The Corporation of the Village of Cumberland
Heritage Committee Agenda

September 26, 2024 at 4:00 p.m.
Council Chamber, 2675 Dunsmuir Avenue

We are honoured to gather on the unceded traditional territory of the K'ómoks First Nation.

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1. Approval of the Agenda

2. Minutes
Adoption of Minutes of August 15, 2024

3. Unfinished Business
None

4. New Business
4.1 OCP Review (presentation attached)
Continuation from August 15 meeting discussions - HCA Guidelines
4.2 Draft Statement of Significance of 3276 Second Street /Marocchi building (attached)

5. Next Meeting
The next meeting of the Heritage Committee is scheduled October 17, 2024 at 4:00 pm

6. Adjournment

The Corporation of the Village of Cumberland
DRAFT Heritage Committee Meeting Minutes

August 15, 2024 at 4:00 p.m.
Council Chamber, 2675 Dunsmuir Avenue

Members Present:	Meaghan Cursons (Chair) Councillor Neil Borecky Lulu Kanters Lois Harris Hugh McLean
Regrets:	Eric Pattison Marianne Bell
Staff Present:	Courtney Simpson, Director of Development and Bylaw Services Erik Morden, Planning Technician Karin Albert, Senior Planner

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The meeting was called to order at 4:07pm.

1. Approval of Agenda

Moved by: Borecky
Seconded by: Harris

THAT the Heritage Committee agenda of August 15, 2024 be approved as presented.

Carried Unanimously

2. Minutes

Moved by: Harris
Seconded by: Borecky

THAT the Heritage Committee adopt the minutes of June 27, 2024 as presented.

Carried Unanimously

3. Unfinished Business

3.1 Committee Work Plan and Budget (on table)
Karin provided information on applying for the Heritage Legacy Fund to help determine the budget request. Determined that staff will estimate budget amounts based on Committee workplan and put in request to Council rather than Heritage Committee requesting specific amounts.

DRAFT

Moved by: Borecky
Seconded by: Harris

THAT the Heritage Committee adopt the 2025/2026 work plan, as presented.

Carried Unanimously

4. New Business

4.1 OCP Review

Eric Morden presented an overview of previous Committee discussions and existing heritage policy with key questions to seek input and recommendations from the Committee on updates to OCP heritage policies.

Discussion:

Heritage Conservation Areas

- Question re naming area on Cumberland Road as "42nd" Street.
  - Name was used on previous OCP map of heritage neighbourhoods.
- Options discussed for how to move forward with new Heritage Conservation Areas (HCAs). Group interested in option "b – present draft HCA guidelines for historic neighbourhood in 3rd engagement phase." Karin clarified that option "A," to abandon idea of HCAs would only apply to the current OCP review but can be revisited anytime. Wording "focused" or "small" works better than "mini" when describing option "C." Perhaps option "B" and "C" could be combined as a neighbourhood can be small and you only need two or more buildings to create a HCA.
- Village already has Statements of Significance (SOS's) in place for Camp Road and for the Bevan houses, so could be good options for HCA neighbourhoods.
- Discussion on community engagement on HCA's. Providing education about heritage ahead of time is important but doesn't fit into the OCP timeline.
- Option to add OCP policy saying the Village will explore creating an HCA in the near future. Discussion regarding the value of putting heritage neighbourhoods on an OCP map or just naming future possible areas.
- Committee members comfortable with option "B" but reword to "Present draft HCA visual representation (map) of historic neighbourhoods in 3rd OCP engagement phase."

Proposed Policy Updates:

- Change language from "heritage preservation" to "heritage conversation"
- Acknowledgement of First Nations – Committee agrees
- Change pamphlet to guide – Committee agrees
- Be more specific of SOSs being written etc – Committee agrees

- Remove **4** "site maintenance standards bylaw" Too onerous.
- Keep **5**
- Discussion around **7a** – property tax exemption – could it be based on increased value due to renovation, heritage improvements. Would need to work out details in bylaw. How would the increase amount be determined? Which part is heritage? Should it be a flat rate? What about regular fluctuations on property values? – Committee is open to this.
- **7b** – remove wording "non-monetary"
- **7c** - Committee agrees
- **7d** NEW – add in regulatory incentives, density bonus etc
- Keep **10**, allowing for modern upgrades and sustainability. Continue moving in the direction of retention.
- Discussion on **11** regarding heritage alteration permit requirements. We should include a statement that we prioritize/support building retention.
- "Village encourages innovation and application of these practices and technologies with the goal of heritage retention/preservation"
- **Items from tourism plan**, should discuss destination management, not "destination Cumberland".

Other Proposed Policy Updates

- No additional onsite parking for new commercial tenants in the HCA - Committee agrees
- Extend the HCA to match expansion of downtown core commercial area - Committee agrees
- Update zoning bylaw to permit larger setbacks to accommodate outdoor spaces - Committee agrees

5. Next Meeting

Regularly scheduled date of September 19 does not work for some members. Karin will send out other date options.

6. Adjournment

THAT the meeting is adjourned at 5:25
Moved by: Borecky
Seconded by: McLean

Carried Unanimously

August 16, 2024

Village of Cumberland Council

On behalf of the Cumberland Heritage Committee, I am writing to provide you with a 2023/2024 Summary of Activities for the Committee and a 2025/2026 proposed Work Plan

2023 / 2024 Summary of Activities

1. Referrals from Council

The Committee reviewed and provided comments on 2 Heritage Alteration Permit referrals from Council.

2. Participation on the OCP Review Process

The committee participated in the review of several aspects of the Village of Cumberland OCP update process.

3. Development of Statements of Significance (SOS)

- 4 new (SOS) for the Heritage Registry were completed and a 5th was updated
- 00 Survey Benchmark, Bevan Houses, Wellington Colliery railway and Cumberland Drugstore.
- In addition the Coal Creek Historic Park SOS was updated to include more significant information about the Wetlands.
- Thanks to a funding contribution from the BC Heritage Legacy Fund

4. Community Heritage Inventory Project Update

The Committee also completed a detailed review and update to the Community Heritage Inventory. This review included the creation of a thematic framework to inform decisions about the recognition of heritage resources. The Committee reviewed the Village's Heritage Inventory tagging each listing with one of the following categories:

A. Built
B. Monument/engineering works
C. Cultural Landscape
D. Event/ephemeral - removed from registry as per heritage best practices

5. Updating of Heritage Resources on the Village Website

The Village updated the heritage pages on the Village website in fall 2023. All Community Heritage Register listings are now posted with links to the Statements of Significance.

6. Committee Membership

2023/2024 also saw the Committee welcome new members Lulu Kanters, Eric Pattison and welcome back Marianne Bell.

2025/2026 Cumberland Heritage Committee Work Plan

1. **The Committee will continue to support activities of a heritage nature in the Village.**

   As identified in the Terms of Reference for the Heritage Committee, the members will continue to meet once a month, or as requested by Council, to advise Council on matters referred to the Committee including any matter falling within the scope of Part 14 of the Local Government Act.

