

# Notice of Intention to Designate

## The Marshall McLuhan house as a Municipal Historic Resource

### Recommendation:

That Executive Committee recommend to City Council:

1. That a Notice of Intention to Designate a Municipal Historic Resource, as outlined in Attachment 1 of the April 29, 2013, Sustainable Development report 2013SPE111, be served on the owner of the property occupied by the Marshall McLuhan House, located at 11342 - 64 Street NW in accordance with Section 26 of the *Alberta Historical Resources Act* RSA 2000.
2. That funding of \$32,580.90 for this project from the Heritage Reserve Fund, be approved.
3. That the City Manager be appointed to implement matters arising from the issuance of the Notice of Intention to Designate a Municipal Historic Resource.

### Report Summary

**The recommendation in this report initiates the process of designating a heritage building at the owner's request as a Municipal Historic Resource, in accordance with the *Alberta Historical Resources Act*.**

### Report

The Marshall McLuhan house is on the Inventory of Historic Resources in Edmonton and merits designation under City Policy C450B – “A Policy to Encourage the Designation of Municipal Historic Resources in Edmonton.” The

property is owned by Arts Habitat Association of Edmonton.

Arts Habitat Association of Edmonton received \$75,000 from Council Contingency in October 2012 to support their purchase of the Marshall McLuhan house. The offices of Arts Habitat Association of Edmonton are now located in the house and they operate it as a Communications and Arts Centre. They also received from the McLuhan family a small collection of photographs of Marshall McLuhan now installed in the front room, which the public can view.

The property was recently rezoned to Direct Development Control Provision (DC1) to allow its current use.

In February 2013, Arts Habitat completed the application requirements to have the Marshall McLuhan house, located at 11342 - 64 Street NW, designated as a Municipal Historic Resource under the provision of City Policy C450B.

If designated, any future renovation will 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.

### Policy

City Policy C450B – A Policy to Encourage the Designation of Municipal Historic Resources in Edmonton.

### Corporate Outcomes

*The Way Ahead*, City of Edmonton Strategic Plan 2009-2018:

- Improve Edmonton's Liveability

### Budget/Financial Implications

## Notice of Intention to Designate – The Marshall McLuhan house as a Municipal Historic Resource

Upon completion of the project phases, as outlined in Attachment 5, the owner will be paid up to \$32,580.90 as a rehabilitation incentive from the Heritage Reserve Fund. This funding is based on providing a matching grant of up to 50 percent of the eligible restoration costs.

Should the owner receive funding from the Alberta Historic Resources Foundation for the same restoration work, the allocated funding from the Historic Resource Management Program may be adjusted accordingly.

- L. Rosen, Chief Financial Officer and Treasurer

### **Justification of Recommendation**

1. Issuance of a Notice of Intention to Designate and subsequent approval of the designation bylaw will provide Administration authority to ensure that the building is restored and maintained in accordance with sound principles of conservation.
2. Rehabilitation incentive funds are available through the Heritage Reserve Fund.
3. This complies with the *Alberta Historical Resources Act*.

### **1. Attachments**

1. Notice of Intention to Designate the Marshall McLuhan house
2. Location of the Marshall McLuhan house at 11342 - 64 Street NW
3. Photograph of the Marshall McLuhan house
4. Heritage Planner's Statement of Significance
5. Description of the City Funded Work for the Marshall McLuhan house

### **Others Reviewing this Report**

- D.H. Edey, General Manager, Corporate Services

**Notice of Intention to Designate the Marshall McLuhan house**

HISTORICAL RESOURCES ACT

Section 26 H.R.A., R.S.A. 2000, c.H-9, as amended

TO: Arts Habitat Association of Edmonton  
11342 - 64 Street NW  
Edmonton AB T5W 4H5  
Attention: Linda Huffman

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 building known as the Marshall McLuhan house, and the land on which such building is located, legally described as:

Plan 4065 AE  
Block 25  
Lot 17  
Excepting Thereout All Mines and Minerals

and municipally described as 11342-64 Street NW be designated 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                    2013.

