

THE BELTLINE

West Connaught | Connaught Centre | Victoria Centre | East Victoria



THE BELTLINE | JANES WALK 2012



WEST CONNAUGHT

CONNAUGHT CENTRE

VICTORIA CENTRE



A stylized, high-contrast map of the East Victoria area. The map is rendered in black and white, showing a grid of streets and building footprints. The text 'EAST VICTORIA' is written in a sans-serif font, tilted upwards to the right, above the map. The map itself is tilted, following the same angle as the text. It shows a dense urban layout with various street patterns and building shapes.

EAST VICTORIA

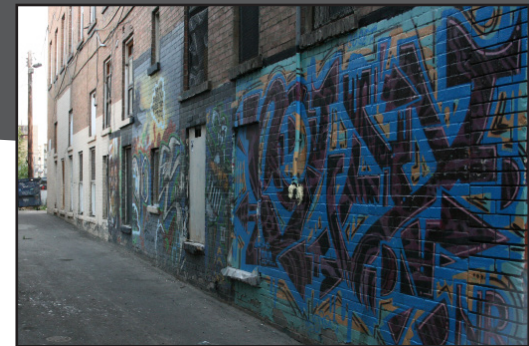
INTRODUCTION

The Beltline district is comprised of the 2003 merger of two historic urban communities, Connaught on the West and Victoria Park to the East. Today's boundaries are the Canadian Pacific Railway to the North, Elbow River to the East, 17th Avenue to the South, and 14th Street to the West. Among the scattering of Calgary's greatest concentration of heritage sites, is a highly walkable, mixed use urban environment that has seen substantial development and population growth in recent years. An increased interest in urban living has attracted a young, energetic demographic and created a vibrant street culture that invites you to come explore.

JANES ROUTE | MAP AND LEGEND

- 1 CAFE BEANO
- 2 WINE INK
- 3 DEVENISH
- 4 TOMKINS PARK
- 5 DIVINE
- 6 UNA WINE + PIZZA
- 7 THE SHIP AND ANCHOR
- 8 MODEL MILK

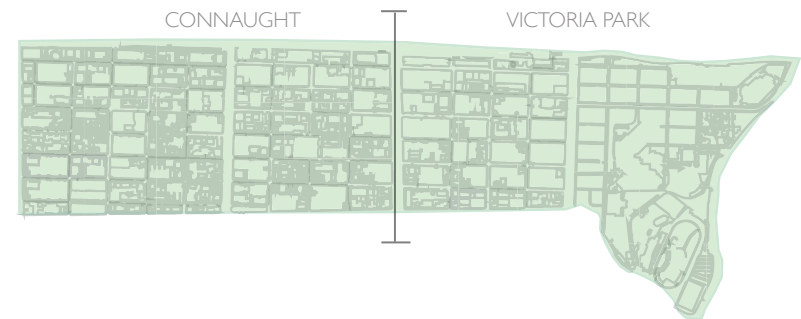
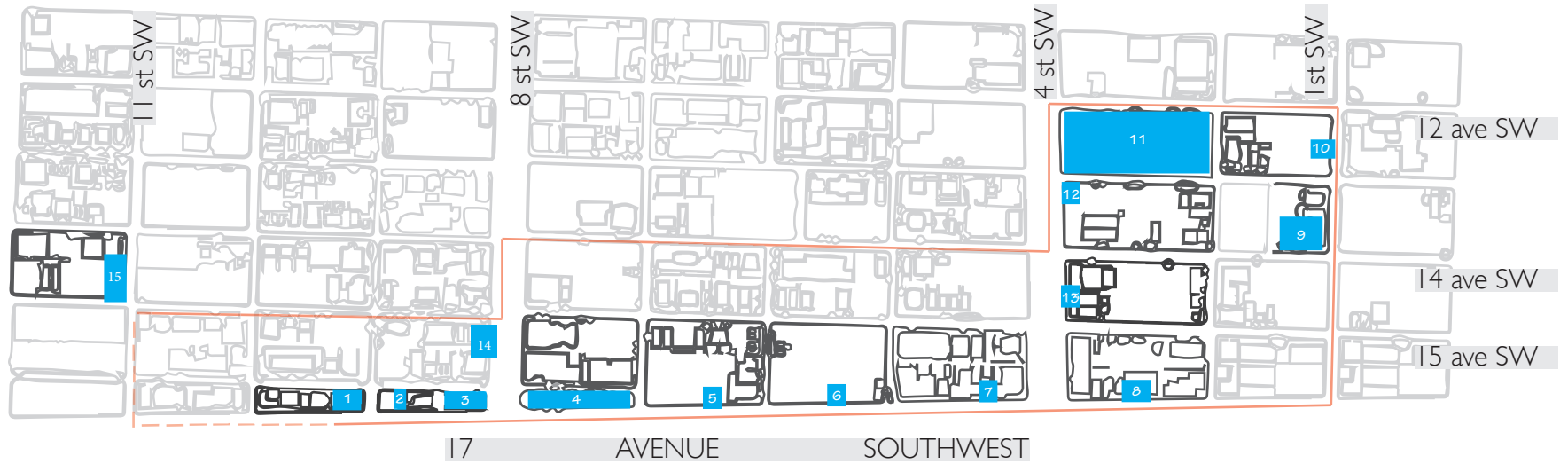
- 9 POP UP PARK - VICTORIA PARK
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WEST CONNAUGHT

