



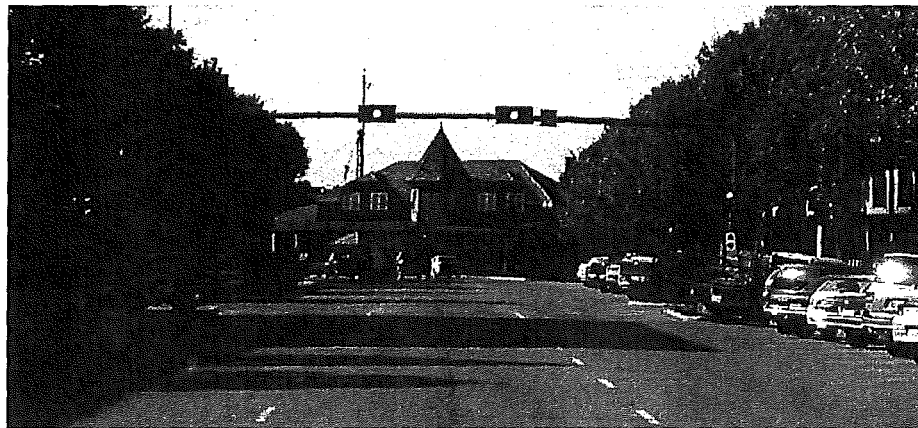
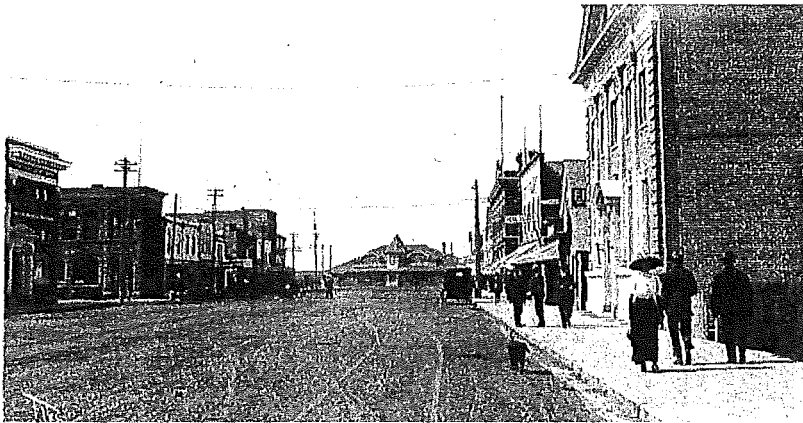
Council Meeting of June 16th, 2008

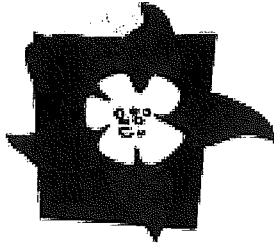
ATTACHMENT 'B'

DOCUMENT STATUS: Public

REFERS TO: Red Deer Main Street
Rehabilitation Project Final Report

Red Deer Main Street Rehabilitation Project Final Report





Community Profile

Red Deer is centrally located between Calgary and Edmonton on Highway 2. The city's name came from an early misinterpretation of the Cree word *waskasoo* - elk country or wapiti - by fur traders. Red Deer's settlement was very much a result of the dealings between the railroad and Reverend Leonard Gaetz, a passionate promoter of the districts agricultural resources.

In 1890, Gaetz persuaded the C&E Railway company to extend the railroad into central Alberta and to cross the Red Deer River on his land in return for land within the town site now known as Red Deer. Agriculture was initially the lure to the region, but the demand for provisions and services by settlers and railway construction crews created business opportunities.

By 1894, the first municipal government was formed with fifty residents and, by 1913; Red Deer had achieved city status with 2,800 residents. Today, Red Deer is a progressive regional economic centre for approximately 200,000 people.

The Red Deer Main Street Project was approved for a pre-programme year in June 2000. The objective behind the pre-year was to hire a coordinator, obtain building owner support and develop an organizational structure. The Project fulfilled the Programme requirements, reapplied in June 2001 and was officially accepted as a Main Street Project in July 2001.

The Red Deer Main Street Project has completed six successful construction seasons with the support of the Red Deer Downtown Business Association, the City of Red Deer and property owners within the defined area.

Executive Summary

Project Statistics:

Project Start-up: July 2001
 Project Completion: December 2007
 Project Wrap-Up: April 2008 (Special Project to commence May 1)
 Coordinators: Tara Lodewyk, Alison Weir, Ray Congdon, Dorothy McLachlan

12 Building Rehabilitations
 11 Basic Fix-ups
 49 Sign & Awning projects
 12 Interpretive plaques
 53 Community events assisted

Project Funding:

AHRF Building Rehabilitation Funds	\$ 450,000.00
AHRF Discretionary Funds	\$ 39,844.45
AHRF Salary Subsidy	\$ 144,000.00
City of Red Deer Salary Subsidy	\$ 152,086.00
Downtown Business Association	\$ 62,160.00
Building Owners and Businesses	\$1,048,680.22
Volunteer Hours & Other support	\$ 18,850.00
TOTAL	<u>\$1,922,975.17</u>

Design Assistance:

Architect	\$ 72,101.10
Other	\$ 11,956.80
TOTAL	<u>\$ 84,057.90</u>

Communications:

Newspaper articles	235
TV coverage	23
Business seminars	6
Main Street Presentations	28
Walking tours	28
Radio Interviews	26
Poster/brochures	53

***Full Financial disclosure can be found at Appendix "A" to this report.*

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- * Photos courtesy of the Red Deer Downtown Business Association
- ** “Evening photo of Scott Block” courtesy of John Hull & Associates
- *** “Current photo of Builder’s Hardware” courtesy of Merinda Conley
- **** All Historical photos courtesy of the Red Deer & District Archives.

Four Point Approach Overview

2001-2007

Following a year of pre-project organization and preparation led by Red Deer's Downtown Business Association, Red Deer was adopted as a Main Street Urban Community in June 2001. In November 2001, a dedicated group of volunteers engaged in a project planning session and public consultation process known as a "resource team session". This start-up process has been implemented and refined by the Alberta Main Street Programme in many communities and is an important ingredient in the downtown revitalization initiative.

The resource team session was an intensive two-day series of activities in which local residents, consultants and Alberta Main Street representatives gathered information and ideas to help the community to identify priorities and tasks specific to the revitalization of the Main Street Project area. The recommendations presented here are a result of that process and the work that has taken place over the seven (7) years. The outcomes and accomplishments listed are a testament to the hard work and ongoing community support of the Project. In June 2007, a Wrap-Up session was held as a means to revisit, review and provide updated recommendations. The full Project Wrap-Up Session Notes are contained herein at Appendix "B".

Organization

The objective of the Organization Team was to keep the project on track by ensuring project and community goals were met. The Team was responsible for developing a strong volunteer network, facilitating communication and planning and conducting fund-raising activities as required by the Main Street Project.

1. Maintain relationships and partnerships.

The City of Red Deer was in full support of the Main Street Project from the beginning and continued throughout the seven years through representation on the Advisory Board, support for initiatives and financial support for half of the Coordinator's salary. Mayor and Council embraced the Heritage Management Plan as a necessary tool in preserving the built resources in the downtown core. Several other amendments and policies were adjusted to accommodate the mandate of the Main Street Project.

The Red Deer Downtown Business Association played a major role in initiating and supporting the Project. They provided office space, financial and fiscal accountability, as well as administrative support for the Coordinator. The office was ideally located to allow easy access for building owners interested in partaking of the program, from rehabilitation to signage.

Extensive preliminary and ongoing relationship building was done with the business and property owners in the proposed Main Street area, from the conceptual stage through to the project conclusion.

Heritage Preservation Committee

The Project Coordinator was involved in the Heritage Preservation Committee, which is mandated to identify, preserve, and maintain the human and natural heritage features in and around Red Deer. They have been responsible for making recommendations to City Council regarding designation, preservation and interpretation of heritage sites, although the role is changing as a result of recommendations in the Heritage Management Plan.

The Committee awarded the Old Court House and Train Station, which are located in the Main Street area, 2003 Heritage Recognition Awards. The Downtown Business Association was awarded in 2007 for the "Ghosts of Red Deer". The Allen Bungalow and three structures in Heritage Square have received municipal designation and 12 statements of significance for the previously designated buildings were completed and submitted to the federal National Register of Historic Places.

2. Develop and maintain an organizational structure.

The Main Street Advisory Board, with a few exceptions, retained the original members from its inception to conclusion. The Board primarily operated as a 12 member Board, with constant representation from the City of Red Deer, the Downtown Business Association and the business community.

While the Coordinator's role was shared between four people over the course of the Project, the transition was always well thought out and ongoing projects were documented so as not to hinder the overall management of the Main Street Project.

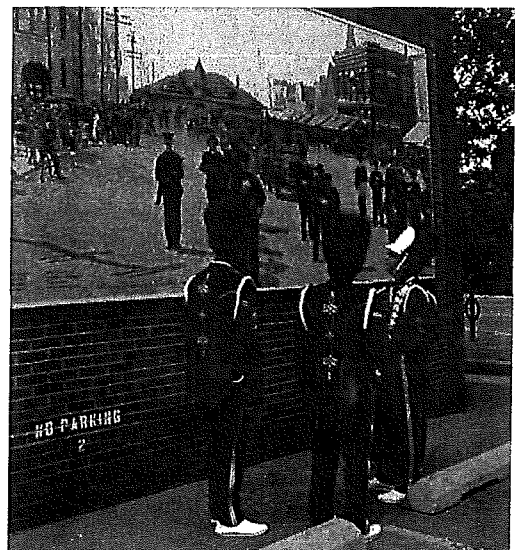
Volunteers were utilized on an as needed basis and ranged in age from 14 to 70.

3. Leverage Main Street funds to attract additional funding for project activities.*Historic Mural Series*

The "More with Moore Mural" has been the pride of the Organization Team, being successful in receiving Benjamin Moore Canada funding through the Community Foundations of Canada to complete a historic mural. Student volunteers were instrumental in completing this mural in 2003, with the leadership and supervision of a local professional artist, David More.

Funding was received from Telus to complete a second historic mural with David More and the IB art students. The mural, entitled "Afternoon Shopping," is based upon a 1912 photograph by George Fleming.

"Young at Heart" was installed on the second floor of the former CIBC building. This was the third project in the Historic Mural Series, created to deter graffiti, enliven blank walls and infuse the downtown



with a sense of its heritage. Local artist Shane Young partnered with youth from the Boys and Girls Clubs of Red Deer to depict a scene based on a 1946 photograph. This mural has since been relocated to the downtown branch of the Red Deer Public Library.

“Through the Years” was a City funded project, for the production of an Alexander Way mural. International Baccalaureate (IB) students from Lindsay Thurber High School completed the mural with artistic support and supervision of Erin Boake; which was unveiled in July 2006. This was the fourth mural in the Main Street Historic Mural Series.

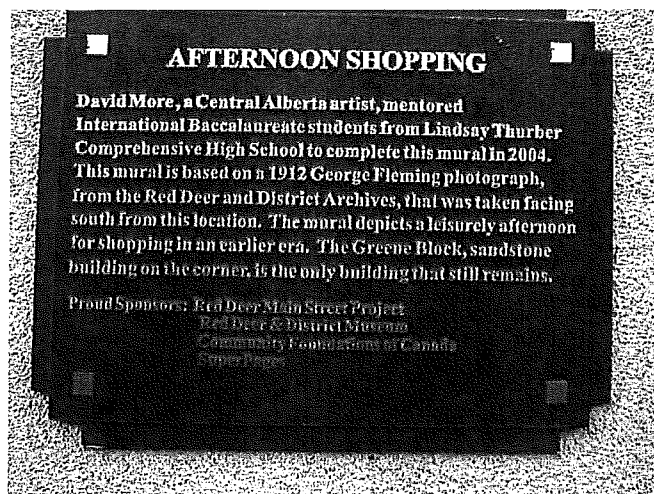
4. Create momentum and ensure lasting impact by celebrating successes.

Historic Red Deer Week

The Coordinator was active in organizing the first annual Historic Red Deer Week in 2002. Guided walking tours of the downtown present and future building rehabilitation projects were the highlight. The Red Deer Main Street Project continued in its active role for this event in subsequent years, with more events added annually. By 2007, the 5th Annual event had expanded to over ninety (90) events, and sponsorship by more than twelve (12) organizations and businesses.

Historic Buildings Walking Tour

The Main Street Project developed and printed a walking tour brochure of Red Deer Main Street historic buildings. It features 13 buildings, a map and brief building history including details on the Main Street rehabilitation work. This brochure is still in high demand at the City Hall Information Desk, the Red Deer Public Library, Tourism Red Deer Visitor Centre and the Downtown Business Association office.

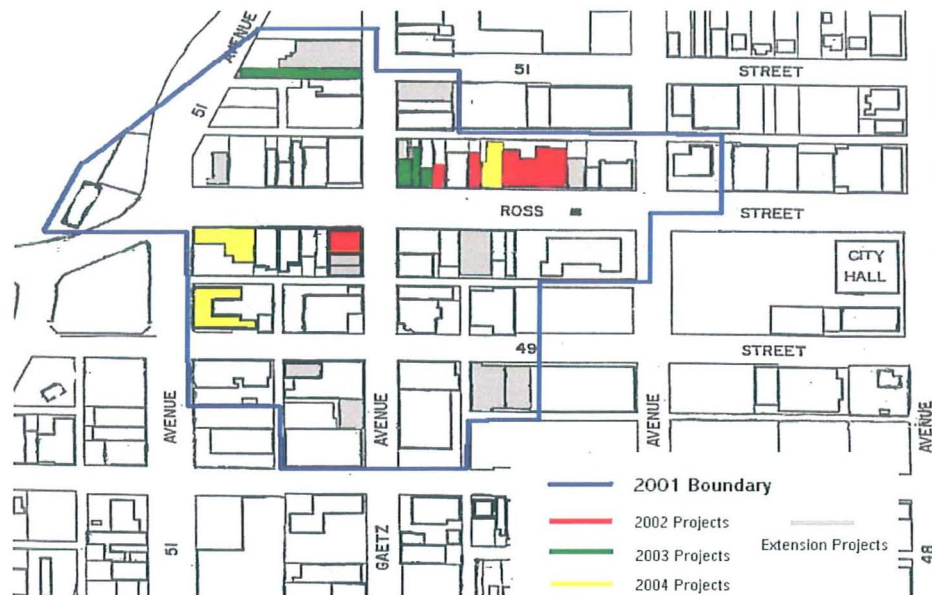


Heritage Management Plan-Steering Committee

Main Street Project staff was involved on the Steering Committee which guided the development of a Heritage Management Plan for the City of Red Deer. The purpose of the Heritage Management Plan is to ensure community heritage resources are identified, protected, and maintained for future generations through clear policies and procedures. The Plan also provides guidance to owners, developers and the municipality relating to current and future practices and tools. The Heritage Management Plan was approved as a planning tool, by City Council in the fall of 2006.

5. Complete a project plan within three years.

The following map indicates the proposed building rehabilitations for the first three years of the Project. The original boundary for the Red Deer Main Street Project was expanded in 2006 to include: two (2) blocks further north on Gaetz Avenue (50th), the south side buildings along 48th Street right to 49th Avenue and then straight to Ross Street.



6. Focus the project's financial resources on specifically Main Street activities.

As is evidenced in this report at Appendices "C", "D" and "E", the Organization and Design Teams worked together and were more than able to meet this recommendation.

7. Develop a plan to sustain the Main Street initiative beyond the terms of formal funding.

To address this recommendation, attached to this report as Appendix "G", is the Terms of Reference for the proposed "Legacy Year" Special Project, pending approval by the Alberta Main Street Programme.

Project Wrap-Up Session Recommendations:

- ✚ That an overall "heritage body" be established to coordinate the building of heritage and cultural landscapes.
- ✚ That there is ongoing participation with Alberta Historical Resources Foundation (AHRF) and the Municipal Heritage Partnership Program (MHPP) in an alumni capacity or past Main Street Community.
- ✚ That activities be incorporated that are in line with the Heritage Management Plan for the city.

Design

The design recommendations focus on rehabilitation projects for building facades, business signs, façade lighting, awnings and murals.

Defining Red Deer's Main Street

Red Deer Main Street is unique. The character and charm of our Main Street is based on buildings built between 1935 and 1955. Over half (52%) of the buildings in the boundary are built within this time frame. If we narrow it down even further, a third of the buildings are built between 1945 and 1955. Therefore, our Main Street is defined as post war.

