

Business Profile

Fall 2006

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Newsletter of the City of Saskatoon Business License Program

Celebrating Business and Heritage



Photo left (#A1 232) and centre (#P109 1736) courtesy of the Saskatoon Public Library Local History Room.

A PDF version of this publication is available online at www.saskatoon.ca/go/businesslicense. If you would like us to email it to you, contact business.license@saskatoon.ca.

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In honour of Saskatoon's centenary, the City of Saskatoon's Business License Program is dedicating this issue of *Business Profile* to those businesses that have helped develop and conserve Saskatoon's heritage properties.

This edition will reflect on the evolution of a sample of our heritage properties and the businesses they have supported. It will also provide information about the programs

and incentives the City of Saskatoon offers to preserve our heritage properties.

Although the buildings and businesses featured are diverse, they share a commitment to preserving Saskatoon's heritage. The Community Services Department commends these developers and property owners for their contribution to Saskatoon's heritage and business community. ■

Why Saskatoon?



The North Saskatoon Business Association (NSBA) has recently launched an advertising campaign to attract former residents back to Saskatoon by highlighting the economic and lifestyle benefits of our city. The *Why Saskatoon* website highlights these advantages, and provides a resource where employers can post jobs and search resumes in a secure and confidential environment.

To find out more about *Why Saskatoon* or to become a member, call Shirley Ryan at 242-3060 or visit the website (www.whysaskatoon.com).



The Hutchinson Building

Façade Rehabilitation & Heritage Conservation

R.J. Arrand was the creator of the first power cement mixer. Unfortunately he failed to patent his invention.

J.L.S. Hutchinson was one of the founders of the Retail Merchants Association in Saskatchewan, and his efforts contributed to a system of fire insurance for retail stores.



Built in 1923, the Hutchinson Building contributes to the unique character of Saskatoon's 2nd Avenue. Restored to its former charm and appearance, the Hutchinson Building is a symbol of Saskatoon's business history and continues to contribute to the success of the downtown commercial hub.

The original building on the Hutchinson Building site (114 – 2nd Avenue North) burned down on December 18, 1922, in one of the

largest fires in the city's history. When the Saskatoon Hardware Co. Ltd. announced in the spring of 1923 that it would rebuild on the same location, one of their main concerns was to make the new building attractive and, as expected, fire-proof. The Hutchinson Building was designed by architect Frank Percy Martin and constructed by R.J. Arrand.

Owned by J.L. Stanley Hutchinson until his passing in 1927, the Hutchinson Building



Above left, the Saskatoon Hardware Co., 1938, photo #A1232 courtesy of the Saskatoon Public Library Local History Room. To the right, the Hutchinson Building, 2006.



Source: Community Services Heritage File; Saskatchewan Centennial 2005 Fast Facts Page (<http://www.sask2005.ca/facts/skFactsResults.asp>)

remained a hardware store until 1970. Owned by the Egnatoff family from 1970 to 1995, it became Handicraft Supplies Ltd., the largest hobby and craft store in Western Canada.

The building remained vacant from 1995 to 1999, when Ken Achs purchased it and began major renovations, including interior demolition and façade rehabilitation. With financial assistance from the City of Saskatoon's Heritage Façade Program, the brick and stonework on the façade were cleaned, the original upper-storey windows were replicated, the original transom windows and signage were restored, and new main floor storefronts were designed to be sympathetic to the original architecture.

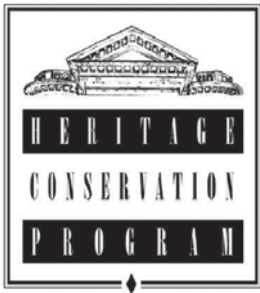
After the restoration was complete, the Canadian Broadcasting Corporation relocated its Saskatoon studios to the building. Eight rental apartments were created on the second floor, with tenant parking in the basement. This combination of commercial and residential uses preserved the heritage building and created housing in the downtown area.

The Hutchinson Building received tax abatements through the Downtown Rental Housing Program. It is also recognized as a Municipal Heritage Property and qualifies for financial

An October 24, 1929, *Star-Phoenix* advertisement for the Saskatoon Hardware Co. listed pliers for 25¢, humidifiers for \$1.50, and alarm clocks on special for 95¢.

incentives—a tax abatement and a building permit rebate—through the Heritage Conservation Program.

