

## STATEMENTS OF SIGNIFICANCE

**Site Name:** FLAT IRON BUILDING  
**Date of Construction:** 1912  
**Address:** 415 Dundee Street SE  
**Original Owner(s):** F. J. Marshall & J. H. Harper  
**Architect:** F. J. Marshall  
**Contractor:** F. J. Marshall  
**Neighbourhood:** Downtown/Southeast Hill  
**Legal:** 636M;97;1,2  
**ATS:** 4;5;12;31;S



### Description of Historic Place

The Flat Iron Building is situated on the corner of a roughly triangular lot at the intersection of Dundee Street SE and 6<sup>th</sup> Street SE in the Medicine Hat neighbourhood of Downtown/Southeast Hill. The two-storey building with a red pressed brick exterior is highly identifiable by its unique triangular form with minimal setback from the street, recessed corner entry, brick banding on the first floor south façade, and regular fenestration on the second storey. The building is located opposite a school in a residential neighbourhood.

### Heritage Value

The Flat Iron Building, constructed in 1912 during the height of the Edwardian era boom, is valued as representative of a period of rapid development in Medicine Hat that resulted in the establishment of new neighbourhoods and commercial businesses outside the City's downtown

core. As Medicine Hat's economy grew, so too did the demand for workers, resulting in an influx of immigrants to the City. This influx subsequently caused an increased demand for housing, which pushed residential development outwards from the City's centre resulting in the expansion of existing neighbourhoods and establishment of new ones. The Southeast Hill neighbourhood's mixture of single-family homes, apartment blocks, and terraced housing reflects the diverse economic position of the early community. A key component of this period of development was the integration of commercial businesses into the residential context. Previously, commercial businesses that provided household amenities were situated in the centre of a city. As neighbourhoods developed beyond the downtown core, the demand for locally based amenities also grew, resulting in an evolution in residential neighbourhood planning. The Flat Iron Building, which when first constructed housed a grocery and butcher shop, is an excellent example of this change in planning and provided neighbourhood residents a local alternative to purchase household goods.

The Flat Iron Building, a Classical Revival-style building, is also valued as a rare example of corner block commercial building, following in the style of New York's 1902 Fuller Building, and for its use of locally manufactured materials. While buildings of this shape were constructed throughout North America in the late 19<sup>th</sup> century, New York's Fuller Building, more commonly referred to as the Flatiron Building, is considered to be the prototype for buildings situated on triangular lots. The building garners its name from its distinctive triangular shape that resembles a flat iron when view from above. This form of building was fashionable throughout North America at the turn of the 20<sup>th</sup> century; however, few remain intact. Constructed by F. J. Marshall and J. H. Harper for \$7,000 using local sources of brick, the building was designed to house two businesses on the first floor with rental apartment suites above. The building's Classical Revival style of architecture was a dominant architectural style of the time, and was based on an improved understanding of Classical Greek and Roman building design. Buildings of this style conveyed a sense of power, security, and reliability as reflected in their substantial form, solid construction, and elegant exterior ornamentation. Medicine Hat's Flat Iron Building exhibits hallmarks of this style through its form, scale, massing, exterior brick banding, second storey fenestration openings, and corner block design with minimal setback. Since constructed, the building has housed a range of businesses providing goods to local residents, including Greene's Tuck Shop (circa 1946 – 1982), a grocery and confectionary.

The Flat Iron Building is further valued as a highly identifiable landmark in the Medicine Hat neighbourhood of Downtown/Southeast Hill. Its form, scale, and siting contrast significantly from the surrounding residential context.

### **Character-Defining Elements**

Key elements that define the heritage character of the Flat Iron Building include, but are not limited to its:

- location at the corner of Dundee Street SE and 6<sup>th</sup> Street SE in the Medicine Hat neighbourhood of Downtown/Southeast Hill;
- siting on a roughly triangular-shaped lot with minimal set back from the street; grassed and tree-lined boulevard along its north façade;
- form, scale, and massing as expressed by its: two-storey height; triangular plan; flat roof with brick parapet;

- masonry construction including: concrete foundation; common bond red pressed brick with red mortar; concrete window sills;
- Classical Revival style elements including: balanced plan; quoining detail; brick banding on the south façade; brick banding on remaining original column; segmental arched lintels; chamfered corner; and
- fenestration including: single assembly segmental arch window openings; single door with segmental arch lintel on north façade.