Our buildings are predominantly two storey simplified late commercial brick and concrete structures with aluminum detailing. The City has defined a historic core in the C1 Commercial District Development Design Guidelines that went before City Council for approval in June 2004. Buildings in this area now have to follow guidelines that are based on the Alberta Main Street Programme's guidelines. This showed The City's support for the program and will ensure that Main Street's legacy will be maintained.

1. Maximize the visual impact of the Main Street building rehabilitation program.

Building Rehabilitation Projects

As shown later in this report, twelve (12) buildings were funded for complete restoration over the period between 2002 and 2007. A complete costing of each building is provided at Appendix "C".

2. Include post-1950 ("modern") buildings in Red Deer's Main Street building rehabilitation program.

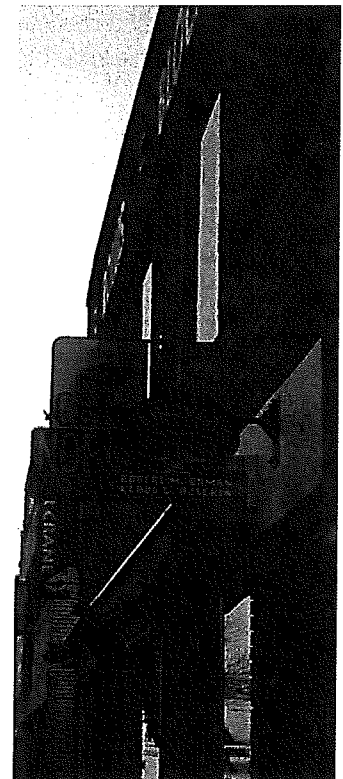
Basic Fix-ups

This program was very popular with the business and property owners who wanted to contribute to the revitalization, but were unable financially, or because of the post-1950 ("modern") age of the building, to undertake a full rehabilitation. Over the six building seasons, a total of eleven (11) buildings were provided funding for Basic Fix-Ups. Details regarding the buildings and costs are provided at Appendix "D".

3. Launch a bold, innovative business signage program.

Signage & Awning Program

By far the most utilized and accessed program, forty-nine (49) businesses were provided funds to update or redesign their signage to be in line with Alberta Main Street Guidelines. This extensive acceptance and compliance significantly added to the revitalization of the historic downtown Red Deer area. A full listing of the businesses who participated in this program and funding accessed is provided at Appendix "E".



4. Prepare a composite photograph of streetscapes in the main street area.

This recommendation will be addressed as part of Phase 3 of the Legacy Year Special Project. See Appendix "G" for more detail.

5. Prepare a comprehensive inventory of downtown architectural resources.

The Project Coordinator has been involved with the Municipal Heritage Partnership Program Steering Committee since its inception. Terms of Reference were developed for a proposal calling for the contracting of a consultant to undertake this inventory on behalf of the city. The proposal calls for a two (2) phase approach to compile a complete survey and an inventory, of historical places, buildings and sites within the City of Red Deer boundaries. The first phase has now been completed and phase two will be complete by March 2009.

6. Develop and implement a recognition program for notable downtown architectural resources.

As part of the Legacy Year Special Project, it is anticipated that several of the built historic resources within the Main Street area will have Statements of Significance developed. This will lead to the preparation of a District or Area Statement of Significance for the downtown core.

Case Studies

John Hull Architect has completed four thorough case studies: Prairie Office Products, the Old Mill, the Farthing Block and the Scott Block. Each study outlines the objectives and details the restoration process, materials, sources, techniques and signage. The building project is then briefly rated and noted against each of the City of Red Deer's seventeen Restoration and Rehabilitation Principles for Heritage Buildings as they appear in the Red Deer's Land Use Bylaw, appendix 2 of the C1 Downtown Commercial District Development Design Guidelines and are based on the internationally accepted principles of heritage restoration. These case studies are included at Appendix "H"

7. Develop downtown design guidelines as a tool to enhance the downtown and safeguard the community's investment in physical improvements to Red Deer's buildings and built environment.

The C1 Downtown Commercial District Design Guidelines have been in place since June 2004

City of Red Deer Downtown (C1) Public Realm Initiative Study

The purpose of this study was to inventory street furniture, signage, boulevards, sidewalks, lighting and other items, which comprise the public realm. The inventory then triggered several recommendations on how to improve the downtown public realm through redesign/redevelopment. Main Street participated in the consultation process and a final report went to City Council for approval as a planning tool (June 2006).

Project Wrap-Up Recommendations:

- ✚ That the private sector needs public dollar incentives, i.e. recouped taxes or seed monies, to be encouraged to maintain and restore their built historic resources.
- ✚ That a "Design Review Committee" be established.
- ✚ That guidelines be established for building maintenance.
- ✚ That property owners be encouraged to maintain the buildings and where necessary, use bylaw enforcement.
- ✚ That an inventory of possible designation sites be developed for the entire city; and that an evaluation of specific sites be done (SOS's) for additional funding.

Marketing

When Red Deer Main Street Project began in 2001, there was a need for the downtown to redefine its image and promote itself locally and to visitors. This renewed image would also lend itself to existing retail promotion and encourage more foot traffic for local businesses.

1. Develop both a short and a long term marketing plan to promote the uniqueness of downtown Red Deer.

Ghosts and Murals Tour Brochure

Main Street Project partnered with the Downtown Business Association and Museum to apply for funds from the Alberta Historical Resources Foundation to publish and print a Ghost and Mural Walking Tour brochure. The tour introduces participants to the city's past, the people and events that have shaped our community. All 10 ghosts and the 4 murals which the City now owns are featured in the brochure. The brochures are included in thousands of conference packages each year.

DBA Special Events Committee

The Main Street Project was a member of the DBA Special Events Committee, which was responsible for identifying and executing Downtown events of benefit to the Business Revitalization Zone members. The committee initiated the creation of Rudy, the DBA mascot, and sponsored events such as the Downtown Block Party, Christmas parade, Diamond in a Haystack, Downtown Cruizin', and Christmas campaigns.

2. Complete shopper, merchant and resident surveys to identify opportunities, establish issues and gauge attitudes in the downtown.

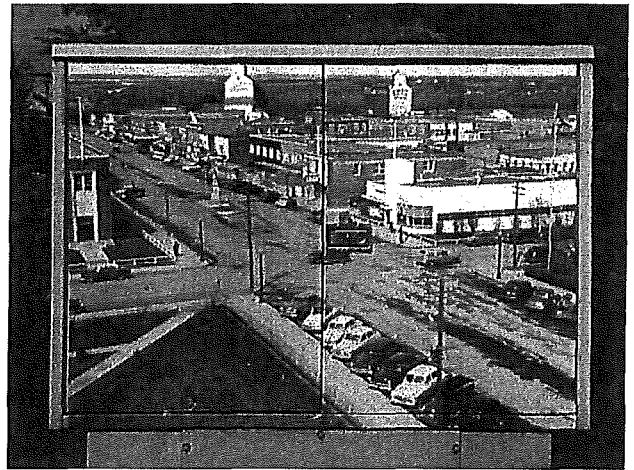
Downtown Market Opportunities Study-Steering Committee

In 2004, the Downtown Business Association and the City of Red Deer partnered to engage a consultant to identify and explore growth and development opportunities in Red Deer's Greater Downtown Area. They identified commercial, professional and residential development opportunities that the stakeholder parties can promote to developers. The Main Street Project participated in the steering committee.

Scenes on a Box

One of the emerging issues identified pertained to the amount of graffiti accumulating on various surfaces in the downtown. Research was done by the Coordinator and "Scenes on a Box" came into being. This involved covering downtown City of Red Deer Electric Light and Power (EL&P) utility boxes with photographic images of historical downtown Red Deer. The photographs were obtained from the Red Deer and District Archives, specially formatted to fit the dimensions of each individual box and then laminated with a high-quality Teflon material. The lamination material allows graffiti to be easily wiped off the surface.

A proposal was submitted to the City's Downtown Revitalization Fund for consideration and accepted for full funding. During the summer of 2007, nine (9) of the Scenes were placed on utility boxes by volunteers. This program is anticipated to be incorporated into the Downtown Business Association's graffiti program.

*Shop Back in Time Window Display Contest*

Utilizing the opportunity of the Centennial Year, the Main Street Project sponsored a window display contest with a Centennial Heritage Theme. Retailers were awarded for showcasing their merchandise with a 1905 feel. This coincided with the Downtown Block Party. The winner won \$500 toward a graphic designer to assist them with business image.

3. Develop and deploy a unique marketing image for the downtown.

Experience Downtown Red Deer

The Red Deer Main Street Project participated in the development of the downtown brand. The brand, initiated and introduced in 2003 by the DBA, has taken over the downtown. From kiosks to banners, the brand is visible and provides a distinctive image for the commercial area. All traffic light standards were painted black in 2007, in order to match the decorative light poles hung with Experience Downtown banners.



A website: www.downtownreddeer.com was launched as well as a new newsletter format. A new Red Deer Main Street web site was linked to the downtown website. The Main Street Project has also obtained a version of the brand for use on correspondence and promotional materials with the tagline "Experience Heritage."

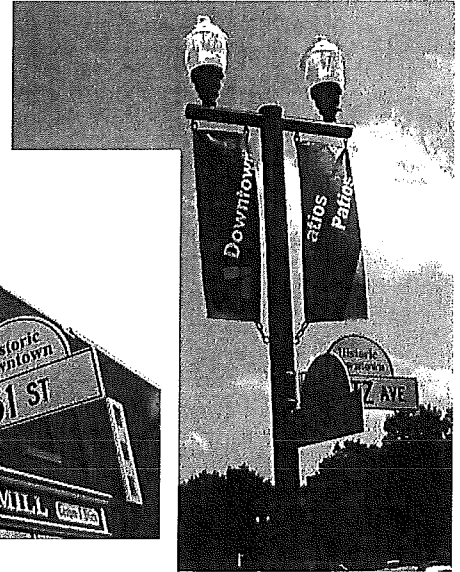
White Lighting Program

The Downtown Business Association, in partnership with Main Street, received funding from the City to install white lights in 51 trees in 2002. The program was so popular that another 49 trees were lit in 2003. The City of Red Deer has now allotted funds in their budget to maintain the program.

4. Develop a downtown awareness campaign.

Character Street Blades

The Main Street Project applied for funding to the City's Downtown Revitalization Fund to create and install character street blades at 10 intersections in the historic downtown core. The Coordinator worked with the City's Engineering Services and Sign Shop departments to develop the design. These blades were installed in the summer of 2007.



Newsletter/Media Coverage

The Downtown continues to have extensive coverage in the media, with an average of 75 articles being written yearly related to issues in the downtown. The Project Coordinator wrote a quarterly article in the Downtown Business Association newsletter that was circulated to over 500 businesses in the BRZ. The Project has been featured in many newspapers and other publications, including: Red Deer Visitors Guide, which is circulated across the country.

5. Develop and promote cultural events to draw city-wide and regional participation.

CentreFest made its debut in July 2002; this now annual event welcomes international street performers to Downtown Red Deer for a weekend of family entertainment. The festival has its own Board of Directors, a year-round part-time coordinator and is funded exclusively through grants and community sponsorship.

Other downtown events are listed on the Downtown Business Association website, as well as Tourism Alberta's website.

6. Hire a "vision caretaker" or "downtown mom" for the main street and greater downtown area plan.

The City of Red Deer has employed a Greater Downtown Coordinator position and that person has been in place since March 2006.

Project Wrap-Up Recommendations:

- ✚ That special inserts be included in the local newspapers; celebrating achievements and ensuring strong ongoing advertising.
- ✚ That the Downtown will have an arts district and there will be more of a “funky feel”.
- ✚ That the Red Deer Downtown Business Association should take a leadership role so that the Main Street legacy is maintained.

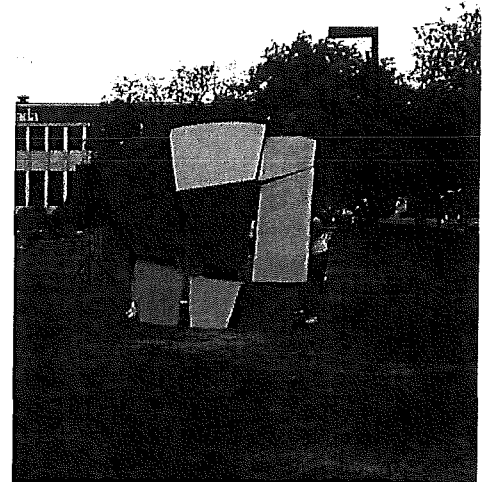
Economic Development

Red Deer is central Alberta’s largest trading and distribution centre. Primary industries include agriculture, food processing, oil and petrochemical, manufacturing, industry retail and wholesale service.

The area population has experienced a steady growth over the past decade. The population projections from the 2002 Resource Team Report for 2010 were in fact surpassed in 2006, according to the Census report. The current population of Red Deer is in excess of 85,705.

The Economic Development Focus Group determined that a mix of uses in the downtown area would benefit the area most by attracting a variety of services, facilities and residents.

Market Analysis and Consumer Surveys were conducted and findings from these surveys were shared with the Economic Development Team in order to assist them in answering the needs of the downtown business community. The original Main Street Area boundary was set in 2001, and due to interest from prospective building owners, that boundary was expanded in 2006. A map of both areas is included at Appendix “F”.



1. Study pedestrian and vehicular traffic movement and parking patterns.

Pedestrian and vehicular movement patterns were studied. The results were utilized to determine the most appropriate corners in the downtown core for information kiosks to be placed. Ongoing counts and patterns are available on the City of Red Deer website.

2. Increase the number of off-street parking stalls.

The City of Red Deer operates ten (10) public parking lots within the downtown area. There is also an existing parkade at the Millennium Centre for the use of the customers and businesses within the building. Additionally, there are also a number of privately owned parking lots within the downtown core. As part of the Greater Downtown Action Plan, the main City Transit bus terminal was designed with the capability of having another parkade overtop of the terminal. This additional parkade is now in planning stages, with construction set to begin in 2009.

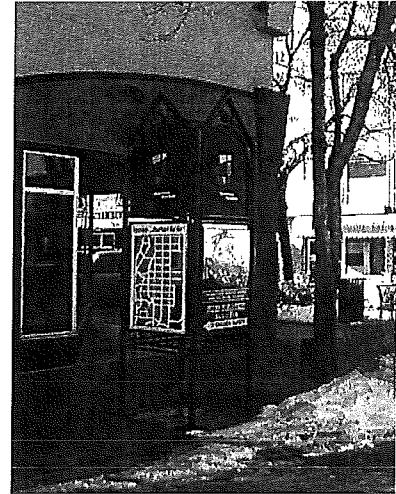
3. Encourage implementation of the Riverlands redevelopment plan.

The Riverlands Redevelopment Plan is a component of the Greater Downtown Action Plan review being carried out in 2008.

4. Provide visitor information downtown.

Currently, visitor information is provided at City Hall, the Library, the Downtown Business Association office, hotels and other businesses in the downtown.

The Downtown Business Association owns seven (7) kiosks at various prominent corners in the Main Street area. These kiosks provide business information and advertising, as well as downtown maps and current event posters.



5. Organize seminars for business education and networking.

Main Street Seminar Series

Discretionary funds were used to sponsor a morning seminar series for downtown businesses. With the development of the downtown brand, the rehabilitation of several historic buildings and success of the inaugural CentreFest, an international street performers festival, it was felt the business community needed to know how to take advantage of these initiatives to improve business. The Red Deer Downtown Business Association also surveyed the membership as to the type of seminar or workshop that they would be interested in attending. Marketing was the top priority. The Project's first seminar series was so popular that a second seminar series was held in 2006.

Project Wrap-Up Recommendations:

- ✚ That the "beautification/revitalization" of the downtown continues, including the addition of more street furniture.
- ✚ That consideration is given to extending or expanding the Business Revitalization Zone (BRZ).
- ✚ That incentives which support the desired land use and zoning be put in place to encourage new development.
- ✚ That brown-field sites be redeveloped.
- ✚ That remaining funds from Red Deer Main Street Project be used to maximum leverage.