2. Council Referral Process

Review of Heritage Alteration Permits, Development Applications, Special Projects, Zoning Regulations. Ongoing efforts to develop clarity / rubrics for reviewing and providing feedback on these. Review of what impact / implications the new housing legislation has on these.

3. **Statements of Significance**

For 2024 - 2025 the Committee has identified 6 sites for which they would like to develop statements of significance for. These community defining locations provide a range of site 'types" . The first 3 sites will be developed with support from heritage consultants (pending funding).

- Hydro works behind Chinatown
- Abbey Church
- Masonic Hall

The next 3 sites will be developed by the committee, utilizing the significant professional skills at the Heritage Committee table.

- Marocchi Building on Second Street (Marocchi Store)
- Former Tarbell's (Riding Fools Hostel)
- A cultural landscape TBD (in alignment with parks or conservation activities)

These sites have been selected by applying a filter that considers:

- reference in the 2016 Heritage Inventory or 2024 Update
- imminent or recent changes in ownership or management
- threats to built or natural sites, or loss of institutional memory
- ensuring a variety of site 'types'. Eg. one commercial space, one residential area, one historic industrial site and one natural asset.
- efficiency gained from working with 'cluster' heritage sites.
- opportunity to synergy with other initiatives to support research

4. Ongoing development of Heritage Conservation Toolkit

The Heritage Committee recognizes the need to strengthen the Village's toolkit to incentivise heritage conservation. We believe that the Council shares this priority. The Committee would like to support staff in the research of a best practices inventory, including specific bylaws and other mechanisms to support heritage conservation in the Village of Cumberland.

5. Heritage Content Online

We are happy to have the current heritage registry now online on the Villages website. However, resources are still required to update the site to include the updated Heritage Inventory and additional information about heritage conservation incentives, Heritage Committee activities, and heritage-related by laws

6. Building / Street Naming Policy

There has been ongoing discussion at the Committee table regarding providing input on the Village's street naming policy. The Heritage Committee could play a role in evaluating a process and goals for reviewing how, why and why not we might change the process for naming places, streets. ensure cohesion, connection to place/placemaking, equity and inclusion, and address of safety issues and we would be happy to support this work with appropriate resources allocated. (Prioritizing).

7. The Collation of Heritage Documents / Building Files

The Committee would like to collaborate with the museum to identify the Village of Cumberland heritage site/building documents that currently exist (there are several), ensure they exist in one location (digitally or otherwise) and then develop a workplan for subsequent heritage management actions. This project will require funding.

8. Committee Terms of Reference

The Heritage Committee would be happy to offer feedback to the Village for any updates to the Heritage Committee Terms of Reference (scope). This could include the need for Committee code of conduct (attendance etc). Also, is an update to the ToR needed due to new bylaws flowing from new housing legislation.

9. Budget

Finally, we hope that the Village will consider allocating resources in their budgeting process that will allow for the ongoing implementation of the Heritage Management Plan including the development of Statements of Significance and Committee participation in local, regional and provincial heritage activities that support the goals of the Village.

The Committee looks forward to working with staff and council in the year ahead. We are a small but enthusiastic group who share a deep passion for heritage issues and are delighted for the opportunity to serve our community. We are of course at your disposal and available to respond to any matters connected to heritage in the Village.

Thank you,

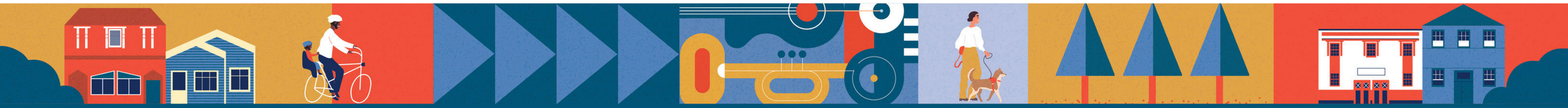
Meaghan Cursons
Chair, Cumberland Heritage Committee

OFFICIAL COMMUNITY PLAN REVIEW: HERITAGE

CUMBERLAND 2050

Heritage Committee
Thursday, August 15, 2024
Council Chambers 2675 Dunsmuir Ave

Growing Together
OFFICIAL COMMUNITY PLAN REVIEW



AGENDA

(1) Results of OCP Public Engagement/Survey

(2) New HCAs and “Unrecognized” Heritage

(3) Heritage Policy and Recommendations

(4) Heritage Conservation Area (HCA) Guidelines and Recommendations

Goals of the session

(1) For the Heritage Committee to make recommendations to update OCP policy on heritage protection

(2) For the Heritage Committee to make recommendations on updates to the HCA Guidelines

OCP ENGAGEMENT AND SURVEY RESULTS

Open house Feedback

Suggested changes to the HCA Guidelines:

- Illustrate the guidelines to provide better guidance on design requirements
- Require the fourth storey of new buildings to be set back to reduce its visual impact on the streetscape
- Permit new buildings to be set back from the front lot line to allow for outdoor customer seating (but continue to permit parking only at the back of the lot)
- Without unduly restricting renovations, add specific guidelines for key heritage buildings, such as the Big Store, Ilo Ilo, Masonic Hall, the Waverly Hotel, Biblio Taco, Riding Fools Hostel, etc.
- Do not require additional on-site parking spaces when a commercial use changes in an existing building within the HCA
- Extend the HCA to include any additional commercial mixed-use areas proposed in the growth scenarios

1 “support” dot *2 “support” dots*

Open House Feedback

Question:

Would you like to see Heritage Conservation Areas with specific design requirements in other historic parts of the Village?

Responses:

- Protecting **“back alley” character** by regulating second dwelling size. (*5 “support” dots*)
- How about a provision for **tiny houses**? (*2 “support” dots*)
- I am not very concerned about heritage. I think this **designation is preventing buildings from being modernized** and causing them to be **left empty**

OCP Survey Feedback

"Possible changes to the HCA Guidelines that you support:"

