



NORTH TELEPHONE EXCHANGE 10105 - 112 AVENUE

Description of Historic Place

The former North Telephone Exchange Building is an Edwardian-era two-storey rectangular masonry structure on a prominent corner lot in a primarily residential neighbourhood north of downtown Edmonton.

Heritage Value

The North Telephone Exchange derives historical importance from its close association with the rapid growth of Edmonton prior to WWI and its long use as a civic building. A marker of Edmonton's booming economic situation, the structure is significant as evidence of the optimism of the time and the growing demand for telephone service outside of the downtown, in particular in the residential market prior to WWI. The building remained in its original use until 1958.

The North Telephone Exchange is also valued for its association with prominent Alberta architect Allen Merrick Jeffers. Jeffers had designed several public buildings as Alberta's Provincial Architect from 1907 to 1912, and is particularly significant for designing the Alberta Legislature. He was also Edmonton's City Architect from 1912 to 1914. This classically-inspired Edwardian-era structure was characteristic of Jeffers' style and training.

The Edwardian-era neo-classical styling of the building is modest as



befits an industrial structure, yet massed and scaled to be prominent in the growing neighbourhood. Its strong symmetry and regular fenestration convey a sense of strength and permanence while its emphasis on verticality with horizontal banding further add to its sophistication as a carefully-styled building. The North Telephone Exchange's open interior layout and upper loading dock enabled the city to further expand telephone operations from this building. Large double-hung wooden windows allowed natural light to enter and provided ventilation for operators and equipment.

The North Telephone exchange is significant as a landmark among its mainly working-class residential neighbourhood. Its imposing appearance and location make it stand out among the surrounding single-family residences of the area.

Character Defining Elements

The building's Edwardian-era style, historical function and context are

exemplified by the following elements:

EXTERIOR:

- prominent corner location and minimal setback;
- form, scale and massing;
- overall symmetry of the building;
- red brick construction;
- tall, symmetrical fenestration six-over-one windows around both storeys;
- distinctive raised parapets at the east and west gable ends;
- distinctive multi-panel semicircular attic windows;
- projecting wraparound cornices and belt courses;
- upper floor loading door and transom window on the west gable end;
- projecting lifting beam at loading door;

INTERIOR:

- open floor plate on upper storey;
- intact lifting beam.