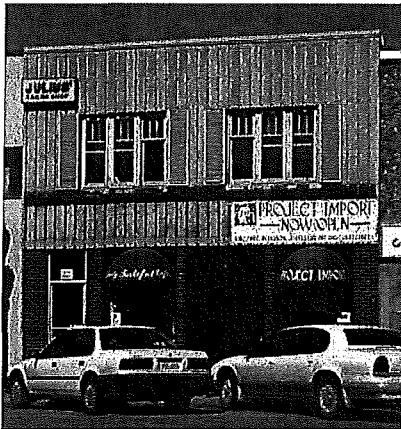
Building Rehabilitations

Farthing Block (1939) – 4930 Ross Street

Alberta Main Street Award Winner – “Excellence in Building Signage 2003”

History

H.C. (Hugh) Farthing was a talented photographer and artist who moved to Red Deer from Calgary in November 1936. In 1939, he bought the lot along Ross Street from the City of Red Deer for \$800 and built his photographic studio building for \$5000. The business operated from the lower level and Mr. Farthing and his wife resided on the upper floor. From 1947 through to 1972 there were a number of different retail businesses in the space on the ground floor; from Men’s Wear to Ladies Wear, from household appliances to gifts. Mr. & Mrs. Farthing moved out of the residence upstairs in 1952, at which point the space was renovated for offices and rented out to a variety of people. Julius Tailor Shop occupied part of the building from 1981 to 1997.

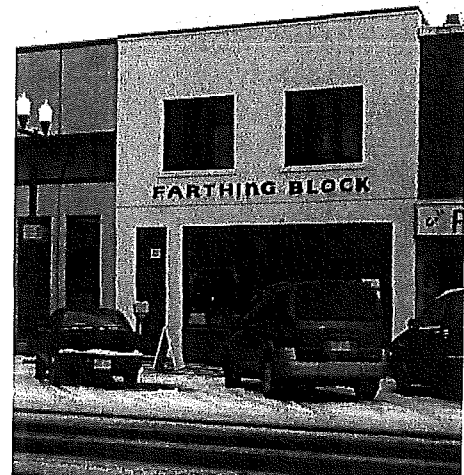


Restoration

The Main Street Project restored the building to its Prairie Vernacular style with a clean stucco front and returning the windows and parapet to its original deep green colour. The building is now highlighted with a contrasting black bulkhead, dark green trim resulting in an austere and eye catching presence on the street.

The signage on the Farthing Block is a key design element. The word “Farthing” dressed the original building in wooden hand painted letters. The current owner’s saw the importance of keeping the name, but added “Block” so it would not be discerned as the name of a business. The style of font for the lettering could not be matched and it was concluded that the letters were hand crafted with a jigsaw. The letters were replicated and installed right to the uneven spacing between the letters.

The business signage on the building was a key element for Red Deer Main Street Project as well. The business owners worked with the Project team, to design projecting signs in a Victorian style.



Hayhoe Building (1929) – 5028 Gaetz Avenue

History

Frederick Milton Hayhoe established Hayhoe Plumbing & Heating in 1921 when he and his family moved to Red Deer. He operated first out of a much smaller building just south of the present building at 5028 Gaetz Avenue, which was constructed in 1929. The bricks used were salvaged from one of the buildings at the Indian Industrial School.

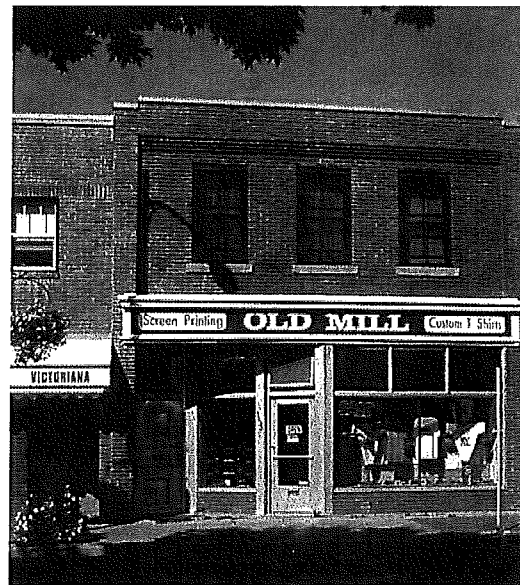


Fred's son, G. Milton Hayhoe, took over the operation of the business when Fred died in 1942. Milt relocated the business to 5014 Gaetz Avenue in 1962. He rented out the other building to Graham Mayne and sons, who operated The House of Decorating from 1962 to 1979.

Milt's son Richard Hayhoe, operated his own business, Eagle Screen Arts, upstairs at the back of the building from 1975 to 1977, at which time Richard opened a new business, The Old Mill, in the same location. In 1979 he moved this business to the main floor and took over operation of the entire building.

Restoration

Main Street took the building back to its original façade design. The sign marquis was removed and the paint stripped. The white cultured stone was removed revealing brick. The final design now boasts the original brick and painted sign band. Green crezone panels and highlighting dress the building.



Builders' Hardware (1949) – 5032 Gaetz Avenue

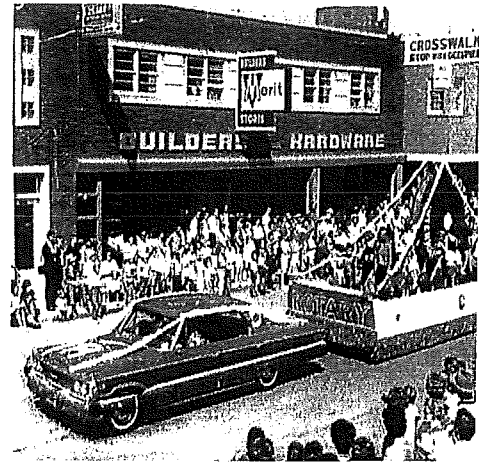
Alberta Main Street Award Winner – "Excellence in Building Signage 2005"

History

Builders' Hardware, a subsidiary of Revelstoke Lumber Company, constructed this brick and concrete building in 1949 to replace their former building on the site. At the time it was described as "...the most modern store in the district and having some of the most up-to-date features in the country."

(*Red Deer Advocate, September 7, 1949*) The address of the store was 5110 – 50 Avenue, but the City changed the numbering system in 1956 and the address became 5032 – 50 Avenue.

In 1964, Merit Stores bought out Revelstoke's interest in hardware stores and the business became known as Builders' Merit Stores. By 1968, the business became known as the Merit Store which operated until 1983. The building remained vacant for several years and in 1987, the Demchuk family purchased the building as the new location for Prairie Office Products.



Restoration

The Prairie Office Products building is very much a contributing historical resource for Red Deer. The brick and concrete represent a good example of a distinctive post-war style that features simple brick walls accented by exposed concrete panels and frames.

The original façade of this beautiful building was completely obscured by colourful aluminum cladding, except for the storefront. When the orange and yellow aluminum was removed, it was found that the original windows and detailing were still intact. The original windows were salvaged



through repair and painting. The concrete detailing was patched and painted to the original colour, the red brick was patched and the plexi-glass storefront windows were replaced with glass.

Supply of a new Canadian flag for the flagpole and signage with a similar font to the original, completed this spectacular transformation. Upon presentation of the Excellence in Signage Award for 2005, Alberta Main Street Programme cited "the impact of the signs and their compatibility with the building's distinctive, modern character" as reasons for the win.

Rollis Building (1949) – 5007 Gaetz Avenue

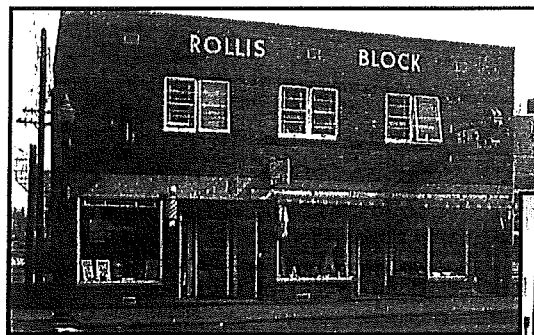
History

In 1949, Rufus Joseph Rollis began to build the two-storey brick building to house his real estate and insurance business. The south half of the building was constructed first so that Mr. Rollis could carry on his business in the old wooden structure that had occupied the north end of the lot since 1891. He then moved into the new building and constructed the north portion. Evidence can be seen in the brick seam on the upper floor.

Initially the second floor was occupied by IAC (Industrial Acceptance Company) while a jewellery store and appliance store shared the main floor with Rollis Agencies. Ron Gauthier operated a barber shop in the basement. Over the years, a steak house and a beauty school occupied the second floor. Businesses on the main floor included a newsstand and restaurant.

Restoration

A majority of the work consisted of stripping paint to uncover the brick and then patching and repair to the brick was done as needed. The second floor windows needed to be replaced, but the existing storefront windows and doors remain the originals. New projecting awnings and hanging signs were added. The significant feature, as with others on Gaetz Avenue, was the block lettering of the “Rollis Block” signage.

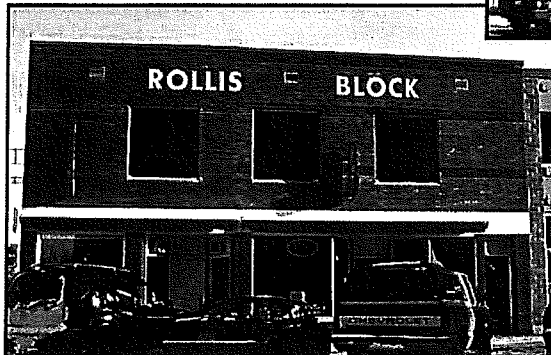


ROLLIS BLOCK
5007 50th Ave

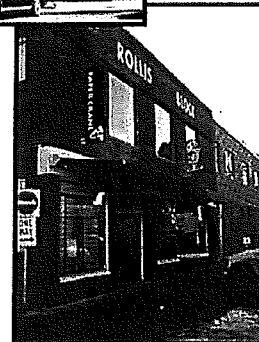
Circa 1950



Before



After



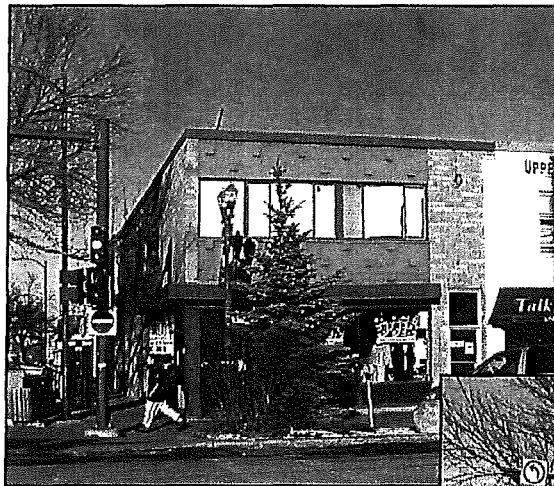
Horsley Block (1956) – 4952 Ross Street

History

The first building on this site was built in 1891 and had been known as “The Old Burch Store”. The upstairs served as the Red Deer school from 1892 to 1894. Richard Earl Horsley operated Horsley’s Drug Store in the old building from 1939 to 1955, when he decided to tear it down.

The present two-storey structure was built in 1956. The exuberance of the 1950s is evident in the decorative second floor raised block work and distinctly modern aluminum canopy and neon signage.

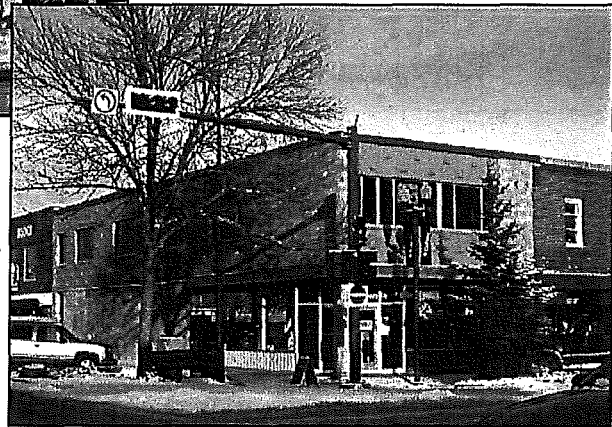
When Mr. Horsley died in 1965, Martin Valentine bought the pharmacy business and operated Valentine Drugs until 1992.



Before

Horsley Block
4952 Ross Street

After



Restoration

Again, the work consisted primarily of stripping paint, patching and repair to the second floor mortar and yellow brick. The second floor windows were all replaced, but to matching standards from the existing ones. The storefront windows, doors and canopy were all inspected and did not need replacing. Signage was added in the form of one hanging sign and matching block lettering for “Horsley Block” was included.

The Home Grill (1936) – 4942 Ross Street

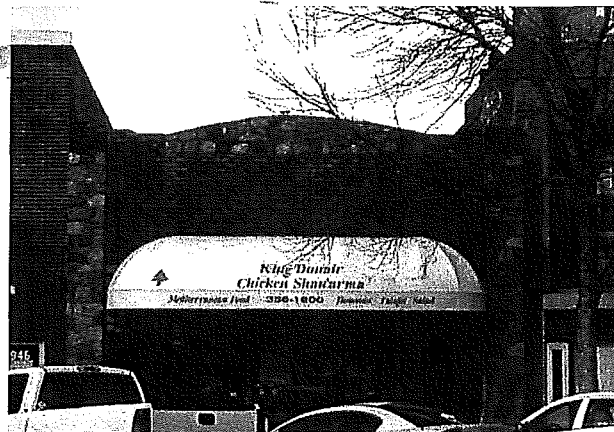
History

In 1936, Sadie Collins built this brick structure as The Home Grill restaurant. John and Doris Leedham bought the building in the early 1940s and continued to operate the restaurant. In 1948, the Ritz Café replaced the original restaurant and was operated by John Kheong until 1960.

After that the building housed several businesses including Elna Sewing Centre, Clowes Jewellery and several clothing stores. The large flagstone parapet and piers on each side of the building are original.

Restoration

The roofline parapet was a standout feature and the repair and replacing of missing masonry was a large component of this restoration. The brick, stone and masonry were all cleaned as well. New horizontal signage was to have been added as per the request of the lease tenant. However, agreement could not be reached between the tenant and Alberta Main Street Guidelines, and as such, the restoration did not include any funds directed to an awning.



Wadson Block (1948) – 5018 Ross Street

History

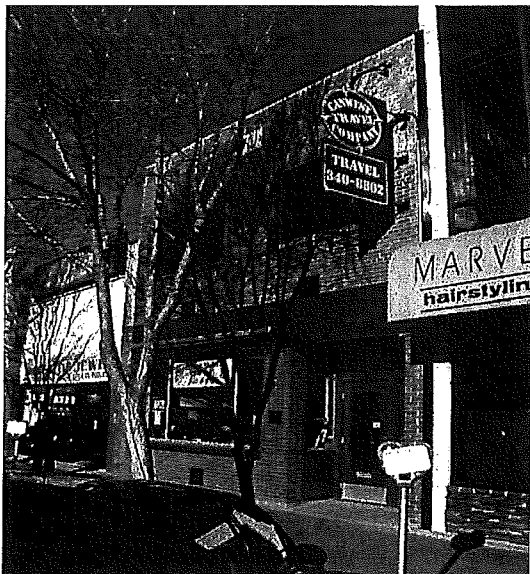
Mr. Ed Wadson built this solid, post-war concrete and brick building in 1948 to house the Peacock Inn Restaurant, operated by John and Mary Konopaki. They lived in the suite on the second floor and later purchased the building. The Peacock Inn Restaurant attracted many travelers from Gaetz Avenue, then the Edmonton-Calgary Highway.

A 6 metre high bright blue peacock neon sign towered above the roofline, welcoming patrons along Ross Street. After the Peacock Inn closed in 1970, a billiard hall and several different music stores successively occupied the building. By 1992, the John Howard Society owned and occupied the upper floor of the building, leasing out the street level portion. In 2003, the Wadson Block was sold to Richard Roth and Joanne Walokoff, owners of Can-West Travel Company.



Restoration

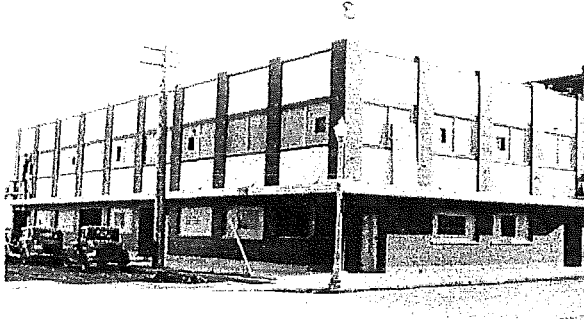
The building's original features, excluding the peacock neon sign, were intact. Rehabilitation included the removal of faux shutters and four layers of paint from the red brick. A new projecting sign and awning as well as new doors completed the project. Some work was completed in the late summer and fall of 2003 but the majority of the rehabilitation was undertaken in 2004.



Old Provincial Building (1950) – 4935 51 Street

History

Built in 1950, this building served for many years as the Provincial Building in Red Deer housing the Alberta Treasury Branch office and offices for other Government Departments. In 1983 after having stood empty for two years, Red Deer College Continuing Education department became the primary tenant, along with Alberta Games. Alberta Public Works Supply and Services had office space in the building for a short period of time, as did Alberta Transportation and Utilities, but by 1990 the building was once again vacant.



