

APACHE SEEDS



MUNICIPAL ADDRESS

10136 149 ST NW

LEGAL DESCRIPTION

8021691;61;24

NEIGHBOURHOOD

Canora

YEAR BUILT

1964

ORIGINAL OWNER

Harry F. Close

Description of Historic Place

Apache Seeds is a one-storey Modern-style retail shop set to the property line on the west side of 149 Street, just north of Stony Plain Road in the Canora neighbourhood in Edmonton. The property consists of a long rectangular building with a low sloped front-gabled roofline, wide overhanging eaves, and large storefront windows with stacked bond concrete block walls. A square concrete block wall addition is situated connected to the north side of the original building. A parking lot and an original illuminated sign set on a cast iron column is situated to the south of the building.

Heritage Value of Historic Place

The Apache Seeds building, constructed in 1964, is highly valued for its commercial service for over six decades to the former Town of Jasper Place, and for its ties to the area's agricultural roots, providing seeds and garden supplies to residents for over 60 years. Apache Seeds Ltd. was originally owned and established by Harry Frank Close (1914-2008) and Leonard Vigneau, who opened the store just south of the current location at 10116 149 Street in a small rented space in 1958. The Town of Jasper Place had developed in the 1930s as an agricultural community, with many owners purchasing multiple lots to farm. Although the more rural nature of the neighbourhood shifted after the Second World War boom, many families continued to procure large gardens and small livestock on their properties. Thus Apache Seeds was established to service the unique urban agricultural nature of the town. Owner Frank spent his entire life in the horticulture industry, growing up on a farm in the 1930s, marrying Mary Teleske in 1939 in Edmonton. In the 1940s and

1950s, he worked at Capital Seeds in downtown Edmonton, eventually becoming manager. He opened Apache Seeds in 1958 with his business partner, Leonard Vigneau. They leased a 1400 square foot (130 square meter) building owned by Colin and Lucy Case, who were large land owners in Jasper Place from the 1920s to 1950s. The store sold seed and gardening supplies, as well as hardware items, paint, and glass, which they acquired from buying out stock from a local general store. In 1963, they purchased land north of their original location and built the current building the following year, allowing them to expand their wide scope of nursery stock, seeds, garden items and décor. Due to its continued success and growth, the store was expanded with the construction of a one-storey square plan addition on the north side of the building in the 1970s. Frank's son, Jerry, now owns and operates the store and it continues to serve the Edmonton gardening community.

The Apache Seeds building is also valued for its association and contribution to the commercial development of the Town of Jasper Place. The building was constructed on land first subdivided in 1907 as North Jasper Place by Fanny Goodridge, who with her husband Henry, was one of the first homesteaders on the land beginning in the early 1880s. For the first few decades, little to no settlement occurred in the subdivision, which at the time was part of the Municipal District of Spruce Grove, and later, the Municipal District of Stony Plain. During the post-Second World War economic boom, which resulted in a large influx of new residents to this area, the West Jasper Place Taxpayers Association spearheaded the move to incorporate the burgeoning district as a Village, occurring in late 1949. The village was elevated to the status of a Town the following year. The

commercial core of the community was centred on Stony Plain Road and 149 Street, as the former abutted the City of Edmonton, prior to the town's annexation in 1964. The building's location on the west side of 149 Street is representative of the typical pattern of retail development beginning in earnest in the 1950s. Retail businesses mushroomed along these main corridors due to the community's proximity to Edmonton, and a bylaw passed by Town Council in 1953 allowing for night shopping until 9pm six nights per week. Businesses in Edmonton were required to close at 6pm, thus drawing customers and businesses to open in Jasper Place.

Apache Seeds is also valued as a good and intact example of a Modern-style retail store associated with Edmonton's Post-war economic boom. The building features economical materiality with an elongated profile with low horizontal roofline and glass curtain wall on the south façade. Wide overhanging eaves contribute to the formal composition and serve as an awning over the entryways. Aesthetic detailing is achieved through stack bond construction of the concrete block, repetitive patterning of the curtain wall, and wide minimally detailed fascia.

Character-Defining Elements

The key elements that define the heritage character of Apache Seeds include, but are not limited to its:

- setting on a large lot abutting the property lines on the west side of 149 Street north of Stony Plain Road in the Canora neighbourhood;
- parking lot to south of building; backlit signs mounted on cast iron column south of building;
- form, scale, and massing as expressed by its: rectangular long linear plan; one-storey height; low-pitched front-gabled roofline with wide overhanging boxed eaves and clipped eaves;
- original construction materials including: concrete foundation; concrete block walls; wooden fascia; wooden soffits;
- Modern-style details such as its: linear rambling one-storey plan; low-pitched roofline; wide eaves serving dual purpose as awning over entryways; curtain wall on south façade; clerestory windows on south façade; stack bond concrete block walls; and
- original fenestration including: wooden-sash large storefront windows on east (front) façade with fixed lights; original patterning of curtain wall on south façade; wooden-sash clerestory windows, fixed and awning; wooden-sash double doors with single lights on east facade.