



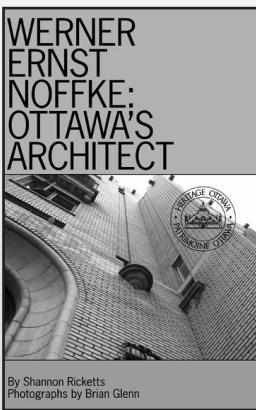
# Heritage Ottawa NEWSLETTER

Dedicated to Preserving Our Built Heritage

Spring 2013 Volume 40, No. 2

## Heritage News Now

### Hot Off the Press



This Heritage Ottawa publication was launched on April 17 at a lecture by Shannon Ricketts. Noffke was one of Ottawa's most influential and prolific architects, whose work illustrates the evolution of mainstream architectural styles during the first half of the 20th century.

If you were unable to attend the launch, please visit our website to order a copy.

[www.heritageottawa.org](http://www.heritageottawa.org)

\$10 for members; \$15 for non-members.

### Demolition by Neglect – the Saga Continues

City staff are considering an updated Property Standards By-law that will require owners of heritage buildings to maintain the heritage features of their buildings. **More details in the President's column, page 4.**

## Charles Ogilvy Limited 1887-1986

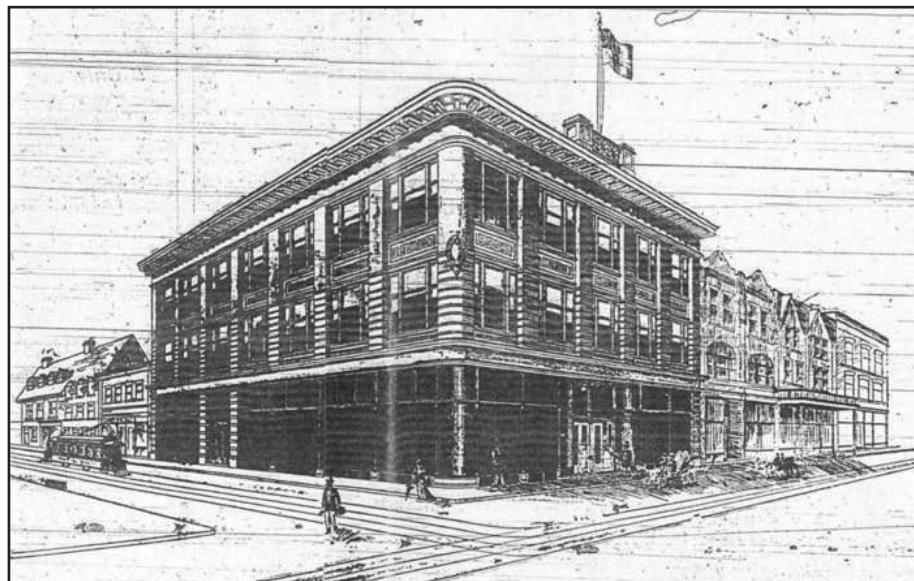
By Ken Elder

*Given the recent 'disappearance' of Ogilvy's department store, Heritage Ottawa is pleased to present this study by Ken Elder, reminding us of what Ogilvy's meant to Ottawa over almost a century.*

Charles Ogilvy Limited, or "Ogilvy's", founded in 1887, was one of Ottawa's high-end department stores for much of the 20th century. Ogilvy's store on Rideau Street remains, although it has been vacant for a number of years. Designated under the *Ontario Heritage Act* in 2000, most of the building's Rideau Street and Nicholas Street

façades will be restored and replaced when the building is incorporated into a planned expansion of the downtown Rideau Centre shopping mall. The upper two storeys, later additions, will not be retained.

