

THE EXCHANGE DISTRICT NATIONAL HISTORIC SITE OF CANADA COMMEMORATIVE INTEGRITY STATEMENT



MAIN STREET, LOOKING NORTH

It is not the individual buildings themselves. . . but the historical process of bringing together large numbers of heritage structures illustrating important themes within a tightly defined area which makes the Exchange District a distinctive place. Block after block of brick warehouses, rows of financial structures, key groupings of skyscrapers - in total, these built resources evoke a sense of the type of place which Winnipeg was during its most formative years, late in the 19th and early in the 20th centuries, when Winnipeg rose to metropolitan status (Dana Johnson 1996 Historic Sites and Monuments Board Agenda paper).

January 10, 2001

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APPROVED BY:



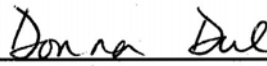
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**THE EXCHANGE DISTRICT
NATIONAL HISTORIC SITE OF CANADA
COMMEMORATIVE INTEGRITY STATEMENT**

1 INTRODUCTION

The Exchange District National Historic Site of Canada is a unique, tangible legacy of Winnipeg's, Manitoba's, and Canada's cultural heritage from the turn of the 20th century. The City of Winnipeg, the Province of Manitoba, and the Government of Canada have therefore agreed that the Exchange District is a nationally significant place to be protected and presented for the understanding, appreciation and enjoyment of this and future generations of Canadians. The City, the Province and the Government of Canada have jointly prepared this Commemorative Integrity Statement to recognize the historic and architectural values which embody and convey the national significance of this place, a historic district of some 20 city blocks and more than 100 buildings having historic value (as of 2000). Respecting these values is integral to ensuring the wholeness and sense of time and place, that is, the commemorative integrity of the Exchange District.

This Commemorative Integrity Statement contains liberal amounts of information and direct quotes from two sources: the 1996 Historic Sites and Monuments Board of Canada (HSMBC) Agenda Paper on the Exchange District, researched and written by Dana Johnson; and, *The 1999 Exchange District National Historic Site Heritage Interpretive Plan*, undertaken by the Exchange District Heritage Partnership, and principally authored by Shelley Bruce.

The exercise to define the historic values, cultural resources, and commemorative integrity objectives for the Exchange District, was held from June 9th to 11th, 1999, in the

Confederation Building, a National Historic Site in the Exchange District. Participants in the exercise were:

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1.1 National Historic Sites

There are more than 850 places across the country which form Canada's family of national historic sites. These places symbolize significant elements of our national story - our character, identity and experience. The Government of Canada's objectives for national historic sites are to:

- foster knowledge and appreciation of Canada's past through a national program of historical commemoration;
- ensure the commemorative integrity of national historic sites administered by Parks Canada by protecting and presenting them for the benefit, education and enjoyment of this and future generations, in a manner that respects the significant and irreplaceable legacy represented by these places and their associated resources; and
- encourage and support the protection and presentation by others of places of national historic significance that are not administered by Parks Canada.

Properties within the district are mostly privately owned or owned by one of the three levels of government. Administration of the zoned district rests with the City of Winnipeg.

1.2 Historic Districts as National Historic Sites

According to the guidelines of the Historic Sites and Monuments Board of Canada, historic districts are geographically defined areas which create a special sense of time and place through buildings, structures, and open spaces modified by human use and which are united by past events and use and/or aesthetically, by architecture and plan.

The following criteria are used by the Board in their consideration of whether to recommend a district as having national significance:

- (1) Historic districts constitute appropriate subjects for commemoration, and those of national significance will include one or more of the following:
 - (a) a group of buildings, structures and open spaces, none of which singly need be of national architectural significance, but which, when taken together, comprise a harmonious representation of one or more styles or constructions, building types, or periods;
 - (b) a group of buildings, structures and open spaces, none of which may be of individual historical significance, but which together comprise an outstanding example of structures of technological or social significance;
 - (b) a group of buildings, structures and open spaces which share uncommonly strong associations with

individuals, events or themes of national significance.

- (2) Above all, an historic district of national significance must have a “sense of history”: intrusive elements must be minimal, and the district’s historic characteristics must predominate and set it apart from the area that immediately surrounds it.
- (3) A commemorated historic district will be subject to periodic review in order to ensure that those elements which define its integrity and national significance are being reasonably maintained.

Over 120 historic districts have been designated across Canada using provincial and municipal designations. Of these, 16 in addition to the Exchange District have been designated national historic sites, including:

- Battle Harbour Historic District, Newfoundland
- Rennie’s Mill Road Historic District, St. John’s, Newfoundland
- Water Street Historic District, St. John’s, Newfoundland
- Port Union Historic District, Newfoundland
- Annapolis Royal Historic District, Annapolis Royal, Nova Scotia
- Old Town Lunenburg Historic District, Lunenburg, Nova Scotia
- The Hydrostone District, Halifax, Nova Scotia
- Great George Street Historic District, Charlottetown, Prince Edward Island
- Marysville Historic District, Marysville, New Brunswick
- Prince William Streetscape, St. John, New Brunswick
- St. Andrews Historic District, St.

- Andrews, New Brunswick
- The Main/Saint-Laurent Boulevard Historic District, Montreal Quebec
- Trois-Rivieres Historical Complex, Trois Rivieres, Quebec
- Powell River Townsite Historic District, Powell River, British Columbia
- Chinatown, Victoria, British Columbia
- Four Naval Stations, Esquimalt, British Columbia

The Exchange District is the only designated historic district in Manitoba, by way of a City of Winnipeg zoning by-law, and it has been designated nationally significant by the Minister of Canadian Heritage, following the recommendation of the HSMBC.

1.3 Commemorative Integrity

Commemorative integrity is a conceptual framework for managing and reporting on national historic sites. It was initially developed by Parks Canada to evaluate and report on its national historic sites for the 1990 State of the Parks Report. Since then, commemorative integrity has been incorporated into Parks Canada legislation as the primary goal in the management of national historic sites administered by Parks Canada.

The concept of commemorative integrity is now being applied with success to a number of national historic sites owned by others to help focus site planning and decision-making. National historic sites being considered for Parks Canada cost-sharing programs must have Commemorative Integrity Statements and proposals which are aligned with commemorative integrity objectives.

The concept of commemorative integrity is

used to describe the wholeness of a national historic site. A national historic site possesses commemorative integrity when:

- the resources that symbolize or represent its importance are not unimpaired or under threat;
- the reasons for the site's national historic significance are effectively communicated to the public; and
- the site's heritage values are respected by all whose decisions or actions affect the site.

1.4 Purpose of the Commemorative Integrity Statement

The Commemorative Integrity Statement does not prescribe what can or cannot be done, nor how things should be done in the protection, presentation, or management of the Exchange District. Instead, the Commemorative Integrity Statement serves as a baseline reference of accepted values to be considered and accounted for in the decisions and actions by any one person or organization that may affect the integrity of the Exchange District, in whole or in part. The Commemorative Integrity Statement also recognizes the importance of communicating the legacy of the Exchange District:

Protection and presentation are fundamental to commemoration since without protection there can be no historic site to be enjoyed, and without presentation there can be no understanding of why the site is important to our history and, hence, to all Canadians (*National Historic Sites Policy, 1994*).

Thus, this document identifies the messages which relate to the national significance of the Exchange District and which should be

communicated to Canadians.

The Commemorative Integrity Statement contains a listing of cultural resources which have been identified as being either Level 1 or Level 2 (Table 1, page 33) and should be treated in accordance with accepted cultural resource management principles and practice. A cultural resource is a human work or place which gives evidence of human activity or has spiritual or cultural meaning, and which has been determined to have historic value according to municipal, provincial, or federal designation, or by community standards of what has cultural or spiritual meaning. Level 1 cultural resources are those resources which directly relate to national significance. Level 2 cultural resources are all remaining cultural resources. It is these cultural resources and their historic values which should be managed to ensure commemorative integrity. Buildings identified as “other” are deemed not to have historic value and do not need to be managed as cultural resources.

How can the Commemorative Integrity Statement be used for the Exchange District? The following list is by no means exhaustive, but provides some ideas of how it may be used by the three levels of government and by individual property owners:

- to provide direction to municipal design guidelines for new and rehabilitated buildings and streetscapes;
- to provide direction for the development and review of policies and procedures for heritage buildings and district conservation;
- to provide consistent heritage criteria

- and guidelines for evaluating grant and contribution requests for heritage and contemporary properties in the Exchange District;
- to evaluate requests to various funding programs;
- to provide direction concerning heritage messages for marketing plans and programs;
- to profile an agreed upon set of heritage values and objectives in relation to economic, social, and environmental objectives when analyzing and evaluating public and private ventures in the Exchange District; and
- to encourage coordination of all stakeholders in the heritage conservation of the district through a common understanding of objectives.

The Exchange District is a living, evolving community of businesses, offices, and residences. Its survival rests with continued occupation and use. The Commemorative Integrity Statement is not a prescription for a museum of fossilized buildings or for freezing the district in a particular time period. Its role is to identify the heritage values and characteristics which give the district a sense of time and place, which set it apart from other parts of Winnipeg, and which make it a place of national significance. If these values and characteristics are respected, the Exchange District can evolve without impairing or threatening commemorative integrity.

2 THE EXCHANGE DISTRICT NATIONAL HISTORIC SITE

2.1 National Historic Designation of

the Exchange District

The Historic Sites and Monuments Board of Canada is an advisory body to the Minister of Canadian Heritage. It recommends to the Minister places, persons and events of national historic significance. National significance is conferred when the Minister approves the Board's recommendation (Figure 1). The Board receives more than 200 requests each year, of which 50 to 70 will generate agenda papers to assist the Board in its deliberations. The Board also uses the National Historic Sites Systems Plan, a thematic framework of Canada's history, to identify gaps in and opportunities to balance historical commemorations.

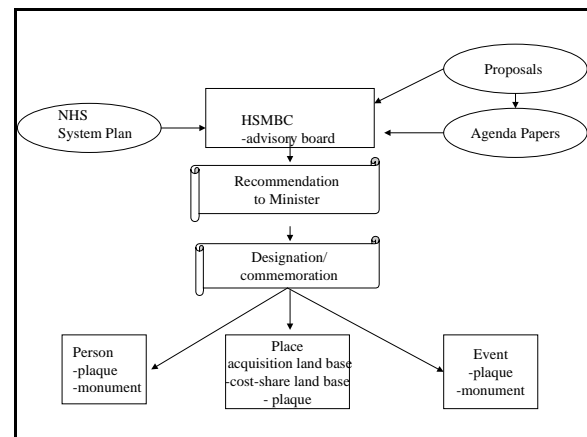


Figure 1. Site Selection, Designation Process and Forms of Commemoration.

The proposal to consider the Exchange District was brought to the HSMBC by the City of Winnipeg. With reference to the agenda paper prepared on the Exchange District, the Board recommended that:

Winnipeg's Exchange District be designated a historic district of national significance because it illustrates the city's key role as a centre of grain and wholesale trade, finance and manufacturing in two historically important periods in western development -

between 1880 and 1900 when Winnipeg became the gateway to Canada's West, and between 1900 and 1913, when the city's growth made it the region's metropolis. Further the district, which has clear boundaries and largely excludes post-1913 structures, contains a range of architecturally significant built resources which speak to the city's key economic role in the West and the collective character of these built resources is distinctive and relatively intact.

The Exchange District was designated a National Historic Site on September 22, 1997, by the Minister of Canadian Heritage. The designation is recognized by a historic district plaque with the following inscription:

This remarkable grouping of commercial buildings vividly illustrates Winnipeg's transformation between 1878 and 1913 from a modest pioneer settlement to western Canada's largest metropolitan centre. The district's banks, warehouses, and early skyscrapers recall the city's dominance in the fields of finance, manufacturing, wholesale distribution and the international grain trade. Designed by a number of well known architects, these buildings reflect an approach to architecture that was innovative, stylish and functional. The First World War and the Great Depression contributed to the end of Winnipeg's spectacular boom era. Through the efforts of dedicated citizens since the 1970s, the Exchange District has been preserved as a distinctive legacy of a formative period in Canada's economic development.

Within the boundaries of the historic district, the Confederation Building, the Union Trust Building, the Royal Bank Tower and Annex, the Bank of Hamilton Building, and Pantages Playhouse Theatre have received separate designations of national significance through earlier Board recommendations. Similarly, the

1919 Winnipeg General Strike is recognized as a nationally significant event and is plaqued in the Exchange District.

2.2 The Exchange District: Historical Overview

The Red River Colony that had developed around the junction of the Red and Assiniboine rivers in the early 19th century was dispersed over a wide region that bordered the two rivers. The decline of the trade monopoly of the Hudson's Bay company in the 1850s, along with new transportation links to the American frontier, sparked the creation of new and independent commercial concerns within the settlement. Upper Fort Garry at the Forks had long been the commercial centre of the colony, but by the 1860s independent entrepreneurs were locating their new businesses away from the fort and the HBC's 500 acre land reserve. In 1862, Henry McKenny built a store where the Assiniboine trail to Fort Garry met the Red River trail, now the famous corner of Portage and Main. Other merchandisers and wholesalers soon followed McKenny's lead, forming the new village of Winnipeg. By the end of 1873, there were well over 900 structures in the area including what is now referred to as the Exchange District. Winnipeg's growth was directly tied to the city's role in supplying the merchandise, lumber, agricultural implements and financing required as a result of the great influx of settlers to the prairies after 1870.

Winnipeg's rise to the status of regional metropolis was tied to the opening of the Canadian West. The period between 1900 and 1913 was key in Canada's development. It was a remarkable expansionist era characterized by rapid increases in population through immigration, by the settlement of a vast western territory, and by the transformation of a regional economy from furs and modest

subsistence farming to commercial agriculture founded on the export of wheat.

The Exchange District was the “downtown” of Winnipeg before construction of the T. Eaton store on Portage Avenue directed commercial activities westward and away from the Exchange District.