The City leased the building from 1991 to 1999 and a long list of social agencies held office space on both the first and second floors, including CiRS, Red Deer Action Group, Women's Outreach Society and Landlord and Tenant Advisory Board, to name but a few.

Potter's Hands Ministries took ownership in 2005, and operate a Soup Kitchen and drop-in centre on the main floor. The second storey has been converted from office space to affordable housing.

Restoration

This two-storey brick and stucco building takes up a prominent corner lot in the core of historic downtown, with a total of 168 linear feet. Rehabilitation included removing the existing siding and applying a new coat of stucco, replacing the upper windows with new double glazed sealed units, the profile of which was to be approved by Main Street. The lower windows remained, were cleaned and the frames repaired as needed. The door and frame at the South West end of the building was replaced with a new aluminum door and sidelight. The concrete pillar caps were repaired, as were the concrete steps at the North East entry.



REFLECTIONS

The Park Hotel (1902) - 4920 Ross Street

History

The Alexandra Hotel, built on this site in 1902 by Frederick Krause, was one of Red Deer's finest establishments at the time with the feel and comfort of a European hostelry from Mr. Krause's native Germany. Remnants of this original building can be found in the current building on the site.

Through to the 1940s, the building was operated under several names as a hotel and even served as a bus depot for some time. In 1947, the building was remodeled and renamed the Park Hotel. "Exotic entertainments" were added in 1985.

In 2001, the building was sold to the John Howard Society for conversion into a halfway house and retail spaces. The change entailed extensive interior renovations and the removal of a false arched facade on the exterior main floor. Underneath, the original aluminum and glass storefront apparent in 1950s photographs had been almost completely preserved and is a part of the streetscape once again.

Present

With over 125 lineal feet of frontage on Ross Street, the Park Hotel has occupied an important place in Red Deer for over 100 years. In 2002, when Red Deer Main Street project first began, the new owners were approached regarding the possibility of becoming a Rehabilitation Project under Red Deer Main Street. To that end, design work was done and meetings were held all in support of the John Howard Society's interest and intention to pursue this funding opportunity. The interior of the building was extensively renovated to accommodate its new purpose, but the available funding for the not-for-profit organization was depleted and the exterior façade improvements were abandoned.

In 2007, the Coordinator once again received application from the Society that they wished to avail themselves of the funding and to proceed with the Rehabilitation during this extension year for the Main Street Project. More design work was undertaken, a Construction Manager was contracted and meetings were held in consultation with the owner and the lease tenant most affected by the proposed changes, The Thai Garden Restaurant.

In late August, when the contract with the building owner was still unsigned, the Construction Manager had to withdraw due to other projects. Following discussions, it was determined that the Society was NOT in a position to proceed with the Rehabilitation and in fact, was in discussions for the potential sale of the building.

Future

At the time of writing this report, there is no confirmed sale. Plans for the building are unknown.

Conclusion

"I remember how excited everyone was to have the Main Street Programme in Red Deer. We were seen as the catalyst to change, a new fresh approach, and the mechanism to bring many organizations and people together. It was an opportunity of a lifetime to be the Coordinator. Main Street taught me how to look at the big picture by using the four point approach and also the art of negotiation. Main Street is not just about saving old buildings but we were the hub for creating change and educating the community on the benefits of preserving their heritage. There are many great things that Main Street leaves in the community. Thank you."

Tara Lodenye, Main Street Coordinator

"The Project has been very valuable for the community by increasing public awareness of the many historic buildings in the downtown, providing funding to assist in restoration, basic fix-up, or improved signage and was a catalyst to developing a community wide inventory of important buildings."

Ray Congdon, Main Street Coordinator

"The impact which has been created by the restoration, enhancements and signage within the Main Street area, could not have been occurred without the financial support of the Alberta Main Street Programme. These changes make a strong visual, historic and architectural impact concentrated in the downtown commercial area"

John Hull, Project Architect, John Hull & Associates

"It was a delight to kick off the Main Street Project with the restoration of the facade of the Farthing Block. This project brought great value to the downtown."

Paul Harris, Building owner, Farthing Block

"The Main Street Program has assisted downtown property owners with enhancement of their buildings, developing an historical theme for the district and generally making downtown a more inviting destination. Whether major facade enhancement projects or the introduction of common signage in downtown, Red Deer has benefited from the program and we are proud to have been a founding partner."

Laura Turner, Executive Director, Downtown Business Association

"I have participated on the Main Street Board, as a representative for The City of Red Deer, since the Board was appointed and it has been a positive experience. The City is committed to preserving the historic character of heritage buildings in the downtown, with our funding support to the Main Street project being an illustration of this commitment. The final outcome has been one that sees a number of important heritage buildings upgraded appropriately and highlighted for years to come."

Colleen Jensen, Director of Community Services, City of Red Deer

"In the seven (7) years that the Main Street Project has been operating, approximately \$2M has been leveraged in enhancing and restoring the historical facades in the downtown. It has been my pleasure, as Chair of the Advisory Board and a business owner, to be a part of this major accomplishment."

Dennis Zimmer, Chair, Red Deer Main Street Advisory Board

[illegible][illegible]

INTRODUCTION/SESSION OBJECTIVES

A *Project Wrap-up Session* was held for the Red Deer Main Street Program (Red Deer MSP) on June 13, 2007 at Red Deer, Alberta. This session was organized and sponsored by the Red Deer MSP, in conjunction with the Red Deer Downtown Business Association. It was facilitated by Terry Vaughan from Alberta Municipal Affairs and Housing. The objectives for the session, as described below and in Appendix #1 – Agenda, were substantially achieved:

Session Objectives:

By the end of the Main Street Program, Project Wrap-up Session participants will have:

- ❖ Identified the results and achievements for the project over the past 5 years
- ❖ Discussed ways to maintain/enhance Red Deer's revitalization program in the future

This *Results Report* is a summary of the information and input that was received from the 15 stakeholders who participated in the Project Wrap-up Session.

LOOKING BACK ON WHAT HAS BEEN ACCOMPLISHED

This workshop session focused on having the participants identify what have been the key achievements, changes, results, projects, events, activities, milestones, etc. during the past 5 plus years for the Red Deer Main Street Program. They also identified some of the issues and challenges that the program has faced over these years and in some cases will still have to deal with years to come. The listing of achievements and challenges are as follows:

RED DEER MSP ACHIEVEMENTS

Program/Design

- Red Deer Main Street Projects developed during the past five plus years are as follows:
 - Buffalo Hotel
 - Dots
 - Farthing Block
 - Murals project
 - Café Nobel
 - Paper Crane
 - Park Hotel
 - Prairie Office Products
 - Records to the Rafters
 - Scott Block
 - Talk of the Town
 - The Old Mill
 - Wadson Block
- The visioning exercise that was completed at the beginning of the Red Deer MSP project was a catalyst for many good projects, ideas and initiatives over the past 5 years

- The development of murals in downtown Red Deer was a very significant and recognized project

Organization

- The Red Deer MSP benefited from having an amazing board structure that was ably assisted by strong committees
- The Red Deer MSP Advisory Board has been stable and, along with the support of the administration, have maintained good records of the work that has been done
- There has been recognition provided for the good work of the Red Deer MSP Advisory Board
- The Red Deer MSP has been an important contributor to several related organizations and projects (e.g. Heritage Management Plan, Heritage Preservation Committee, Historic Homes, Doors Open etc.)
- The Red Deer MSP has had a close working relationship with the Red Deer Downtown Business Association
- Bylaw changes have been accommodated by the City of Red Deer to allow for Red Deer MSP projects (e.g. bylaw change to allow for low hanging signage)
- There has been land use bylaw protection for some buildings – municipal designation
- The Red Deer MSP has experienced the work of good coordinators over the years and the project has also benefited by having primarily the same contractor

Marketing

- The Red Deer MSP has created a destination point for visitors to the city, as the downtown area is now more welcoming and attractive
- The completion of the Downtown Opportunities Study was very beneficial in identifying businesses that would be appropriate to set-up operations in the downtown area
- Idea sessions were held regarding what may be viable projects
- A strong branding program was put in place (e.g. development of banners, white lights, sign blades)
- There has been lots of media coverage of the Red Deer MSP (i.e. stories, advertorials)
- Quarterly newsletters were developed and circulated
- A web-site was created

- Because all of the Red Deer MSP developed buildings are not connected there has been some loss of continuity and recognition of these building as being Main Street projects
- The Red Deer MSP, while very successful, was not able to convince all owners of heritage buildings to upgrade their facilities
- For business owners who have developed their heritage facilities it has been difficult to convince them to keep their original windows (i.e. due to energy inefficiencies and particularly for second floor windows)
- There is a conflict between new building development and the saving of historic buildings
- The size of Alberta Main Street Programme grants has not changed, despite the fact that building and construction costs are skyrocketing.
- How does any follow-up work and initiatives that are undertaken build on the positive energy that was gained through the Red Deer MSP, especially for a business owner who does not have a heritage building?

LOOKING AHEAD TO WHAT STILL NEEDS TO BE DONE

The participants contributed their thoughts, suggestions, ideas and recommendations, regarding what remains to be done to build on the achievements of the Red Deer Main Street Program project. In this regard their responses to following focus questions are indicated below:

What are the key Future Directions (Goals) that need to be in place to maintain and enhance Red Deer's revitalization program in the future?

(e.g. originally planned Main Street Program projects and initiatives that were not undertaken and/or completed, as well as new projects and initiatives)

What Actions need to be carried out to ensure that these Future Directions are achieved? Who will ensure that these actions are carried out?

RED DEER MSP FUTURE DIRECTIONS

Group 1 (Ray Congdon et. al.)

<u>Future Direction</u>	<u>Required Actions</u>	<u>Who will ensure it gets done?</u>
Downtown will have an arts district and their will be more of a "funky feel"	** Actions listed below are not necessarily for any one Future Direction	Culture Link City of Red Deer Cultural Services Downtown Business Association

Ensure money manager in place to oversee the Red Deer MSP surplus funds	Proposal to Red Deer-MSP for use of surplus dollars Transfer of responsibility for Red Deer MSP monies to the City of Red Deer (i.e. Waskasoo Park Fund Model)	Downtown Business Association Red Deer MSP Advisory Board
Streetscape legacy concepts to continue to encourage building owner participation	Generate street concepts	John Hull
Fulfill goals and recommendations within resource team report	Need heritage component in their Business plan – A “heritage program” Part of strategic planning	Downtown Business Association
Include special inserts in the newspaper(s)	Articles celebrating achievements and strong ongoing advertising	Downtown Business Association Media buy-in
Establish a design review committee		
Continue to have an ongoing involvement with MHPP – municipal designation – AHRF funding	Municipal designations Application to AHRF for studies and rehabilitation funding	City of Red Deer MHPP
Ongoing participation with the Alberta Main Street Programme (i.e. participate in an alumni capacity)	As an ongoing formal member – “certified Main Street community”	City of Red Deer Alberta Main Street Programme
The Red Deer Downtown Business Association should take a leadership role so that the Main Street legacy is maintained		Downtown Business Association

- The “Achievements” (pages 2-6) and “Challenges” (page 6), as listed in the *Results Report*, with or without changes, will be accepted as information by the Red Deer MSP
- The “Future Directions” and their accompanying suggested “Actions” and “Who should ensure that the action is carried out?” (pages 7-9), with or without changes, will be accepted by the Red Deer MSP, as a resource for their future use, as well as for the use of other organizations (e.g. City of Red Deer, Red Deer Downtown Business Association etc.)

AGENDA

RED DEER MAIN STREET PROGRAM **PROJECT WRAP-UP SESSION**

Wednesday, June 13, 2007

7:00 – 10:00 p.m.

Theatre, Scott Block, 4818-50 Avenue, Red Deer Alberta

Session Objectives:

By the end of the Main Street Program, Project Wrap-up Session participants will have:

- ❖ Identified the results and achievements for the project over the past 5 years
- ❖ Discussed ways to maintain/enhance Red Deer’s revitalization program in the future

AGENDA

7:00 p.m. INTRODUCTION/OPENING REMARKS

Ray Congdon – Coordinator, Red Deer Main Street Program

SESSION OBJECTIVES/AGENDA REVIEW

Terry Vaughan – Facilitator, Alberta Municipal Affairs and Housing

7:15 p.m. LOOKING BACK ON WHAT HAS BEEN ACCOMPLISHED

This session will focus on having the participants identify what have been the key achievements, changes, results, projects, events, activities, milestones, etc. during the past 5 years for the Red Deer Main Street Program.

8:15 p.m. BREAK BREAK BREAK

8:30 p.m. LOOKING AHEAD TO WHAT STILL NEEDS TO BE DONE

The participants will contribute their thoughts, suggestions, ideas and recommendations, regarding what remains to be done to build on the achievements of the Red Deer Main Street Program project. In this regard they will respond to following focus questions:

APPENDIX "C"

Building Rehabilitation

Name of the building	Amount Contributed by owner	Amount Contributed by Main Street	Total cost of Rehabilitation
Farthing Block (1939)	7,652.59	6,712.79	14,365.38
Hayhoe Building (1929)	14,919.31	7,885.85	22,805.16
Builder's Hardware (1949)	27,540.18	20,000.00	47,540.18
Rollis Building (1949)	12,753.46	10,214.67	22,968.13
Horsley Block (1956)	14,325.38	11,716.82	26,042.20
Maurice Shoe Shop (1947)	8,672.33	6,909.92	15,582.25
The Home Grill (1936)	1,375.19	1,201.73	2,276.92
Buffalo Hotel (1939)	26,122.41	22,914.39	49,036.80
Wadson Block (1948)	12,339.25	10,000.00	22,339.25
Alberta Meat Market (1954)	16,746.92	14,952.61	31,699.53
Old Provincial Building (1950)	27,713.62	24,744.31	52,457.93
Scott Block (1946)	48,714.72	30,000.00	78,714.72
TOTALS	\$218,575.36	167,253.09	\$385,828.45

Other Associated Costs – All buildings 2002 - 2007		Main Street Contribution	
Design Assistance – John Hull Architects		72,101.10	72,101.10
Other – Construction Manager		11,956.80	11,956.80
TOTALS	\$218,575.36	\$251,310.99	\$469,886.35

APPENDIX "D"

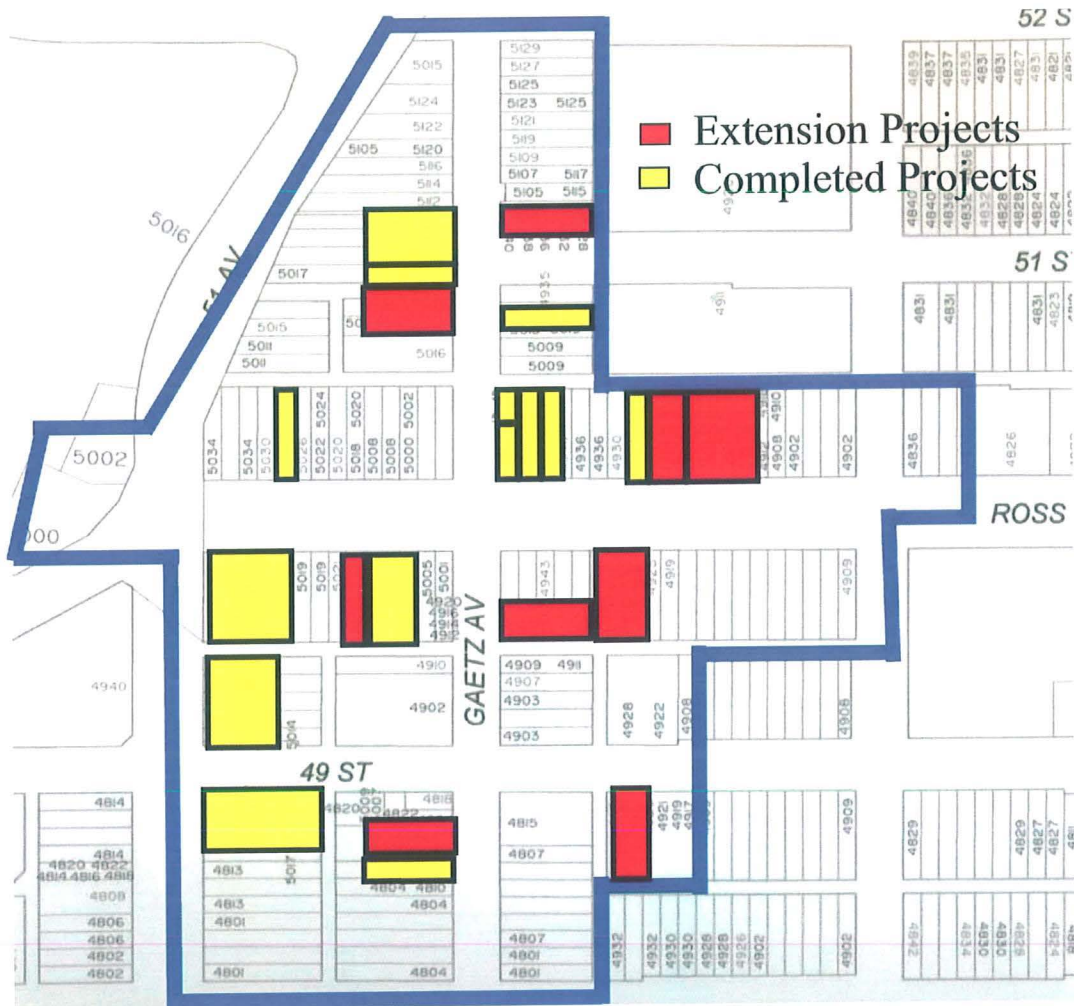
Basic Fix-Ups

Name of Business	Amount Invested by Owner	Amount Invested by Main Street	Total Amount of Project
2002 - Comforts the sole	1642.00	820.00	2462.00
2002 - Arlington Hotel	6041.55	2,500.00	8,541.55
2003 - Inc. Club	11,988.88	2,500.00	14,488.88
2003 - Tang Building	2400.24	2360.24	4760.48
2003 - Brumpton Block	10,480.13	5000.00	15,480.13
2003 - Rancher's Valley Inn	7204.83	2500.00	9704.83
2004 - Uptown Plaza	7593.90	5000.00	12,593.90
2005 - Bargain Treasures	3115.36	2500.00	5615.36
2005 - River Valley Place	10,520.00	7500.00	18,020.00
2005 - Kovacs Manufacturing	746,500.00	2500.00	749,000.00
2005 - Canadian Mental Health	2850.00	2500.00	5350.00
TOTALS:	\$810,336.89	\$35,680.24	\$846,017.13

