

Enoch Sales House



Alternate Name	Sales Residence
Address	314 12 AV SE Click here to view in Google Maps
Community	Beltline, Ward 11
Year Constructed	1904
Type	Single dwelling residence, Queen Anne Revival Style
Current Owner	Calgary Municipal Land Corporation (CMLC)
CHI Watch Risk¹	High (4 out of 5)
Designation²	Not protected
City Inventory	City Inventory Sales Residence
Significance³	The Sales Residence is a singular surviving example of the substantial and stylish homes built in the earliest years of Victoria Park for managerial and merchant classes. It represents a period when Victoria Park developed as an upscale and desirable residential neighbourhood at the end of the nineteenth century and earliest years of the twentieth century, prior to the area's transition to a working-class community. This building is a prominent visual landmark in the community. City Wide Significance.
Who³	As a well-known and respected business owner (of Sales Clothing Company) and leader in civic organizations, Enoch Samuel Sales was representative of the merchants, managers, and civic leaders who built Victoria Park's finest homes in its pre-World War I period of greatest development.
Status	Uncertain; vacant and boarded up. Purchased from the developer by CMLC in March 2017 who has relayed through the media that the structure is not sound. CMLC announced the creation of a master plan for Victoria Park in February 2017. The house has been reported as being "Saved" multiple times over the past decade. For example, in

	<p>spring 2013, a design/development plan for a new East Victoria Park, adjacent to the house was approved with construction completed in 2015. The plan considered relocating the house to the park to make way for a hotel development on the original site. The economic slowdown stalled and eventually cancelled the hotel project.</p> <p>http://www.calgary.ca/CSPS/Parks/Pages/Construction/East-Victoria-Park-new-park.aspx</p>
CHI's Position Statement	<p>CHI supports designation of the home as a municipal historic resource and restoration for adaptive re-use. Designation requires consent of the owner, in this case the CMLC which is a wholly owned subsidiary of the City of Calgary, and thus represents the citizens of Calgary. Although a contributing factor to the historical significance of this home is that it is located on its original site, CHI would not be opposed to moving it into the adjacent park before it becomes a designated site. This home provides significant "place making" potential, will ground the Victoria Park Master Plan in the area's residential past and contribute to the economic viability of the evolving business district as a tourist draw. Interpreting its checkered past as a derelict rooming house will speak to an attitude shift in valuing historic properties in Calgary.</p>
Upcoming	<p>Expect an announcement from CMLC about if and how the house will be incorporated in future area redevelopment plans. Beltline ARP amendments are underway.</p>
Call to Action	<p>Regardless of where you live, spread the word through social media and your community contacts that this house is worth saving. Email, tweet, phone, write your Councillor, Evan Wooley the Councillor of Ward 8 which includes Victoria Park, and Mayor Nenshi.</p>
Related articles	<p>2017 http://calgaryherald.com/news/local-news/enoch-sales-home-sold-to-cmlc-and-the-fate-of-the-historic-mansion-is-unknown</p> <p>2015 http://www.avenuecalgary.com/City-Life/Inside-The-Enoch-Sales-House/</p> <p>2014 http://www.metronews.ca/news/calgary/2014/08/12/calgary-historic-enoch-sales-house-gets-new-lease-on-life.html</p> <p>2011 http://www.cbc.ca/news/canada/calgary/historic-s-e-house-to-be-preserved-1.981023</p>
Historic photo reference	<p>Glenbow Museum http://ww2.glenbow.org/search/archivesPhotosSearch.aspx Image No S-94-739</p>

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1. CHI Heritage Watch Rating

5	Imminent loss	Active plans for demolition
4	High Risk	Risk factors + negative intentions / dormant demolition plans
3	At Risk	Risk factors
2	Possible Risk	Unknown intentions or mix of negative and positive factors
1	Monitoring	Positive intentions but still possible risk

2. A designated Municipal Historic Resources is legally protected against demolition or inappropriate changes.

3. Primary Source: City of Calgary Inventory of Evaluated Historic Resources