Winnipeg's dominance, so quickly established and so steadily maintained, disappeared within a few years of the close of the First World War. A sharp drop in wheat prices coupled with the maintenance of farm costs, and the virtual cessation of immigration to Canada and of new western settlement, resulted in a significant slowdown in retail (and, by extension, wholesale) activity in 1920. Other factors were long-term in their impact. The establishment of cheap and efficient postal services and the maturing of retailing in central Canada led to the rise of marketing of products through the use of mail order catalogues. Firms, notably Robert Simpson and the T. Eaton companies, established huge warehouses in Toronto to distribute goods - including such bulky items as prefabricated houses - throughout the west.

Perhaps more influentially, changes in freight rates after 1920 destroyed Winnipeg's previous transportation cost advantages, making it cheaper to send manufactured goods directly to a destination, rather than to Winnipeg for storage and transshipment. The opening of the Panama Canal allowed Vancouver to serve as a gateway city to the far west, for it was less costly to ship goods from either Europe or eastern North America to Vancouver by water and then by rail throughout British Columbia, Alberta, and Saskatchewan than by rail through Montréal, Toronto, and Winnipeg. As a result, other urban centres came to challenge Winnipeg in

the wholesale trade. By the mid-1920s, a major portion of Winnipeg's huge wholesaling district was tenantless as firm after firm was forced out of business.

Most of the historic buildings in the Exchange District date to after 1900. Earlier buildings, constructed in the appearance and setting of a boomtown Winnipeg, were replaced by buildings exhibiting permanence, wealth, and a sense of a new metropolis. Many notable North American architects of the time have examples of their work in the Exchange District. The architectural history of the Exchange District, as depicted by the styles and architects, includes:

<i>Style</i>	<i>Associated Architects</i>
Italianate	Charles and Earle Barber
Romansesque Revival	Charles H. Wheeler, James Cadham, George Browne, Frank Peters, J. H. G. Russell
Neo-Classical and	McKim, Mead & White, Darling & Pearson
Chicago School	John D. Atchison

3 STATEMENT OF COMMEMORATIVE INTENT

The statement of commemorative intent describes the reasons for a site's national significance, i.e., the reasons for its designation as a national historic site. Since the HSMBC is the authority which advises the Minister responsible for Parks Canada of the national significance of historic places, commemorative intent is based on rigorous adherence to the Ministerially approved Minutes of the HSMBC (see section 2.1).

Winnipeg's Exchange District was designated a national historic site in 1997 because:

- **it illustrates the city's key role as a centre of the grain and wholesale trade, finance and manufacturing in the historically important period in western development - between 1880 and 1913, the period during which Winnipeg grew to become the gateway to Canada's West and the region's metropolis.**
- **the district, which has clear boundaries and largely excludes post-1913 structures, contains a range of architecturally significant built resources which speak to the city's key economic role in the West and the collective character of these built resources is distinct and relatively intact.**

The statement of commemorative intent duplicates the HSMBC's recommendation of June 1996, with one exception. The Board recommendation identifies two periods in the Exchange District's history, 1880 to 1900 and 1900 to 1913. The year 1900, however, is arbitrary, serving to distinguish Winnipeg - Gateway to the West, from Winnipeg - the Metropolis. The temporal distinction is not apparent in any particular event which took place in or about 1900. Winnipeg, and the Exchange District, evolved quickly and without immediate shifts in the economy from the end of the 19th to the beginning of the 20th century. The statement of commemorative intent recognizes that the period of national significance remains the same overall as the Board recommendation, 1880 to 1913.

4 DESIGNATED PLACE AND THE CULTURAL RESOURCES OF

NATIONAL SIGNIFICANCE

The first element of commemorative integrity concerns the identification of the cultural resources and their historic values which are integral to the designation of the historic district as being nationally significant. Such resources are defined as "Level 1". Essentially, the key to identifying Level 1 cultural resources is to ask the questions "what makes this place a national historic site?" and "where does historic value lie?" Historic value can rest in the physical attributes of the cultural resources and overall place as well as in associative values, such as connections with an individual, people, events, or activities, which have an association with the commemorative intent.

Commemorative integrity considers the historic place (also referred to as the designated place) as a whole, such that place is more than the sum of its individual cultural resources. Historic values can reside in the collective whole. This section therefore begins with a definition of what constitutes the designated place of national significance and the characteristics and values which convey its unique sense of time and place. Cultural resources are then described under the following categories:

- Buildings
- Archaeological Resources
- Street Elements
- Historic Objects
- Streetscapes

In the course of defining the historic values of the designated place and individual buildings, it was recognized that streetscapes (alignments of buildings along certain streets and blocks illustrating layering, scale and the

organic growth of the district) is an important means of organizing and conveying characteristics which give the district integrity. In essence, a streetscape is an area “snapshot” of all the factors which make the designated place significant.

4.1 Designated Place

Designated place is that place recommended by the HSMBC as being of national significance. The Exchange District boundaries are set by municipal by-law (Downtown Zoning By-law 4800-88), as follows ¹(Figure 2):

East Side

- the west shore of the Red River from James Ave. to Lombard Ave.

South Side

- north side of Lombard Ave. from the Red River to Main St. and, from there, crossing to the lane east of Albert St.;
- southward along the lane to Notre Dame to include the Electric Railway Chambers building; and
- north side of Notre Dame Ave. from the east side of the Electric Railway Chambers to

¹The HSMBC has stated that “... the Exchange District may be redefined through an amendment to the existing municipal by-law and it asked that it be provided with any research paper that might be prepared to support a redefinition of its boundaries” (HSMBC June 1996 minutes). Any proposed changes to the designated place will have to be submitted to the Board for its reconsideration. There are some key historic buildings outside the Exchange District, such as the James Avenue Pumping Station, which could be considered for inclusion in the historic district.

Princess St.

West Side

- the lane west of Princess St. from Notre Dame Ave. (excluding the Towne Cinema building) to Ross Ave.

North Side

- Ross Ave. from the Princess St. lane to Princess St.;
- Princess St. from Ross Ave. to William Ave.;
- William Ave. from Princess St. to Main St.;
- Main St. from William Ave. to Market Ave.;
- Market Ave. from Main St. to Lily St.; and
- south side of James Ave. from Lily St. to the Red River.

In March 1988, the Downtown Winnipeg Zoning By-law 4800 came into effect. As a result of the new By-law, all developments in The Exchange District are subject to design review under the provisions of the ‘Historic Winnipeg’ design designation. This designation provides protection to the area by requiring design review for all proposed changes including alterations to listed and non-listed buildings, streetscapes, and new construction. This procedure is intended to ensure that the overall character of the precinct is respected.

The boundaries to the Exchange District are visibly well defined from the surrounding cityscape by factors of early settlement and modern urban renewal.

Notre Dame Avenue was once the dividing line between a land-use tenure to the north based on river lots of the Red River



Figure 2. The Exchange District National Historic Site of Canada. The designated place is demarcated by the heavy dotted line which is the city by-law's district boundaries. The "EBDA boundary" represents the Exchange District Business Area.

Settlement (with property lines oriented perpendicular to the river), and the large tract of Hudson's Bay Company reserve land,

surveyed on a north-south grid, to the south side. Consequently, the orientation of streets changes at Notre Dame Avenue. Main Street, which bisects the Exchange District was, by 1874, the most important street in the city connecting Upper Fort Garry with the Selkirk Settlement downstream on the Red River. Since Portage Avenue and Main Street followed an irregular route based on existing cart trails, there were often conflicts with the surveyed roads which intersected. Winnipeg City Council helped to ease this problem by adopting a 132-foot right-of-way for both

Main and Portage. However, the orientation of these main roads in relation to the river lot-based surveyed streets has created interesting

jogs and angles in the streetscapes of the Exchange District.

The Civic Centre and Centennial Centre, constructed on the north side of the Exchange District in the 1960s, and the modern bank towers at the corner of Portage and Main, have created mega-street blocks, which are quite distinctive from the small city blocks throughout the Exchange District.

The heart of the Exchange District is Main Street, where a series of financial institutions

and high-rise buildings define the streetscape. The other thoroughfares in the area are dominated, in numbers, scale, and visual prominence, by a series of huge brick warehouses. Collectively, these built resources reflect a specific time and historical event, turn-of-the-century Winnipeg's rise to metropolitan status as the economic heart of western Canada. The result is a distinctive commercial core which illustrates a unique combination of time and place with built resources which have remained relatively untouched (Figure 3).

The characteristics and common values which define the Exchange District as a specific designated place are:

- its boundaries identified in Downtown Zoning By-law 4800-88;
- its distinctiveness from the mega blocks and modern architectural developments north of William and Market Avenues and south of Lombard and Notre Dame Avenues;
- the density and intactness of buildings dating from 1880 to 1913 which represent the warehousing, financing, grain trade, and manufacturing roles which Winnipeg served for the West;
- the density and intactness of buildings dating from 1880 to 1913 bearing architectural styles reflecting the prosperity of Winnipeg as a metropolis (most of the historic buildings date to after 1900, replacing earlier buildings on the property which had been built quickly and with less attention to detail and style, to meet the demands of the booming gateway city);



Figure 3. West side of King Street from William to Bannatyne Avenues (Parks Canada, July 1999).

- the similarities in scale of buildings, i.e., the complete use of building lots and, with the exception of the skyscrapers, between three and seven storeys in height;
- the ‘diversity within parameters’ of certain architectural styles, such as Romanesque Revival and Chicago School, which were popular in other major cities at the time;
- the similarities in advanced construction methods of the time (for example, steel frame) and the use of local materials (buff brick, and Tyndall stone);
- the density and intactness of the district as a whole. There are more streets than not within the bounds of the district, which convey the sense of time and place. With the exception of

the few open spaces at Market Square, portions of Main Street and parking areas near the Red River (which were historically side yards for rail cars), the Exchange District contains near entire blocks of historic buildings constructed side by side and up to the sidewalk; and

- the narrow streets and lanes aligned on what was a residential street plan adapted to an earlier river lot system.

4.1.1 Objectives for the Designated Place

The designated place will be unimpaired and not under threat when:

- the municipally designated boundary, and the purpose of recognizing this area as a national historic site, are communicated to and understood by those whose decisions and actions may affect the historic values of the district;
- the district's historic and architectural values of the designated place, which set it apart from the area that immediately surrounds it, are understood by the public;
- By-law 4800-88 is used in managing the district;
- the City's design guidelines for the Exchange District reflect the historic and architectural values of national significance;
- the policies, regulations, and incentives of the City, Province and Government of Canada concerning the historic preservation of the Exchange District complement one another and

serve to achieve the objectives of commemorative integrity;

- property owners, tenants and visiting public recognize the economic, social, aesthetic and historic values of protecting and presenting the Exchange District for present and future generations;
- buildings representing the warehouse and wholesale trades, financial institutions, the grain trade and manufacturing from the 1880 to 1913 period, are protected for their architectural values;
- decisions and actions concerning an individual building not only respect its particular historic and architectural values, but its contribution to the streetscape (where applicable) and the historic district as a whole;
- Level 1 buildings are re-used, not replaced, and vacant lots are used in a manner that respects continuous edge, scale, and density which form the collective character of the Exchange District;
- new developments and activities in the Exchange District respect its historic and architectural values;
- the design, setting, scale, massing, height, materials, and workmanship of new developments respect and are sensitive to the cultural resources and historic values of the Exchange District;
- an inventory identifying and describing the values and condition of historic buildings and other cultural resources is developed, maintained,

shared and used in decision-making and ongoing management of the historic district;

- the historic district is subject to periodic review in order to ensure that those elements which define its integrity and national significance are being reasonably maintained;
- placement and design of operational facilities, roadways, parking lots, lighting, and street furnishings respect the historic and architectural values of the district;
- open spaces are minimized and continuous edge is the norm for the blocks in the district;
- the distinctive layout of streets and lanes, including the jogs and bends, are maintained; and
- the block sizes and street layouts are maintained.

4.2 Buildings

Table 1 lists all buildings located in the Exchange District as of September 2000. Of the 120 buildings listed, 92 are categorized Level 1, that is, having a direct association with the district's commemorative intent. Three criteria were used to identify Level 1 buildings:

- the building must have been a warehouse, a financial institution, used in manufacturing, wholesaling or the grain trade, **or**
- the building must be recognized as architecturally significant; **and**

- the building must date to the period from 1880 to 1913.

4.2.1 Warehouses and Wholesale Trades

Many of the warehouse businesses in the Exchange District were involved in the wholesale trade, and the similarity in the businesses resulted in similar buildings in terms of construction and architecture. Warehouses are the most prominent building type within the Exchange District (Figure 4).

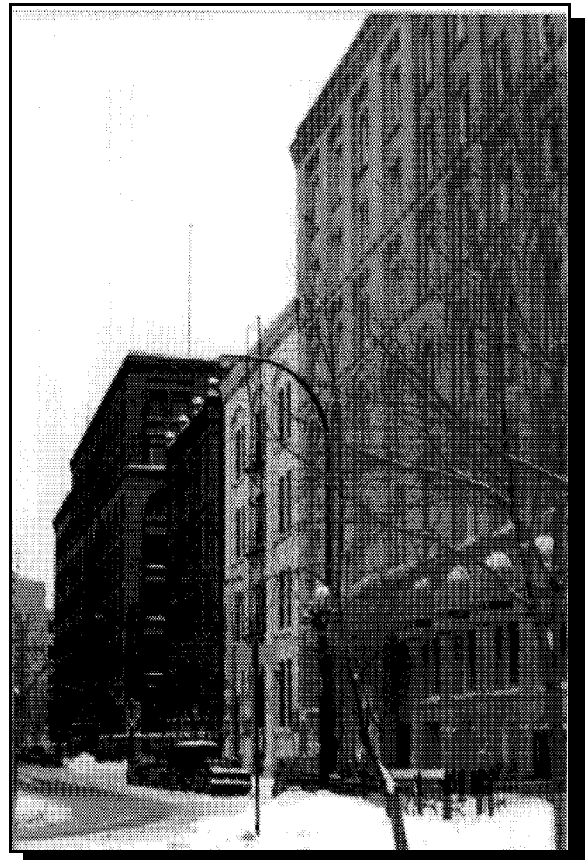


Figure 4. The Whitla and Gault warehouses on the west side of Arthur Street, looking south from Bannatyne Avenue (Dana Johnson, December 1995).

