



Revillon Building

CITY OF EDMONTON
HISTORIC RESOURCE
MANAGEMENT PROGRAM



10310 - 102 AVENUE NW

DESCRIPTION OF HISTORICAL PLACE

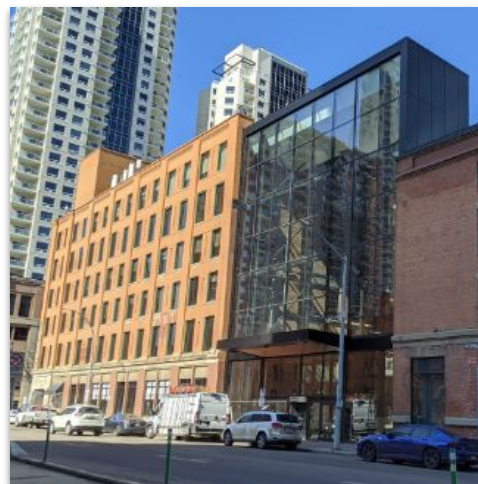
The Revillon Building, completed in 1912, is a Chicago Commercial Style structure on the eastern edge of Edmonton's Warehouse District, in the Downtown area. This landmark is defined by its fine-cut ashlar base, straightforward structural expression of exposed concrete and brick infill and its significant massing. The structure was built as a department store and warehouse for the Revillon Frères Company, one of the world's premier fur manufacturers. It is located immediately to the west of The Boardwalk.

HERITAGE VALUE

The Revillon Building has significant symbolic and historical value to Edmontonians as one of the anchors of Edmonton's historic Warehouse District. The Revillon Building was built by the Messrs, one of the world's largest fur manufacturing concerns, who stocked their select retail department stores with luxurious goods. The upper floors of the Revillon Building housed a major processing centre for their global fur trading operations, and afterwards, housed wholesale activities which established Edmonton as a trading centre of global repute. The building also accommodated the operating railway spur that ran to the east, allowing for direct access for deliveries and shipments from the world's major trading centres.

The Revillon Building has additional historical value with respect to the fire of March 8 - 10, 1949, which consumed the upper three floors of the building over 36 hours in what was described as "Edmonton's worst fire", which resulted in a judicial investigation of the Edmonton Fire Department's handling of the event.

The architect of the Revillon Building was James McDiarmid of Winnipeg whose team designed and built many major buildings throughout the Prairies. The Revillon Building is constructed of a sturdy concrete frame and floors; with columns built of steel embedded in concrete spaced in a tight structural grid. This construction lent itself to support the heavy loads found in a warehouse. The building is designed in a straightforward manner, akin to the Chicago Commercial Style. It is a clear expression of concrete frame construction with extensive brick cladding and glass infill panels, built on a landmark scale that was equalled only by the neighbouring Boardwalk building during this era of construction in Edmonton. The base of the south façade of the Revillon Building is brick trimmed in limestone, whereas the west façade is stone to match the Revillon Annex Building to the immediate north. The signage above the southwest entrance proclaiming 'EST. REVILLON 1723' and 'ERTD.' (erected) and '1912' (all on west elevation) and '1723 REVILLON 1912' (on south elevation) is original and of significant historic value in that it tells of the Revillon Frères incorporation in 1723, and of the date of construction of this building in 1912.





CHARACTER DEFINING ELEMENTS

Key character-defining elements of the Revillon Building include:

EXTERIOR

General

- + form, scale and massing of the six-storey building;
- + location within historic Warehouse District in the Downtown; and
- + concrete and masonry construction.

West Elevation

- + flat roof with parapet;
- + decorative corbelled brick treatment at upper level just below the parapet;
- + concrete frame construction with brick infill panels providing surface relief;
- + overall fenestration with plain concrete sills and pattern of two windows separated by one brick infill panel;
- + prominent concrete columns clad in brick;
- + fine-cut limestone ashlar base, extending from street level to the second storey, with strong horizontal banding at top of base;
- + large, tripartite windows on ground floor;
- + basement window openings;
- + fine-cut ashlar limestone entrance at southwest corner with flanking round columns and square bases with fluted capitals; and
- + incised lettering with 'ESTD. REVILLON 1723' and 'ERTD.' and '1912'.

South Elevation

- + flat roof with parapet;
- + decorative corbelled brick treatment at upper level just below the parapet;
- + brick-clad penthouse;
- + concrete frame construction with brick infill panels providing surface relief;
- + overall fenestration with plain concrete sills and pattern of two windows separated by one brick infill panel;
- + prominent concrete columns clad in brick;
- + fine-cut limestone ashlar base on portion of south elevation at southwest corner, extending from street level to the second storey, with strong horizontal banding at top of base;
- + incised lettering with '1723 REVILLON 1912';
- + limestone banding at top of ground floor extending along length of south elevation;
- + stone trimmed base; and
- + large double windows on ground floor, separated by brick divider.

East Elevation:

- + overall fenestration of east elevation.

INTERIOR

- + concrete construction including concrete columns with fluted tops; and
- + central lightwell.

Designated as a Municipal Historic Resource through Bylaw 20571 in October 2023.

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