Charles Ogilvy opened a dry goods shop at 92 Rideau Street near the corner of Mosgrove Street on November 16, 1887. Charles Ogilvy himself, John Pittaway and one clerk comprised the staff. The business prospered and more stores were annexed along Rideau Street from 1892 to 1900. Interior



*Architectural perspective of new dry goods building to be erected at the Corner of Rideau and Nicholas Streets by Mr. Charles Ogilvy.*

*Illustration: The Ottawa Evening Journal, May 12, 1906*

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Heritage Ottawa is a non-profit organization dedicated to the preservation of Ottawa's built heritage.

Linda Hoad  
Editor

Jan Soetermans  
Graphic Designer

Tina & Company  
Printing

Heritage Ottawa  
2 Daly Avenue  
Ottawa, Ontario K1N 6E2

Tel: 613-230-8841  
Fax: 613-564-4428  
Email: [info@heritageottawa.org](mailto:info@heritageottawa.org)  
Web: [www.heritageottawa.org](http://www.heritageottawa.org)

Leslie Maitland  
President

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Past-President

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William R. Price  
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(vacant)  
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Webmaster

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Jay Baltz, Richard Belliveau, Laurie Brady, Katherine Charbonneau, Linda Dicaire, Ken Elder, Ian Ferguson, Linda Hoad, Frank Oakes, Katherine Spencer-Ross, Carolyn Quinn.

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## Ogilvy's contd.

divisions were removed and a rear extension of 25 feet added, giving to all the four stores, now thrown into one, a total width and depth of 70 by 90 feet. Departments were laid out in a modern and convenient form, and business quickly expanded. In due course, Ogilvy's outgrew the accommodation at Rideau and Mosgrove Streets, and in 1907, a three storey structure was erected at 126-132 Rideau Street (corner of Rideau and Nicholas Streets) on land purchased from the Dolan estate. The new building occupied one half of the block (five bays facing Rideau Street and seven bays facing Nicholas Street). The architects for the project were Northwood and Noffke.

The new building, one of the first steel and concrete edifices in Ottawa, provided a striking contrast to the original store at 92 Rideau. Now, the whole front and side of the structure presented an unbroken and immense show window without the usual piers. Instead of piers, an adequately strong steel framework was placed back of the

window-glass, the visible parts being covered with bevelled plate glass mirrors. The outside walls were built of buff pressed brick with Indiana sandstone trimmings, and inside walls were lined with hollow terra-cotta brick. The floors were entirely fireproof, using the fireproofing system of the Clinton Fireproofing Company of Clinton, Mass. The style of the building was Classic, with simple Grecian effects, harmonizing with the principal design and imparting a solid yet pleasing appearance.

The new store opened on August 6, 1907. The building was three-storeys high plus a basement, but provision was made in the walls and steelwork to carry three additional storeys. The ground floor had a high ceiling with a "mezzanine" floor between for offices.

The first floor had a handsomely furnished ladies' parlour and toilet rooms, and the basement provided men's lavatories and other requisites. An Otis-Fensom elevator was installed to reach the several floors, and both it and the stairways to the different levels were enclosed with fireproof encasement. On entering the store, patrons would

be met with rich "golden oak" colour fixtures fabricated by S. L. Kyle. The cost of the building was about \$40,000.

In 1908 a limited company was formed and the firm emerged as Charles Ogilvy Limited. Within six years, the volume of business had more than doubled, and in 1913, Werner Ernst Noffke (1878-1964) was commissioned to design an addition to the building which would double its size by extending back a further seven bays to Besserer Street. Construction began August 1, 1914.