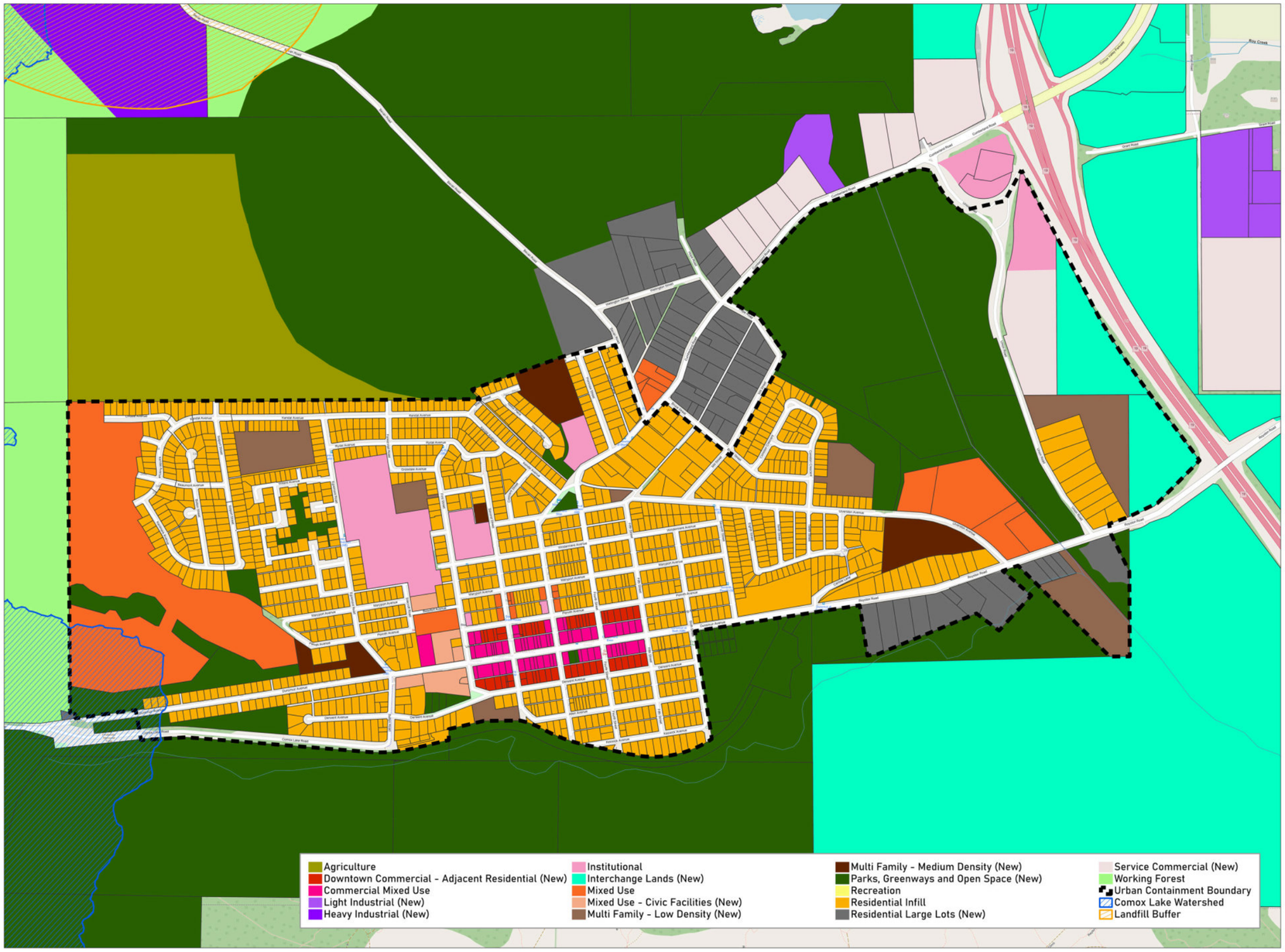
- Permit new buildings to be set back from the front lot line to allow for outdoor customer seating (but continue to permit parking only at the back of the lot) **(71.65%)**
- Add specific guidelines for key heritage buildings, such as the Big Store, Ilo Ilo, Masonic Hall, the Waverley Hotel, Biblio Taco, Riding Fool Hostel, etc, but not unduly restrict renovations **(69.29%)**
- Provide incentives for protection of heritage buildings **(62.99%)**

OCP Survey Feedback

"Possible changes to the HCA Guidelines that you support:"

- Illustrate the guidelines to provide better guidance on design requirements **(58.27%)**
- Require the fourth storey of new buildings to be set back to reduce its visual impact on the streetscape **(45.67%)**
- Do not require additional on-site parking spaces when a new commercial tenant moves into an existing building within the HCA **(41.73%)**
- Extend the HCA to include any lands adjacent to the downtown core whose OCP land use designation changes to mixed-use commercial **(35.43%)**

Proposed Future Land Use Map



Future Land Use and Heritage

Relevant Comments:

- Overall, a strong support for **increased density in the Village Core**, including commercial expansion along backsides of Penrith/Derwent and 4(+) storeys along Dunsmuir
- People want to move to and visit Cumberland for it's amazing **community feel** - must do what we can to keep this "feeling"
- Support for increased **mixed-use** development

NEW HCAS & “UNRECOGNIZED” HERITAGE

Recommendation (Jan 18 Meeting):

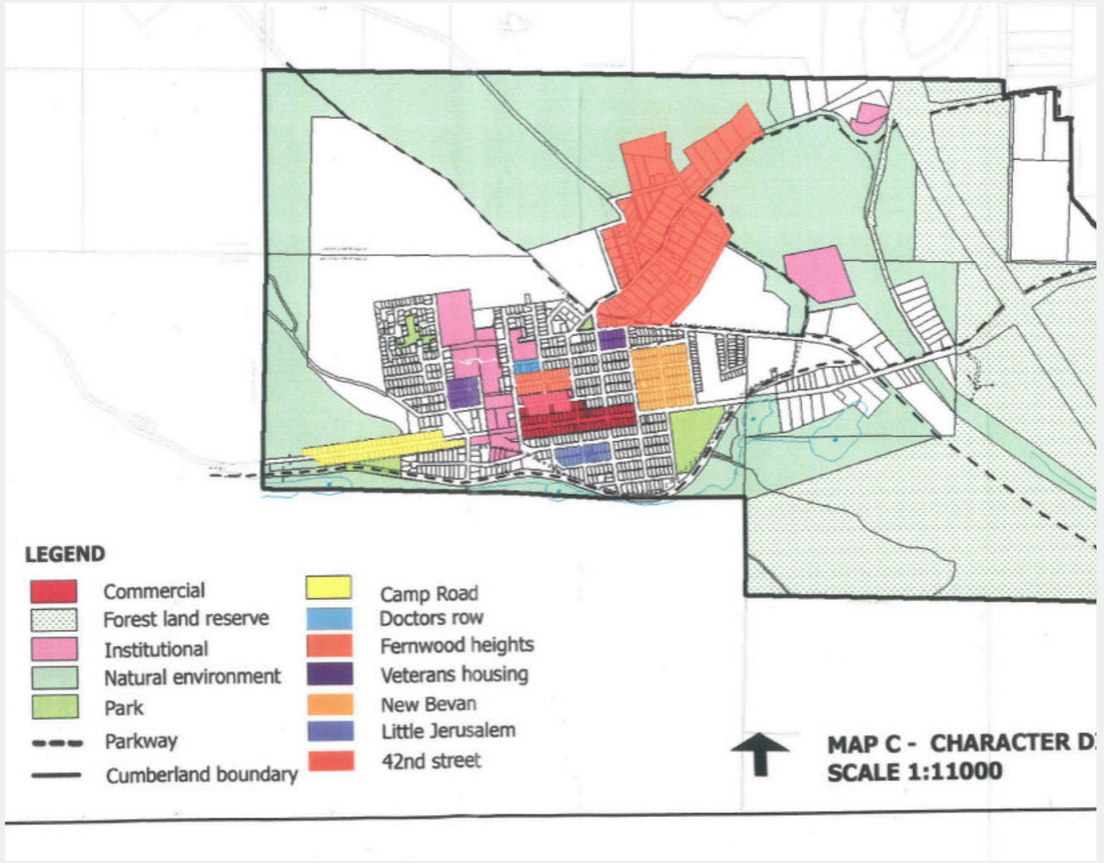
That residential neighbourhoods with common form and character be considered as additional Heritage Conservation Areas as part of the OCP review.