The warehouse is a distinctive building type. Functionally, it demanded clear, open spaces for the easy movement and storage of materials, ready access to transportation for loading and unloading, meaningful protection

against fire, and good interior lighting. In Winnipeg, these needs were translated into

buildings with solid brick exteriors (often raised on stone foundations), marked by regularly spaced openings and by a notable measure of ground level decorative detailing. Early warehouses from the 1880s tend to be modestly scaled (one or two lots wide and three storeys in height). Later warehouses, from the mid 1890s to 1913, are much larger and more ornate to portray the wealth and success of the business.

Generally, the features common to the collection of warehouse and wholesale buildings are characteristic of a Romanesque Revival style. Most distinguishable is the use of arches over doors and windows. The physical features which convey the historic value of warehouses in the Exchange District include:

- solid in appearance, functional but with added elements to convey wealth, business identity;
- the use of solid brick, buff and red-coloured, Tyndall stone base (use of local materials);
- many large windows for light and for show windows at street level;
- decorative cornices, fence signage on roofs, advertising on walls;
- plain functional interiors with large open area exhibiting heavy wood post and beam construction;
- arched dray ways (e.g., 181 Bannatyne) and rear loading platforms to spur lines of the Canadian Pacific and Canadian Northern railways;

- use of the entire lot (creating the continuous edge seen on streets); and
- evidence of floor additions or additions to the side of original buildings.

4.2.2 Financial Institutions

The financial centre of Winnipeg at the turn of the century was located on either side of Main Street between City Hall and the intersection of Portage Avenue. When the Grain Exchange moved to its Lombard location, banks, stock brokers and grain merchants followed. Here stood the West's most important banks, insurance companies, and other institutions, housed in nearly continuous rows of classically inspired structures whose opulence competed for the attention and the business of entrepreneurs. In this four block-long streetscape could be found 18 major bank buildings and the headquarters of the Confederation Life Assurance Company. Nearby, on Lombard Avenue just off of Main Street, stood the skyscraper offices of the Great-West Life Assurance Company.

Here the sumptuous quality of the architectural expression - rows of rich classically decorated temple facades of bank branches were overshadowed physically by the skyscrapers modeled on classical columns (Figure 5a and b). Though the city's financial district has suffered some important structural losses as a result of a shift in the location of most financial institutions southward, a representative remnant of this section of the city has been retained. All four of the key Main Street skyscrapers - the Union Bank, the Bank of Hamilton, the Union Trust, and the Confederation Life buildings - survive, all but the Union Bank handsomely restored. Five important branch banks, all by notable architectural firms brought to Winnipeg to add

a cosmopolitan quality to the city's architecture, have survived demolition.



Figure 5a. Union Bank building on Main Street by City Hall (City of Winnipeg, 1999).

The physical and associative features common to the collection of financial institutions which convey their historic value include:

- classic styles of architecture in both the temple-style banks (Beaux-Arts), and the combined bank and offices skyscrapers (Chicago School), evidenced by
 - the use of imported materials, and imported architecture and architects,
 - the use of columns, capitals and pediments,
 - use of lintels over door and window openings,
 - simple and symmetrical forms with monumental proportions and

smooth surfaces, and

- monumental and ornate interiors;



Figure 5 b. Former temple-like Bank of Commerce building set between two early skyscrapers on Main Street (Parks Canada, July 1999).

- the location on Main Street illustrating the institutions' prominence in Winnipeg;
- the imposing street front with grand style and large facades to strike a corporate identity, sense of strength, permanence and wealth;
- skyscrapers, with banks on lower levels and offices above, built using innovative steel frame construction, and signifying the price and availability of land in the district; and
- the continuous edge feature created by building on the entire lot.

4.2.3 Grain Exchange

The grain trade has always been headquartered in the Exchange District. Indeed, the area received its title from the Grain Exchange, which constitutes the historic heart - both literally and figuratively - of the city's commercial activities. The Winnipeg Grain and Produce Exchange as an institution dates to 1883; its first meetings were held in City Hall. This organization, which brought together buyers and sellers and attempted to regulate an often volatile trade, was incorporated in 1891 and, a year later, moved into permanent quarters designed by the local architect Charles Barber and located behind City Hall at 164-166 Princess Street (Figure 6). Reflecting the remarkable growth in the trade, another building to accommodate an expanded exchange was erected at 160 Princess (built 1892), adjacent to the first and designed by the local architect, Samuel Hooper. Four years later Hooper was commissioned to add a further storey to the original exchange building.



Figure 6. Former Grain Exchange on Princess Street (City of Winnipeg, 1999).

The original 1892 building, with its various additions, did not satisfy the burgeoning needs of the trade for very long. Shortly after its Princess Street buildings underwent their final expansion, the Winnipeg Grain and Produce Exchange commissioned the country's leading

architectural firm, Darling and Pearson of Toronto, to erect a magnificent business premises. This modern building, opened in 1907, was large enough to accommodate the offices of federal grading inspectors and the host of companies involved in the commerce in all types of grain, a public trading floor, and quarters for associated activities such as the futures market, banks, and the Winnipeg Stock Exchange. Located on Lombard Avenue, east of Main Street, it was originally seven storeys in height and featured an elaborate architectural treatment including a monumental two-storey round-arched main entryway surmounted by a stone balcony. In its scale and ostentatious decoration, the completed building trumpeted the central role of wheat as a commodity to the Canadian economy, and of Winnipeg as a centre for its trade. The Winnipeg Grain Exchange's headquarters was expanded in 1913, 1916, 1922, 1926 and 1928, the result of which was a ten-storey structure covering the better part of the city block.

The physical and associative values of these two buildings are much the same as the financial institutions, intended to show strength and permanence and also the central role of grain in Winnipeg's and Canada's economy.

4.2.4 Manufacturing Trade

There are several buildings representative of the rise of manufacturing in the early years of the 20th century. A prominent example is the Great West Saddlery's complex of buildings, consisting of a four-storey brick structure at 112-114 Market Avenue, built in 1898, for the making and storing of saddles and of other leather goods and an additional warehouse, across the street at 113 Market Avenue. The A. Schmidt Foundry Building at 90 Albert Street represents the type of modestly scaled

and decorated premises erected for small manufacturing operations designed to serve a regional market using imported materials. Reportedly the only brass works serving the broad area from Minneapolis to the Rockies in the 1880s, A. Schmidt and Company produced ornamental and architectural work as well as industrial castings. The Schmidt Foundry Building of 1901 is typical of quarters erected by industrialists seeking a place of business and an investment in the city's burgeoning real estate market. It is a three-storey buff-brick structure, modestly classical in its exterior decor, which combined basement industrial and ground-floor office spaces for its sponsor and rental accommodations on the upper levels for revenue purposes. The nearby Dingwall Building at 62 Albert Street illustrates several aspects of Winnipeg's complex economic roles during this period. It was constructed for the firm of Dingwall Limited which used the upper storeys to manufacture watches and men's and women's jewelry; the third floor housed the firm's mail order and wholesale departments, while the lower two floors were rented out for revenue.

Generally, the manufacturing trade buildings are similar in appearance and construction to the warehouse buildings of the same period and share similar physical and associative values which give them importance.

4.2.5 Architecturally Significant Buildings

Buildings can be identified as Level 1 cultural resources not only for their direct functional association with the role of the Exchange District during Winnipeg's period as the gateway to the West and as a burgeoning metropolis, but also for their architectural significance and what the architecture conveys of Winnipeg's key economic role in

the West. In most cases recognizing national significance in the form and the function of a building goes hand in hand, such as with the bank buildings. Thus some of the buildings which are recognized as architecturally significant are also recognized in one of the above functional categories, but for historic rather than architectural values. There are buildings, however, such as hotels, which are Level 1 solely because of their architecture and what it conveys of Winnipeg's stature and economy as a metropolis. Two criteria were used primarily to identify these buildings:

- their construction must relate to the period from 1880 to 1913; and
- they must have or potentially have a municipal, provincial or federal heritage designation in recognition of their architecture.

As of 2000, nearly half of the buildings in the Exchange District are municipally designated, one is provincially designated and five are federally designated.

4.2.6 Buildings Objectives

Heritage buildings will not be impaired or under threat when:

- property owners and businesses understand and support the protection of individual buildings and their values;
- their historic values are understood by the public;
- existing municipal by-laws, and provincial and federal legislation and policies are applied in guiding the appropriate treatment of buildings;

- municipal design guidelines and review processes, which incorporate the consideration of historic and architectural values, are in place and used;
- ongoing occupation and maintenance of Level 1 buildings occurs with minimal interventions to their historic values, and is encouraged through supportive governmental policies, regulations, and incentives;
- owners of historic buildings are aware of and support aforesaid policies, regulations, and incentives;
- an inventory identifying and describing the historic values and condition of the interior and exterior of buildings is developed, maintained, shared and used in decision-making concerning buildings;
- decisions and actions concerning these buildings respect their historic and architectural values; and
- the buildings are monitored and evaluated for natural and human-induced threats.

4.3 Streetscapes

The extant built resources currently within the Exchange District are organized along 17 streets, avenues and lanes, in rows whose general cohesion of design, scale, materials and function give these streetscapes a distinctive and readily identifiable character (Table 2, page 42 and Appendix A). The collection of buildings in view and the street or lane alignment capture the intactness, scale,

massing, continuous edge, and the similarities and variations in architecture, which embody the collective character of the district as a whole, but which can only be seen by the public in pieces and sections as they walk or drive through the Exchange District (Figures 7 and 8).



Figure 7. West side of Princess Street looking from Ross Avenue (Wm. A. Martel and Sons n.d.).

Of the 23 streets and lanes cross-cutting the Exchange District, over two-thirds of them are streetscapes which evoke the sense of time and place of the historic district. In some cases, the streetscape may be best viewed only from a particular direction or include only a section of the street. In other cases, a location,

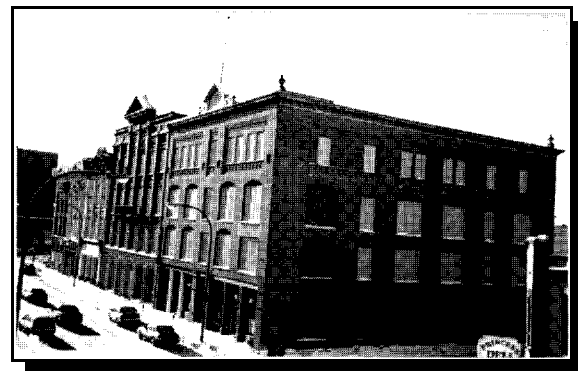


Figure 8. The two Grain Exchange buildings (also seen in middle of Figure 6) constitute an important late-Victorian streetscape behind the Civic Centre (Dana Johnson, December 1995).

such as the intersection of Albert Street and McDermot Avenue, provides a panoramic view of the historic place. One of the key criteria for identifying a streetscape is the continuous edge of buildings with few or no vacant lots.

4.3.1 Streetscape Objectives

The objectives for ensuring that streetscapes are not impaired or under threat are basically the same as for individual buildings and the district as a whole. Three of particular note are:

- the continuous edge, density, scale, and particular fabric of the streetscape be maintained and protected;
- an inventory of wall advertising, flag poles, lighting and other fixtures on buildings in the streetscape, identify the relevance and contribution of these features to the streetscape; and
- new developments are created in a sympathetic manner that is compatible with the historic styles, sizes, forms, materials, and placement of the buildings that give the streetscapes their sense of time and place.

4.4 Street Elements

Today's Exchange District has a softened appearance through tree-lined streets, park benches, sidewalk restaurants, and poster kiosks. Historically, the appearance of these streets would have been much different with overhead utility lines, rail lines, and trees located in only certain areas. Evidence of spur lines and utilities can still be found, especially in the lane behind Princess Street and the lane between James and Market avenues (Figure 9). Trees were planted in

some areas, as evidenced from archival photographs of the Ashdown's Warehouse, but were not a common feature of the Exchange District.

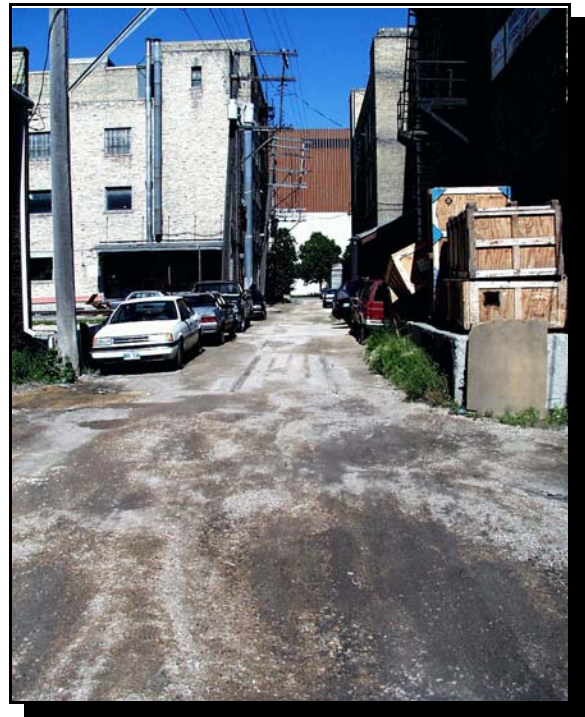


Figure 9. Utility poles and remains of spur line in lane between James and Market Avenues (Parks Canada, July 1999).