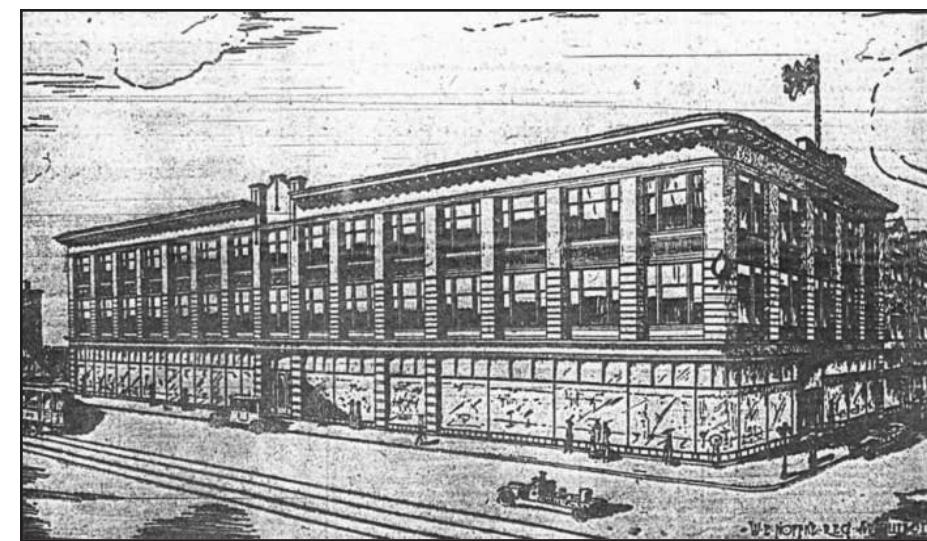
The building was similar in height and detailing to the 1907 store. The

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contractors for the project were Shuttleworth and Black. An important feature of the enlarged store was the favourable lighting obtained from the three streets, Rideau, Besserer and Nicholas, on all of which the store faced. Owing to circumstances brought about by the war, the extension work was not completed until 1917.

By 1931 all space in the building was being used, and in spite of the depression, an additional storey - designed by Ottawa architect, A. J. Hazelgrove - was added. In 1934, a fifth and final storey, also designed by Hazelgrove, was completed, making Ogilvy's the largest department store in Ottawa.

Ogilvy's was a thriving retail enterprise, and had over 300 employees by 1943. It was famous for its "tartan boxes" decorated with the Ogilvy hunting tartan. The success of Ottawa's several



W. E. Noffke perspective of enlarged store premises of Charles Ogilvy Limited, 1917

local department stores, such as Ogilvy's, Freiman's, Murphy-Gamble and Caplan's, discouraged the expansion of national chains (including Eaton's, Simpson's, Simpsons-Sears and The Bay) into the National Capital Region until the 1950s.

Ogilvy's purchased other properties and opened other stores in the city suburbs. In 1954, a branch was opened in Westboro, and in 1962 another store was opened at the Billings Bridge Plaza in South Ottawa. In 1972, they opened a branch in the Lincoln Fields Shopping Centre at Richmond Road and Carling as a replacement for the Westboro branch store.

Charles Ogilvy (1861-1950) was born in Edinburgh, Scotland in 1861 and emigrated to Canada with his family in 1863. His father, James Ogilvy, established a stationery store in Ottawa. In 1885, Charles married Lily Allison of Cornwallis, Nova Scotia. Charles Ogilvy was an ethical businessman, known for his honourable behaviour. He was on the executive committee of the Union Mission for many years.

Elizabeth 'Lily' Ogilvy died at her home 488 Edison Avenue in Westboro on February 5, 1946 in her 87th year. Charles Ogilvy died in 1950. He bequeathed the store to his employees.