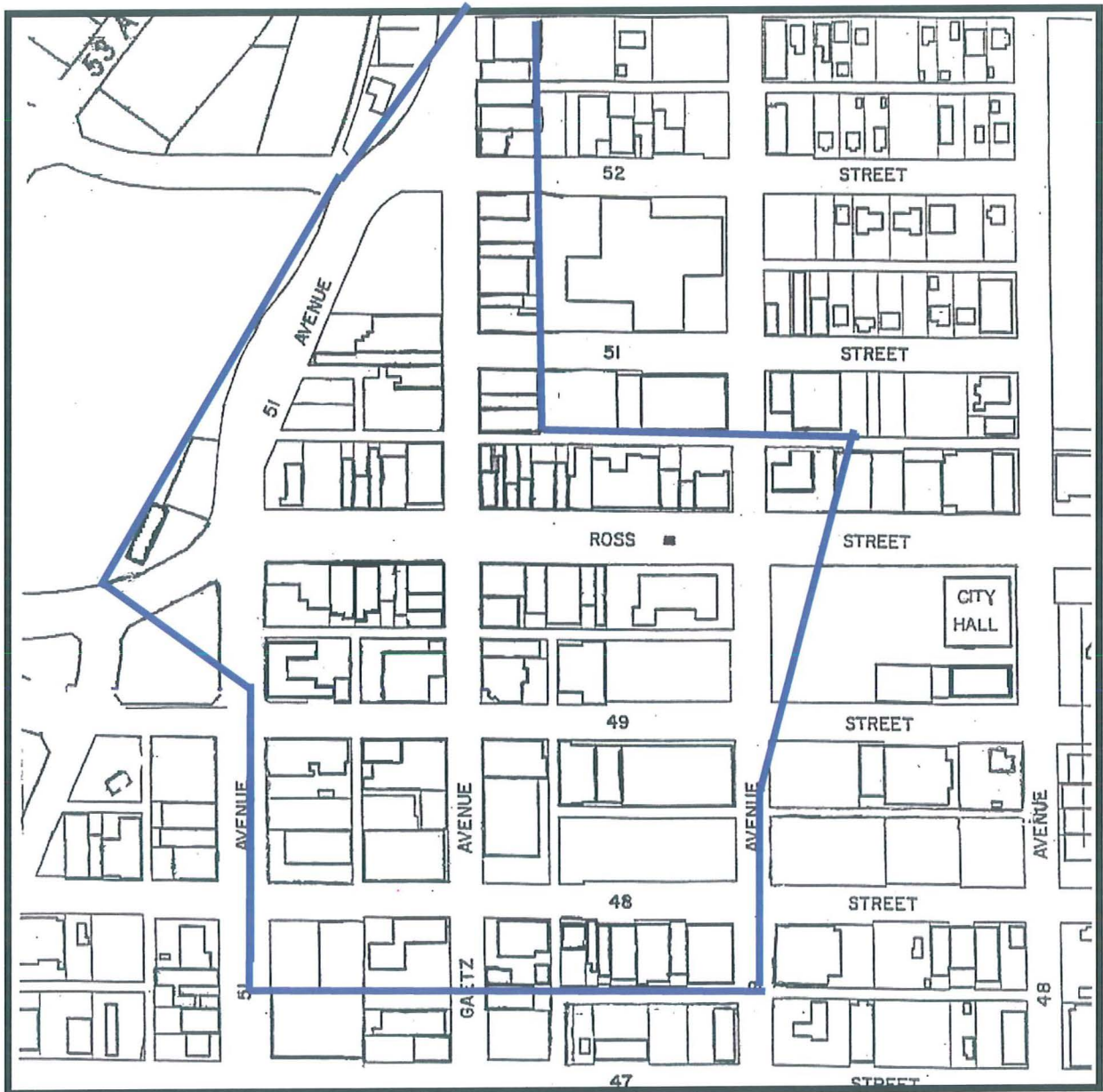
APPENDIX "E"

Signage & Awning Program

Name of Business	Amount Invested by Owner	Amount Invested by Main Street	TOTAL cost of Project
2002			
Farthing Block	181.50	181.50	363.00
Truly Tasteful Gifts	306.57	268.50	575.07
Casa Bonita	347.91	305.00	652.91
2003			
Red Deer Downtown Business Association	351.75	351.75	703.50
Odyssey Home & Garden	122.55	107.50	230.05
Stella's Café & Bakery	438.73	360.00	798.73
Paper Crane	297.56	235.00	532.56
2004			
Robert Oxman	212.78	158.49	371.27
CanWest Travel	1032.84	470.00	1502.84
Talk of the Town	530.46	409.00	939.46
Red Deer Clothing Bank	414.96	364.00	778.96
Kelly Gall Hypnosis	231.60	231.60	463.20
Country Cupboard – sign board	1227.00	500.00	1727.00
- projecting Sign	279.41	500.00	779.41
Normandeau Culture & Natural History Society	4650.00	350.00	5000.00
Culture Link	846.30	500.00	1346.30
Deluxe Lounge	1545.33	500.00	2045.33
2005			
Red City Donair	220.00	220.00	440.00
SunReal Property Management	475.95	417.50	893.45
Learning Disabilities Association	426.93	374.50	801.43
Red Deer Housing Authority	229.98	201.74	431.72
Canadian Mental Health	482.58	423.32	905.90
Red Deer Downtown Business Association	383.92	336.78	720.70
Café Noble	416.10	365.00	781.10
2006			
Dynamic Strength	799.00	500.00	1299.00
Red Block Artist Gallery	65.28	65.28	130.56
Café Pichilingue	337.83	300.00	637.83
Allied Arts Council	61.01	61.01	122.02
Diversified Staffing	437.92	437.93	875.85
Copies Now	250.00	250.00	500.00
The Realty Store	250.00	250.00	500.00
2007			
Alger & Associates	706.66	225.00	931.66
Hearthstone Property Management	516.88	461.50	978.38
Mortgage Intelligence	223.34	246.86	470.20
Red Deer Reef	223.34	246.86	470.20
...housewarmings	244.00	244.00	488.00
TOTALS	\$19,767.97	\$11,419.62	\$31,187.59



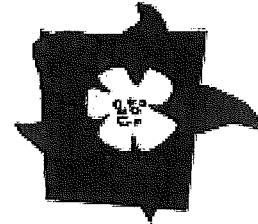
2006 Red Deer Main Street Boundary



APPENDIX "G"

"Legacy Year" Special Project

Red Deer Main Street Legacy Year Project - Revision, Record, Rejoice!



**Main
Street
Red Deer**

Introduction

With the end of the formal agreement between Alberta Main Street and the Red Deer Main Street Project, it becomes necessary to engage in a "Special Project" to administer the remaining Rehabilitation Funds, so that they can be utilized within the community. This project shall tentatively be referred to hereafter as the "Legacy Year".

Background

In 2001, the City of Red Deer, Downtown Business Association and Alberta Main Street entered into agreement to commence the Red Deer Main Street Project. The original agreement was extended several times and the formal agreement period ended December 31, 2007. During 2007, an additional \$75,000 was requested and granted, to allow for the possibility of additional Rehabilitation Projects to be completed. However, due to construction costs and delays, no other building owners expressed an interest in participating in the final year, even though significant effort was made to attract businesses that might benefit from Main Street Funding.

The impetus behind this Legacy Year proposal is the timing of two significant events which would greatly enhance the longevity and visibility of Red Deer Main Street Project and create a lasting legacy in the community.

1. In 2001, the City of Red Deer adopted the *Greater Downtown Action Plan*, an area redevelopment plan for the downtown. The initial support for the Red Deer Main Street application developed from this plan. Section 10 of the GDAP relates to Heritage Preservation and sets out the objectives, principles and policies pertaining to heritage implementation. Policies and recommendations pertaining to this project are as follows:

Policy 10.1 Maintain the Inventory of Historically Significant Resources, documenting all buildings and structures of architectural, cultural and historical significance.

Policy 10.3 Develop a Downtown Heritage Preservation Plan as a component of Red Deer's Heritage Preservation Program; identify those blocks or areas in the Downtown where heritage resources are concentrated and adopt special measures to preserve and strengthen those areas.

Policy 10.4 Review the status of the City's Heritage Preservation Fund with a view to expanding the fund, encouraging funding partnerships, revising the criteria for private sector access to the funds and actively promote the use of the Fund.

The Plan also recommended that special design guidelines be developed that encourage *building materials, scale, texture, proportions, patterns, colours, rhythms and details of its physical context or meet the design guidelines for a given area*. C1 Downtown Commercial District Development Design Criteria have been completed and implemented in the Land Use Bylaw.

2. The City of Red Deer created a *Heritage Management Plan* that was adopted as a planning tool by City Council. The implementation plan includes the following recommendation:

A process should be put in place to update and amend the Municipal Inventory that allows for the careful and consistent evaluation of resources that may result in removals from or additions to the Municipal Inventory. 6.2.8

Through funding from Municipal Heritage Partnership Program (MHPP), a Steering Committee was formed to oversee the contracting of a consultant, and completion of a Municipal Survey and Inventory. The project will be completed in two phases; the first phase, Survey of Historic Sites, is underway now and scheduled for completion March 31, 2008. The second phase, Inventory of Historic Sites, will begin as soon as funding is in place and completion date is set for March 31, 2009. The outcome of the survey will be a Places of interest List (POIL). The Inventory will then provide Statements of Significance (SOS) for a number of the sites included on the POIL. The Statements of Significance will provide the City with documentation of the historic value and character defining elements of our most valued sites many of which are expected to be included within the Red Deer Main Street boundary.

Rationale

Downtown Red Deer businesses and building owners have had the advantage of accessing funding to enhance their heritage buildings for the past six years. During that time, every effort was made to increase visibility of Main Street with each successive completion. With the Historic Site Survey and Inventory underway and the review of the GDAP beginning, the proposed Legacy year Project is very timely.

The objective of the "Legacy Year" is to recognize and celebrate the accomplishments and building rehabilitations completed in the past six years through the Alberta Main Street Program, as well as leaving the community with a new vision, input to protective processes and recommendations to ensure the projects Main Street legacy is maintained and continued. Let's Re-vision, Record and Rejoice!

Proposal

Phase 1: Re-Vision-Update GDAP

- The process of updating the Greater Downtown Action Plan (GDAP) has been initiated by the City of Red Deer. Through the Downtown Business Association, there are two representatives on the Steering Committee. As well, the consultation process will present opportunities for discussions involving historic landmarks, planning and preservation of the downtown built resources ("re-vision" of Section 10). Members of the Main Street Advisory Board will be encouraged to volunteer to provide input into the consultation process.

Timeline: April – December 2008. This is the set timeline for the entire update of the GDAP.

Phase 2: Record-District/Area SOS

- Statements of significance will be completed as part of the Inventory of Historic Sites to be undertaken by the City of Red Deer. It is anticipated that many of the Red Deer Main Street buildings will be included in the inventory, but not all.
- Through the "Legacy Year Project" a consultant will be hired to produce SOS's for those buildings not included in the City Inventory and also to complete a District SOS for the downtown that documents the historic value and character defining elements in the downtown area.
- If the City were to consider updating the C1 Downtown Commercial Development Design Criteria the District SOS would provide an excellent foundation to ensure, the historic component reflects historic values and character defining elements.
- The district SOS will also help the DBA and The City in marketing and promoting the downtown.

Deliverable: Downtown SOS, Approximately 10 individual building owner SOS

Timeline: April to July, 2008. The downtown buildings will be completed first in the Inventory of Historic Sites, which begins in April. This will facilitate an early completion of the Downtown SOS.

Phase 3: Rejoice-Education and Celebration

- Guided walking tours run May through August. Funding assistance is required for printing brochures, contracting guides and ensuring this worthwhile educational component continues for at least one more year.
- Bronze plaques have been ordered for all Main Street rehabilitation projects. Dedication ceremonies for plaques still to be installed will be held during Historic Red Deer Week, May 24-31, 2008. Cost of installation, planning and incidental expenses to be covered.
- Legacy drawings to be completed by John Hull, Main Street Architect that would depict the potential of the heritage core and reflect the values and character defining elements from the district SOS. These would be completed in an artistic style that would provide an effective tool in marketing the downtown to potential developers and help guide redevelopment. The drawings would reflect the historic values identified in the District SOS and recommendations put forth in the GDAP. The originals would be nicely framed and unveiled during a ceremony to thank Main Street and its work in Red Deer. The drawings will be digitally scanned for use in marketing materials and documents. Reproductions will be printed and given to the Red Deer & District Archives.
- There is potential for the creation of an artist rendering. An artist is interested in reproducing one or a compilation of these legacy drawings depicting the downtown historical resource.
- At the wrap up of this phase of the Legacy year Project an addendum to the Main Street Final Report will be prepared by the Coordinator and submitted to Alberta Main Street.

Deliverable: Guided walking tour, Walking Tour Brochures, Plaque Dedication Ceremony, Legacy Drawings, Wrap-Up Ceremony, Artist rendering

Timeline: May to December 31, 2008. The walking tours take place from May thru August. Brochures will be updated with the new SOS information and printed in late May. The plaques will be installed and dedicated during Historic Red Deer Week, May 2008. The legacy drawings can be started once the district SOS is complete and the GDAP is in its final draft in October 2008.

The wrap up ceremony will be held in December 2008. The artistic rendering can be unveiled at the wrap up ceremony.

Budget and Timeline

	Funding	Start-Up
Phase 1-“Re-Vision”		
Wages/Administration	\$2,000	
Phase 2- “Record”		
Main Street SOS (approx. 10)	15,000	June 2008
District SOS	3,000	July 2008
Wages/Administration	\$2,000	
Phase 3 – “Rejoice”		
Guided Walking Tour	1,000	May 2008
Print Walking Tour	3,000	May 2008
Plaque Installation & Dedication	1,000	July 2008
Legacy Drawings (incl. framing, reproduction)	11,000	Oct 2008
Wrap-Up-Thanks to Main Street	3,000	Dec 2008
Artist Rendering	4,000	Dec 2008
Wages/Administration	\$6,000	
TOTAL - Legacy Year Project Cost	\$ 51,000	

Financial Accountability for Legacy Year

Red Deer Main Street Board is seeking to retain the remaining approximately *\$86,544 in Rehabilitation funding from Alberta Main Street, as well as the approximately *\$8,719 in remaining Wage monies. It is expected that the majority of the remaining funds will be allocated or otherwise committed at the outset of this project, and simply held in trust until the deliverables are met.