4.4.1 Street Element Objectives

The street elements will not be impaired or under threat when:

- street elements are inventoried, assessed, and protected for their historic value; and
- their importance to understanding the sense of place and time are understood by the public and by those whose decisions or actions may affect these cultural resources.

4.5 Archaeological Resources

There are no below ground, archaeological resources known to be associated with the national significance of the Exchange District. The district area witnessed intensive use in the early part of the century; in some cases lots have had three generations of buildings constructed on them before 1913. Before it was a commercial district, this area had been surveyed for residential use and many homes had been built here. There may be remnants of earlier history and some spaces have seen minimal intrusions, such as the spur lines area east of the Customs Examining Warehouse. It should therefore not be presumed that Level 1 archaeological resources do not exist.

Any archaeological remains within the historic district which have a direct association with the commemorative intent of the Exchange District will be considered Level 1 cultural resources.

4.5.1 Archaeological Resource Objectives

Archaeological resources of national significance will not be impaired or under threat when:

- their historic values are understood by the public and by those whose decisions or actions may affect these cultural resources;
- heritage resource impact assessment of sites, as per the provincial Heritage Resources Act is conducted;
- physical intervention of vacant lands is preceded by archaeological consultation in accordance with recognized professional standards; and

- intervention of built-on properties at or below ground include the monitoring for archaeological resources and measures to provide for their identification and protection.

4.6 Historic Objects

Historic objects are movable cultural resources. They may or may not be located within the historic district. The information and knowledge which they can convey make them an integral part of providing for the sense of time and place of the Exchange District. Their historic value may rest in the information they hold that supports research and interpretation, or their association with a person, place or event. There is no inventory of historic objects associated with the Exchange District. Only those which are directly associated with the commemorative intent of the Exchange District are Level 1 cultural resources. The following list identifies the potential type and holdings of historic objects:

Archival material (documents, permits, ledgers, architectural drawings, maps and original photographs)

- Western Canada Pictorial Index
- City of Winnipeg Archives
- Provincial Archives of Manitoba
- Provincial and Legislative libraries
- various city departments
- architectural firms
- business archives
- federal archives (e.g., Customs)
- personal holdings

Furnishings and Objects

- Canadian Imperial Bank of Commerce wall tapestries
- Manitoba Museum of Man and Nature artifacts
- Canadian Museum of Civilization artifacts
- in-situ items

4.6.1 Historic Objects Objectives

Historic objects are not impaired or under threat when:

- those managed by public institutions are inventoried and maintained according to recognized cultural resource management principles;
- private owners consider the historic values of historic objects when making decisions concerning them and obtain knowledgeable advice concerning their proper management and availability for research;
- their historic values are understood by the public; and
- historic objects are accessible to the public for appropriate research and presentation purposes.

5 MESSAGES OF NATIONAL SIGNIFICANCE

This element of commemorative integrity focuses on communicating national significance, derived from the statement of commemorative intent. If the Exchange District is to have commemorative integrity, anyone who comes in contact with the Exchange District should at least be aware of, and at best understand, its reasons for national significance.

The two messages concerning the Exchange District's national significance are:

- its key role as a centre of the grain and wholesale trade, finance and manufacturing in the historically important period in western development - between 1880 and

1913, the period during which Winnipeg grew to become the gateway to Canada's West and the region's metropolis; and

- the distinct and relatively intact collection of a range of architecturally significant built resources which speak to the city's key economic role in the West.

5.1 Economic Gateway and Commercial Centre

For the key message concerning the Exchange District as economic gateway and commercial centre of Winnipeg - the metropolis, the context messages are:

- ***Beginnings:*** The Red River Colony that had developed around the junction of the Red and Assiniboine rivers in the early 19th century was dispersed over a wide region that bordered the two rivers. The decline of the trade monopoly of the Hudson's Bay Company in the 1850s, along with new transportation links to the American frontier, sparked the creation of new and independent commercial concerns within the settlement. Upper Fort Garry at the Forks had long been the commercial centre of the colony, but by the 1860s independent entrepreneurs were locating their new businesses away from the fort and the HBC's 500 acre land reserve. In 1862, Henry McKenny built a store where the Assiniboine trail to Fort Garry met the Red River trail, now the famous corner of Portage and Main. Other merchandisers and wholesalers soon followed McKenny's lead, forming the new village of Winnipeg. By the

end of 1873, there were well over 900 structures in the area including what we now refer to as the Exchange District. Winnipeg's growth was directly tied to the city's role in supplying the merchandise, lumber, agricultural implements, and financing required as a result of the great influx of settlers to the prairies after 1870;

- **Gateway:** Winnipeg was the only access point to and from the western prairies. All European and eastern Canadian trade goods had to be routed through Winnipeg by nature of transportation routes. By 1900, there were 28 branch, spur, and through railway lines located in Winnipeg, in addition to the main line of the Canadian Pacific Railway;
- **Metropolis:** Winnipeg's extraordinary rise to metropolitan dominance in western Canada during the period between 1900 and 1913 is a well-documented phenomenon. The statistics, often cited in the promotional literature of the time, attested to the unprecedented rapidity of Winnipeg's expansion: in the decade between the 1901 and 1911 censuses, its population tripled (from 42,340 to 136,035), making Winnipeg the third-largest city in Canada; the number of employed persons, the amount of salaries paid, and the value of products manufactured all nearly quadrupled; the value of assessable property increased more than five times; and the value of building permits went up an incredible 2700 per cent. The dynamism of the expanding west was compared with the slower pace of development in eastern metropolises: between 1900

and 1905, the amount of capital invested in Winnipeg enterprises rose by 330 per cent, while the comparable rate in Montréal was 65 per cent and in Toronto only 28 per cent. Manufacturing output in the same period rose 120 per cent in Winnipeg, 47 per cent in Toronto, and 40 per cent in Montréal;

- **The Grain Trade:** The federal Grain Act of 1899 required that prairie wheat had to be inspected in Winnipeg, and by 1902, the city had become a more important handler of grain than Chicago. As a result of this trade Winnipeg's influence extended world-wide;
- Before the establishment of the western Canadian Wheat Board, Winnipeg dominated the prairie economy. The Winnipeg Grain Exchange was the centre of the Canadian grain trade and a primary generator of private fortunes. As well, many grain handling companies still are headquartered or have offices within the Exchange District, as does the Canadian Wheat Board. The grain trade is intrinsically tied to the development of Winnipeg's banks and trust companies and the vast array of railway lines through the city;
- **Finances:** Winnipeg's banks financed the growth of the prairie west by borrowing capital from British, and to a lesser extent, Canadian money markets, and used it to finance the grain trade, the erection of warehouses, and the distribution of goods to the prairies. Winnipeg also was the prairie banking centre, with regional offices of the major eastern

Canadian banks, and trust and insurance companies, being located in the Exchange District. The segment of Main Street leading up to Portage Avenue was known as Bankers Row, due to the number of bank buildings;

- The west's four major regional banks - the Union Bank of Canada, the Northern Crown Bank, the Northern Bank, and the Commercial Bank of Manitoba - were all headquartered in Winnipeg, and 14 eastern banks had their western regional offices in Winnipeg;
- the West's only significant insurance company, Great West Life, had its headquarters in the Exchange District. Confederation Life moved its headquarters from Toronto to Winnipeg in 1912;
- ***Warehousing and Wholesale:*** The city would simply have been a point of through shipment, except for regulations which encouraged the establishment of Winnipeg as a point of transshipment. As a result of freight rate reductions, ranging between 15 and 30 per cent and negotiated between 1897 and 1901, it was cheaper to ship goods to Winnipeg, store them, and ship them onwards to retail outlets than to ship them directly to western retailers. Winnipeg's wholesalers thus possessed a substantial sales advantage over merchants in other prairie cities and in the eastern centres of Montréal and Toronto. They were able to order large shipments of goods from eastern manufacturers for delivery to Winnipeg in the late summer and fall, when traffic westward was light but

shipments of grain eastward were extensive. These huge quantities of goods would then be stored in Winnipeg's warehouses for late winter and spring distribution for sale during the spring and summer retail seasons. This freight rate concession constituted a substantial advantage over Toronto suppliers, who had to queue their goods in the spring for westward shipments; and

- ***Manufacturing:*** By the turn of the century, Winnipeg had become the centre for manufacturing in western Canada. This was influenced by two factors, the limited availability of raw materials around the city and the relative costs of transporting finished and unfinished goods to Winnipeg from elsewhere. Freight rates stipulated that some processing of natural products, such as grain and meat, should be carried out before being shipped. Clothing and hardware became profitable businesses as raw materials were warehoused in the city. Great West Saddlery on Market Avenue was a prominent example of early twentieth century manufacturing. Their 1898 building was used for making and storing saddles and other leather goods. Located at 90 Albert Street, the Schmidt Foundry is thought to be the only brass works serving the Canadian prairies. The Dingwall Building at 62 Albert housed Dingwall Limited which manufactured watches and jewelry.

5.2 Architectural Significance

Architectural significance of the Exchange District is found not only in individual buildings, but in the collective character of the heritage buildings which make up the district.

The context messages concerning the historic district are :

- historic districts are geographically defined areas which create a special sense of time and place through buildings, structures, and open spaces modified by human use and which are united by past events and use, and/or aesthetically, by architecture and plan;
- the Exchange District is one of only 16 designated historic districts across Canada considered to be nationally significant and 1 of only 4 national historic districts west of Ontario;
- its uniqueness is a combination of the layout of blocks and streets, the representation of the grain trade, wholesale trade, warehousing, financial institutions, and manufacturing within a 20 block area, and the survival of over one hundred buildings pre-dating 1913 in construction, many of which are also architecturally significant;
- the survival of this district was due to a combination of factors: a downturn in the economy in Winnipeg, the availability of cheap land, and the movement of the business area to Portage Avenue, all of which eliminated demands of growth and rejuvenation in the Exchange; the re-use of and minimal interventions to the buildings by the garment industry,

specialty retailers and wholesalers; and protection by strong municipal guidelines on building rehabilitation and by a 25 year public-sector program of investment in adaptive reuse, conservation, and restoration totalling over \$30 million.

The context messages concerning the architecture of the buildings themselves are:

- the transformation from a “frontier” to “urbane” architecture, reflecting Winnipeg’s shift from a boom town to a western Canadian metropolis;
- the influence of British and North American architects of the time, and the participation of notable architects in the design of Exchange District buildings;
- the identification of architectural styles, Romanesque Revival, Italianate, Chicago School, etc., reflective of other metropolises of the time and how they are represented in the buildings;
- the use of local materials such as buff-coloured brick and Tyndall stone;
- the use of exotic materials such as terra cotta, granite, marble, and mahogany; and
- the use of heavy post and beam construction in warehouses and the effect of steel frame construction on adding height to buildings, including the early skyscrapers.

5.3 Messaging Objectives

Planning and design of heritage presentation programs² will be effective when:

- the diversity of audiences and markets is considered and accounted for;
- presentation information is based on sound research;
- quality presentation practices and key messages are incorporated into programs; and
- monitoring of program content, quality, and delivery occurs.

Delivery of heritage presentation programs will be effective when:

- as many Canadians and visitors as possible understand the reasons why the Exchange District is of national significance;
- a heritage communication strategy, including the above, is developed and implemented;
- owners and tenants in the district are aware of, and are encouraged to support the delivery of nationally significant messages;
- the residents of Winnipeg recognize

² Heritage presentation entails interpretive and educational programs designed to build public understanding, appreciation and enjoyment of a national historic site. It includes programs and information which are offered on site and outreach initiatives provided outside of the site (for example, web sites, published articles).

the national significance of the Exchange District and convey this to visiting friends and family;

- marketing the historic district respects and conveys the national significance of the place;
- investing in heritage presentation creates economic opportunities; and
- members of the heritage community and the three levels of government take part in the heritage presentation of the district.

6 OTHER HERITAGE VALUES

While resources directly associated with the commemorative intent of the designation of the Exchange District as a national historic site are considered to have the highest level as cultural resources, there are other resources and messages that also have value and contribute to the heritage character of the district. Cultural resources which are not directly related to national significance are categorized as “Level 2” cultural resources.

6.1 Level 2 Built Resources

Level 2 buildings in the district are identified in Table 1. Level 2 built resources include:

- hotels and fraternal order facilities built in the period 1880 - 1913 and which are not Level 1 because of architectural values. Hotels were needed to house businessmen on their periodic trips to Winnipeg. Among many such buildings located within the Exchange District, one example has particularly strong associations with this aspect of the wholesale trade.

The Travellers' Building at 283-285 Bannatyne Avenue at King Street is a six-storey structure erected for the Northwest Commercial Travellers' Association. This fraternal organization, founded in Winnipeg in 1882, offered a broad range of services - including temporary office space, recreation rooms, a dining room, inexpensive insurance, and discount hotel and transportation rates - to its 2,000 members who were traveling salesmen; and

- infrastructure and other civic developments which attracted and supported the businesses in the Exchange District including Hydro Sub-Station No. 1, which served the City Light and Power Company, the first public utility in Western Canada; the High Pressure Pumping Station which served the area as one of the most sophisticated of its kind in the world (immediately outside the boundaries of the Exchange District); the Arthur Street electricity sub-station; and the Amy Street Steam Heating Plant. The Winnipeg Aquaduct runs under the Exchange District and the provincial plaque commemorating this engineering achievement is located at Stephen Juba Park.

6.1.1 Level 2 Built Resources Objectives

Level 2 built resources will be unimpaired and not under threat when:

- an inventory of the values and conditions of the interior and exterior of Level 2 buildings is developed, maintained, shared, and used in decision-making and the ongoing management of the historic district.

6.2 Level 2 Archaeological Resources

There are no known archaeological resources in the Exchange District. Any archaeological remains found in the district, which are not directly associated with the commemorative intent, will be evaluated as Level 2 cultural resources.