### Additional Images



North façade of Flat Iron Building, 2014 (Donald Luxton & Associates)



South façade showing two-storey addition at rear and infilled and re-clad second storefront location, 2014 (Donald Luxton & Associates)



Two-storey addition added to rear of building in 1981, 2014 (Donald Luxton & Associates)



Rear of two-storey addition and connection to original building on north façade, 2014 (Donald Luxton & Associates)



Corrugated metal cladding over brick parapet. Ghost outline of original cornice evident and past repointing of stepped crack at above window apparent, 2014 (Donald Luxton & Associates)



Reconfigured former storefront with original and additional brick column and new recessed entry, 2014 (Donald Luxton & Associates)



Replaced window, with original window opening maintained, 2014 (Donald Luxton & Associates)



Deteriorated mortar and concrete sill below second storey window, 2014 (Donald Luxton & Associates)

### Historic Images



Greene's Tuck Shop (Flat Iron Building), 1977 (Historic Sites Alberta)



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Greene's Tuck Shop (Flat Iron Building), 1977 (Historic Sites Alberta)



Esplanade

Esplanade Archives

Greene's Tuck Shop, unknown date (Esplanade Archives)



**Statement of Integrity**

<b>Property Name &amp; Address</b>	Flat Iron Building 415 Dundee Street SE
<b>Value Summary</b>	<p>This site is significant because.....</p> <p><b>Theme/Activity/Cultural Practice/Event</b>      <input checked="" type="checkbox"/> Yes   <input type="checkbox"/> No  The Flat Iron Building, constructed in 1912 during the height of the Edwardian era boom, is valued as representative of a period of rapid development in Medicine Hat that resulted in the establishment of new neighbourhoods with commercial businesses outside the City's downtown core (<b>Theme Value – Managing Growth in Medicine Hat</b>).</p> <p><b>Institution/Person</b>      <input type="checkbox"/> Yes   <input type="checkbox"/> No</p> <p><b>Design/Style/Construction</b>      <input checked="" type="checkbox"/> Yes   <input type="checkbox"/> No  The Flat Iron Building, a Classical Revival-style building, is also valued as a rare example of corner block commercial building, following in the style of New York's 1902 Fuller Building, and for its use of locally manufactured materials. (<b>Theme Value – Built in Medicine Hat</b>).</p> <p><b>Information Potential</b>      <input type="checkbox"/> Yes   <input type="checkbox"/> No</p> <p><b>Landmark/Symbolic Value</b>      <input checked="" type="checkbox"/> Yes   <input type="checkbox"/> No  The Flat Iron Building is further valued as a highly identifiable landmark in the Medicine Hat neighbourhood of Downtown/Southeast Hill. Its form, scale, and siting contrast significantly from the surrounding residential context.</p>
<b>Period of Significance</b>	1906 – 1913 Pre-First World War Boom, Age of Optimism
<b>Chronology of Alterations</b>	1972 Interior renovations 1973 Interior renovations to first floor 1981 Convenience store addition 1981 Renovations to confection shop 2007 Interior renovations 2008 Interior renovations
<b>Aspects of Integrity</b>	<p><b>Location</b>      <input checked="" type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Not Applicable  The location of the Flat Iron Building has not changed.</p> <p><b>Design</b>      <input type="checkbox"/> Yes   <input checked="" type="checkbox"/> No   <input type="checkbox"/> Not Applicable  Form, scale, and massing have been maintained; however, an addition has been placed on the rear of the building, fenestration altered, and front entry significantly renovated.</p> <p><b>Environment</b>      <input checked="" type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Not Applicable  The building continues to be situated in a residential neighbourhood, opposite a school.</p>