Carried Unanimously

OCP Survey Feedback

"Select the areas of Cumberland where you would support a new HCA:"

- Not sure **(42.02%)**
- Camp Road **(41.18%)**
- Doctor's Row **(36.97%)**
- Fernwood Heights **(25.21%)**
- New Bevan **(21.85%)**
- Little Jerusalem **(20.17%)**
- 42nd Street **(14.29%)**



NEW HCAS & "UNRECOGNIZED" HERITAGE

- Limited public support for new HCAs in the survey; however, 42% answered "not sure."
- How do we protect "heritage" outside of current HCA? The HCA does not align exactly with the downtown commercial core - only have four buildings in VCMU-1 that date to 1922, surrounding areas have more heritage buildings that are older

OPTIONS:

a) Abandon idea of new HCAs

b) Present draft HCA guidelines for a historic neighbourhood in 3rd engagement phase to make the idea more real for people/ easier to understand

c) Create "mini" HCA's for most significant heritage buildings

d) Other?

HERITAGE POLICY

Discussion: Heritage Policy

Key Ideas from Previous Committee Meeting (Sept 21):

Top obstacles or challenges to heritage conservation in the Village:

- There are **no incentives** for heritage conservation
- Heritage is more than built structures, it's also about a **sense of place**

Suggestions for updates to heritage policies and zoning:

- There could be different zones within the downtown core, respecting different needs of new and old buildings. Alternatively, there **could be more flexibility within the VCMU-1 zone** to accommodate different setbacks, parking availability on lots with heritage buildings
- Consider completing SoS's for zones or neighbourhoods. People like being part of a neighbourhood. HCA's could support neighbourhood identities

Continued:

- Need to re-imagine what heritage is in the downtown, it's more than a date stamp or an era, there is a **need to communicate what heritage is in a way that resonates with people** – every building has a **story**, it's not just about the physical structure
- As we talk about heritage, **don't want a car centric community**
- What compromise are we willing to make to **preserve land**?
- Re-write introduction on Cumberland's history to **acknowledge First Nation presence on the land** before arrival of the settlers
- Heritage preservation as a tool to promote **social inclusion**
- A key OCP policy is to review the Zoning Bylaw and subdivision servicing bylaws and their impact on preservation of heritage character of neighbourhoods and heritage buildings

Discussion: Heritage Policy

Key Ideas from Previous Committee Meeting (Jan 18):

How will changes to Provincial legislation impact heritage conservation?

- Will put **redevelopment pressure on older heritage homes**, especially those that have not been well maintained and where repairs or adaptive use would be more costly than redevelopment
- As the Village cannot require owners to restore heritage buildings, it is **increasingly important to communicate the value of heritage conservation**
- Heritage design guidelines are only part of the picture - need to **incentivize retention of heritage buildings**
- From a heritage perspective just extending the downtown commercial core doesn't make sense, from a housing perspective makes sense – the downtown is close to where people live

Proposed Updates

5.4 HERITAGE PRESERVATION

5.4.1 OVERVIEW

The earlier company town of Union was built in 1888 by coal ba[illegible] Robert Dunsmuir and Union Camp in 1889. The town of Cumberland was built further east in 1893. Many residents of Union moved [illegible] Cumberland, leaving Union to the various ethnic communities. Cumberland was named after the county in England, known for its coal mining and beautiful lake country. The two towns were amalgamated in 1967. Many of the Union Camp houses still remain on Camp Road, nowadays officially called Dunsmuir Avenue. Some homes in the black and Japanese sections of Union are still lived in to the west of Cumberland.

Acknowledgement of First Nation presence on the land before arrival of the settlers

5.4.3 HERITAGE PRESERVATION POLICIES

1) Prepare an information pamphlet for the public outlining the process and requirements for development within the designated HCA.

Change "pamphlet" to "Guide"

2) Work in a collaborative and transparent process with property owners, occupiers, and those with registered interest within the designated Heritage Conservation Area.

Be more specific (eg. Notification of SoS being written, inclusion in Heritage Additions Project etc.)

KEEP?

4) The Village should explore the adoption of a Heritage **Site Maintenance Standards Bylaw** for affected properties listed in a Community Heritage Register.

5) Where opportunity and funds are available, acquire lands and structures of cultural and historic significance within the Village for the purposes of conservation, preservation and redevelopment of the Village's historic character.

7) Strengthen heritage preservation initiatives through the implementation of incentives obtained through:

   a. Tax exemption
   b. Grants and non-monetary incentives
   c. Creation of a Business Improvement Area (BIA) within the Historic Village Commercial Core

WHAT OTHER INCENTIVES CAN BE PROVIDED?

Examples:

- Façade restorations
- Heritage building **energy retrofit subsidies** to upgrade oil and gas heating systems to more energy efficient and low carbon options
- **5 year partial property tax exemption** on increase in assessed value of land improvements as a result of exterior restoration work
- **Density bonus** for retention of heritage buildings and their designation

10) Existing buildings will only meet sustainability objectives, if best practice and energy and water efficient technologies are considered in the upgrade of their performance characteristics. Heritage conservation is inherently sustainable, as it minimizes:

a. The need to destroy building materials and retains established land use situations and infrastructure
b. Conserves embodied energy
c. Reduces pressure on landfill sites
d. Avoids impacts of new construction and minimizes the need for new building materials
e. The loss of cultural and economic opportunities that support a healthy livable community

11) The Village encourages innovation and application of these practices and technologies in which this can be undertaken without destroying heritage character defining elements, and consideration should be given as to how to balance heritage and upgrading requirements. Energy upgrading measures for heritage buildings should be assessed against the Standards and Guidelines.

KEEP? OPPORTUNITY TO ELABORATE ON BEST PRACTICES?