The amounts shown for each Phase are an estimate as to funds committed to each portion of the project during that Phase. The Wage amount is based on an hourly wage for the Coordinator position to continue, providing support and guidance during each Phase to ensure that the work is completed and in accordance with Main Street Guidelines. The Coordinator would also maintain constant communication with the MHPP Steering Committee and Red Deer Historic Week Committee, to ensure successful completion of those portions of the Legacy Year Project.

**Amounts are approximate and subject to Auditor's confirmation.*

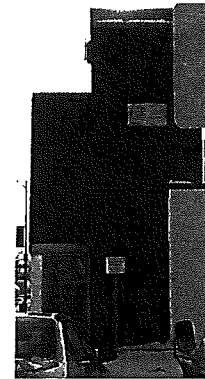
APPENDIX “H” Case Studies

The Alberta Main Street Programme and Red Deer Main Street

CASE STUDY: 2004 PRAIRIE OFFICE PRODUCTS (1949 Merit Stores)



Prairie Office Products: spring 2004 East Elevation



North Elevation

Type: Restoration

Community: Red Deer, Alberta

Coordinator: Tara Lodewyk

Architectural Consultant: John Hull

Funding Partners: Alberta Main Street Programme and Building Owner

Construction period: April to September 2004

Approximate Project Cost (Architectural and CM fees, Construction Cost): \$48,000

OBJECTIVES

A handsome 1949 façade typical of the International style (common in downtown Red Deer in the prosperous post war years) lay totally concealed beneath a prefinished metal skin (applied likely in the 1970's). The original building has distinct features that contribute to Red Deer's post-war architectural character.

The objective was to uncover the original façade, repair and replace elements as necessary and provide new signage evocative of the original building signage.

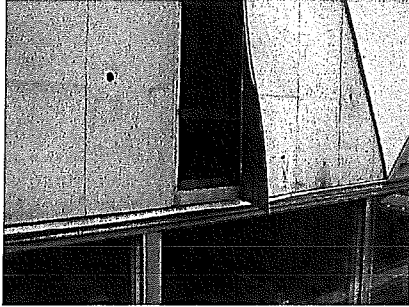
The building featured a large 70 foot frontage adjacent to two other buildings slated for Main Street upgrades. The upgrades included a two-storey portion of the side elevation, also a prominent feature as one approaches from the north along Gaetz Ave.



Merit Stores, Builders Hardware Constructed 1949; this photo 1964
Photo courtesy Red Deer and District Archives

MATERIALS, SOURCES and TECHNIQUES

We knew from early photographs that a handsome building lay underneath the metal skin, but we were uncertain as to how much damage to the original masonry had occurred during its installation. Before finalizing costs and design, the Owner allowed us to peel back a section of the metal skin to investigate. This revealed that damage was minimal, and minor patching with a cementitious filler was all that was required before a thorough cleaning with a moderate pressure hose.



Construction Photo showing the siding, strapping and void above the display windows. Spring 2004

This project saw an advance in the technology we had been using to clean paint from the bricks. Earlier strippers had required high water pressure to clean the brick, occasionally resulting in damage to mortar joints. For this project we tried *RemovALL 310, Architectural Paint Stripper*, Manufactured by Napier (Sara Technology) and achieved a clean surface with no mortar damage.

We were not able to find a perfect replacement for the original glazed exterior 4 inch by 4 inch tile plinth. Although such tile is readily available for interior use, no supplier that we were able to find stocked it for exterior application. Only a few of the original tiles remained under the more recently applied stone facing. Because it was a relatively minor component, but important nonetheless, we chose to cut 12 inch by 12 inch glazed black porcelain tiles into 6 inch squares (because they are non-absorbent, they are acceptable for exterior use). These tiles, although approximating the look of the original plinth, have a square edge at the grout line instead of the slightly eased edge of a true glazed tile.

Once the siding was removed and the façade cleaned, we compared the building with the historic photographs. We saw that the concrete projections framing the windows and doorway, which originally had contrasted dramatically with the darker brick, were now darkened with decades of dust and dirt. We decided to paint the concrete, arguing that while it was not part of the original building, the paint helped achieved the visual intent of the original building, without compromising the original material in any way. We selected a light neutral paint colour (*Benjamin Moore 2143-50 Old Prairie*) that we had used previously on an exposed concrete beam for a neighbouring Main Street project.

SIGNAGE

We prepared several signage options for the building. We were unable to find the exact font that was used for the original Builders Hardware sign (see 1964 photo above) and settled on a similar sans-serif block font.

The Owners required the distinct logo of their furniture supplier, in addition to the name of their business. After reviewing and discussing a range of options, the Owners accepted the final design which placed the company name on the front of the building in individual letters the same size and location as the original. These letters are constructed of shop finished (Eterna-guard), routed, exterior MDF (Medex) set off the brick about a half inch. The letters are painted the same colour as the concrete paint as we had no record of the colour of the original letters. The photo shows

THE RESTORATION PROCESS

Design and construction work on this project was carried out in the fourth year of the Red Deer Main Street Project. This project included a formal Construction Manager who worked closely with the Coordinator, Architect and Owner to comment on building processes and costs.

Major work on the building included:

- Removal of the existing metal skin and related strapping
- Removal of paint from the original brick near the south end
- Removal of a synthetic stone plinth from below the main floor windows
- Cleaning, patching and repair of original brick and concrete
- Repair and painting of the existing second storey windows
- Installation of new aluminium storefront framing to replace the original (including new sealed glazing units to replace the single plate glazing)
- Installation of new black exterior tile to the original plinth
- Repair, cleaning and painting of the original second floor door and hardware
- Development of a signage package which both respected the original building signage and met the commercial needs of the Owner
- Provision of a new flag to the existing flag pole.



Prairie Office Products: Spring 2005 Southeast Elevation

them as a light colour, but not white. We showed the owners a proposal which integrated a discreet strip fluorescent light fixture to illuminate the sign, but the Owner felt there was enough street light that it was not warranted.

The more modern, ornate and colourful supplier sign was located on the north elevation which provides prominent visibility without distracting from the heritage quality of the main east elevation. It is made of a combination of routed Medex and dibond plastic.



Prairie Office Products: spring 2005 East Elevation, showing signage



North Elevation, showing signage

EVALUATING SUCCESS and RECOMMENDATIONS

This was a successful project for three main reasons:

- The transition from the visually aggressive metal siding to the finely proportioned brick and concrete 1949 building inspired by the International style, was quick and dramatic, changing the streetscape significantly within a few days.
- The Owners were enthusiastic and supportive of the programme. This was perhaps especially evident in their acceptance of a sign which replicated the original “Builders Hardware” sign with its simple, unlit block letters.
- The original building had received very little damage through the installation of the metal skin. Original details like the framed glass-block accent windows in the stairwell were in excellent condition.

The historic photographs show a distinct curved aluminium band above the front display windows. Nothing remains of this band, nor are there photographs of it with enough detail. References in the newspaper of the day refer to “a new type of lighting unit. . . installed outside the store to cast shadows and coloured lights on the [displayed] goods”. With only this limited information, we decided that, rather than make assumptions, we would close the gap above the windows with an insulated flat closure band of aluminium. Those involved with future restoration work on this building may choose to take a different approach.

The following pages list the City of Red Deer’s Restoration and Rehabilitation Principles for Heritage Buildings. These appear in the land use bylaw as Appendix 2 of the C1 Design Guidelines, and are based on internationally accepted principles of heritage restoration. The Prairie Office Products project is briefly rated and noted against each of the seventeen principles. These notes are to be read in conjunction with the complete Case Study.

PROJECT REFERENCE TO THE CITY of RED DEER C1 DESIGN GUIDELINES:

Appendix 2: Restoration and Rehabilitation Principles for Heritage Buildings

Principle 1.1 Every reasonable effort will be made to provide a compatible use for a heritage building which requires minimal alteration of the building, structure, or site and its immediate environment (streetscape), or to use the property for its originally intended purpose.

*Not applicable in
this case*

Principle 1.2 The distinguishing original qualities or character of a heritage building and its site will be preserved.

Principle achieved

Principle 1.3 The removal or alteration of any historic material or distinctive architectural features will be avoided where possible.

Principle achieved

Principle 1.4 Distinctive stylistic features or examples of skilled craftsmanship which characterize a heritage building and its site will be carefully conserved and protected.

Principle achieved

Principle 1.5 Alterations to a heritage building will be based on historic fact. Do not recreate a design style of an earlier or later period. Heritage buildings and their sites are each products of their own time.

*Not applicable in
this case*

Principle 1.6 When a heritage building includes the superimposed work of different times, the exposure of the underlying state will only be justified when what is removed is of no historic value and when the material which is revealed is of significant historic value.

Principle achieved

Principle 1.7 Changes to a heritage building which may have taken place over time are evidence of the history and development of the building and its site. These changes may have acquired historic significance in their own right and, they should be evaluated and restored if appropriate.

*Not applicable in
this case*

Principle 1.8 Deteriorated or damaged architectural features will be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, colour, texture and other visual qualities. Replacement of missing architectural features will be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence.

Principle achieved Existing original features such as masonry and concrete were patched to match original; new material such as aluminum storefront and signage was designed to match original

Principle 1.9 Damage to the heritage character and original materials will be minimized when upgrading the insulation and indoor environmental systems of a heritage building.

Principle achieved Minor insulation upgrades above storefront windows were completed without disruption to original construction.

Principle 1.10 The surface cleaning of a heritage building, when determined to be necessary, will be undertaken with the gentlest means possible. Many cleaning methods damage historic buildings and will not be undertaken without thorough testing prior to use. Sandblasting and other cleaning methods that will damage the historic building's materials will not be undertaken.

Principle achieved The paint stripper used by the contractor allowed for medium pressure washing

Principle 1.11 When missing or severely damaged original architectural features require replacement, the reconstruction should be based on sound evidence of the original characteristics.

Principle achieved: Rather than guess at the design of the missing original closure panel above the windows, it was decided to replace it with a compatible, reversible, contemporary solution (See Principle 1.13).

Principle 1.12 Contemporary renovations and additions to existing heritage building including upgrades to windows and doors will be permitted only when they do not destroy significant elements, and when the design is compatible with the size, scale, colour, material, and character of the heritage building.

Principle achieved

Principle 1.13 Changes to a heritage building will be reversible. Whenever possible, new additions or alterations to a heritage building will be done in such a manner that if such additions or alterations were removed in the future, the essential form and integrity of the original historic building would be unimpaired.

Principle achieved Fortunately, the metal cladding installed in the 1970s was done in such a way as to meet this principle. The new aluminum closure panel above the windows, while not duplicating the original (details of which are unclear), is compatible and reversible. The exterior black glazed tile of the original plinth could not be duplicated at this time, however the new design is compatible and reversible.

Principle 1.14 The restoration and rehabilitation of a heritage building will be based on archival photographs and records where available. The Red Deer Archives is an important resource to be consulted.

Principle achieved Red Deer Archives were able to provide text and photo description of the building; full documentation of the project is integral to the Main Street Program and available to the public and Owners.

Principle 1.15 In some heritage buildings, poor original construction methods have resulted in rapid deterioration of certain elements. Reconstruction, therefore, will be undertaken in such a fashion as to duplicate the original as closely as possible while using sound construction practices.

Not applicable in this case

Principle 1.16 The impact on the heritage character of the building will be minimized when making changes required to meet building codes. Where the essential character of a heritage building is threatened by changes for building code reasons, every effort shall be made, in consultation with municipal and provincial authorities, to find an equivalent safety standard by alternative means.

Not applicable in this case

Principle 1.17 Every reasonable effort will be made to protect and preserve archeological resources affected by, or adjacent to any heritage building project.

Not applicable in this case

The Alberta Main Street Programme Red Deer Main Street

CASE STUDY: 2002 THE OLD MILL (1929 F. M. Hayhoe Building)



*F. M. Hayhoe Building View from south-east 1930
Photo courtesy of Richard Hayhoe*



The Old Mill T-Shirts East elevation before restoration 2002

Type: Restoration

Community: Red Deer, Alberta

Coordinator: Tara Lodewyk

Architectural Consultants: David Whiting, John Hull

Funding Partners: Alberta Main Street Programme and Building Owner

Construction period: April to November 2002

Approximate Project Cost (Architectural and CM fees, Construction Cost): \$32,000

OBJECTIVES

In 1929, Frederick M. Hayhoe constructed this solid brick, classically-influenced retail building for his plumbing and heating business. This was one of a handful of buildings constructed in Red Deer's commercial core during the depression years. The original east façade was constructed using bricks salvaged from the demolished Indian Industrial School west of the city. More recent cosmetic alterations concealed and altered the original architectural character of the building. These alterations included the application of synthetic stone to the lower portions, painting of the upper floor brick, the addition of metal window awnings to the three upper floor windows and the construction of a large projecting signage band

The original building's wood framed storefront glazing and doors had been replaced with aluminum framing (possibly in the 1950's when the stone facing is thought to have been applied). Although presented with a full restoration option, the owner was not prepared to replace the aluminum with wood.

The three main objectives were to:

1. restore the brick façade to original condition as much as possible,
2. recreate the original signage while discreetly integrating new lighting, and
3. provide appropriate new energy efficient windows to the upstairs residential suite.



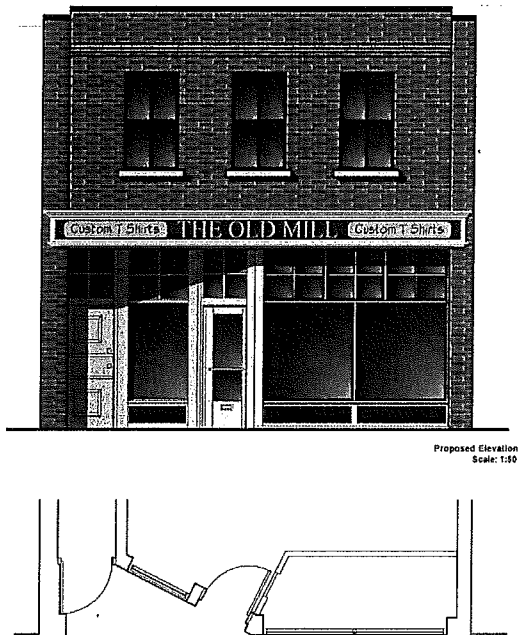
The Old Mill: Gaetz Avenue context 2001, from the southeast

THE RESTORATION PROCESS

Design and construction work on this project was carried out in the second year of the Red Deer Main Street Project. The Red Deer project included a formal Construction Manager who worked closely with the Coordinator, Architect and Owner to comment on building design issues and costs, as well as undertaking the construction.

Major work on the building included:

- Removal of the projecting signage band and related support brackets
- Removal of the synthetic stone from lower floor
- Removal of three metal awnings over upper windows
- Replacement of the three existing upper wood windows with new double hung, low E windows
- Stripping of the paint from and cleaning of the original brick; patching all holes and damaged brick; stripping of paint from the concrete window sills, cleaning and sealing the concrete.
- Cleaning and repair of the aluminum storefront glazing
- Painting of the existing entry soffit, north wall and new parapet flashing
- Provide new signage similar to the original, but integrating new exterior lighting.



Old Mill: Architectural rendering of proposed elevation and partial Main floor plan, 2002



The Old Mill 2004 east elevation after renovation work

MATERIALS, SOURCES and TECHNIQUES

One of the most critical technical challenges of this project was the masonry restoration. The original mortar joint was a distinctive purple-brown colour, profiled with a very fine beaded rake. Unfortunately, the mortar was very soft and had been repointed in several areas, as well as having received many layers of paint over the years. The synthetic stone veneer was attached to the lower floor brick by steel anchors fastened regularly to the mortar joints (refer to photo below).

A brush application of *Hydrostrip 502 (Devoe)* was used to soften the paint on the bricks. Even though only a medium pressure wash was used, much of the original soft mortar washed out with the pressure washing. This mortar loss, combined with the physical damage from the stone anchors, various structural brackets, some brick replacement and settlement damage, required that we repoint the entire façade.

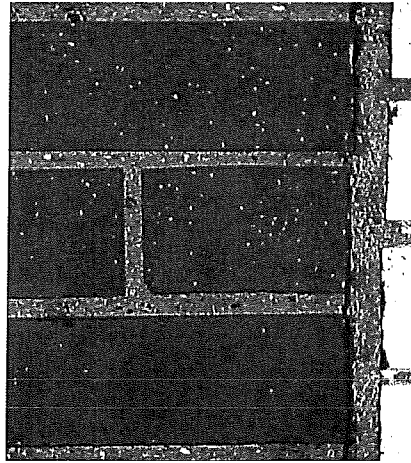
Unfortunately, the mason was not able to duplicate the original beaded mortar joint as part of the repointing process.