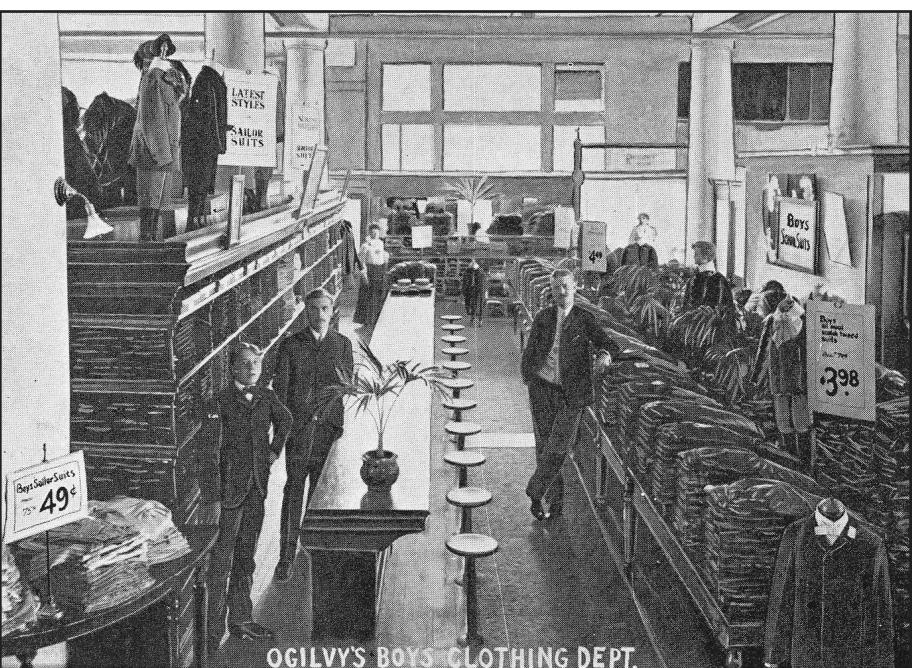
On December 28, 1969 the Ogilvy Annex on Rideau Street was the victim of a major fire which originated in the Guardsman restaurant next door.

The main store suffered extensive smoke damage. The fire, the expansion of national department store chains into Ottawa and the harsh economic climate of the 1980s, all proved disastrous for Ogilvy's. Charles Ogilvy Limited merged with the G. W. Robinson Limited chain, based in Burlington, Ontario on December 27, 1984, and operated under the Robinson-Ogilvy banner for 20 months. Although Robinson-Ogilvy spent more than two million dollars renovating the Rideau Street store and upgrading the other two Ottawa stores, sales had slipped because of competition from specialty stores and Ogilvy's image as an expensive place to shop.

In September 1986, Robinson-Ogilvy was sold to Comark Services Inc., a specialty fashion retailer. The "Ogilvy" was dropped from the store name, and the small chain became known as "Robinson's." An era in Ottawa retailing was over.

Ken Elder is a heritage architect and Heritage Ottawa Board member.

His full-length article is available at: [http://www.eeldersite.com/Charles\\_Ogilvy\\_Limited.pdf](http://www.eeldersite.com/Charles_Ogilvy_Limited.pdf)



Postcard. K. Elder collection

Postcard. Ogilvy's Boys Clothing Department

# From the President

By *Leslie Maitland*



*... I said if the demolition by neglect bylaw comes into action and is enforced, that's a good stick. A good carrot would be property tax breaks for owners of heritage properties who invest in their protection.*

of the Heritage Canada Foundation; a blue-ribbon board indeed!

On April 8<sup>th</sup> they had an opportunity to hear staff's initial proposals concerning Demolition by Neglect. Proposed measures include: approaching the province to limit the property tax reduction that property owners enjoy while their buildings are vacant; a system of annual permits for vacant buildings with a sliding scale that increases as permits are renewed; higher standards of maintenance in order to protect heritage features; enforced, ultimately, by the city's power to enter a property, effect repairs, and assess the costs to the property owner. Here's a useful strategy: oblige owners to keep the heat on!

While the members of the BHSC liked what they heard from staff, they indicated that they would be looking for more options, and options with teeth. A strategic report will be going to the Community and Protective Services Committee on April 18<sup>th</sup>.

This issue continues to draw media interest. Among the questions I was asked after this meeting was, what other measures might work? I said if the demolition by neglect bylaw comes into action and is enforced, that's a good stick. A good carrot would be property tax breaks for owners of heritage properties who

invest in their protection. We know that existing city grants for heritage conservation work.