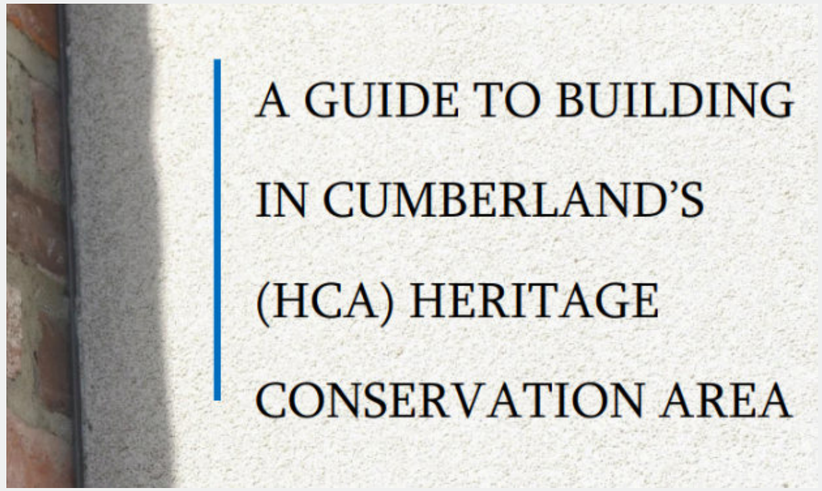
NEEDS EDITING FOR CLARITY

KEEP, BUT EXPLORE OPPORTUNITY TO EDIT AND INCREASE SPECIFICITY

g. Work with the tourism industry, K'ómoks First Nation, and other partners to encourage the development and provision of a diverse supply of visitor experiences, including attractions and activities which feature the Village's natural and heritage resources and K'ómoks First Nation culture

h. Work with the development community and partners to market and promote nature, adventure, and heritage and ecotourism development opportunities to developers and to promote the Village as a year-round nature-based, adventure, heritage, and ecotourism destination to target markets

EXAMPLE: VIU GUIDE



COMMENTS/ STRENGTHS:

- **Public-facing language** (approachable and clear)
- **Visual communication** (vision is communicated in ways other than text)
- **Complimentary** to the OCP
- Opportunity for such guide to be refined and shortened (i.e. comparable to ADU Guide)?

Figure 9: An illustration demonstrating the preservation of original forms, materials and details that also respects the human scale of buildings in the HCA.

Storefront design

a. Storefront design examples:

Figure 29: Illustrated storefront detailing large, glazed display frontage, brackets, wood siding and shingles, a pitched roof, wooden-sash windows, trim, and soffits. The illustration is based off the Old Tarbell's Building (now Dodge City Cycles and the Riding Fools Hostel).

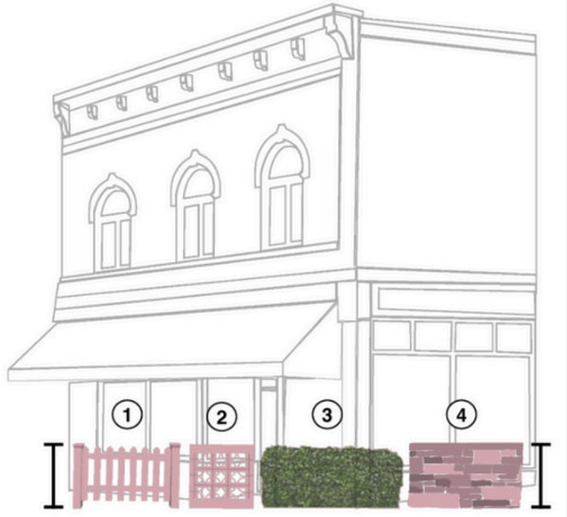
Materials

a. Original materials:

i. Maintain original materials to ensure visual continuity.

ii. Leave original materials in place when intact.

Figures 15-16: Well-maintained original materials that have remained intact on buildings within the HCA.



Figures 14: Illustration depicting the height and historic elements fencing may include.

Other Proposed Policy Updates

- No additional on-site parking for new commercial tenants in the HCA
- Extend the HCA to match expansion of downtown core commercial area
- Update Zoning Bylaw to permit larger setbacks to accommodate outdoor spaces (eg. seating areas fronting Dunsmuir Ave)
- Pedestrianize Third Street and/or Dunsmuir Ave

Heritage and SSMUH:

- Restrict building types?
- Include heritage-type guidelines in Infill Development Permit Area?

HCA GUIDELINES

Discussion: HCA Guidelines

Key Ideas from Previous Committee Meeting (Sept 21):

Top obstacles or challenges to heritage conservation in the Village:

- Heritage is more than built structures, it's also about a **sense of place** too
- **Lack of flexibility** for heritage buildings within the VCMU-1 zone.

Suggestions for updates to Heritage Conservation Area(s) (HCA) and guidelines

- HCA guidelines need to allow for eclectic buildings, as **downtown buildings do not represent a single era**

Continued:

- Need to re-imagine what heritage is in the downtown, it's more than a date stamp or an era, there is a **need to communicate what heritage is in a way that resonates with people** – every building has a **story**, it's not just about the physical structure.
- People want sun on the street, don't want a tunnel of high buildings, not a monolithic main street. **Need more permissive setback and/or requirements for reduced massing on upper storeys**
- Can't replicate what's here, **important to incorporate the old and the new and promote diversity in building style and type**
- With regards to climate change and building materials, e.g. FireSmart, include more language to that effect in the HCA guidelines. Move to **best practices for climate change mitigation and adaptation**

Continued:

- Encourage a **variety of colours** – not every building has to have the “Cumberland red”
- HCA guidelines to place emphasis on the importance of **eclectic nature of downtown core**

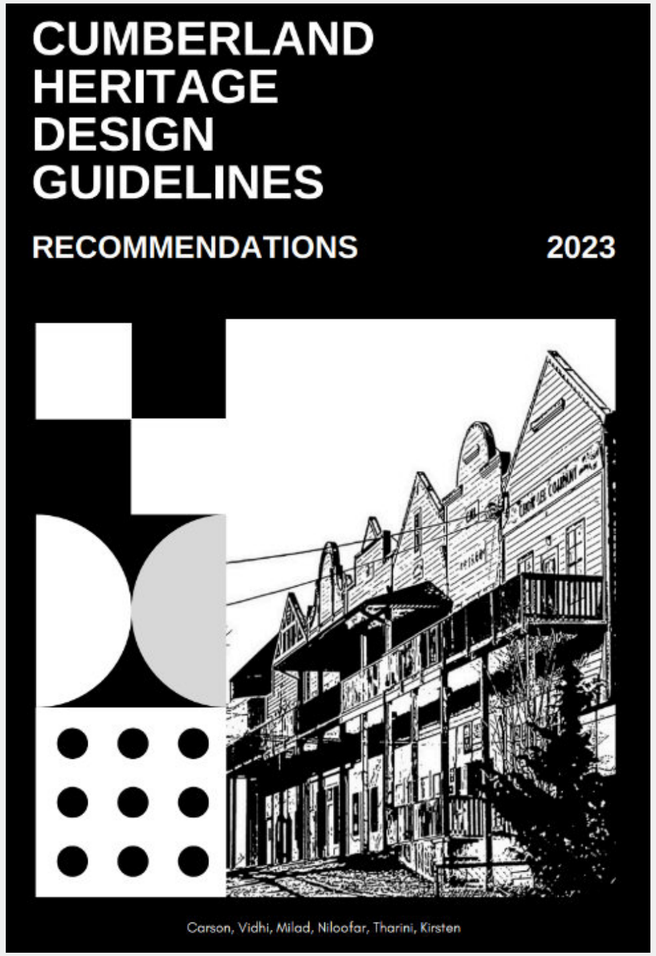
Discussion: HCA Guidelines

Key Ideas from Previous Committee Meeting (Jan 18):

How will changes to Provincial legislation impact heritage conservation?