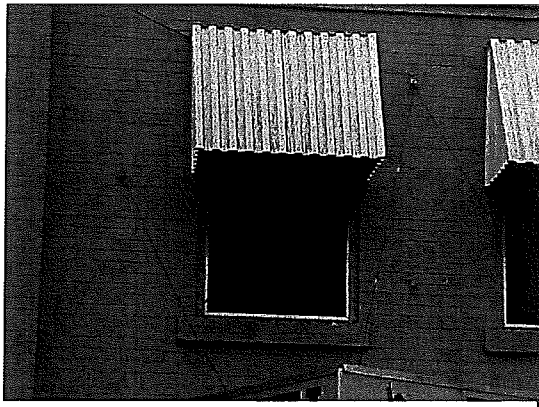
Construction Photo showing original coloured, beaded mortar joints as well as damage from stone anchors, pressure washing. Brick damage is from unknown source.



Construction Photo showing mortar damage from stone veneer anchors and high pressure washing



Construction Photo showing closeup of repair and repointing. White plug is an early patch.



Upper window before renovations showing awning, signage support cables and heavy paint on bricks.

The original wooden second floor windows opened onto the living area of rental suite. The windows had poor energy efficiency and the owner had installed metal awnings in an attempt to reduce heat buildup.

Although the owner felt awnings would still be necessary, we argued that replacing the old windows with more energy efficient units would make the suite more comfortable without the need for awnings. This approach, which kept the look of the original building, proved to be successful.

The windows are a custom vinyl double hung unit, with the exterior clad in forest green coloured metal and are configured with a vertical mullion to match the original windows.



Transom window at Main floor

The original main floor storefront included a paned transom window extending full width between the brick pilasters. The Owner did not want to replace the retail glazing. In an effort to replicate the lines of the original facade, the Architect suggested that a falsework grid of one inch painted steel be suspended in front of the existing storefront. The Owner however, asked that this component not be installed.

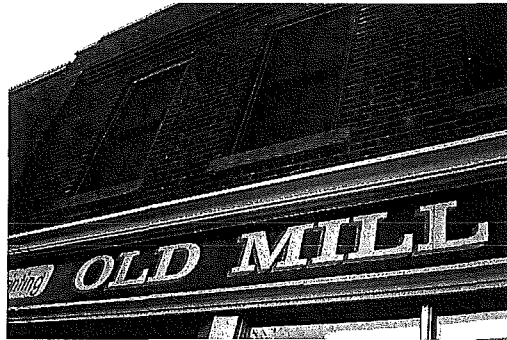
SIGNAGE COMMENTARY



The projecting signage canopy prior to renovations



Original signage 1929



New signage with integral fluorescent strip lighting

The new signage was designed to replicate the configuration of the original signage band from a careful analysis of the historic photograph. Unfortunately, nothing of the original sign frame remained. To meet the Owner's wish for illuminated signage, the upper frame was deepened to accommodate a single tube fluorescent light strip.

The sign is hand painted on resin impregnated (crezone) plywood panels and is of excellent quality.

EVALUATING SUCCESS and RECOMMENDATIONS

This was a successful project for three main reasons:

- The transition from the as-found building with its heavy application of paint, synthetic stone and signage canopy to the solid brick commercial block is part of a section of three contiguous Main Street projects, and adds integrity and historic reference to the block.
- The Owner was enthusiastic and supportive of the project. Richard Hayhoe was proud of the building that his grandfather built in 1929 and was excited about restoring it as much as possible to original condition.
- The original building was in essentially sound condition so the restoration was economically viable for the Owner.

Unfortunately, aggressive cleaning of the heavy layers of paint from the existing brick removed the uniquely coloured and profiled mortar joints. Future projects will use less destructive paint removal methods.

The following pages list the City of Red Deer's Restoration and Rehabilitation Principles for Heritage Buildings. These appear in the land use bylaw as Appendix 2 of the C1 Design Guidelines, and are based on internationally accepted principles of heritage restoration. The Old Mill project is briefly rated and noted against each of the seventeen principles. These notes are to be read in conjunction with this Case Study.

PROJECT REFERENCE TO THE CITY of RED DEER C1 DESIGN GUIDELINES:

Appendix 2: Restoration and Rehabilitation Principles for Heritage Buildings

Principle 1.1 Every reasonable effort will be made to provide a compatible use for a heritage building which requires minimal alteration of the building, structure, or site and its immediate environment (streetscape), or to use the property for its originally intended purpose.

Not applicable in this case; original use was, and remains retail

Principle 1.2 The distinguishing original qualities or character of a heritage building and its site will be preserved.

Principle achieved

Principle 1.3 The removal or alteration of any historic material or distinctive architectural features will be avoided where possible.

Principle achieved

Principle 1.4 Distinctive stylistic features or examples of skilled craftsmanship which characterize a heritage building and its site will be carefully conserved and protected.

Generally this principle was achieved; refer to Principle 1.10

Principle 1.5 Alterations to a heritage building will be based on historic fact. Do not recreate a design style of an earlier or later period. Heritage buildings and their sites are each products of their own time.

Not applicable in this case

Principle 1.6 When a heritage building includes the superimposed work of different times, the exposure of the underlying state will only be justified when what is removed is of no historic value and when the material which is revealed is of significant historic value.

Principle achieved

Principle 1.7 Changes to a heritage building which may have taken place over time are evidence of the history and development of the building and its site. These changes may have acquired historic significance in their own right and, they should be evaluated and restored if appropriate.

Not applicable in this case

Principle 1.8 Deteriorated or damaged architectural features will be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, colour, texture and other visual qualities. Replacement of missing architectural features will be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence.

Principle achieved

Existing original masonry was patched to match original; new material such as the second floor windows and signage was designed to accurately duplicate the original

Principle 1.9 Damage to the heritage character and original materials will be minimized when upgrading the insulation and indoor environmental systems of a heritage building.

Not applicable in this case

Principle 1.10 The surface cleaning of a heritage building, when determined to be necessary, will be undertaken with the gentlest means possible. Many cleaning methods damage historic buildings and will not be undertaken without thorough testing prior to use. Sandblasting and other cleaning methods that will damage the historic building's materials will not be undertaken.

Principle not achieved

The water pressure used to clean the paint stripper was too strong and washed out the original unique coloured, profiled mortar joints

Principle 1.11 When missing or severely damaged original architectural features require replacement, the reconstruction should be based on sound evidence of the original characteristics.

Not applicable in this case

Principle 1.12 Contemporary renovations and additions to existing heritage building including upgrades to windows and doors will be permitted only when they do not destroy significant elements, and when the design is compatible with the size, scale, colour, material, and character of the heritage building.

Principle achieved

Principle 1.13 Changes to a heritage building will be reversible. Whenever possible, new additions or alterations to a heritage building will be done in such a manner that if such additions or alterations were removed in the future, the essential form and integrity of the original historic building would be unimpaired.

Principle achieved

Principle 1.14 The restoration and rehabilitation of a heritage building will be based on archival photographs and records where available. The Red Deer Archives is an important resource to be consulted.

Principle achieved Red Deer Archives were able to provide text and photo description of the building; full documentation of the project is integral to the Main Street Program and available to the public and Owners.

Principle 1.15 In some heritage buildings, poor original construction methods have resulted in rapid deterioration of certain elements. Reconstruction, therefore, will be undertaken in such a fashion as to duplicate the original as closely as possible while using sound construction practices.

Not applicable in this case

Principle 1.16 The impact on the heritage character of the building will be minimized when making changes required to meet building codes. Where the essential character of a heritage building is threatened by changes for building code reasons, every effort shall be made, in consultation with municipal and provincial authorities, to find an equivalent safety standard by alternative means.

Not applicable in this case

Principle 1.17 Every reasonable effort will be made to protect and preserve archeological resources affected by, or adjacent to any heritage building project.

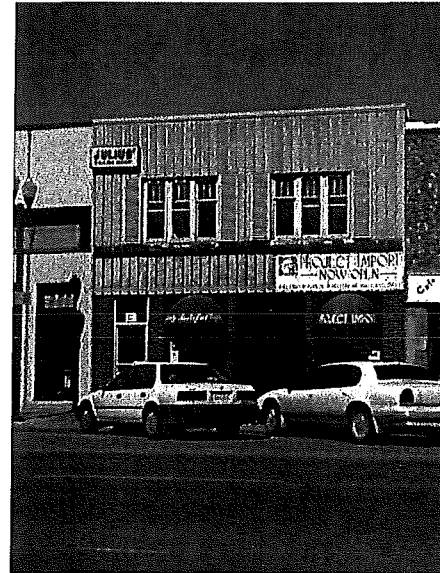
Not applicable in this case

The Alberta Main Street Programme Red Deer Main Street

CASE STUDY: 2001 THE FARTHING BLOCK (1939)



*Hugh C. Farthing building. View from south 1939
Photo courtesy of Red Deer and District Archives*



As found elevation before restoration 2001

Type: Restoration

Community: Red Deer, Alberta

Coordinator: Tara Lodewyk

Architectural Consultants: David Whiting, John Hull

Funding Partners: Alberta Main Street Programme and Building Owner

Construction period: April to October 2002

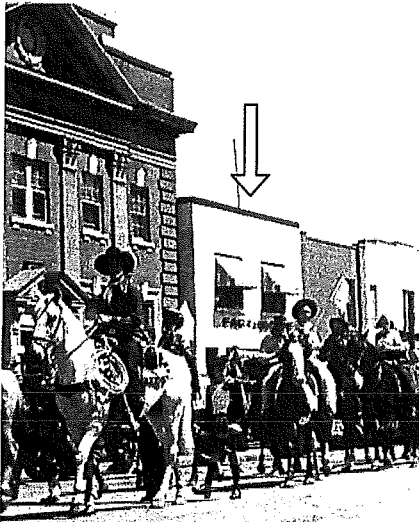
Approximate Project Cost (Architectural and CM fees, Construction Cost): \$28,000

OBJECTIVES

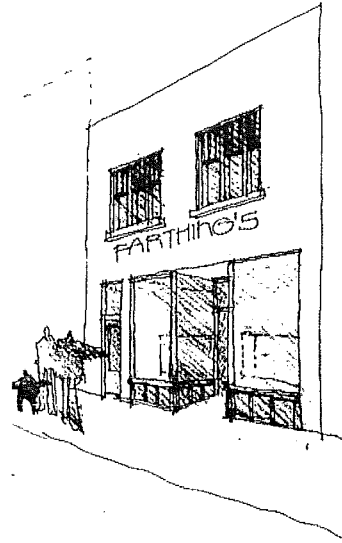
In 1939 Hugh C. Farthing constructed this brick building for his photography business and residence on Red Deer's main street. As the historic photograph shows, the unadorned, white two storey façade made a bold modern statement on Ross Street amongst its more classically influenced neighbours. Over the years, several cosmetic alterations concealed or seriously altered the original architectural character of the building. These included: the application of brown brick with oozing mortar joints (a blessedly short-lived trend of the 1960s) to the lower portions; the reconfiguration of the original store entry to a deep set entry with large show windows; the application of painted vertical wood boards to the upper floor complete with shutters on each side of the windows; and an evolving assortment of signage types and awnings.

The main project objectives were:

1. to restore the façade to original condition as much as possible,
2. to recreate the unique character of the original signage



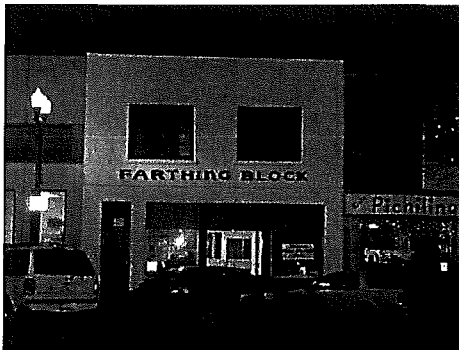
Farthing Building: Ross Street context 1947, from the southwest



Architect's sketch 2001, David Whiting

THE RESTORATION PROCESS

Design work on this project was carried out in the first year (2001) of the Red Deer Main Street project with construction completed in 2002. Typically, the Red Deer program included the services of a formal Construction Manager who worked closely with the Coordinator, Architect and Owner to comment on the building design issues and costs, as well as actually undertaking the construction. In the case of the Farthing Block, the owner insisted on being part of the Sub-trade selection process.



*Top: Farthing Block at night 2005
Bottom: Architect's design rendering*

Major work on the building included:

- Removal of the existing awnings, signage, shutters and wood cladding
- Chiselling the excess mortar from the street level façade brick
- Clean up and terminate existing abandoned electric fixtures
- Patch and prepare substrate to receive new acrylic stucco finish
- Clean, patch, repair and repaint the original second storey wood windows.
- Install new painted Crezone plywood transom panels above the existing storefront windows.
- Paint the existing entry soffit and parapet flashing
- Provide new signage in the historic original style

MATERIALS, SOURCES and TECHNIQUES



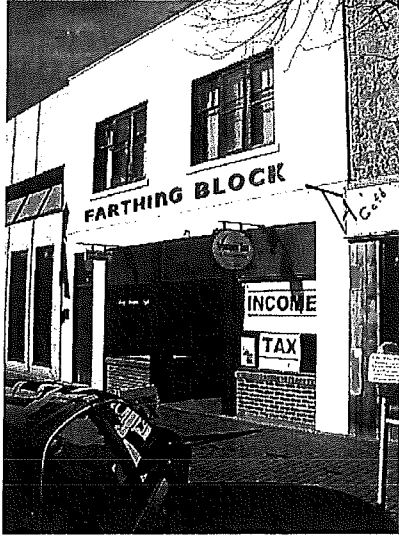
Detail of stucco, window repairs and signage

Once all the after-market siding and fixtures were removed from the face of the upper storey, small cracks and holes in the original stucco finish were patched with water-based exterior caulking, and larger holes plugged with cementitious patch material. The original stucco had a very even small-grained texture, which was duplicated by using a sprayed acrylic stucco overcoat.

Original colours were investigated by scraping various finishes through the applied layers. Where original materials were replaced or covered, such as the galvanized fascia flashing, colour assumptions were made based on historic photos and good heritage practice.

The original second floor wood windows were in poor condition. They are severely exposed, south facing and unshaded, which dries and stresses the wood sash, putty and paint components. Replacement with new wood units was not available as an option due to the Owner's cost limitations. As part of the Mainstreet Program, the originals were scraped, sanded, patched, resealed and repainted in place. However, within a few years they again showed their age.

SIGNAGE COMMENTARY



The consultants carefully investigated the original signage on the building. A graphic designer worked with the architects to design each letter, based on the 1939 historic photo (see page 1 of this Study). While certain of the letters of the sans-serif font have characteristics of a few popular fonts of the time, there were several anomalies (notice the lower case “n” amidst the capitals). In the end, each letter was studied, digitally drawn and then passed onto a signage company to produce the actual letters. The letters are constructed of 19mm exterior medium density fibreboard coated with a polyurethane finish and installed about 10mm proud of the stucco finish.

The building Owner was very supportive of keeping the historic Farthing name on his building. However he felt there needed to be some clarity in having it not be construed as the business name. After discussion, the idea of adding the word

“Block” seemed to address the issue, with signage for individual business added above their storefronts.

EVALUATING SUCCESS and RECOMMENDATIONS

This was a successful project for the following reasons:

- Many previous owners and tenants had altered this modest, but significant building on Red Deer’s main east-west street. Stripped down and cleaned up, its clean International-inspired style reveals a strong and optimistic architectural face for Red Deer’s post-war optimism.
- While there are several brick and concrete post-war buildings renovated through Mainstreet, the Farthing Block’s white stucco and dark accents is unique to the program.
- While most Red Deer Mainstreet projects were carried out by the same construction manager, the owner of the Farthing Block asked specifically to manage the selection of Sub-trades himself. Quality control, budget and schedule were more challenging to manage from the Coordinator and Architect’s point of view, but in the end, the project was successfully constructed.
- The consultants’ detailed analysis and design of the main building signage resulted in an award winning installation.
- The project was successful as well in maintaining good customer access to the two small business tenants on the ground floor. Both were concerned about loss of revenue and disruption during construction, but through careful coordination of temporary signage, scaffolding and other construction activities, none of their concerns were warranted.

The following pages list the City of Red Deer’s Restoration and Rehabilitation Principles for Heritage Buildings. These appear in the land use bylaw as Appendix 2 of the C1 Design Guidelines. The Farthing Block project is briefly rated and noted against each of the seventeen principles. These notes are to be read in conjunction with this Case Study.