6.2.1 Level 2 Archaeological Resources Objectives

Potential Level 2 archaeological resources will not be impaired or under threat when:

- heritage resource impact assessment of sites, as per the provincial Heritage Resources Act, is conducted;
- physical intervention of vacant lands is preceded by archaeological consultation in accordance with recognized professional standards; and
- intervention of built-on properties at or below ground include the monitoring for archaeological resources and measures to provide for their identification and protection.

6.3 Level 2 Historic Objects

The existence of Level 2 historic objects on- and off-site is largely unknown. Any such objects would include any objects, collections of objects or archival material related to the hotels, fraternal orders, and civic development/infrastructure in the district.

6.3.1 Level 2 Historic Objects Objectives

Potential Level 2 historic objects will be unimpaired and not under threat when:

- an inventory and assessment of such objects or collections has been undertaken; and
- the use and/or disposition of such objects respects their historic importance.

6.4 Messages of Other Historic Values

Messages about the Exchange District which are not directly linked to its commemorative intent, but which have significance provincially, regionally, or locally, and contribute to an understanding of the site, include:

- ***Civic Development:*** For more than a century the Exchange District has been the site of Winnipeg's city halls and other municipal facilities and utilities.

The first city hall, a handsome yellow brick building, was formally opened in March, 1876. Despite financial and construction difficulties, Winnipeg's second city hall was completed in 1886. The "Gingerbread house" city hall was a substantial and solid structure, a Victorian fantasy that captured in its details, the exuberance and optimism of the period. Immediately west of the city hall was the market building, which, along with adjacent hotels, stores, agricultural businesses, and livery stables, became the centre of trade and commerce in the Market Square. The second city hall and adjacent market building

were demolished in 1962 to make way for the present Civic Centre. The Exchange District also was the location of: Hydro Sub-Station No. 1, which served the City Light and Power Company, the first public utility in Western Canada; the High Pressure Pumping Station which served the area as one of the most sophisticated of its kind in the world; the Arthur Street electricity sub-station; the Amy Street Steam Heating Plant; and the central fire hall. These buildings provided the necessary infrastructure to support the Exchange District urban cluster that formed the heart of the city. In addition, the Exchange District was the site of several federal buildings. Many names of Winnipeg's prominent businessmen and civic leaders of the turn of the 20th century are associated with the Exchange District, for example, Bannatyne, McDermot, and Ashdown). Several streets bear their names.

- ***Arts and Entertainment:*** The district has been and continues to be an important venue for cultural and entertainment events in Winnipeg.

The Exchange District contains a high concentration and a wide variety of art galleries, artist studios, and the Pantages Theatre. In spite of losing some theatres in Winnipeg's downtown, the Walker Theatre (a national historic site), is located near to the Exchange District. The Centennial Concert Hall, Manitoba Theatre Centre, and Warehouse Theatre, maintain the tradition of having entertainment venues downtown.

- **Publishing:** Winnipeg's newspaper industry was centred in the Exchange District, close to commercial institutions.

Prior to the Winnipeg Free Press' move to Carlton Street and the Tribune's to Smith Street and Graham Avenue, Winnipeg's newspaper industry was centered on McDermot Avenue and was known as Newspaper Row (Figure 8). The local newspaper industry consisted of news agencies, printing companies, and foundries, which were involved with the publication of the daily papers as well as journals such as the Grain Trade News.



Figure 8. Newspaper Row on McDermot Avenue (Wm. A. Martel and Sons n.d.).

- **Labour:** A number of trade unions and fraternal organizations had office located in the Exchange District and some of the dramatic events of the 1919 Winnipeg General Strike took place here.

Partly a result of campaigns by civic and commercial leaders to attract immigrants for agriculture and industry, Winnipeg's population grew dramatically from 26,000 to 179,000

between 1891 and 1921. As prairie communities swelled with newcomers during this time, a variety of services sprang up to meet their needs; livery stables, restaurants, laundries, clothing stores, stationary outlets, confectioneries, offices and hotels. Thus, it is possible to present a story of a wide variety of work and workers within the Exchange District. Thousands were workers who settled with their families in the neighbourhoods west of the Exchange District and in the North End. The working and living conditions they experienced once in the city, underlay this urban working class' extensive participation in the city's labour and socialist movements. This activity culminated in the 1919 General Strike, most of the events of which took place in the Exchange District. The Winnipeg Labour Temple was constructed on James Avenue, behind what is now the Manitoba Museum, by the affiliated unions of the Winnipeg Trades and Labour Council. The Temple was the centre for the labour movement's involvement in social activities, political campaigns, strikes, and the organization of workers. A provincial plaque commemorating the Winnipeg Labour Temple is located on the lower concourse of the Centennial Concert Hall. Other union offices were located in office buildings throughout the Exchange District, and fraternal organizations had halls in or near it.

- **Women's Suffrage:** Events associated with winning the vote for women were staged at theatres once in or next to the Exchange District. The theme of Women's Suffrage not

only deals with the fight for political empowerment but also for social welfare, improved working conditions, prohibition, and support for unwed mothers. Some of the prominent women involved with the movement include Nellie McClung, Lillian Beynon Thomas and her sister Francis Marion Beynon, and E. Cora Hind. These women used satirical pamphlets, public meetings, appeals to one's conscience, and petitions in their fight for the vote. Noteworthy events such as the "Mock Parliament of Women" at the Walker and Bijou theatres were instrumental in the granting of the vote in January 1916, making Manitoba the first province to grant this right. It should also be noted that these women were undeniable successes in their own right as they taught school, served as newspaper editors, and writers, and helped establish other women's movements in western Canada.

- ***Garment Trade:*** Clothing manufacturing was one of the largest industries in the Exchange District.

At one time the area was known as the "Garment District". Some employers are still located here, but the heyday of the industry was from the 1920s until the 1960s when many entrepreneurs made their fortunes. A wide range of garments were produced including clothing novelties, tailored suits and dresses, hats, outer clothing, boots and shoes, gloves, and fur or leather products. The firms occupied warehouse space in the Peck, Daylite, and Whitla buildings, as the wholesale or manufacturing sectors either declined or moved to suburban

locations. Many of the warehouse buildings have survived because the garment trade has been able to use them with a minimum of change to the interior or exterior.

- ***Conservation and Sustainable Development of the District:*** The Exchange District is a case study of renewal, conservation and sustainable development initiatives of nearly forty years.

Urban renewal schemes in the 1960s resulted in a new City Hall, Administration Building, Police Station, and the Centennial Centre complex which bound the north end of the Exchange District. But this development did not rejuvenate the Winnipeg's downtown as was expected. Alternative strategies were sought in the 1970s making the District a testing ground for the latest innovations in conservation, streetscaping, restoration, and green space development. The history of the conservation movement associated with the Exchange District includes early feasibility studies for the retrofitting of buildings, the involvement of Heritage Canada and the Manitoba Historical Society, the formation of Heritage Winnipeg and the Old Market Square Association, creation of heritage legislation, battles to save the banks, and numerous conservation projects throughout the District. All have contributed to the retention of the Exchange District without which the national designation could not have been awarded. The district continues to evolve as a unique place. The complexity and intactness of the Exchange lends itself to being a

model for sustainable development where heritage values and the use of existing buildings contributes to the social, economic, and environmental well-being of the people of Winnipeg. The coordination of public policies of the three levels of government serves as a model of cooperation in achieving the conservation and sustainable development of a historic district which continues to play a part in the life and economy of Winnipeg.

6.4.1 Messages Objectives

Planning and design of heritage presentation programs will be effective when:

- the diversity of audiences and markets is considered and accounted for;
- presentation information is based on sound research;
- quality presentation practices and key messages are incorporated into programs; and
- monitoring of program content, quality, and delivery occurs.

Delivery of heritage presentation programs will be effective when:

- a heritage communication strategy, including the above, is developed and implemented;
- owners and tenants in the district are aware of and are encouraged to support the delivery of heritage messages;
- the residents of Winnipeg recognize

the historic significance of the Exchange District and convey it to visiting friends and family;

- marketing the historic district respects and conveys the historic significance of the place;
- investing in heritage presentation creates economic opportunities; and
- members of the heritage community and the three levels of government take part in heritage presentation for the district.

7 ASSOCIATION WITH OTHER HERITAGE PLACES

The Exchange District National Historic Site of Canada is part of a family of national historic sites found across Canada. Eighteen of these are historic districts which share the same status as the Exchange District. The Exchange District is not an isolated place of national commemoration. There are a number of places, persons, and events of national significance which are thematically and spatially associated with the Exchange District, including:

Within the Exchange District

- Pantages Playhouse Theatre
- Confederation Building
- Union Trust Building
- Bank of Hamilton Building
- Royal Bank Tower and Annex
- the 1919 Winnipeg General Strike (event)

Adjacent to the Exchange District

- Walker Theatre
- Winning of the Vote by Women (event)

Within Downtown Winnipeg

- Capitol Theatre
- Metropolitan Theatre
- Fort Garry Hotel
- Dalnavert House
- Holy Trinity Church
- Union Station
- Winnipeg Law Courts
- The Forks
- Upper Fort Garry, Fort Rouge, and Fort Gibraltar
- the Creation of the Province of Manitoba (event)

The national significance of the Exchange District can be understood and conveyed through its thematic connections with these other places and events.

8 GLOSSARY

Beaux-Arts: This style was popular during the first three decades of this century, and it was style primarily of French origins. Facades are symmetrical, and plans are based upon a progression of symmetrically disposed, functionally arranged spaces. The decorative features are classical, especially the orders, and are executed to achieve a monumental effect.

Chicago School: The influence of the Chicago School, seen in urban high-rise buildings of the 1890s to the 1920s, is characterized by the grid-like organization of their facades. The elevations are usually divided into three sections comprising of base, middle, and attic storeys, and are capped by a massive cornice. The height of these buildings was made possible by the perfection of metal frame and reinforced concrete construction, and the introduction of the elevator. Usually these buildings had masonry exteriors with highly sculptural details.

Commemoration: Ministerial recognition of the national significance of specific lands or waters for the purposes of protecting and presenting heritage places and resources.

Commemorative Integrity: a site possesses commemorative integrity when the resources that represent or symbolize its importance are not impaired or under threat, when the reasons for the site's national significance is effectively communicated to the public, and when the site's heritage values are respected by all whose decisions affect the site.

Commemorative Integrity Statement (CIS): a statement that describes the what the designated place is, the cultural resources which are part of it, and the historic values which make them cultural resources. In total, the CIS describes the desired state and conditions for ensuring commemorative integrity. It is a conceptual framework to help plan, manage, and evaluate national historic sites.

Commemorative Intent: the specific reason(s) why a historic site was declared to be of national historic significance. It is based on the minutes of the *Historic Sites and Monuments Board of Canada*. It is the foundation of the site's *Commemorative Integrity Statement*.

Conservation: activities that are aimed at safeguarding a *cultural resource* so as to retain its historic value and extend its physical life. In all conservation activities, respect for the historic value of the resource is paramount. Conservation can include maintenance, preservation, and modification.

Continuous Edge: effect produced on a city block when building facades are in alignment, are of similar scale, and fill the lot to the sidewalk with no large gaps between buildings.

Cultural Resource: a human work or place which gives evidence of human activity or has spiritual or cultural meaning, and which has been determined to have historic value. It includes the whole as well as the parts. For example, a national historic site is a cultural resource as are parts of the site such as buildings, landscapes, archaeological resources, and historic objects.

Cultural Resource Management (CRM): principles and a range of practices encompassing the protection, presentation, and use of cultural resources. CRM is the policy of Parks Canada for the management of all of its cultural resources.

Designated or Historic Place: the area or complex identified as being of national historic significance by the *Historic Sites and Monuments Board of Canada* regardless of ownership or jurisdictional boundaries.

Historic Sites and Monuments Board of Canada (HSMBC): an independent body that provides the Minister responsible for Parks Canada with the impartial and expert advice on matters relating to historical commemoration. In addition to recommending persons, places, and events deemed to be nationally significant, the HSMBC recommends the type of commemoration which it feels is appropriate.

Heritage Character: the distinct characteristics that give a resource its heritage value.

Historic Object: portable objects which are deemed to have historical significance.

Historic Value: a recognition of a resource's physical or associative value in relation to *commemorative intent* (making the resource a Level 1 cultural resource) or having a physical or associative value in relation to municipal or provincial heritage designation, or community standards of what is historically important (making the resource a Level 2 cultural resource).

Intervention: a term referring to any activity or non-activity that has a physical or potential impact on a cultural resource.

Italianate: This style flourished from the 1840s to the 1870s, and was predominantly of British origin. On Italianate villas, the most characteristic features are the square, off-centre tower, asymmetrical plans and elevations, prominent brackets under the eaves, verandahs, stucco, and deep eaves. On urban buildings there is a use of the Renaissance tripartite composition of base

storey, main storey, and attic storey, with a regular floor plan. On these latter buildings, decorative features include segmental arches over windows, vermiculated masonry, prominent keystones, deep cornices with prominent brackets, and round-headed windows grouped into threes. There is a generally sculptural treatment of wall surfaces.

Level 1 Cultural Resource: a resource of national historic significance by virtue of its specific commemoration by the *Historic Sites and Monuments Board of Canada* or its direct relationship to the *commemorative intent* of a *national historic site*.

Level 2 Cultural Resource: a resource not of national significance but considered to possess historic value nonetheless.

National Historic Site: the designated boundaries of a place declared to be of national historic significance by the Minister responsible for Parks Canada acting on the recommendation of the *Historic Sites and Monuments Board of Canada*.

Neo-Classical: Neoclassicism appeared in Canada in the 1820s and continued until the 1860s. Neoclassicism entailed use of decorative motifs taken directly from Roman and Greek classical architecture, in particular the use of acanthus leaves, baseless Doric columns, antique Ionic columns, eared trim, and a prominent entablature. Neoclassicism, a European architectural style of both English and French origins, treated surfaces in a stark manner, eliminating window surrounds and using channelled masonry, blind arcades, flattened rusticated storeys, and stringcourses.

