Government House; the Provincial Land Titles Building; Christ Church Anglican Church; Central Masonic Temple; Ansgar Lutheran Church; and the Garneau Theatre. William also designed the Stewart Residence in Glenora, as well as his own residence, the Blakey Residence, in the Capital Hill area of Glenora - both are designated Municipal Historic Resources.

Character-defining Elements

Key character-defining elements of the west, south and east elevations of the Massey Ferguson Building include:

- International style design influences, with little ornamentation
- Two-storey massing
- Strong horizontal form

Attachment 4

- Flat roof with parapet
- Masonry cladding
- Floor to ceiling storefront glazing with aluminium mullions elevated above the adjacent sidewalk on west, south and east elevations
- Central main entrance
- Long, horizontal ribbon window on south elevation on second floor, with four-paned windows
- Four individual punched windows, each with four panes, on the east elevation
- Two individual punched windows, each with four panes, on the west elevation
- Tyndall stone trim, sills and lintels on all second floor windows
- Projecting eave/canopy above ground floor on west, south and east elevations
- Offset, surface-mounted flagpole on west end of south elevation
- Concrete paving along sidewalk level

Description of City-Funded Work for the Massey Ferguson Building

Phase	Description of City-Funded Work	Estimated Cost	Amount Allocated
1	Stabilization of Exterior Walls: Shoring and stabilization of west, south and east walls in situ during rehabilitation	\$352,800.00	\$100,000.00
2	Storefront Curtain Wall Glazing: Replication of storefront curtain wall glazing on ground floor on west, south and east elevations	\$551,985.00	\$105,000.00
3	Second Storey Windows: Replication of windows on second storey on west, south and east elevations	\$127,338.75	\$50,000.00
4	Masonry Cladding: Rehabilitation and repointing of original masonry cladding on west, south and east elevations	\$323,804.25	\$100,000.00
5	Roof: Replacement of roof and rehabilitation of original parapet	\$98,280.00	\$30,000.00
6	Foundation Parging: Rehabilitation of parging along foundation on west, south and east elevations	\$1,962.45	\$500.00
7	Ground Floor Canopy/Eave: Rehabilitation of original projecting canopy/eave, including soffits, on west, south and east elevations	\$24,286.50	\$9,500.00
8	Foundation: Rehabilitation of original foundation, including installation of weeping tile	\$147,000.00	\$30,000.00
9	Flagpole: Removal and replication of original flagpole on south elevation	\$10,500.00	\$5,000.00
10	Management Fees and Site Requirements: Construction	\$267,750.00	\$40,000.00

Attachment 5

	management fees and site requirements during shoring and rehabilitation		
11	Design Fees: Engineering and architectural design fees related to rehabilitation scope	\$126,000.00	\$30,000.00
	TOTAL	\$2,031,706.95	\$500,000.00