- The current Heritage Conservation Area (HCA) is a good thing to have, it **raises awareness and encourages voluntary approaches to conservation**
- From a heritage perspective just extending the downtown commercial core doesn't make sense, from a housing perspective makes sense – the downtown is close to where people live
- If the commercial core is expanded to go up to 6th street or past Village Park, should avoid a higher density land use designation on North side where the Bevan Houses are. South side of road doesn't have heritage buildings, would be OK to include

Example: VIU Heritage Design Guidelines project



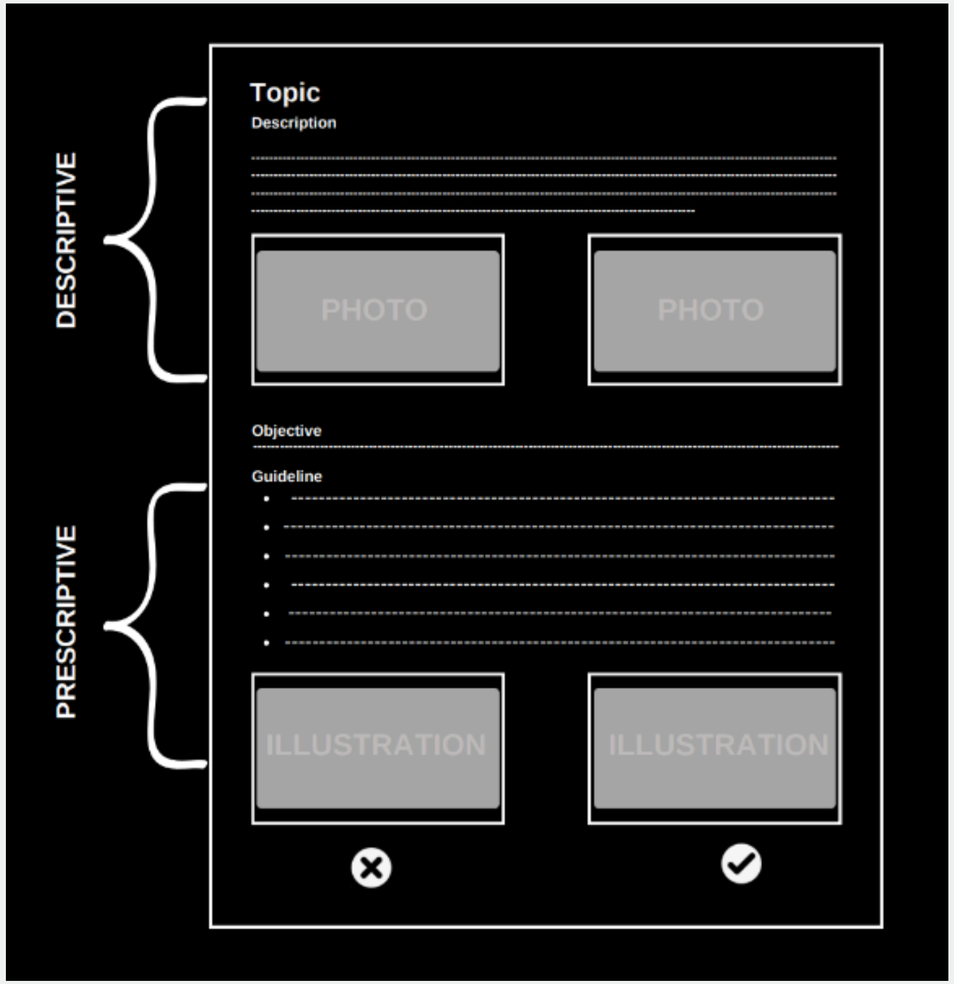
Key Deliverables:

- Analysis of Cumberland's Heritage
- Analysis of heritage design guidelines of similar communities
- Analysis of nearby community
- Illustrative recommendation to celebrate Cumberland's heritage

Summary/ Recommendations:

- Cumberland's guidelines should be **moderately descriptive** on the scale from descriptive to prescriptive (resembling those of Victoria's Old Town guidelines)
- Combination of **high-level language**, supplemented with simple **diagrams, illustrations, and precedent images**
- Current **lack of Indigenous heritage** in guidelines

Suggested Structure:



Example:

Social and Communal Potential

Description

A defining characteristic of Cumberland's heritage and culture is its social and community identity. Throughout history, the residents of Cumberland have shown resiliency in adapting to its changing economy which is seen in the re-purposing of heritage buildings to accommodate the thriving outdoor tourism industry. This section will encourage design elements that promote opportunities for human connection in the public realm.

Objective

To continue to promote a pedestrian friendly, accessible, vibrant, and animated historic downtown Village core.

Guideline

- Site layout shall consider locating buildings in order to incorporate pedestrian courtyards, plazas, and common gathering areas with coordinated site furniture and lighting
- Consider substantial transparent glazing, recessed and frequent entryways, and social areas within setbacks to promote an active pedestrian experience and human scale.
- Provide visual interest through architectural design elements and/or commemorative public art. This should also be taken into consideration for significant secondary facades that are visible from cross streets.

Supportive of such structure?

Other Insights from Document:

- Building **colour scheme** suggestions
- Opportunity to consider the relationship between heritage and the **public realm**
- Providing building profiles of specific historic buildings
- Providing **incentives** for heritage restoration

Supportive of these suggestions?

HCA Guidelines that Need Updating?