In recognition of the efforts and expense of restoring a historic building, a bronze plaque is presented to the owners of all heritage properties. ■



Heritage Conservation Program / Façade Rehabilitation Grant

The City of Saskatoon's **Heritage Conservation Program** provides funding assistance to property

owners to rehabilitate key heritage elements of a building. Designation as a Municipal Heritage Property can be of value to an owner by bringing public recognition, pride of ownership, marketing potential for commercial purposes, and enhanced economic value of the property. Incentives available for conservation work include property tax abatements (up to 50%), building permit refunds (up to 50%), grants (up to \$10,000), the development of building code equivalencies, and fees associated with rezoning for adaptive re-use of the property.

A **Façade Rehabilitation Grant** of \$10,000 is available to commercial buildings in the three Business Improvement Districts. If the project includes the rehabilitation of heritage

elements on the façade, the applicant may qualify for an additional \$5,000. The maximum grant available per property is \$15,000. Examples of buildings that have received façade rehabilitation funding include the Broadway Theatre, the Senator Hotel, Old Fire Hall #3 (Hose and Hydrant), and the Odd Fellows Hall (Mykonos Restaurant).

Initiatives such as these, partnered with the determination of the developers, ensure the future of our heritage buildings and their continued contribution to the character of our city.

For more information about the City of Saskatoon's Heritage Conservation Program and Façade Rehabilitation Grant Program, visit www.saskatoon.ca/org/development/services/heritage/ or contact

Barb Sprigings
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In the early 1940s, Guy Watkins, a well-known Saskatoon musician, lived in suite 10 on the second floor of the Hutchinson Building.

Bottomley House

Offices with All the Comforts of Home

The majority of heritage properties in Saskatoon were built prior to 1945. The city's oldest heritage property, Trounce House, was built in 1883.

Criteria considered in designating a heritage property include architecture, integrity, environment/context, historical value, and usage.



Heritage Designation

In early 2006, Bottomley House received Municipal Heritage Property designation, allowing the owners to take advantage of the Heritage Conservation Program. Designation recognizes the historical significance of the site and ensures its longterm protection.

The benefits of such a program include enrichment of our neighbourhoods and business districts, generation of economic activity through rehabilitation efforts, and sustained longterm use of properties.

Some examples of eligible work include

- exterior restoration and repairs to recreate the building's heritage character;
- exterior cleaning, preparation, and painting;
- repair and replacement of windows, entrances, and porches;
- replication of missing or severely-deteriorated heritage elements;
- structural work on roofs, chimneys, and foundations; and
- installation of fire doors, ramps, etc., where they affect identified heritage elements.

To apply to have your property designated as a Municipal Heritage Property, or to find out more about other heritage properties in Saskatoon, visit

Development Services Branch
3rd Floor, City Hall

www.saskatoon.ca/org/development/services/heritage

Bottomley House, located at 1118 College Drive, has a significant place in Saskatoon's history due to its design, location, and history. Built between 1912 and 1914, it has been owned by some of the most prominent business people in Saskatoon.

From 1915 to 1918 Bottomley House was the residence of successful realtor, Richard M. Bottomley. Originally from St. Annes-on-the-Sea, England, Mr. Bottomley was described in the September 25, 1912, *Saskatoon Phoenix* as being "one of the substantial citizens of Saskatoon." He was credited for developing subdivisions such as Mount Royal, Mount Royal Annex (to the west), Highbury Park (now Hudson Bay Park), Bottomley Addition (northern portion of Varsity View), and Broadway Addition (part of Nutana).

Frederick Ervin Kerr and his wife, Florence, resided in the house from 1918 to 1930. Kerr and his business partner, J.C. Drinkle, became very successful Saskatoon realtors, and theirs was "the first firm to sell a lot in Saskatoon at so high a price as one thousand dollars."¹

In 1948, Robert and Mary Pattison moved into the house. Mary, a humorist and author, is remembered for her CBC Family Broadcasts, including "The Jacksons and Their Neighbours," a show that aired from 1946 to 1964. Her other achievements include newspaper articles and the book *Cory in Recall*.

Today, the house is occupied by Personnel Performance Consultants, a counselling firm specializing in employee assistance program delivery. Owners Dennis and Louise Coates have initiated a rehabilitation plan for the house, which includes replacing old windows, painting walls and trim, and restoring the front veranda. Through the Heritage Conservation Program this work is eligible for financial incentives (a tax abatement to the property owner).