The BHSC also confirmed that the city is committed to updating the older Heritage Conservation District Studies. As some of you may know, several of our cherished heritage neighbourhoods were declared heritage conservation districts in the 1990s. Due to changes in legislation, policy, and evolving approaches to planning and heritage conservation, these plans need to be updated if these neighbourhoods are going to face the challenges of intensification and infill successfully. As an example of this, Heritage Ottawa has had input into the development of the Centretown Community Design Plan, which Council will be voting on in May; this heritage conservation district, like Lowertown West, Rockcliffe Park and others, are due for a revisit.

Heritage Ottawa will publish two new books imminently. By the time you receive this, Shannon Ricketts' *W.E. Noffke, Ottawa's Architect* will have been launched at our April 17<sup>th</sup> lecture. If you missed out on the lecture, you can still obtain a copy of the book; check our website to order a copy at a reduced price for Heritage Ottawa members. As well, John McLeod's *Glebe Walking Tour* will be launched at our Annual General Meeting in May, and it will be free to Heritage Ottawa members. Our Publications Committee is currently considering upcoming publications.

Hope to see you at the Annual General Meeting in May!

Leslie Maitland  
President, Heritage Ottawa

# A Sneak Peek at Our 2013 Walking Tours

By *Laurie Brady*

Spring is here, which means the 2013 walking tour season is just around the corner. It will be a mix of new tours and guides, plus favourites back by popular demand - a total of thirteen to choose from, between June and October. Interested in learning where Chief Theresa Spence held her hunger strike last winter? Check out Mark Brandt's *Chaudière Islands Heritage District: From Indigenous to Industrial tour*. Want to walk in the footsteps of royalty? The *Ceremonial Route*, by Richard Belliveau, will appeal to you. Ever wondered about the greenery spilling from the top of the Rideau Centre and National Arts Centre? Then let David Jeanes show you around on the *Roof Gardens of the Rideau Centre/NAC tour*. Cherchez-vous une visite en français? *Le Canal Rideau* interprété par

Michel Prévost se déroulera en français. A simultaneous Rideau Canal tour will be offered in English as well this year.

Guided walking tours are a great way to discover the social and architectural history of Ottawa's neighbourhoods. Tours of Old Ottawa South, Rockcliffe Park, Lowertown East and West, Hintonburg, Clemow Avenue/The Glebe, and Sandy Hill will be offered with some new twists. *Beaux-Arts Ottawa*, along with the tours by Mark Brandt and Richard Belliveau will be new this year. Celebrate Archaeology Month in August with a special tour of LeBreton Flats by archaeologist Hugh Daechsel. Details of all tours will be provided in the 2013 brochure.

Volunteers, as tour guides or assistants, make our walking tour program possible.

Please contact Heritage Ottawa by phone (613) 230-8841 or e-mail, [info@heritageottawa.org](mailto:info@heritageottawa.org), to offer your assistance to keep the group together en route. Training for new volunteers will be held in mid-May. Members attending the Annual General Meeting will receive a copy of the Walking Tour brochure, but it will be posted in advance at [heritageottawa.org/en/walking\\_tour\\_series](http://heritageottawa.org/en/walking_tour_series), and mailed to all members. If you would like to lead a tour yourself next year, or have an idea for a new tour, we would like to hear from you. Explore Ottawa's finest architecture on a guided tour – a great way to go.

*Laurie Brady organized this year's walking tours and is the Student/ Emerging Professional Director on the Heritage Ottawa Board.*



Photo: Katherine Charbonneau

Heritage Ottawa's Eighth Annual Phillips Memorial Lecture in February was a great success. Charlotte Gray gave a thought-provoking and entertaining lecture to an appreciative audience. Margaret Phillips (left) and Jennifer Phillips Beesley, two of the daughters of Bob and Mary Anne Phillips, with Charlotte Gray (center).

# First Annual Heritage Charette March 9-10, 2013

By Linda Dicaire

As part of the 8th Carleton Heritage Symposium held on March 16 2013, with the theme "Herit@ge and Technology", the First Annual Heritage Charette was held one week before the symposium. The Charette, directed by School of Architecture Professor Mariana Esponda Cascajares, challenged students and young professionals in multidisciplinary teams to analyze and rethink Victoria Island by examining its natural features, industrial heritage, cultural and aboriginal significance.