	<p><b>Materials</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable  The original brick exterior is intact, although portions have been stuccoed, fenestrations replaced, and cornices removed.</p> <p><b>Workmanship</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable  The workmanship of the building is evident through the exterior cladding and its detailing.</p> <p><b>Feeling</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable  Overall, the building’s feeling has been maintained.</p> <p><b>Association</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable  The building no longer maintains its mixed-use (commercial/residential) function.</p>
<p><b>Statement of Integrity</b></p>	<p>The <u>Flat Iron Building</u> maintains all the aspects of integrity necessary for it to convey its significance/heritage value.</p> <p>The Flat Iron Building is in fair condition with limited original components retained. The building’s form, scale, and massing are intact; however, it has undergone a number of alterations that have negatively impacted the historical aesthetic of the building. The concrete foundation has been parged, preventing assessment of this component. The parging is in good condition with no significant cracks or missing pieces evident. The red pressed brick exterior with red mortar is, overall, in good condition with localized areas of concern. Efflorescence is present at multiple locations on the brick exterior indicating repetitive moisture issues (i.e. rising damp, gutter issues, ground sprinklers) that should be further investigated. Other areas of concern for the masonry include: staining of the brick below the concrete sills; localized mortar loss; damage to the brick on the northwest brick column; unsympathetic past repointing; stepped cracks; localized heavily deteriorated bricks at lowest course of wall; and cracked and damaged concrete sills. The cornices, storefront and rooftop, have been removed. The rooftop cornice has been replaced with corrugated metal cladding that envelops the brick parapet creating a small mansard roof. The storefront cornice was likely removed when the storefront at the northwest corner was altered. The original wooden-sash windows on both floors have been replaced and a number of window openings on the north façade have been infilled with brick or glass block. The most significant alterations to the building have occurred at the northwest corner, the south façade, and the rear of the building. The original design of the northwest corner of the building differed significantly from what is present today as evident in historic photographs. Of the two brick columns at the northwest corner, only the northern most is original. The original wooden storefront with large fixed</p>

wooden-sash windows and wooden-sash transom extended out to the point of the brick column with the entrance to the commercial space situated on the south façade. In 1981, the wooden storefront and cornice were removed completely; a second brick column constructed to match the original, and the entrance was relocated to the corner of the building underneath the now overhanging second floor. This is also likely the time that the rooftop cornice was removed. A two storey, stucco clad addition has been constructed at the rear of the building. The addition has maintained the overall form of the original building. The south façade of the building has been altered significantly from its original form. The second storefront that faced 6<sup>th</sup> Street SE is no longer evident. The storefront has been infilled and the original signage and storefront cornice removed. Stucco has been applied to the infilled section and a portion of the original brick façade, where a window and door providing access to the second floor were once located. A large corrugated metal canopy has been installed at a portion of the first floor on the south façade. Although heavily altered, the building maintains its historic feel and form, scale, and massing.



**Medicine Hat  
The Gas City**

Heritage Evaluation Form

Site Number	Category B
Community District Downtown/SE Hill	
Designation	

<b>Site Name(s):</b> Flat Iron Building			
<b>Municipal Address:</b> 417 Dundee Street SE		<b>Date of Construction:</b>	1912
Consultant(s): Donald Luxton & Associates Inc.		<b>Evaluation Date:</b>	Y M D 14 06 10
Heritage Committee: Heritage Resource Committee			
Heritage Planner: Chris Reddy			
			TOTAL
			60

History (H)	E	VG	G	F	P	(H) SCORE
H.1 Associations/Patterns		X				20
H.2 Age		X				10
						30

**Comments:**  
H.1 The Flat Iron Building reflects a period of rapid growth in the City during which time residential and commercial development spread beyond the historic downtown core.  
H.2 Constructed in 1912.

Architecture (A)	E	VG	G	F	P	(A) SCORE
A.1 Style/Type/Design		X				20
A.2 Designer/Builder			X			5
A.3 Construction Technology			X			5
A.4 Interior Details						UNK
A.5 Alterations				X		-20
						10

**Comments:**  
A.1 The Hull Block is a rare example of a flatiron building in Medicine Hat of Classical Revival style.  
A.2 Architect – F. J. Marshall, Contractor – F. J. Marshall  
A.3 Building constructed using red pressed brick with red mortar, concrete sills, brick banding on the south façade and original column (northwest corner).  
A.4 Access to the interior was not permitted.  
A.5 The original windows, doors, cornices, storefronts, brick exterior (south façade), and parapet have all been altered. A two-storey addition has been added to the rear of the building.

Urban Context (C)	E	VG	G	F	P	(C) SCORE
C.1 Landmark/Character		X				10
C.2 Streetscape/Landscape	X					15
						20

**Comments:**  
C.1 The building is a landmark building in the Downtown/Southeast Hill neighbourhood.  
C.2 The building is the dominant character on the block.