"We wanted a comfortable, enjoyable environment, and we wanted people to notice the history," explains Louise.

Emphasis was placed on portraying a sense of the past, making clients feel like they are walking into 1912. She says their business benefits from the size, convenient location, and beauty of Bottomley House. Because it is such a recognizable property, customers are intrigued by the atmosphere of the building. "Clients say 'I've been dying to get in here,'" she says. ■

¹ *The History of Saskatchewan* (Regina: Saskatchewan History Co., 1913); City of Saskatoon Heritage File.

Sources: Saskatoon Heritage Property Inventory; *The History of Saskatchewan* (Regina: Saskatchewan History Co., 1913); *The Saskatoon Phoenix*, September 25, 1912; City of Saskatoon Heritage Conservation Program pamphlet; City of Saskatoon Civic Heritage Policy; The Heritage Property Act.

Evolution of a Saskatoon Landmark

In the late 1920s, the T. Eaton Company's mail-order business was threatened by the growing popularity of ready-to-wear and general merchandise stores. In response, Eaton's executives toured major cities in Western Canada to learn about their economic conditions and select locations for new department stores.

In November 1927, Eaton's announced the construction of a new store at the northeast corner of 3rd Avenue and 21st Street in Saskatoon. The store would sit on the former site of the city's first municipal office, police station, fire hall, and health office.

The original building plans, designed by notable Montreal architectural firm Ross and MacDonald, with local architect Frank P. Martin, included eight storeys. It would have been Saskatoon's tallest building, but plans were never realized and the finished building had only three floors.

Other notable buildings designed by Ross and MacDonald include the Eaton's stores in Calgary, Toronto, and Montreal; the Hotel Saskatchewan in Regina; the Fort Garry Hotel in Winnipeg; and the Royal York Hotel, Union Station, and Maple Leaf Gardens in Toronto.

On December 5, 1928, the T. Eaton's department store opened for business. The building featured modernized Italian Renaissance architecture, including bronze work set in Tyndall stone on a base of black marble, and fifteen sets of triple arched (Palladian) windows.

In addition to general merchandise and clothing, the store contained an art gallery, a Mediterranean dining room, a meat department with an 80-foot marble counter, an Algerian cake shop, and a children's toyland with a mechanical lion.

In 1970, Eaton's vacated the building and moved into the newly constructed Midtown Plaza. The Army & Navy department store occupied the building until it closed on August 31, 2000. The Saskatoon Board of Education then purchased the building. Their renovations added 85,000 square feet of office space to the downtown, where 170 people now work.

The revitalization included the restoration of the façade to its original condition, new energy efficient windows, restored terrazzo flooring, restored green awnings, and brass fixtures on the street level display windows. The original wooden handrails and brass fittings on the stairways have also been retained. ■



Excavation of the Eaton's building took 100 men, 40 teams of horses, and a caterpillar shovel one month to complete. It was the largest excavation to date in the city's history.

The Eaton's building served as athlete housing for the Canada Winter Games in 1971.

The top three photos are reprinted courtesy of the Saskatoon Public Library, Local History Room.

Top, Eaton's building under construction on the right and J.H. Early Motor Co. Ltd. in foreground, 1928. Photo #A1245.

Next, Eaton's lunch counter, no date. Photo #B14711.

Third, Eaton's Produce aisle, looking back towards fish counter, 1956. Photo #A342.

Source: Community Services Heritage File; *Saskatoon StarPhoenix*, Friday, November 30, 2001.

The Roxy Theatre

Keeping Heritage Alive in . . .

Two cloud machines inside the Roxy Theatre contributed to the impression of sitting under the heavens.

When the Roxy Theatre opened on August 29, 1930, ticket prices were 40¢ for adults and 25¢ for children.

In the 1960s, the owners of the Roxy considered turning the theatre into two floors of bowling alleys.



The Roxy Theatre, built in 1930, is the oldest movie theatre in Saskatoon. It was designed by architect F.F. Lemaistre and built by prominent Saskatoon builder R. J. Arrand.