Resource: anything that has natural, historical, or cultural significance.

Romanesque Revival: This style first appeared in the mid-19th century, but was most popular in the 1880s and 1890s. At the end of the 19th century, the influence was principally from the architecture of American architect H.H. Richardson. This phase featured squat columns, corbel tables under the eaves, polychromatic and heavily textured surfaces, and capitals carved with geometrical,

floral, and sinuous designs, having 12th century antecedents.

Sustainable Development and Sustainable Use:

Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. No form of economic development, including heritage tourism, can develop long-term and sustained viability unless the economy is linked with the environment and society in a threefold interactive way. With historic sites, sustainable use means people gaining direct and indirect benefits from heritage resources over the long term, without destroying them. Sustainability is an exercise in the conditional optimization and fine-tuning the balance of economy, environment and social well-being.

Table 1. List of Buildings in The Exchange District National Historic Site. Under Date Source '1' refers to documents that give date of construction of the building. '2' is the year in which the building permit was issued. (Information in this table current to September 2000.)

Name of Building	Address	Level of Resource	Date of Construction	Date * Source	Physical Values			Associative Values	
					<i>Building Style</i>	<i>Architectural Details</i>	<i>Heritage Status</i>	<i>Original Function</i>	<i>Architect</i>
Albert Street Business Block	38-44 Albert St	Other	1877 (house), 1924 (store)	1	One Part Commercial	Example of early brick veneer construction, unadorned	Inventory	Residence and retail	House by J.J. Johnson, store by William Irish
Royal Albert Arms Hotel	48 Albert St	1	1913	1	Spanish Colonial Revival	Wrought iron balconies, red tile roof, facade partially obscured by restaurant addition	Municipal, 1981, grade III	Hotel--service provider to wholesale trade	E.D. McGuire
Gregg Building	52-56 Albert St	1	1902	1	Romanesque Revival	Brick and undressed limestone trim, masonry over post and beam construction	Municipal, 1986, grade III	Warehouse for wholesale and garment trade	James Cadham
Albert Street Burger Restaurant	58 Albert St	Other	1921	2	One Part Commercial		Inventory		
Hammond Building	63 Albert St	1	1902	1	Edwardian	Piecemeal additions preclude unified style. Wood beam and post construction	Municipal, 1980, grade III	Offices and sample rooms for manufacturer's agents. Retail and garment trade also present	J.H.G. Russell
Dingwall Building	62 Albert St	1	1910-11	1	Romanesque Revival	Simplified neoclassical elements on facade, elaborate cornice, some skyscraper motifs, masonry over wood post and beam construction	Municipal, 1985, grade III	Wholesale warehouse and factory. Garment trade also occupied one floor	J.H.G. Russell
Whitla I/Telegram Building	70 Albert St/242 McDermot Ave	1	1882-84	1	Italianate	Classically inspired styling with many decorative motifs, heavy cornice, wood post and beam construction with iron columns	Municipal, 1980, grade II	Publishing and wholesale	William Hodgson
Schmidt Foundry/Western Building	90 Albert St	1	1901	1	Edwardian	Solid brick with some restrained neoclassical detailing	Municipal, 1985, grade III	Foundry for manufacture of brass fittings	Samuel Hooper
Imperial Dry Goods Block	91 Albert St	1	1899	1	Edwardian	Brick facades	Municipal, 1980, grade III	Retail outlet for wholesaler. Also garment trade	Unknown
Reliable Service Station	96-98 Albert St	1	1901	1	Spanish Colonial Revival	White stucco walls with red tile roof	Inventory	Retail and garment trade	W.J.. Smith
Whitla Building II and Annex/Silpit Building	54-70 Arthur St	1	1899	1	Romanesque Revival	Yellow brick with limestone lintels, some use of cast iron framing and columns along with mill construction	Inventory	Warehouse for wholesale trade	James Cadham

Gault Building and Annex	92-104 Arthur St/93-99 King St	1	1900, 1903 (annex)	1	Romanesque Revival	White brick, rusticated stone base, three-part division of facade, pilasters, masonry over wood post and beam construction	Municipal, 1982(building), 1987(annex), grade II	Warehouse for wholesale trade	George Browne, annex by J.H. Cadham
Donald Bain Building (119 Bannatyne also called Merrick-Anderson Warehouse)	115 Bannatyne Ave	1	1899	1	Romanesque Revival	Solid brick with stone sills and lintels, straw basket brick detailing around windows, wood post and beam construction	Municipal, 1980, grade II	Warehouse for wholesale trade	J.J. McDiarmid
Marshall-Wells Warehouse	123 Bannatyne Ave	1	1900	1	Romanesque Revival	Solid brick, rusticated lower level, accented arch heads, wood post and beam	Municipal, 1983, grade II	Warehouse for wholesale trade	J.J. McDiarmid
Bright and Johnson Building/Swiss Building	137 Bannatyne Ave	1	1882	1	Romanesque Revival	Solid brick with little ornamentation, wood post and beam construction	Municipal, 1986, grade III	Warehouse for wholesale trade	Willmot and Stewart
Bright and Johnson/Mackenzie Block	141 Bannatyne Ave	1	1903	1	Romanesque Revival	Minimal stylistic treatment, solid brick with brick corbelling and arches with radiating brick heads, wood post and beam construction	Municipal, 1993, grade III	Warehouse for wholesale trade (addition to 137 Bannatyne)	J.H.G. Russell
Ashdown Warehouse	167 Bannatyne Ave	1	1895	1	Romanesque Revival	Buff brick with Selkirk stone trimming, wood post and beam construction	Municipal, 1985, grade II	Warehouse for wholesale trade	S. Frank Peters
Franklin Press Building/Chatfield Distributors	168 Bannatyne Ave	1	1904	1	Romanesque Revival	Solid brick with metal cornice, wood post and beam frame	Municipal, 1983, grade III	Publishing	J.H.G. Russell
Kelly Block/Kilgour Block	181 Bannatyne Ave	1	1904	2	Romanesque Revival	Solid brick, timber post and beam	Municipal, 2000, grade III	Warehouse for wholesale trade	Charles A. Walker
McClary Building	185 Bannatyne Ave	1	1899	1	Romanesque Revival	Brick with rustication on first floor, windows housed in three bays, wood post and beam construction	Municipal, 1987, grade III	Warehouse for manufacturing stoves and coal furnaces	S. Frank Peters
J.W. MacDonald Autoservice	189 Bannatyne Ave	Other	1948	2	Post - 1945	Concrete and masonry	Not listed	Garage	
Traveller's Building	283 Bannatyne Ave	1	1906	1	Italianate	Reinforced concrete, red brick exterior, stone archway entrance	Municipal, 1979, grade II	Offices and other support services for salesmen in the wholesale and manufacturing industries	Darling and Pearson
Maw's Garage and Sanford Building	291 Bannatyne Ave	1	1890, modified in 1906	1	Maw's - Boomtown Sanford - Romanesque Revival	Large plate glass windows, steel trusses allow open floor	Municipal, 1979, Maws = grade III Sanford = grade II	Automobile showroom and warehouse for wholesale trade	Charles H. Wheeler (1890), W.H. Stone (1906)

Great Western Electric/Ryan Brother's Buildings	110 James Ave	1	1910	2	Edwardian	Brick façade, rubble stone foundation, stone belt course	Inventory	Warehouse for wholesale trade	V.W. Harwood
Fred Ingaldson Building	120 James Ave	2	?		No information				
Deval Warehouse	128 James Ave	1	1912	2	Edwardian	Red brick façade, cut stone foundation, stone belt course and sills	Inventory	Warehouse for wholesale trade	
Richardson-Brown Warehouse	130-132 James Ave	1	1911	2	Edwardian	Brick exterior, rubble foundation, timber post and beam	Inventory	Warehouse	George W. Northwood
Hydro Sub-Station No. 1	54 King St	1	1910-11	1	Italianate	Highly detailed façade with Romanesque arches and some classical motifs, brick and sandstone over steel and concrete frame	Inventory	Generating station--part of city infrastructure and civic development	J.P. West, Smith, Kerry and Chace
Blue Ribbon Building (Anne Building)/Arthur Building	87 King St and 88 Arthur St	1	1901	1	Romanesque Revival	Rusticated lower level, stone arch entrance, segmented arches, wood post and beam construction	Municipal, 1983, grade III	Warehouse for wholesale trade	J.H.. Cadham
Ryan Block/King Building/Warkov-Safeer Ltd	104 King St/286 Bannatyne Ave	1	1895	1	Romanesque Revival	Rusticated base, rounded arches, wood post and beam frame,	Municipal, 1991, grade II	Office building and warehouse for wholesale and garment trade	H.S. Griffith
Carruthers and Co. Building	120 King St	1	1896	1	Romanesque Revival	Rusticated stone, brick detailing around windows, pediment, wood post and beam construction	Municipal, 1983, grade II	Office building for German language paper and warehouse for garment wholesaler	J. Greenfield
A. Carruthers Co.	124 King St	Other	1916	2	2 Part Commercial	Brick walls, stone foundation	Inventory	Warehouse for garment wholesaler	J. Chisholm and Sons
Crane Building/Lombard Building	93 Lombard Ave	1	1906	1	Romanesque Revival	Very utilitarian, little decoration, mill construction	Inventory	Wholesale warehouse and factory for manufacturing plumbing	J.H.G. Russell
Gaylord Block/Kemp Building	111 Lombard Ave	1	1903	1	Romanesque Revival	Rusticated stone lower level, white brick facade	Inventory	Factory for manufacturing sheet metal products	J.H. Cadham
Northern Sales Office	135 Lombard	Other	1953	2	Post - 1945	Brick with reinforced concrete	Not listed	Retail	
Grain Exchange Building III	167 Lombard Ave	1	1906-08	1	Italianate	Mixture of Sullivanesque and Italian palazzo styling. Large decorative entrance, projecting cornice, steel frame	Municipal, 1992, grade II	Grain exchange	Darling and Pearson
Great West Life	177 Lombard Ave	1	1909-11	1	Beaux-Arts style	Steel skeleton clad in kootney marble, rusticated lower level, paired corinthian columns, pedimented windows set in metal panels, and other classical elements	Provincial and Municipal, 1983, grade II	Office building for insurance and financial concerns	John D. Atchison

Bailey's Restaurant	185 Lombard Ave	2	1900	2	Romanesque Revival	Brick with stone foundation, ornamental doors	Inventory	Offices and retail	H.S. Griffith
Union Trust Tower	191 Lombard/387 Main	1	1912-13	1	Chicago school	Steel and concrete frame, Sullivanese style, marble on first two levels, cartouch and Italianate detailing, elaborate cornice	NHS, Municipal, 1983, grade II	Bank and office tower	John Atchison
Customs Examining Warehouse	145 McDermot Ave	1	1908	1	Romanesque Revival	Brick facades on all four sides, steel and concrete construction, denticulated metal cornice, subtle stone decoration over windows	Inventory	Department of Inland Revenue customs examining warehouse--used to inspect grain shipments	Department of Public Works
Porter/Galpern Building	165 McDermot Ave	1	1906	1	Italianate	Brick with limestone accents over windows, steel construction	Municipal, 1985, grade III	Wholesale warehouse	J.H.G. Russell
Dawson Richardson Building	169-171 McDermot Ave	2	1921	1	Edwardian	Solid brick with light-coloured stone sills	Municipal, 1985, grade III	Publishing a grain trade paper	Charles Bridgman
Grange Building/Mitchell Block	173 McDermot Ave	1	1886-1887	1	Edwardian	Original had ornate facade including a mortar and pestle motif over doorway (only window decoration remains)	Municipal, 1985, grade III	Retail and manufacture of drugs and medicines	A.T. Timewell
Toronto Type Foundry Building	175 McDermot Ave	1	1881	1	Edwardian	Brick, originally had stone belt courses between floors and three bays	Municipal, 1988, grade III	Wholesale warehouse, also used for publishing	David Ede
T.W. Taylor Building	177 McDermot Ave	1	1882	1	Italianate	Solid brick, ornamentation around windows	Municipal, 1985, grade III	Publishing	Unknown
W.F. Alloway Building	179 McDermot Ave	1	1898	1	Romanesque Revival	Rusticated limestone base, simple detailing, wood post and beam frame	Municipal, 1985, grade III	Wholesale and office space	J.H. Cadham or S.F. Peters
Lake of the Woods House	212 McDermot Ave	1	1901	1	Romanesque Revival	Red brick facades with sandstone, cornice is rounded at the corners and has turret-like brick corbelling, wood post and beam frame	Inventory	Wholesale warehouse	J.H.G. Russell
Criterion Hotel	214 McDermot Ave	1	1903	1	Sullivanese	Limestone facade with false balcony, coloured terra-cotta detail	Municipal, 1981, grade II	Hotel. Bar was a popular watering hole for newspaper employees on MacDermot	H.S. Griffith
Leckie Building	216 McDermot Ave	2	1901	2	Edwardian	Dark brick façade with stone foundation	Inventory	Office and retail	H.S. Griffith
Lyon Block/Bate Building	217-223 McDermot Ave	1	1883	1	Romanesque Revival	Romanesque Revival influences such as window arches, wood post and beam construction	Municipal, 1981, grade II	Grocery wholesale warehouse	Blackstone
Silvester-Willson Building	222 McDermot Ave	1	1904	1	Italianate	Solid brick, little decoration	Inventory	Office block	J.H.G. Russell