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1 CAFE BEANO | 1613 9 Street SW

Beano is a community hub for the most diverse crowd you will find on 17th avenue. While the place serves the perfect espresso, with beans hailing from Fratello Coffee Roasters, you come and stay for the atmosphere. A laid-back vibe, combined with late hours and ample seating, attracts people watchers and characters alike. Beano's outdoor benches serve as the perfect backdrop for random conversations between strangers. Proud supporters of the community, the owners sponsor Calgary's arts scene and choose local and organic ingredients. Caffè Beano is meaningful to Beltline's community because of its authenticity, something a Starbucks or Second Cup simply does not have.

2 WINE INK | 932 17th Ave SW

Take it from proprietors Tim and David, "Wine Ink is about experience and passion". Each wine in the store is hand selected by the two, who combined have over 50 years of experience. Housed in an old brick building built in 1910, Wine Ink features a second floor tasting room, displays by local artists, and a large main floor that caters to larger community events. Learn the ABC's of wine, or expand your pallet of vintages with one of the many courses offered. Wine Ink offers a welcoming atmosphere and owners who connect with their customers. A glass of wine with your experience comes standard.



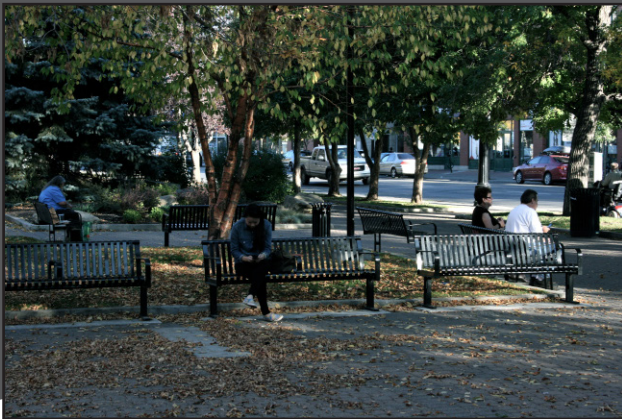
3 THE DEVENISH | 908 17th Ave SW

Originally built in 1911 as a luxury apartment complex, the brick and sandstone of the Devenish serves as a landmark on 17th avenue, and a reminder of Calgary's past. Gone are some of the more decorative elements, like the parapets, but the exterior of the building has changed very little since its original construction. Today, the Devenish is home to a variety of small shops and office spaces, providing continuity in the character of 17th Avenue, and helping foster a sense of place.



4 TOMKINS PARK | 17 Ave and 8 Street SW

The only greenspace on 17th, this vibrant park is host to a barrage of markets, concerts, and festivals throughout the year. Mature trees, a gazebo and abundant benches provide plenty of shady spots to sit, rest, read, and take in the action of the surrounding restaurants, cafes, shops, and hoo-kah bars. Check out the Book Totem by guerilla artist Rick L. Silas of “red book” infamy, who volunteered his talents for the opening of the park.