The Spanish-style façade of the Roxy Theatre is designed to draw people in on a cold winter day. The theme is continued on the interior, which is decorated like a Spanish village with small balconies, windows, towers, and parapets. Small twinkling lights in the curved dark blue ceiling create the effect of sitting under the night sky.

Over the years, the Roxy Theatre has been known as the Coronet and then the Towne Cinema. Unable to compete with the larger theatres, the Roxy closed on July 20, 1995. The last movie to play was “Die Hard.”

A few years after the Roxy opened, a water-cooled air conditioning system was installed. Water was piped into a chamber in the basement, where it was sprayed from 50 to 60 nozzles. A giant fan forced air through the spray and into the auditorium, creating a very humid and uncomfortable atmosphere. A few years later, a large radiator replaced the spray nozzles.

In late 2005, the Roxy Theatre was substantially renovated by Rainbow Cinemas. Renovations of approximately one million dollars—including mechanical and electrical upgrades, new seating and flooring, and work on the façade and murals—restored the interior to its original condition. The renovations received

partial funding from the Enterprise Zone program, and the Roxy Theatre sign was replaced and replicated with funding from the Façade Rehabilitation Program.

The Roxy Theatre restoration has contributed to the rejuvenation of the Riversdale Business Improvement District. According to Roxy manager, Jason Bell, one of the most important benefits to the district is “the theatre being a focal point and gathering place for the community.” The theatre attracts people from all areas of the city, which benefits other Riversdale businesses.

Sympathetic renovation of a heritage property not only preserves the unique and important historical features of Saskatoon’s heritage properties, it may offer a less expensive design solution than remodelling or rebuilding. Rehabilitation of culturally significant buildings also contributes to a strong visual character and image for the community. As a result, businesses and residences that participate in maintaining and strengthening heritage properties can benefit from such investments. ■

In early years, fires were common in cinema projectors due to the use of highly flammable nitrate film stock. On September 22, 1933, such a fire occurred at the Roxy. The projectionist that evening, Slim Meyers, quickly threw the burning film out the window onto the wrought iron balcony, causing some shock outside. Luckily, there was no damage to the theatre. The film that was playing was “Trouble in Paradise.”



Sources: Community Services Heritage File (Research by George Kovalenko), Enterprise Zone pamphlet, Tourism Saskatoon website, November 14, 2005, City Council Minutes, City of Saskatoon Municipal Heritage Advisory Committee Exploring the Wonder City Driving Tour <http://www.scs.sk.ca/saskatoon100/COSdrivetur/index.htm>.

... the Enterprise Zone



Photo on the left, the Roxy theatre in the 1930s, photo #PH911796 courtesy of the Saskatoon Public Library, Local History Room. Right is the restored Roxy theatre in 2006. Note the movie name on the marquee in both pictures is "King Kong."

The Enterprise Zone

The Enterprise Zone is a City of Saskatoon program which provides incentives for new construction, renovation, or expansion of properties in selected core neighbourhoods.

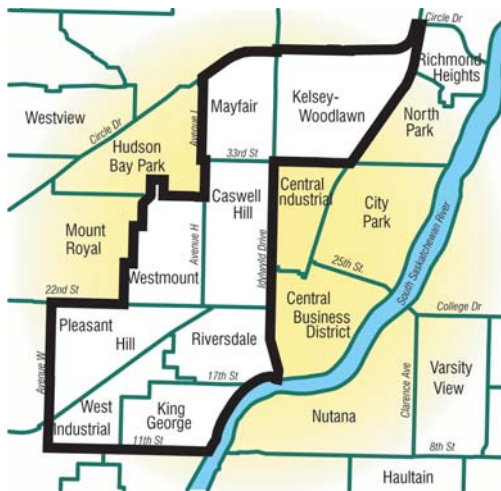
These neighbourhoods, including Westmount, Caswell Hill, King George, Riversdale, Pleasant Hill, Mayfair, Kelsey/Woodlawn, and the West Industrial Area, are at risk of falling further behind the rest of the city in terms of income, job creation, economic opportunity, property value, and some essential commercial services.

The incentive programs offered in the Enterprise Zone are designed to encourage businesses to locate or expand their operations in these neighbourhoods in order to create more jobs and economic activity.

Rebates and incentives available include

- building and plumbing permit fee rebate,
- property tax abatement,
- off-site development charges,
- relocation assistance/land exchange (contact the Saskatoon Regional Economic Development Authority for more details),
- rebate environmental screening charges, and
- sign permit fee rebate.