## Day One – Context, Site Visit, Challenge and Themes

The event began with a several lectures including a riveting historical account from Heritage Ottawa Director and engineer David Jeanes, and another, richly illustrated with artistic representations, by Dr. Louise Boucher. Next followed a field trip to the Chaudière Islands / Victoria Island, led by conservation architect Mark Brandt of Mark Thompson Brandt and Associates Architects, and Ottawa University Professor Dr. Louise Boucher. The visit was enriched by the important contribution of Ron Bernard, an Algonquin of Píkwakanagà First Nation and president of Omamiwinini Pimadjowin - The Algonquin Way Cultural Centre.

Following the field trip, students returned to the workshops of the School of Architecture to develop their conceptual framework with the assistance of professionals from a number of disciplines. Students then discussed their work with a panel of experts, chaired by Linda Dicaire, Heritage Ottawa Director, landscape architect and Consultant in Cultural Resources Management. On the panel were Dr. Louise Boucher, Professor, Dept. of Geography and Anthropology,

University of Ottawa and expert in culture and heritage; John Cooke, consulting engineer; Dr. Bruce Elliott, Professor, Dept. of History, Carleton University; Lyette Fortin, Conservation Architect; Joseph Potvin, economist and Chair, Greenspace Alliance of Canada's Capital; Susan Ross, Conservation Architect, Public Works & Government Services Canada Heritage Conservation Directorate; John Ward, Preservation Development Advisor and Vice-President, English Speaking Committee, ICOMOS Canada.

Donna Patrick, Professor and Director, School of Canadian Studies, Carleton University also participated in this session.

The chair and the panelists presented students with a broad range of ideas, considerations and objectives, including:

- the linkage of nature to the built environment;
- the location of the islands between two rivers in the middle of the Ottawa River and the First Nations perspective of the two shores as one territory;
- the antiquity of the site associated with the receding of the Champlain sea, and with due regard to the First Nations' ancestral occupancy of the territory being older than the Egyptian pyramids.

Student teams were then invited to present in a few words the overarching theme of their concept. The Chair drew from personal experience and invited students to consider this exercise as one of sharing that might inform and enrich all schemes, citing the rewards of a collective approach - 'Doing it together' - and the shortcomings of working in a spirit of competition rather than one of collaboration. These are the extraordinary themes that emerged to the admiration and delight of the panelists:

- the need for layering a tangible and intangible topography, for developing a values-based holistic approach where the importance of history and heritage is acknowledged
- the recognition of the fiscal, political and administrative decision-making context for the Chaudière islands
- the communication of a main message and driving scenario;
- the effective use of waterways and the celebration of the contact with water; the enormity of the water basin; the toxicity of soils and the reality of a brownfields site; the challenges of re-naturalization, the consideration of eco-systems, the enhancement of the natural environment;



Conservation architect Mark Brandt addresses the students while on a field trip to Victoria Island.

Photo: Linda Dicaire

- Healing
- Meeting of cultures
- In harmony with the elements
- Empathetic integration
- Passage through time
- In common: Land and Water
- Reincorporating historic activities
- Connectivity
- Venue spaces & Multicultural history

## Day Two – Preparation of Proposals

Students then returned to their workshops to prepare their proposals. The results of this intensive work were on display at the symposium the following week. The winners of this juried competition will be announced at the annual ICOMOS Canada Congress in May 2013, when prizes for the best proposals will be awarded by the ICOMOS Canada Martin Weaver Memorial Fund.

Linda Dicaire is a member of the Board of Heritage Ottawa.



Former Board member and long-time volunteer Paul Stumes passed away peacefully after a brief illness on Sunday April 21. He is survived by his wife Eva.