Alexandra Block/Albert Block	227-237 McDermot Ave/86 Albert St	1	1901	1	Italianate	Solid brick veneered with red pressed brick, ornamented with buff stone trimming, brick quoins	Municipal, 1984, grade II	Hotel and commercial space. Was a service provider to wholesale and manufacturing firms	Fremont Oroff
Stovel Building	245 McDermot Ave	1	1893-94	1	Romanesque Revival	Heavily detailed with rounded entrance, corbelled brick cornice with finials, wood post and beam construction	Municipal, 1998, grade II	Publishing	Hugh McCowen
Thompson, Codville Co. Building	246-248 McDermot Ave	1	1882	1	Romanesque Revival	Hood mold around windows, elaborate metal cornice, post and beam construction	Municipal, 1983, grade III	Wholesale warehouse	Unknown
Merchant's Building/George Woods Building	250 McDermot Ave	1	1897-98	1	Romanesque Revival	Cut stone base, solid white brick, Bedford stone trim	Inventory	Wholesale warehouse	J.H. Cadham
Stobart's Building/Bedford Building	281 McDermot Ave	1	1903	1	Romanesque Revival	Paired windows with rusticated stone sills, steel and masonry construction	Municipal, 1983, grade III	Warehouse for the wholesale and garment trade	J.H. Cadham
Maltese Cross Building	286 McDermot/66 King St	1	1909	1	Italianate	Steel and concrete (no wood used), little ornamentation except for Maltese crosses, red brick	Municipal, 1997, grade III	Wholesale warehouse	John Atchison
Wilson Building/Allen Building	288 McDermot Ave	1	1905	1	Romanesque Revival	Large arches on main floor, copper cornice, brick parapet, brick quoins, ornamentation over windows, post and beam frame	Municipal, 1987, grade III	Wholesale warehouse	John Woodman
Glengarry Block	290 McDermot Ave	1	1910	1	Neoclassical	Brick and Tyndall stone, projecting pilasters, iron cornice, brick pediment, girder-post skeletal frame	Municipal, 1987, grade III	Housed a variety of wholesalers and manufacturers, including garment trade	J.H.G. Russell
Daylite Building	296 McDermot Ave	1	1899	1	Romanesque Revival	Red brick with rough cut Tyndall stone trim, wood post and beam frame	Municipal, 1987, grade II	Originally a warehouse for the manufacture and wholesale of drugs, later used in the garment trade	J.H. Cadham
Former Canadian Bank of Commerce	389 Main St	1	1910-12	1	Italianate	Stanstead granite over steel frame, bronze doors, doric columns	Municipal, 1979, grade I	Bank	Darling and Pearson
Former Bank of Hamilton	395 Main St	1	1916-18	1	Italianate	Dressed limestone over brick, large arched entrance way, little ornamentation, steel and concrete frame	Municipal, 1979, grade I	Bank and office block	John Atchison
Canadian Wheat Board	423 Main St	Other	1928	2	Gothic Revival	Brick and tile with concrete foundation	Inventory	Grain trade	Northwood and Chivers
United Grain Growers	433 Main St	Other	1976	2	Post - 1945			Grain trade	

Former Bank of British North America	436 Main St	1	1903	1	Italianate	Sandstone facade with vermiculated detailing, iconic columns, pediment, steel and concrete construction	Municipal, 1997, grade II	Bank	A.T. Taylor
Former Imperial Bank of Canada	441 Main St	1	1906	1	Italianate	Sandstone facade, pediment, false balconies, elaborate window treatment, steel and reinforced concrete construction	Municipal, 1997, grade II	Bank	Darling and Pearson
Former Bank of Toronto	456 Main St	1	1905-07	1	Italianate	White marble facade, Corinthian capitals, balustrades, secondary facade (behind columns) of glass and cast iron, steel and concrete construction	Municipal, 1984, grade II	Bank	H.C. Stone
Confederation Life	457 Main St	1	1912	1	Chicago School	Granite base, curved facade encased in white terra-cotta, projecting cornice, steel and concrete construction	NHS, Municipal, 1980, grade II	Housed Winnipeg branch of life insurance company and served as an office tower for a variety of businesses	J. Wilson Grey
Former Royal Bank of Canada	460 Main St	1	1911	1	Italianate	Based on Italian Renaissance or palazzo style, pink granite over steel frame with bronze grills on doors and windows	NHS, Municipal, 1997, grade II	Bank	Carrere and Hastings
Woodbine Hotel	466 Main St	1	1899	1	Edwardian	By 1899 had dark brick veneer with limestone accents	Municipal, 1986, grade III	Hotel and bar	Peter Sutherland
Baker Block/Birt's Saddlery	468 Main St	1	1901	1	Italianate	Pressed red brick facade, projecting brick pilasters	Municipal, 1984, grade III	Retail space and offices	H.S. Griffith
Duffin Block/Birt's Saddlery	472 Main St	2	1881	1	One Part Commercial	Cornice and pediment only detailing	Inventory	Retail and residence	T.H.. Parr
Ashdown Hardware Store	476 Main St	1	1904-05	1	Post 1945	Original had red brick, limestone, and terra-cotta trim, steel and wood construction, offices on upper floors	Inventory	Retail and wholesale trade	J.H.G. Russell
1959 addition to Ashdown Store	480 Main St	Other	1952	2	Post 1945		Inventory	Retail and wholesale trade	Moody and Moore
Ryan Block/Macdonald Shoe Store	492 Main St	1	1883 rebuilt 1903 & 1933	1	Art deco and Neoclassical	Original had elaborate facade with red granite columns, belt courses and gargoyles	Municipal, 1996, grade III	Shoe store and wholesaler	Johnson Brown
Union Bank Tower and Annex (Royal Tower)	500-504 Main/139 Letinsky Place	1	Tower-1903-04 Annex-1921	1	Chicago school	Steel frame with reinforced concrete, brick facades with stone quoins, elaborate cornice, terra-cotta detailing with floral motifs. Annex had terra cota facade at both ends	NHS, Municipal (bank); Municipal (annex) 1995, grade I (bank) grade III (annex)	Bank	Darling and Pearson with W. Percy Over
Cronkite Building	90 Market Ave	Other	1951	2	Post 1945	Masonry	Not listed	Warehouse for plumbing supplies	

Great West Saddlery Building	112-114 Market Ave	1	1898	1	Romanesque Revival	Stone accents on facade of otherwise utilitarian building, use of red and cream coloured brick, wood post and beam frame	Municipal, 1990, grade III	Wholesale warehouse and factory	J. McDiarmid
Great West Saddlery	113 Market Ave	1	1910	1	Chicago School	Neoclassical elements on entrance way, rusticated stone first floor, corbelled brick cornice	Municipal, 1985, grade II	Warehouse and manufacturing plant to complement the original located across the street	William Wallis Blair
Firestone Tire Co Warehouse	133 Market Ave	Other	1946	1	Post 1945		Inventory	Warehouse	E. Fitz Munn
Marshall-Wells Warehouse	136 Market Ave	1	1905 and 1906	1	Romanesque Revival	Rough-cut limestone on lower portion of facade, keystones over windows, wood post and beam frame	Municipal, 1987, grade III	Wholesale warehouse	Samuel Hooper and Charles Walker
Steele Briggs Building	139 Market Ave	1	1912	1	Edwardian	Brick with cut stone entrance	Inventory	Warehouse for seed wholesaler	C.W.V. Chivers
Stanley Brock Ltd	145 Market Ave	2	1916	1	Italianate	Brick with cut stone entrance	Inventory	Warehouse for wholesale trade	J.H.G. Russell
Manitoba Theatre Centre	174 Market Ave	Other	1970	2	Brutalism	Reinforced concrete	Not listed	Theatre--arts and entertainment	No. 10 Architectural Group
Pantages Theatre/Playhouse Theatre	180 Market Ave	1	1913-14	1	Beaux-Arts	Brick with reinforced concrete covered with terra cotta, marquise	NHS, Municipal, 1981, grade II	Theatre--arts and entertainment	B. Marcus Priteca and George Northwood
Electric Railway Chambers	213 Notre Dame Ave	1	1913	1	Chicago school	Sullivan-esque, combines steel and concrete structure with Renaissance design, granite main floor, terra-cotta, statues top capitals, heavily ornamented windows and cornice	Municipal, 1987, grade II	Office building for Winnipeg Electric Railway Co. Transportation and civic development	Pratt and Ross with Charles Frost
St. Charles Hotel	235 Notre Dame Ave	1	1913	1	?	Dark brick with limestone trim, pedimented window heads, parapet	Municipal, 1986, grade III	Hotel--service provider to wholesale and manufacturing agents	Carter-Halls-Aldinger
Christie Block	249 Notre Dame Ave	2	1906	2	2 Part Commercial	Brick with rubble stone foundation, front stucco	Inventory	Office and retail	
General Electric Building	265 Notre Dame Ave	2	1930	2	Art deco	Tyndal stone and dark brick	Municipal 1988, Grade III		
Tim Horton's	275 Notre Dame Ave	Other	1981	2	Post 1945	Dark brick	Not listed	Retail	
Peck Building	33 Princess St	1	1893-94	1	Romanesque Revival	Limestone buttresses, decorative arches, neoclassical motifs on 1907 addition, wood post and beam construction	Municipal, 1984, grade II	Garment factory and wholesale warehouse	Charles H. Wheeler
Ryan Block	44-46 Princess St	1	1906	1	Romanesque Revival	Red brick with stone trim, timber post and beam	Municipal, 1998, grade III	Shoe wholesale warehouse and offices	William Wallace Blair

Ryan Building	48 Princess St	2	1907	2	2 Part Commercial	Brick	Not listed	Retail	
Del Block	54-62 Princess St	2	1905	2	2 Part Commercial	Brick with stucco front	Inventory	Retail	
City Hydro Showroom	55 Princess St	2	1919	2	Art Deco		Inventory		
Bole Drug Building	70 Princess St	1	1903	2	Romanesque Revival	Brick with stone trim	Inventory	Warehouse for drug wholesaler	H.G. Russell
Oddfellows Hall	72-74 Princess St	1	1883-84	1	Romanesque Revival	Elaborate cornice, pilasters topped with miniature columns, brick detailing, wood post and beam frame	Municipal, 1986, grade III	Fraternal organization hall with commercial tenants. Used as a labour temple and as a garment wholesaler	Hugh McCowan
Earn International Building (originally two separate buildings: Mackenzie Powis at 78 Princess and Miller, Morse, and Co at 86-88 Princess)	78 Princess St	1	1891	1	Romanesque Revival	Solid brick, stone ornamentation around windows, façade has been significantly altered	Municipal, 1998, grade III	Wholesale warehouse	George Brown
Happy Garden Restaurant	85 Princess St	Other	1959	2	Post 1945	Concrete block with tyndal stone trim	Inventory	Restaurant	
Rimer Block	87 Princess St	1	1901	2	?	Brick with stucco front	Inventory	Warehouse for garment wholesaler	
Canada Rubber Building	89 Princess St	1	1893	2	?	Brick with stucco front	Inventory	Retail?	
Campbell-Wilson/Adelman Building/Sinclair Building	92-100 Princess St	1	1903	1	Romanesque Revival	Rusticated lower level, rounded head brick arcade, some Chicago school elements, wood post and beam frame	Municipal, 1983, grade II	Wholesale warehouse	J.H.G. Russell
Galt Building	103 Princess St.	1	1887	1	Romanesque Revival	Rounded corner entrance, rounded arches, solid brick with Selkirk stone detailing, wood post and beam frame	Municipal, 1982, grade II	Wholesale warehouse	Charles H. Wheeler
Princess Street Warehouse	104-108 Princess St	1	1885	1	Romanesque Revival	Solid brick, gothic pilaster caps removed in 1904	Municipal, 1984, grade III	Wholesale warehouse	W. Brydon and B.R. Robertson
Fairchild Building/Sterling Cloak	110-120 Princess St	1	1906-07	1	Chicago School	Sullivan-esque terra-cotta details, corbelled brick cornice, steel and reinforced concrete construction with cast iron columns	Municipal, 1985, grade II	Wholesale warehouse	John Atchison and Herbert Rugh
Western Elevator & Motor Co.	121-123 Princess St	1	1904	1	2 Part Commercial	Mill construction, first floor originally cut stone	Municipal, 1999, Grade III	Wholesale warehouse	S.F. Peters
Imperial Bank of Commerce	140 Princess St	Other	1969	2	Post - 1945	Concrete panels	Not listed	Bank	

Benson Building/Drake Hotel	146 Princess St	1	1882	1	Italianate	Neoclassical motifs, detailed polychromatic brick work, wood post and beam construction	Municipal, 1979, grade III	Hotel--service provider to wholesale and manufacturing agents	Charles and Earle Barber
Bawlf Building I	150 Princess St	1	1882	1	Italianate	Flamboyantly styled in the Victorian manner, wood post and beam construction	Municipal, 1979, grade III	Wholesale warehouse	Charles and Earle Barber
Harris Building/Hochman Building	154 Princess St	1	1882	1	Italianate	Flamboyant, highly detailed brick work and pressed metal ornamentation, statue of ceres, wood post and beam construction	Municipal, 1979, grade III	Warehouse to display farm machinery. Later a garment wholesaler	James Chisholm
Exchange Building II	160 Princess St	1	1898	1	Italianate	Red brick with terra-cotta moldings, central pediment, floral motifs, iron balcony, pressed copper panels, wood post and beam construction	Municipal, 1979, grade II	Grain and produce exchange	Samuel Hooper
Exchange Building I/Bawlf Building II	164 Princess St	1	1892	1	Italianate	White brick, wood post and beam construction	Municipal, 1979, grade II	Grain and produce exchange	Charles Barber
Caernefac Block	188 Princess St	1	1905	2	Edwardian	Brick	Inventory	Wholesale warehouse and retail outlet	H.G. Russell
McLaughlin Carriage	200 Princess St	1	1902	1	One Part Commercial	Brick with rough stone sills	Inventory	Wholesale warehouse for carriages and motor cars	J.H. Cadham
Northern Electric Building	65 Rorie St	2	1928	1	Italianate	Brick veneer with Tyndall stone trim	Municipal, 1985, grade III	Office and depot	J.O. Despatie with Pratt and Ross
Maw Block	280 William Ave	1	1897	2	Edwardian	Brick, stone basement	Inventory	Wholesale warehouse for carriage and harness equipment	
Winnipeg Saddlery Block	284 William Ave	1	1903	2	2 Part Commercial	Brick with stone sills, plate glass windows	Inventory	Wholesale warehouse for harness and saddlery	
Gordon Footwear	288 William Ave	Other	1948	2	Post 1945	Brick and tile	Inventory	Offices	
Massey-Harris Building	294 William Ave	1	1885	1	Italianate	Paired windows and segmented arches, keystones, rusticated base, originally had fan shaped pediment, Italianate influences, wood post and beam construction	Municipal, 1983, grade II	Warehouse and manufacturing plant for agricultural products	George Brown
Police Credit Union	300 William Ave	Other	1997	2	Post 1945				

Table 2. Identification and Description of Streetscapes in The Exchange District National Historic Site. (Information in this table current to September 1999.)