Notable features and characteristics of the HVCC:

Do such features limit how we envision the HVCC should be and look? For example:

- Generally one to two stories (now), but was not always the case
- While wood frame is typical, it is not exclusive (i.e. stucco)
- Multiple styles and eras, not limited to “Pioneer”
- Not all roofs are pitched nor sided with wood

a.	A generally intact and unified streetscape of commercial and some residential buildings that illustrate the development period of the late 19th and first half of the 20th century, including buildings built to the street frontages
b.	Architectural features such as cubic massing and dense site coverage, generally limited to one or two stories
c.	Continuing commercial viability with a variety of independent businesses, and a mix of institutional and residential uses
d.	Typical wood-frame construction for both early residential and commercial architecture
e.	Street façades that are more elaborate than the more utilitarian rear façades

Additional notable features and characteristics of this area include:

a.	Remaining examples of the “storefront” design incorporating large glazed display frontage, awnings and signage indicative of the late 19th and early 20th century “Pioneer” style
b.	Remaining examples of historic architectural detailing and materials, such as brackets, wood siding
c.	The use of pitched roofs, porches and verandahs; wood siding and wooden-sash windows; trim and soffits
d.	Punched window openings and projecting cornices at the rooflines

b. New buildings in the area shall give special consideration to the following:

i. New buildings shall not be set back from the street or side property lines unless there are specific design reasons, such as the development of a garden for seating, built into the design. Parking shall not be permitted in front of a building which is set back from the street

ii. New buildings shall respect the design of adjacent buildings. For example, new construction can carry through a cornice line in the new structure or repeat the window pattern of an adjacent building

iii. All new buildings shall have large window openings onto the street. New buildings shall not be constructed with solid unbroken walls facing the street which will appear uninteresting and uninviting to the pedestrian

ANY COMMENTS? ANYTHING ELSE NEEDED?

9) Architectural Detailing

a. Design proposals for heritage buildings shall be examined to determine what original architectural details remain and may be rehabilitated. The historic character of heritage buildings is dependent on a variety of architectural details. It is recognized that:

i. In some cases, certain features have been lost or obscured by many years of weathering, inappropriate renovation or lack of maintenance

ii. Not every detail of every building may be feasibly restored, but surviving features shall be retained and repaired. Inappropriate later additions shall be removed or replaced

b. Inappropriate new architectural details will not be permitted

c. Building details shall be compatible with the date the building was constructed or, where appropriate, a historically defensible later dates, and shall be based on documentary evidence

d. Fake or imitation "heritage looking" elements such as sunburst windows or “gingerbread” woodwork shall not be applied to the façades of buildings if they were not a part of the original fabric of the building

e. Awnings are recommended, where appropriate. The awning or canopy shall be well set back from the curb

f. Awning and canopy dimensions shall be as follows:

i. 2.8metres minimum height from ground level to bottom of awning

ii. 1.8metres maximum projection from building

iii. 45degree awning or canopy angle

iv. 1.8metres maximum frame height

ANY COMMENTS? IS THIS WORKING?

HOW CAN WE ENSURE MATERIALITY MEETS THE VISUAL OBJECTIVES OF THE HVCC WHILE ALSO NOT BEING TOO LIMITING TO OWNERS?

Visual concerns? Cost Concerns? Resiliency concerns (i.e. climate change, FireSmart etc.)?

Materials

a. Original materials shall be maintained in order to ensure visual continuity. Any new materials used shall respect both the style and the date of the individual building

b. Original materials shall be left in place, or exposed when intact

c. All materials used in alterations or additions, and for shipping containers (if permitted), shall be sympathetic in appearance to the original structure

#1035

d. Original wood siding and trim shall be repaired, painted and maintained to a generally acceptable standard. This is both a sound restoration and environmental practice. If replacement is necessary. In these cases, the original configuration, assembly and appearance of wooden elements shall be duplicated

e. Recommended Exterior Materials:

i. Low profile horizontal drop or bevel siding, where appropriate

ii. Wood shingles, where appropriate

iii. Sandstone and good quality brick, where appropriate

iv. Appropriately designed stucco as a cladding material, where appropriate

v. The use of tile as a decorative entryway and façade material is encouraged. Tile shall be limited to small decorative areas. Tiles shall be relatively small, 152.0millimetres or less square, and solid in colour

Other Recommendations?

- Guideline that requires preservation of character defining elements where an SoS exists?
- Other?

STATEMENT OF SIGNIFICANCE *DRAFT*
Marocchi Building (Marocchi Brothers Grocery?)
3276 Second Street, Cumberland, BC

Construction Date: 1912

Recognition: none

Description of Historic Place

3276 Second Street is situated on the east side of the street at the corner of Penrith Avenue one block north of Dunsmuir Avenue, Cumberland's main street. The two-storey, wood-framed and clad building has a nominally flat roof and is sited directly at the north and west property lines. Abutting to the south is a contemporary two-storey building. Original main floor commercial and upper floor residential uses continue. Restoration work has reconstructed historic exterior elements removed during previous renovations.

Heritage Values of Historic Place

Built in 1912 by Giovanni "John" Marocchi (1866-1921), wife Rosa (1871-1938) and brother Luigi "Louis" (1862-1902), the building has *historic* values in its association with Italian immigration to Cumberland, the transition of new arrivals from working in area coal mines to starting local businesses, and to the Marocchi extended family's long history in the community.

In 1884 the brothers left the economically depressed Trivoli region of Austria—later the Trentino region of Italy—to work in the nascent Cumberland coal mines. By 1890 the brothers had left mining to construct and operate a bakery on the subject site. The business quickly expanded to include a bottling works and alcohol sales. A family house had been built by carpenter Tom Ripley in the centre of the property.

In 1912 Marocchi businesses further expanded with the construction of the subject grocery store—by carpenter Reginald "Ronnie" Fitzgerald—and a similar store and bakery in Courtenay in 1913. The Courtenay building burned down in 1916 and was not rebuilt. The largest baker in the region, Marocchi bread was delivered throughout the Comox Valley and to visiting steamships.

Louis' son John Louis Marocchi Jr. (1896-1986) and wife Elsie (1906-1989)—other son Silvio having died in 1927—were running the business when the 1933 Cumberland fire destroyed the bakery, bottling works and the family home; the grocery store survived. The bakery was rebuilt and subsequently sold in 1938. John and Elsie's son Ray (1925-) and wife Winnifred (1924-2012) worked at the store for many decades and sold it in 1974 to Reginald Grahame; a run of over 84 years of Marocchi businesses in Cumberland.

The building has *cultural* values in its association with late-19th century Italian immigration to work in British Columbia coal mines on Vancouver Island and in the Kootenay region. The 1891 census lists Italians as the fourth largest demographic in Cumberland after English, Scottish and Chinese. In 1915 during WWI

later Italian immigrants from Austrian provinces that had not yet becoming naturalized citizens were interred and otherwise restricted as enemy aliens. This group included several Cumberland miners and a Vittorio "Victor" Marocchi. All were released in 1916 when Italy became a war ally and their Italian ethnicity was confirmed.

The building has *social* values with its association with the extensive Marocchi family—other Marocchi family members having arrived from Italy in the early 20th century—and the greater Cumberland Italian community, in their extensive participation in, and support of, the social fabric of the village.

The building has *economic* values as an early and substantial purpose-built grocery, and its association with other Marocchi enterprises. Employees, local taxes, suppliers, social clubs, trades and service providers all benefited economically from Marocchi family business activity.