Over a 30 year career Paul made significant contributions to restoration engineering, especially in the development of epoxy reinforcement and stabilization methods for masonry and wooden structures. He wrote extensively on this and other technical matters during his years with Parks Canada and since his retirement.

# Heritage Buildings Damaged by Fire



## Cheshire Cat Pub

Fire destroyed The Cheshire Cat Pub, located at 2193 Richardson Side Road at the intersection of Carp Road on January 28, 2013. The building was constructed in 1883 as a school, and in 1989 it was converted into the popular "Cheshire Cat" old English pub. In 2000 the building was designated under Part IV of the Ontario Heritage Act: "Although the building itself has undergone significant changes since its construction in 1883, it retains its original massing which is typical of one room school houses constructed at that time. The building is a landmark and has been a focal point of the community since its construction."



## Fire damaged the Fréchette House at 87 MacKay St. in New Edinburgh on March 14.

The Fréchette House was built circa 1877 and was home to the literary couple Achille Fréchette and his wife Annie Howells. The owners had recently restored the house, a splendid example of a Gothic Revival villa dating from circa 1877 and they plan to reinstate the home.

# Heritage Ottawa Loses a Valued Friend

Community Recognition Program Award for Built Heritage. In 2012 Heritage Ottawa recommended Paul for the Queen Elizabeth II Diamond Jubilee Medal and we were very proud to see him so honoured when his wife Eva accepted the award on his behalf at a presentation made in February 2013 at a special ceremony at the RA Centre.



Eva Stumes accepts Queen's Diamond Jubilee Medal from MP David McGuinty

# Heritage Awards

## City of Ottawa 2013 Heritage Day Proclamation presented to Heritage Ottawa

“Heritage Ottawa is an organization that is one of the city’s most active advocates for preservation of built heritage. The organization promotes the development of Heritage Conservation Districts within the city as a way of protecting entire neighbourhoods rather than individual buildings and it brings history to life for residents through its walking tours and lecture series. Its Heritage Keepers Program



*Mayor Jim Watson, Leslie Maitland, Councillor Mark Taylor*

is a grassroots initiative that connects Heritage Ottawa with volunteers in each neighbourhood in Ottawa.”



*Heritage Ottawa president, Leslie Maitland (right) and Janet Irwin, widow of the late Gordon Cullingham (left), present Dorothy-Jane Smith with a cheque for \$1000 at this year's Heritage Day reception at City Hall.*

## Gordon Cullingham Grant Awarded

Heritage Ottawa awarded its 2013 Gordon Cullingham Research & Publication Grant of \$1000 to Dorothy-Jane Smith, a graduate student in History at Carleton University. The grant will enable Ms Smith to continue her research on the community mausoleum at Ottawa's Beechwood Cemetery, a unique building located in a Canadian National Historic Site.

The grant is awarded annually in honour of the late Gordon Cullingham,

journalist, broadcaster, editor and heritage activist to encourage research on Ottawa's built heritage. Ms Smith's proposal was selected from among six applicants for this year's grant.

## Ontario Heritage Trust 2012 Heritage Community Recognition Program Award

Heritage Ottawa congratulates Linda Russell, Chair of the Doors Open Advisory Council, and Gail

## Upcoming Events

### Heritage Ottawa Annual General Meeting

Thursday, May 30, 2013  
See insert in this Newsletter

### Five Beers over Canada with Ian Coutts

Final Lecture for the 2012-2013 Season

Wednesday, June 12, 2013  
7:00 pm

Heart and Crown Pub  
67 Clarence St. in the ByWard Market

This entertaining illustrated lecture will provide an intoxicating history of Canadians' love affair with beer.



*Harvey McCue, (vice chair, Ontario Heritage Trust), Councillor Mark Taylor (chair, Community & Protective Services Committee), Linda Russell, Gail McEachern, Councillor Peter Clark (Rideau-Rockcliffe Ward)*

McEachern, former Chair, Heritage and Development Committee, New Edinburgh Community Alliance.