\_\_\_\_\_  
General Manager  
Sustainable Development

Agent for The City of Edmonton

## 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.

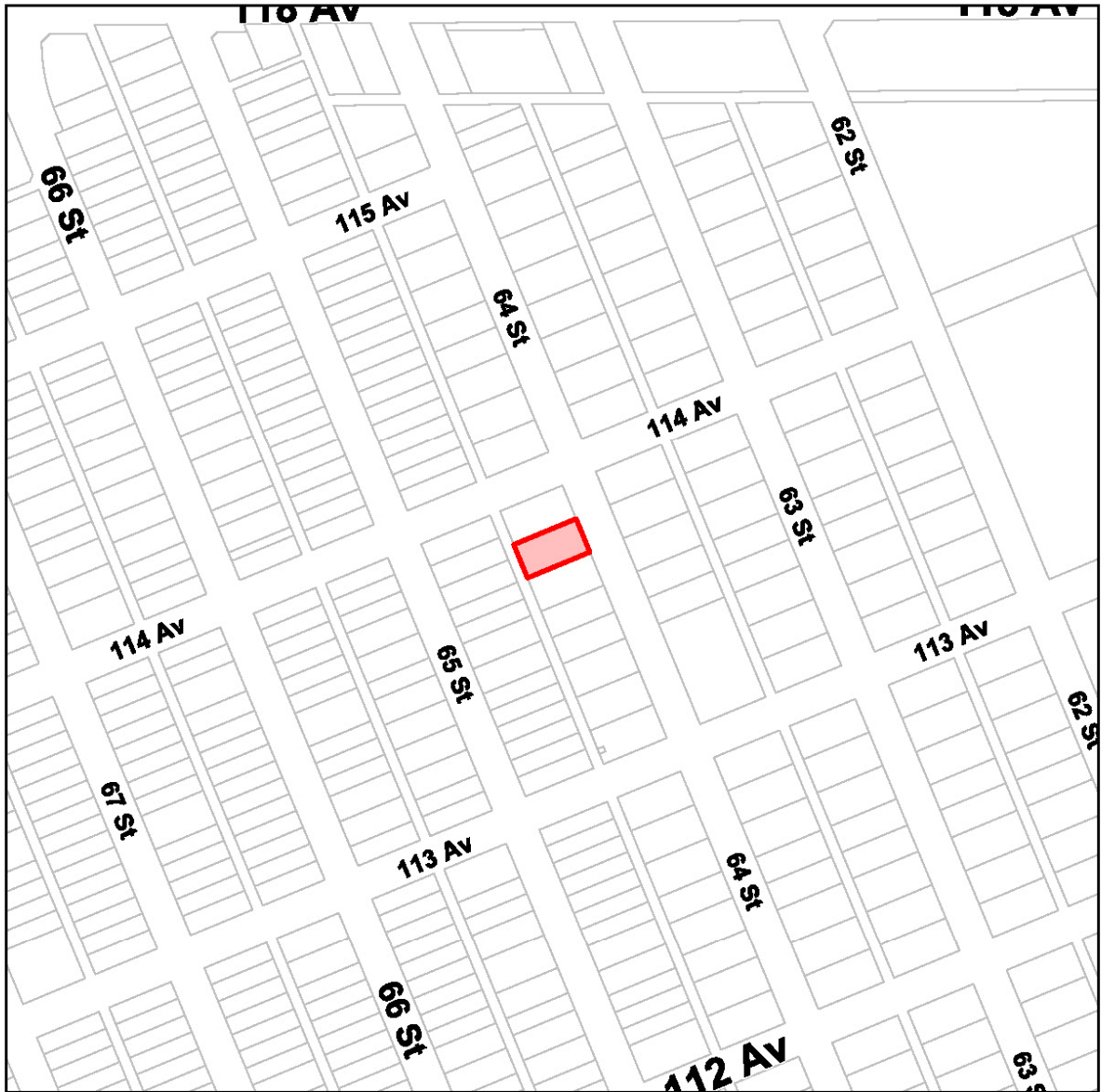
The Council or the person appointed by the Council, in its or their absolute discretion, may refuse to grant an approval or may make the approval subject to such conditions, as they consider appropriate.

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 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 Notice 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 of the Marshall McLuhan house at 11342 - 64 Street NW



**Marshall McLuhan House**  
**11342 64 Street NW**



**Photograph of the Marshall McLuhan house**



**View of the house looking from 64 Street**

## Heritage Planner's Statement of Significance

### Description of Historic Place:

The Marshall McLuhan house sits mid block on 64 Street NW in the historic Highlands Neighbourhood. The house is set at top of a hill and set back from the street.

### Heritage Value:

The Marshall McLuhan house with its Craftsman bungalow style is a front gable, low pitch roof structure with a full open verandah which is also a front gable. The verandah has tapered square columns with concrete block piers. The house has wood horizontal cladding on the ground floor and cedar shingles in the gable ends plus double hung wooden sash windows.

The heritage value also lies with Marshall McLuhan who was born in Edmonton in 1911 and lived here with his parents from 1912 to 1915. He received a PhD from Cambridge in 1934 and taught English at various U.S. colleges before settling at the University of Toronto in 1944. His main interests were language and perception, and how the mass media manipulates them. He coined the phrase "the medium is the message", and was known for his views on television. Marshall McLuhan died in Toronto in 1980, at the age of 69.

Herbert and Elsie McLuhan, Marshall's parents, purchased this land in August 1912, having already received a permit to build a \$3000 house on it. The home was designed by Nesbitt & Morehouse and built by Bailey & Berry. In 1915, the McLuhans moved to Winnipeg but continued to own the house in 1923, when Gladys Griffith, a teacher and assistant principal at the Highlands School bought the house.

### Character Defining Elements

The character defining elements as expressed in the form, massing and materials of the Marshall McLuhan House include:

- Craftsman bungalow style form, scale and mass of the McLuhan house;
- front gable with low pitch roof of the main house;
- front gable verandah with low pitch roof, tapered square columns and concrete block piers;
- horizontal wood cladding on the main floor and cedar shingles on the second floor;
- bay window on the south elevation;
- cable front dormers on roof facing north and south, and
- wood front door and double hung wooden sash windows.

## Description of the City Funded Work for the Marshall McLuhan house

Phase	Description of City Funded Work	Total Estimated Cost	Amount Allocated
1	<b>Roof Repairs and Restoration and chimney repairs:</b> replace entire roof with cedar # 1 shingles and make repairs to resolve ice damming issues where dormers meet the roof. Chimney to be re-pointed, re-built at the top two feet and provide structural support	\$25,365.00	\$12,682.50
2	<b>Windows and Doors:</b> Replace aluminum north window with historically correct double hung wood window. New replacement wood screen door and re-stain original front door.	\$6,983.00	3,491.50
3	<b>Living Room sliding doors:</b> Restore original sliding doors and re-hung with new hardware to ensure doors will slide properly.	\$12,000.00	\$6,000.00
4	<b>Exterior Painting:</b> Repair and/or replace wood dripline and other wood cladding as required. Paint exterior and stain the shingle cladding on the second floor.	\$14,890.00	7,445.00
5	<b>Contingency (10%)</b>	\$5,923.80	\$2,961.90
	<b>Total</b>	<b>\$65,161.80</b>	<b>\$32,580.90</b>