The building has *aesthetic* values as a frontier commercial building affordably constructed with local materials. As there is no record of an architect or construction drawings, building design was likely derived from local precedent, building product catalogues, 'pattern' design books, or the builder's and owner's design ideas. Of note, the Marocchi store in Courtenay had the same façade character and details—likely also the same colours—albeit modified to suit that property.

Character Defining Elements

- Location on Second Street in the historic commercial area of Cumberland.
- Continuous original uses of retail commercial at grade with residential accommodation above.
- Siting at the west and north property lines facing Second Street and flanking Penrith Avenue.
- Collection of early 20th century commercial vernacular design features:
    - Simple overall form and massing, with no added bays, appurtenances or rooftop features;
    - Traditional layout, scale and mullion configuration of storefront windows (note original windows not extant);
    - Reconstructed glazed wood entry door with side and transom lites recessed into the building,;
    - Reconstructed wood residential entry door recessed into Second Street facade.
    - Reconstructed triangular storefront wood cornice with decorative wood end caps;
    - Original Second Street roof parapet with wood trims and diagonal Tongue & Groove siding panels (note not extant is the original parapet cornice, the east/west stepped upper parapet and the high Penrith Avenue parapet—to accommodate the roof slope; ref.C100-065);
    - Reconstructed horizontal wood claddings including wide and narrow (facing Second Street) 'drop' siding (note all original cladding was narrow clapboard, or lapped, siding);
    - Traditional layout, scale and 1/over/1 appearance of original windows on the upper floor (note original windows not extant);
    - Collection of reconstructed wide, flat-stock, wood trims (note upper floor window head cap and sloped sill not extant), and;
    - Period appropriate paint colour scheme with distinctive field, trim, feature, sash and door colours.

APPENDIX A – HISTORIC PHOTOGRAPHS

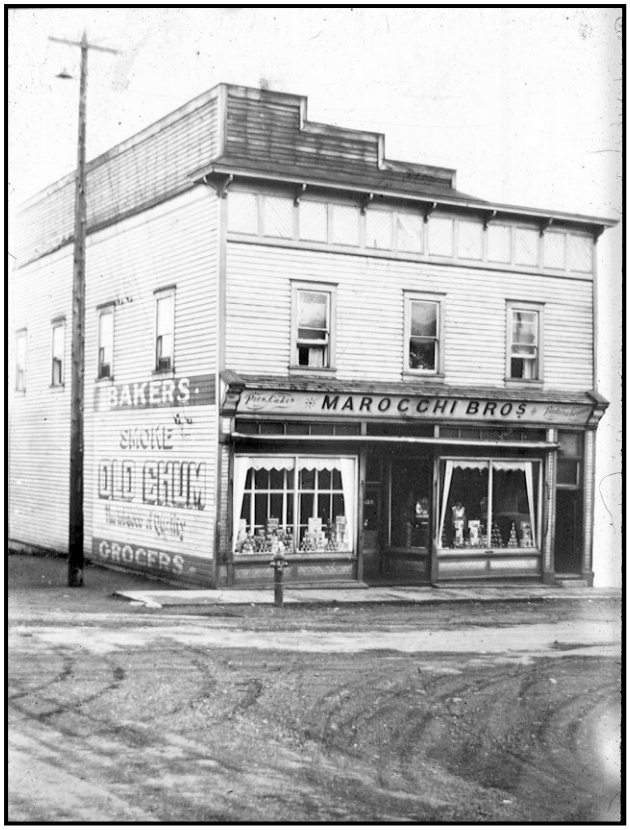


Photo 1: Looking SE. CMA C030-099

Photo 2: Marocchi Store, Courtenay.
ref. R. Masters

Photo 3: 1894 Marocchi Bakery & Bottling Works.
CMA C030-013

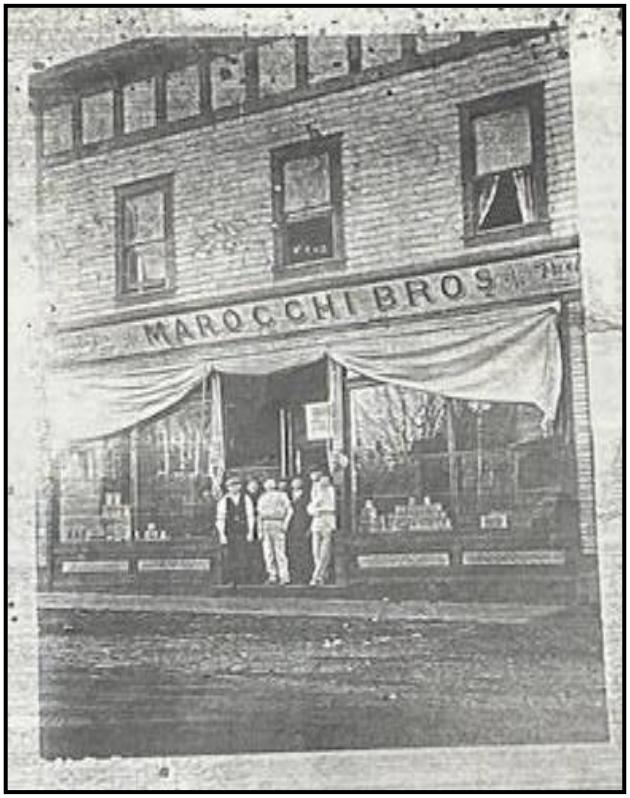


Photo 5: After the 1933 fire. Marocchi bldg. in background. CMA C100-065 (detail)

Photo 4: CMA ‘address’ files (Ray & Winnifred Marocchi Collection)
APPENDIX B – CURRENT PHOTOGRAPHS

From left:
- 1912 Marocchi Bldg.
- Infill bldg.
- 1933 rebuilt bakery bldg.

Note, infill bldg. on right.

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Barr, Jennifer Nell. *Cumberland Heritage: A Selected History of People, Buildings, Institutions & Sites, 1888-1950*. Village of Cumberland, 1997.

Bowen, Lynne. Transcript of interview with John Louis Marocchi, Mary Conti and others, 1984. Research for "Three Dollar Dreams", Oolichan Books, 1987. BC Archives, Ref: AAAB7614

Comox Valley Record, February 12, 2012. *Winnifred Marocchi Obituary*.
Comox Valley Record, May 21, 2014. *Reginald Ian Grahame Obituary.*

Courtenay Museum:

- Fire Insurance Map, Cumberland 1921:
- Masters, Ruth. *Comox Valley Memories, 1988-91*. (scrapbook with newspaper clippings)

Cumberland Museum and Archives:

- Building address files (3270/76 Second Street);
- Historic photograph collection.

Mandres, Marinel. *Ich bin Italiano: The Internment of Trentini, Tirolesi, and Triestini in Canada during the First World War.* Italian Canadiana, 36(1) Spring 2022, pgs. 169–199. https://doi.org/10.33137/ic.v36i1.39377

Official Community Plan. Village of Cumberland, 2011.