PROJECT REFERENCE TO THE CITY of RED DEER C1 DESIGN GUIDELINES:

Appendix 2: Restoration and Rehabilitation Principles for Heritage Buildings

Principle 1.1 Every reasonable effort will be made to provide a compatible use for a heritage building which requires minimal alteration of the building, structure, or site and its immediate environment (streetscape), or to use the property for its originally intended purpose.

Not applicable in this case; original use was, and remains retail

Principle 1.2 The distinguishing original qualities or character of a heritage building and its site will be preserved.

Principle achieved

Principle 1.3 The removal or alteration of any historic material or distinctive architectural features will be avoided where possible.

Principle achieved

Principle 1.4 Distinctive stylistic features or examples of skilled craftsmanship which characterize a heritage building and its site will be carefully conserved and protected.

Generally this principle was achieved

Principle 1.5 Alterations to a heritage building will be based on historic fact. Do not recreate a design style of an earlier or later period. Heritage buildings and their sites are each products of their own time.

Not applicable in this case

Principle 1.6 When a heritage building includes the superimposed work of different times, the exposure of the underlying state will only be justified when what is removed is of no historic value and when the material which is revealed is of significant historic value.

Principle achieved

Principle 1.7 Changes to a heritage building which may have taken place over time are evidence of the history and development of the building and its site. These changes may have acquired historic significance in their own right and, they should be evaluated and restored if appropriate.

Not applicable in this case

Principle 1.8 Deteriorated or damaged architectural features will be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, colour, texture and other visual qualities. Replacement of missing architectural features will be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence.

Principle achieved In hind sight, if budget had allowed, the second floor windows should have been replaced with new.

Principle 1.9 Damage to the heritage character and original materials will be minimized when upgrading the insulation and indoor environmental systems of a heritage building.

Not applicable in this case

Principle 1.10 The surface cleaning of a heritage building, when determined to be necessary, will be undertaken with the gentlest means possible. Many cleaning methods damage historic buildings and will not be undertaken without thorough testing prior to use. Sandblasting and other cleaning methods that will damage the historic building's materials will not be undertaken.

Principle achieved

Principle 1.11 When missing or severely damaged original architectural features require replacement, the reconstruction should be based on sound evidence of the original characteristics.

Principle achieved

Principle 1.12 Contemporary renovations and additions to existing heritage building including upgrades to windows and doors will be permitted only when they do not destroy significant elements, and when the design is compatible with the size, scale, colour, material, and character of the heritage building.

Principle achieved

Principle 1.13 Changes to a heritage building will be reversible. Whenever possible, new additions or alterations to a heritage building will be done in such a manner that if such additions or alterations were removed in the future, the essential form and integrity of the original historic building would be unimpaired.

Principle achieved

Principle 1.14 The restoration and rehabilitation of a heritage building will be based on archival photographs and records where available. The Red Deer Archives is an important resource to be consulted.

Principle achieved Red Deer Archives were able to provide text and photo description of the building; full documentation of the project is integral to the Main Street Program and available to the public and Owners.

Principle 1.15 In some heritage buildings, poor original construction methods have resulted in rapid deterioration of certain elements. Reconstruction, therefore, will be undertaken in such a fashion as to duplicate the original as closely as possible while using sound construction practices.

*Not applicable in this
case*

Principle 1.16 The impact on the heritage character of the building will be minimized when making changes required to meet building codes. Where the essential character of a heritage building is threatened by changes for building code reasons, every effort shall be made, in consultation with municipal and provincial authorities, to find an equivalent safety standard by alternative means.

*Not applicable in this
case*

Principle 1.17 Every reasonable effort will be made to protect and preserve archaeological resources affected by, or adjacent to any heritage building project.

*Not applicable in this
case*

The Alberta Main Street Programme and Red Deer Main Street

CASE STUDY:

2007 CULTURE LINK ARTS FACILITY (The Scott Block, 1947)



*Scott Block circa 1954, looking south on Gaetz Ave.
Photos courtesy Red Deer and District Archives*



Scott Block circa 1954, looking north on Gaetz Ave.

Type: Restoration

Community: Red Deer, Alberta

Coordinator: Ray Congdon, Dorothy McLachlan

Architectural Consultant: John Hull

Funding Partners: Alberta Main Street Programme and Building Owner

Construction period: January 2007 to December 2007 (seasonal deficiencies spring 2008)

Approximate Project Cost (Architectural and CM fees, Construction Cost): \$85,000

OBJECTIVES

The Scott Block was constructed in Red Deer's booming post war commercial core in 1947. It is a two storey building with a simple, clean façade based on the International style (common in downtown Red Deer in the prosperous post war years). The street façade's upper floor was of red brick with original wood sash windows and a central Juliet door to a wrought iron balcony. Above the balcony, a carved stone panel with the building's name and date of construction is inset into the brickwork.



The second floor houses commercial lease space, as it has from when it was originally built.

The main floor was originally retail space, but the most recent owners (a Red Deer cultural umbrella group) converted it to a theatre space in 2006. The street wall of the main floor is primarily aluminum framed glazing (originally single paned plate glass) with regularly spaced pilasters and a base plinth finished in smooth, painted, cementitious panels.

A distinctive element of the original building was a aluminum-faced flat canopy which projected approximately 2 metres out from the building face on a cantilevered steel structure, for the full length of the building. Some years ago, an air-handling unit was located on the canopy and a high (approx 1.2 metre) plywood signage band was installed to increase advertising and conceal the mechanical equipment.

Mainstreet's general objective was to repair, replace and restore the building's original street façade elements, while sensitively accommodating new elements to enhance the new use of the building as a performing arts theatre.



As found Scott Block: a closed retail outlet with second floor offices, at time of 2005 purchase by Culture Link

THE RESTORATION PROCESS

Design and construction work on this project was carried out in the seventh year of the Red Deer Main Street Project. The building owner had previously contracted with a Construction Management contractor to complete work on the interior of their building in 2006. This interior work, as noted above, was to convert the existing retail main floor into a theatre and support space. The Mainstreet work, when it was approved, was then rolled into the scope of work for this contractor.

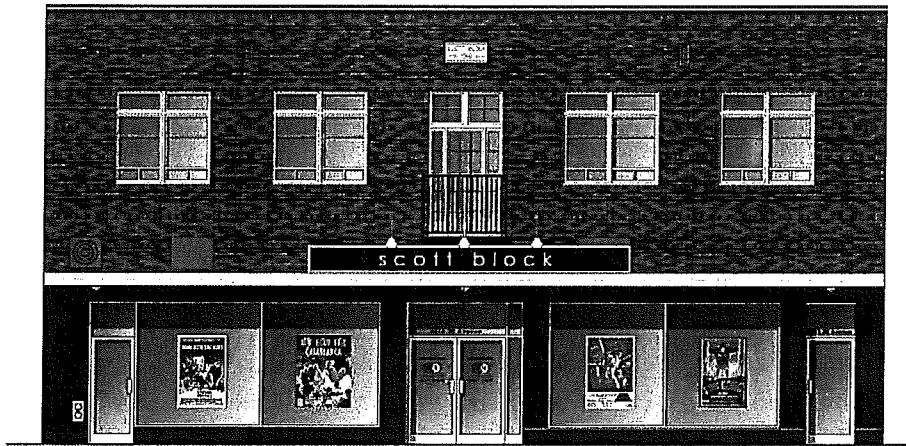
At times, this arrangement provided challenges in defining exactly where the line between the two projects lay for invoicing purposes. However, overall it made good sense to have one contractor doing all the work on the building.

Unfortunately, there was limited archival information available for this building. We were able to locate very few photos or newspaper articles on the project. However, we did find copies of some of the original blueprint construction drawings.

Major work on the building included:

- Removal of the existing signage band from the canopy;
- Relocating the existing air handling unit from the canopy to the roof; re-roofing the canopy;
- Removal of the existing residential quality aluminum soffit material from the canopy and replacing with a painted cementitious panel;
- Replacing the existing aluminum storefront framing and glazing;
- Cleaning, patching and repair of original brick;
- Repair and painting of the existing second floor balcony door and windows;

- Installation of new double hung wood widows to the second floor, to replace the severely damaged original wood framed units;
- Applying new two part polyurethane high gloss finish to the existing original main floor pilasters and plinth;
- Replacing the original inswinging door to the upstairs commercial floor with a new, code compliant, outswinging door;
- Development of a signage package which both respected the original building signage and met the commercial needs of the Owner
- Providing new marquee lighting to the canopy as well as new heritage style fixtures for the new canopy signage.



Scott Block: Architect's Mainstreet rendering 2006



Scott Block: Post Mainstreet, with seasonal deficiencies remaining 2008

MATERIALS, SOURCES and TECHNIQUES

1. The major change in occupancy on the main floor from retail to live theatre resulted in some minor functional changes. For example the exterior lighting installed beneath the canopy was designed to signal theatrical events with a bright marquee quality of light. As well, the aluminum fascia was trimmed out in LED string lights. The change in occupancy also triggered a careful code assessment of the entire building. For the Mainstreet component, this resulted in a new exit door being installed to replace an existing inswinging door from the second floor.

2. The sidewalk level glazing along the front of the building was reconfigured in new aluminum storefront, with some minor changes from the original. These changes included: reversing a door swing at the bottom of the stairs (see above) and, at the request of the Owner, reducing the size of the individual panes of glass from 2200 x 2200 to 1100 x 2200. This was triggered by a concern about ongoing glass replacement costs due to fairly frequent vandalism.

Changes from the original building such as described above were considered if the changes could be reversed as part of a later heritage restoration program.

3. There was very little information available regarding the finishes of the original canopy. This is a major design component of the building. The few photos of the original building show signage panels installed on its parapet. The canopy was leaking, and its drainage piping was damaged. The soffit and the fascia of the canopy had been clad in a flimsy white aluminum soffit panel, which was in general disrepair.



As found Canopy roof condition: failing



As found Canopy soffit, fascia, lighting and signage

As part of the Mainstreet initiatives, the canopy was reroofed, its drainage repaired, a new painted cement board (Hardipanel) soffit was installed (surface screwed to existing original shiplap subsoffit boards), along with new lighting, and a new custom fabricated aluminum fascia and cap flashing was installed. In the absence of specific historical information about some of these material, we based our decisions on previous similar Red Deer projects which had similar components (Records to the Rafters, Worwag Block, Buffalo Hotel).

3. The new aluminum storefront glazing system sits within a field of painted vertical pilasters on a base plinth and capped by a horizontal head band. These are all constructed originally of a cementitious smooth panel, and all were in good condition. Although not tested for asbestos, it is likely that the panels, typical for the time, contain asbestos fibres. Partly for that reason, there was no attempt made to remove the existing paint finish. Instead, two coats of a very tough, two part urethane high gloss coating was applied (*Thorex Uni-tec UV coating gloss black*). This has proved to be a good finish, maintaining its appearance, and able to resist vandalism.

4. The condition of the existing wood doublehung, storm sashed, windows along the second floor offices was evaluated by the consultants and Mainstreet representatives. It was decided that the prospects of repairing and restoring the originals would not be as effective in the long term as replacement. As a result, the four office windows were replaced with new, custom-fabricated, site painted wood windows with double glazing.



The balcony door and sidelights were actually in better condition than the windows. It was agreed to repair and repaint these components. The existing original wrought iron balcony railing was cleaned and repainted.

As found second floor wood windows

SIGNAGE

The design of the signage for the front of the building was a joint effort between the architect and the owner. Taking a cue from the few early photos, the architect's recommended, for the main building identifier, a linear panel sign be installed along the front parapet of the canopy. We suggested that a design in aluminum and black would suit the building's Mainstreet work, and that the lettering and overall design should have the clean modern look of the International period.

The Owner developed the final design of the building sign, and we designed a way to secure the sign and it's related gooseneck lighting to the canopy. The sign is constructed of prefinished Diebond aluminium composite panel field, backed by plwood, with raised aluminum letters and an aluminum channel frame.

In addition to the main building sign, there are two other signage types. One is vinyl signage directly applied to the new glazing, and the other is a pedestrian-oriented panel hung from the canopy soffit at right angles to the sidewalk, at the building's main entry doors.



Scott Block, east elevation 2008, showing signage and theatre marquis lighting at night

EVALUATING SUCCESS and RECOMMENDATIONS

This was a successful project for three main reasons:

- Most of the essential original components of the building remained intact, but in poor condition in 2006. We were able to clean and patch some components, replace some and restore others, giving the complete façade a new life.
- The signage helps give the building a unique look in keeping with its history.
- The major change in use from retail to theatre on the main level is complemented by the lighting and signage chosen for the project.

The following pages list the City of Red Deer's Restoration and Rehabilitation Principles for Heritage Buildings. These appear in the land use bylaw as Appendix 2 of the C1 Design Guidelines, and are based on internationally accepted principles of heritage restoration. The Scott Block project is briefly rated and noted against each of the seventeen principles. These notes are to be read in conjunction with the complete Case Study.

*Prepared by John Hull
January 18, 2008*

PROJECT REFERENCE TO THE CITY of RED DEER C1 DESIGN GUIDELINES:

Appendix 2: Restoration and Rehabilitation Principles for Heritage Buildings

<i>Principle achieved</i>	Principle 1.1 Every reasonable effort will be made to provide a compatible use for a heritage building which requires minimal alteration of the building, structure, or site and its immediate environment (streetscape), or to use the property for its originally intended purpose.
<i>Principle achieved</i>	Principle 1.2 The distinguishing original qualities or character of a heritage building and its site will be preserved.
<i>Principle achieved; refer to 1.8.</i>	Principle 1.3 The removal or alteration of any historic material or distinctive architectural features will be avoided where possible.
<i>Principle achieved</i>	Principle 1.4 Distinctive stylistic features or examples of skilled craftsmanship which characterize a heritage building and its site will be carefully conserved and protected.
<i>Not applicable in this case</i>	Principle 1.5 Alterations to a heritage building will be based on historic fact. Do not recreate a design style of an earlier or later period. Heritage buildings and their sites are each products of their own time.

Principle achieved **Principle 1.6** When a heritage building includes the superimposed work of different times, the exposure of the underlying state will only be justified when what is removed is of no historic value and when the material which is revealed is of significant historic value.

Principle achieved **Principle 1.7** Changes to a heritage building which may have taken place over time are evidence of the history and development of the building and its site. These changes may have acquired historic significance in their own right and, they should be evaluated and restored if appropriate.

Principle achieved **Principle 1.8** Deteriorated or damaged architectural features will be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, colour, texture and other visual qualities. Replacement of missing architectural features will be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence.

Existing original features such as masonry were patched to match original; new material such as aluminum storefront, wood windows and signage were designed to compliment the original design intent and original materials.

Principle achieved **Principle 1.9** Damage to the heritage character and original materials will be minimized when upgrading the insulation and indoor environmental systems of a heritage building.

Minor insulation upgrades above storefront windows were completed without either immediate or (projected) long term disruption to original construction.

Principle achieved **Principle 1.10** The surface cleaning of a heritage building, when determined to be necessary, will be undertaken with the gentlest means possible. Many cleaning methods damage historic buildings and will not be undertaken without thorough testing prior to use. Sandblasting and other cleaning methods that will damage the historic building's materials will not be undertaken.

Principle partially achieved **Principle 1.11** When missing or severely damaged original architectural features require replacement, the reconstruction should be based on sound evidence of the original characteristics.

Scant historic/archive information required some reasonable, heritage-based assumptions being made.

Principle achieved **Principle 1.12** Contemporary renovations and additions to existing heritage building including upgrades to windows and doors will be permitted only when they do not destroy significant elements, and when the design is compatible with the size, scale, colour, material, and character of the heritage building.

Principle achieved **Principle 1.13** Changes to a heritage building will be reversible. Whenever possible, new additions or alterations to a heritage building will be done in such a manner that if such additions or alterations were removed in the future, the essential form and integrity of the original historic building would be unimpaired.

- Limited opportunity to achieve principle, see 1.11* **Principle 1.14** The restoration and rehabilitation of a heritage building will be based on archival photographs and records where available. The Red Deer Archives is an important resource to be consulted.
- Principle achieved* **Principle 1.15** In some heritage buildings, poor original construction methods have resulted in rapid deterioration of certain elements. Reconstruction, therefore, will be undertaken in such a fashion as to duplicate the original as closely as possible while using sound construction practices.
- Principle achieved* **Principle 1.16** The impact on the heritage character of the building will be minimized when making changes required to meet building codes. Where the essential character of a heritage building is threatened by changes for building code reasons, every effort shall be made, in consultation with municipal and provincial authorities, to find an equivalent safety standard by alternative means.
- Not applicable in this case* **Principle 1.17** Every reasonable effort will be made to protect and preserve archeological resources affected by, or adjacent to any heritage building project.