Incentives available to accommodate specific proposals or projects at a specific location include



- land assembly,
- development plan amendment fees, and
- rezoning fees.

For more information about the Enterprise Zone or to find out how your business or residence might be eligible, visit www.saskatoon.ca and look under "e" for Enterprise Zone, or contact

Alan Wallace, MCIP
 Senior Planner
 phone (306) 975-2650
 email alan.wallace@saskatoon.ca

Saskatoon Regional Economic Development Authority
 phone (306) 664-0724
 fax (306) 244-5033
 email info@sreda.com

Incentives for the Enterprise Zone are available for residential, multi-unit residential, commercial, and industrial uses.

The 'Power' of Adaptive Re-Use

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Once faced with an uncertain future, the historic municipal substation at 619 Main Street East has been converted into innovative commercial office space by Kindrachuk Agrey Architects.

The substation was one of three such structures designed and built by the City of Saskatoon engineering department in the late 1920s. They housed the transformers that created the proper voltage for the Saskatoon Municipal Railway. The architectural design is a combination of Modern Classical and Prairie styles, which is typical of small institutional buildings of the era. It is due to this mix of architectural styles that Gerry Agrey describes the building as "eclectic."

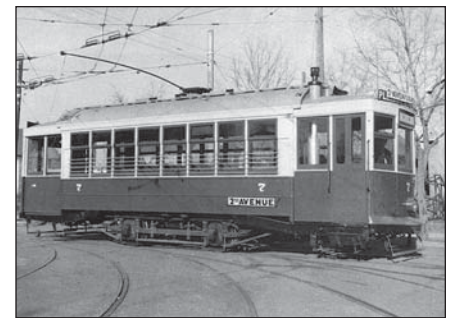
In 1973, the era of electric railways and trolley buses ended in Saskatoon. The Main Street substation was used for storage, including equipment for the electrical department, until 1990. Vacant from 1990 to 2000, the building was frequently vandalized.

In 2000, Kindrachuk Agrey Architects Ltd. began restoring the substation to create office space. The work required was extensive and included re-pointing the masonry, replacing the windows, opening two bricked-in windows at the rear, replacing the roof, and installing a new skylight. The City of Saskatoon's Façade Rehabilitation and Heritage Conservation Programs provided funding assistance for the project.

This was not the first heritage restoration project Kindrachuk Agrey Architects had been involved with in Saskatoon. The firm was instrumental in the restoration of Fire Hall #3 (Hose & Hydrant), the Dairy Building, 810 Broadway Avenue (Modern Country Interiors), and the old CPR Station.



The Nutana Substation converted Alternating Current (AC) to Direct Current (DC) to power Saskatoon's municipal railway system. On trams such as the one pictured to the right, the wheels were so close to the middle that students and troublemakers at the back could make the train rock by jumping in unison.¹



The decision to move their offices into the substation resulted from a combination of opportunity and desire to save a heritage building from demolition. "We wanted to keep the character on the street," says Agrey. "Demolishing an old building is just like cutting down an old tree." ■

¹ Easten Wayman: *Saskatoon's electric transit: The story of Saskatoon's street-cars and trolley buses*, 1988.

www.BizPaL.ca

Business Permits & Licenses

BizPaL Launched in Saskatoon

BizPaL is an innovative online project designed to help Canadian businesses save time when accessing licensing and permit information from multiple levels of government. This unique partnership between federal, provincial, territorial, regional, and municipal governments provides entrepreneurs and business people with one-stop access to the information they need to launch or grow their businesses.

BizPaL is Free!

Saskatoon is the first location in the Prairie Provinces to participate in BizPaL

Simply answer a series of questions about the type of business you want to operate and the activities you will undertake. BizPaL will automatically generate a list of all required permits and licenses from the three levels of government, along with basic information about each (including web links where available).

To find out what licenses and permits are needed for your new business, visit www.saskatoon.ca and look for BizPaL under "Online Services."

Thank You

The Business License Section would like to extend our appreciation to Jason Bell, Gerry Agrey, the staff at the Saskatoon Public Library Local History Room, the Riversdale Business Improvement District, Ken Achs, Saskatoon Public Schools, Louise Coates, and the staff at Personnel Performance Consultants for their assistance in the development of this special publication.