Location	View	Defining Characteristics
Lane between James and Market	Looking west from Bertha St	Narrow lane, rails of spur lines visible, hydro lines, loading bays
Market Ave	East and west, section between Lily and Bertha streets, both sides of the avenue	Includes buildings originally owned by Elisha Frederick Hutchings, they were built to complement each other
Rorie Street	Looking south from Market, and north from Lombard	Street jogs, different elevations reflect different building periods
John Hirsch	East and west, both sides	Location of main spur line, hydro lines
Bannatyne Ave (east of Main)	From Ship to Main, focus on the north side of avenue	North side of avenue presents continuous line of similar structures mostly built by the same architect, south side would have been location of rail yards
Lombard Ave	From Main to the river, north side of avenue only	Train bridge at the end of the road, sense of proximity to the river
McDermot Ave (east of Main)	Looking east from Main to the Customs Examining Warehouse, north side of avenue	A series of smaller buildings of compatible scale and materials, some even used for same purpose (printers row), street jogs
Main Street	North and south from junction of Main and Lombard to junction of Main and William , both sides of the street	Dominated by financial institutions, neoclassical architecture and skyscrapers
McDermot Ave (west of Main)	Looking east from Princess	Intact streetscape, few gaps, newspaper row, street jogs
Albert Street	From Notre Dame to Market Square, both sides of the street	Building complementary in scale, design, and materials
Arthur Street	From Notre Dame to Market Square, both sides of the street	Turn of the century building and street scale readily apparent
King Street	Notre Dame to Market Square, both sides of the street, west side only from Bannatyne to William	Few gaps, buildings complementary
Princess Street	North and south, section between Notre Dame and Bannatyne	Good view of layering, wall advertising, original grain exchange
Princess Street back lane	From McDermot to Bannatyne	Rail ties, lights overhanging, loading bays, fire escapes

Location	View	Defining Characteristics
Bannatyne Ave (west of Main)	Looking east from Princess, both sides of the avenue	Intact, continuous edge, dominated by warehouses, street jogs
Lane between Bannatyne and John Hirsch	Looking north from Bannatyne toward artifact garden at John Hirsch Place	Narrow, hydro wires
Back lane between King and Princess	North and south from McDermot and Bannatyne	Hydro wires, fire escapes, loading docks

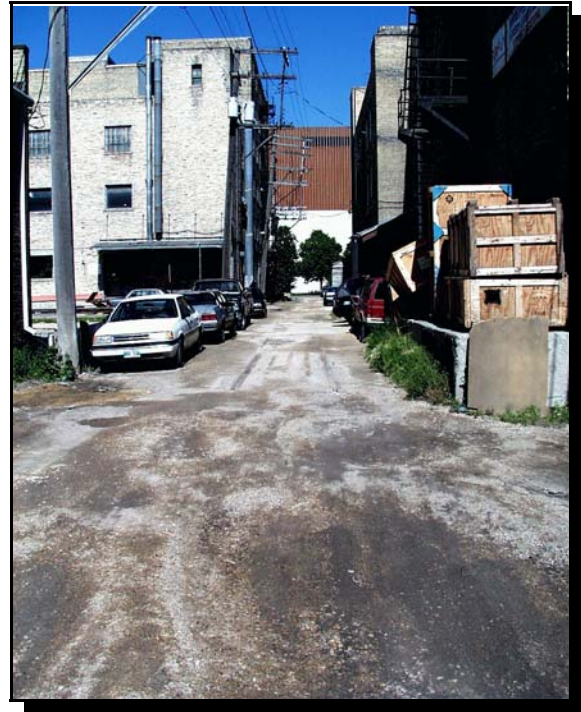
APPENDIX A. Inventory of Streetscapes in The Exchange District National Historic Site
(Photographs by Bruce Hoskins, Parks Canada, 1999)

STREETSCAPE 1

Lane between James and Market Avenues,
looking west from Bertha Street.

Characteristics

- Railway spur line in the middle of the lane
- Loading docks
- Hydro lines



Streetscape 1. Lane between Market and James, viewed from Bertha St looking west.

STREETSCAPE 2

South side of Market Ave looking from Bertha
to Rorie and North side of Market from Lily to
Bertha

Characteristics

- Note the wall advertisement on Marshall Wells building
- Buildings complement each other in scale and materials



Streetscape 2. Market Ave viewed east
from front of Manitoba Theatre Centre.



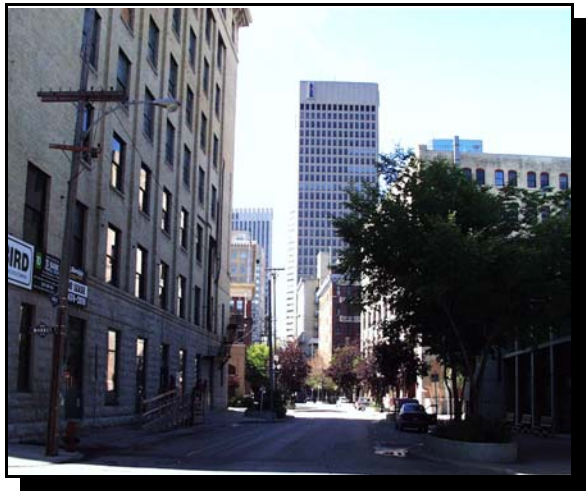
Streetscape 2. South side of Market Ave
looking west from Bertha to Rorie.

STREETSCAPE 3

Rorie Street from Market Avenue to Lombard Avenue.

Characteristics

- Jog in street indicative of early road patterns
- Layering of buildings with different scale of buildings reflecting different construction periods



Streetscape 3. Rorie St looking south from Market with Marshall Wells building in the foreground.



Streetscape 3. Rorie St looking north from Lombard with the Great West Life and Grain Exchange in the foreground.

STREETSCAPE 4

Lane between Market and Bannatyne Avenues known as John Hirsch Place, looking east from Rorie at the back of the Marshall Wells building and the west side of John Hirsch Place showing the Ashdown warehouse.

Characteristics

- Hydro lines
- Lane originally a spur line
- Fire escapes

Note

- Historic Winnipeg plaques in artifact garden of cut stone from demolished buildings



Streetscape 4. John Hirsch Place looking west from Rorie with the Ashdown warehouse on the left.



Streetscape 4. John Hirsch Place looking east from Rorie with the back of the Marshall Wells on the left.

STREETSCAPE 5

Bannatyne Ave from Ship to Main Streets.

Characteristics

- Only north side of street ever had buildings, the south side was are of spur lines adjacent to the Customs Examining Warehouse
- Trees obscure the structures, but the streetscape presents a continuous line of similar buildings several of which were built by the same architect, J.J. McDiarmid



Streetscape 5. Bannatyne Avenue looking west from Ship Street toward Main, with Donald Bain and Merrick Anderson buildings on right.



Streetscape 5. North side of Bannatyne Ave looking east at the Ashdown warehouse.

STREETSCAPE 6

North side of Lombard Avenue from Main Street to the Red River.

Characteristics

- Short but intact streetscape consisting of the Union Trust tower, Bailey's, Great West Life, and the Grain Exchange
- Crane and Kemp warehouses shown in conjunction with the train bridge demonstrates the importance of the rail road in the development of the Exchange District



Streetscape 6. North side of Lombard Ave from the Lombard Hotel toward the Red River.



Streetscape 6. North side of Lombard Avenue from Main to Rorie Streets.

STREETSCAPE 7

North side of McDermot Avenue between Main and Rorie Streets, viewed looking east from the corner of Main and McDermot.

Characteristics

- A series of smaller scale buildings which present a continuous line and complement each other in scale and materials
- Most of these buildings have been used to house printing presses so there is also a similarity of usage



Streetscape 7. North side of McDermot looking east from Main towards Rorie.

STREETSCAPE 8

Main Street between Lombard Avenue to the south and William Avenue to the north.

Characteristics

- Main Street streetscape only intact in some areas
- Street jogs
- Dominated by financial institutions and skyscrapers



Streetscape 8. Main St looking north from corner of Main and McDermot, early skyscrapers in the background.

STREETSCAPE 9

McDermot Avenue between Main and Princess Streets.

Characteristics

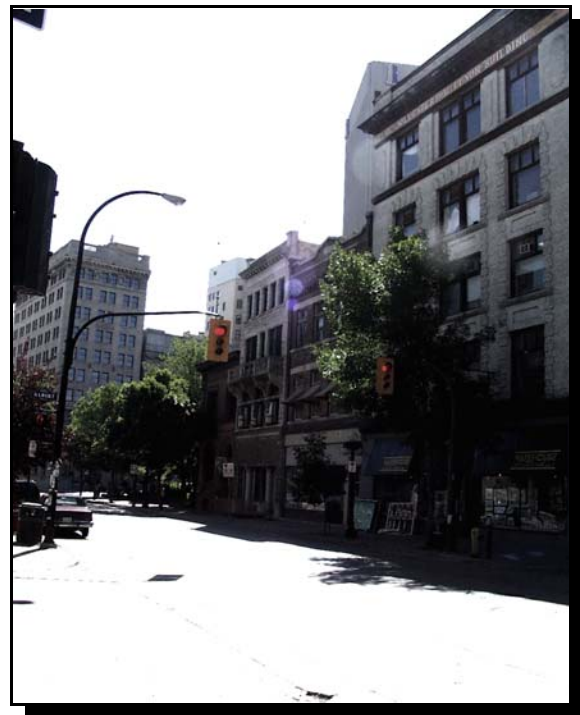
- Intact streetscape with no gaps between the buildings, structures complement each other in size, materials, and style creating a sense of time and place
- This is especially true of the intersection of McDermot and Albert where the viewer is surrounded by historic streetscapes in four directions



Streetscape 9. South side of McDermot Ave looking east from Princess, good example of continuous edge and building to the edge of the side walk.



Streetscape 9. McDermot Ave looking west from corner of McDermot and Albert.



Streetscape 9. South side of McDermot Ave looking east from Albert and McDermot across Main.

STREETSCAPE 10

Both sides of Albert Street from Notre Dame to McDermot Avenues.

Characteristics

- Streetscape largely intact with few gaps
- Buildings complement each other in size, materials, and design

STREETSCAPE 11

Both sides of Arthur Street from Notre Dame Avenue to Market Square.

Characteristics

- Few gaps or breaks in the continuous line except at the south end of the street
- Advertising on walls



Streetscape 10. Albert St looking north from near Notre Dame towards Market Square.



Streetscape 11. West side of Arthur St looking south from Market Square.



Streetscape 11. Arthur St looking north from Notre Dame.

STREETSCAPES 12

Both sides of King Street from Notre Dame Avenue to Market Square, the west side only between Bannatyne and William Avenues.

Characteristics

- Continuous edge, buildings are complementary in design, materials, and scale



Streetscape 12. West side of King Street looking south from William to Bannatyne.



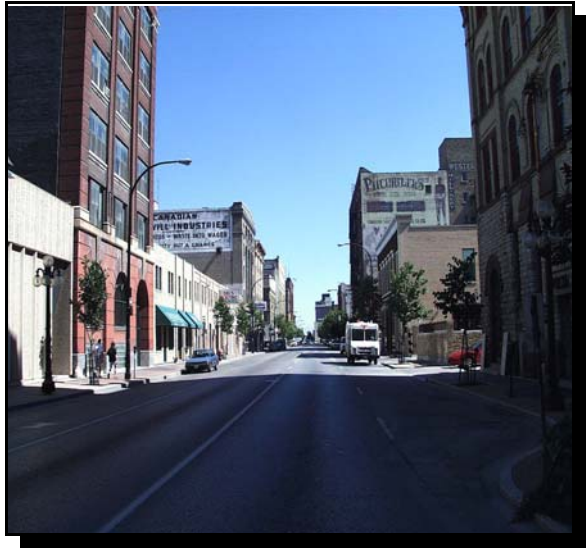
Streetscape 12. West side of King St looking south from William to Bannatyne.

STREETSCAPE 13

Both sides of Princess Street from Notre Dame to William Avenues, west side only from William to Elgin Avenues.

Characteristics

- This streetscape provides a good view of layering
- Note wall advertising



Streetscape 13. Princess Street looking north from Notre Dame with the Peck building in right foreground.



Streetscape 13 West side of Princess St looking north from McDermot.



Streetscape 13. Princess Street looking north from William to Elgin Avenues.

STREETSCAPE 14

Princess Street lane between McDermot and Bannatyne Avenues.

Characteristics

- Rail ties
- Overhanging lights
- Loading bays
- Fire escapes



Streetscape 14. Princess St back lane between McDermot and Bannatyne.

STREETSCAPE 15

Both sides of Bannatyne Avenue west of Main Street to Princess Street.

Characteristics

- Intact with no significant gaps
- Street jogs



Streetscape 15. Bannatyne Avenue looking west from Market Square. Travellers Building in right foreground.

STREETSCAPE 16

Lane between Bannatyne Avenue and John Hirsch Place, east of Rorie Street.

Characteristics

- narrow lane



Streetscape 16. Narrow lane leading from Bannatyne Avenue to John Hirsch Place.