5 DIVINE | 720 17 Ave SW

Vintage clothing, shoes, hats, piercings, and tattoos all in one basement. Divine is the stop for those with an affinity for converse, or just looking for some retro gear to pull their outfit together. The staff is fun, young, and will undoubtedly provide the most unique shopping experience on 17th avenue.



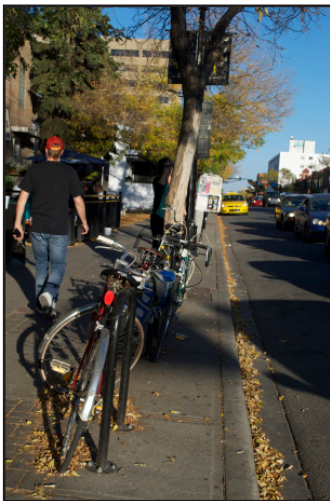
6 UNA | 618 17 Ave SW

With regular attendance on most top 10 restaurant lists in Calgary, Una is neighborhood spot with tons of die-hard fans. The space is small and intimate, so it is not surprising seats are in high demand. Una serves up the best thin crust pizzas with quality fresh ingredients that will convert all skeptics. The vibe is cool and informal. Unique to Una is the mural of Cobain and Jay-Z that spans the west wall. Testament to its success and popularity in the community, the restaurant's owners have opened up a sister restaurant, 'Ox and Angela', just half a block east down the street.



7 THE SHIP AND ANCHOR | 534 17 Ave SW

Consistently busy and attracting a truly diverse crowd, the Ship's patio is something of a legend in the city. The pub's clientele come from all walks of life, and that is what is so appealing. Crammed shoulder to shoulder at sprawling tables, you're likely to run into somebody you know, or engage in interesting conversations with random strangers. This mixing of community is the heart of the pub, and the reason you will see lineups and swarms of bicycles invade the sidewalk when the weather is nice. In addition to the atmosphere, the Ship and Anchor also serves up an impressive selection of beer on tap, hosts live music, and supports the local arts community.



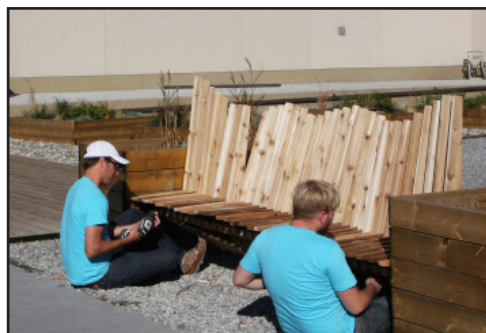
8 MODEL MILK | 308 17 Ave SW

Model Milk, the restaurant, gets its name from the 1932 building it calls home. Inside is open concept modern bistro. The exterior of the building is Art Deco, largely unchanged since the building's construction as a dairy production center. The historic building's front end even used to include a milk bar where you could get five-cent ice cream cones. The building has been adapted to today's uses, but its origins are still evident in the milk bottle relief viewed from the street. The restoration and reinvention of the Model Milk building provides an interesting variation among the other street frontages, but more importantly it honors the neighborhood's past.



9 POP UP PARK - VICTORIA PARK | 248 14 Ave SW

Collaborative community efforts transformed this lot, on the corner of 1st street and 14 Ave SW, from an eye sore into a vibrant urban park. Original construction on the site was suspended when condo developers ran out of money, so the lot stayed vacant and contributed nothing to the public realm. The Victoria Park Business Revitalization Zone and Faculty of Environmental Design came together in a community improvement project that oversaw the construction of planters, pathways, and sculptural cedar benches that make a positive impact, encouraging further revitalization and development in the area.





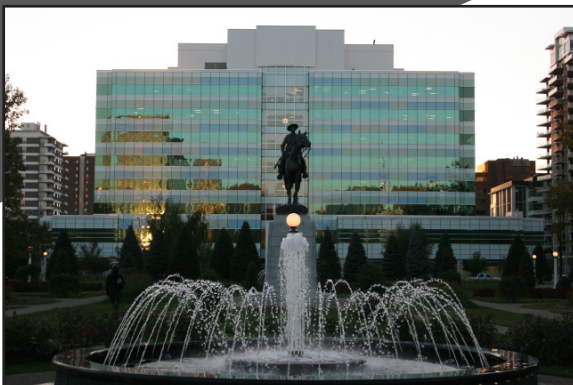
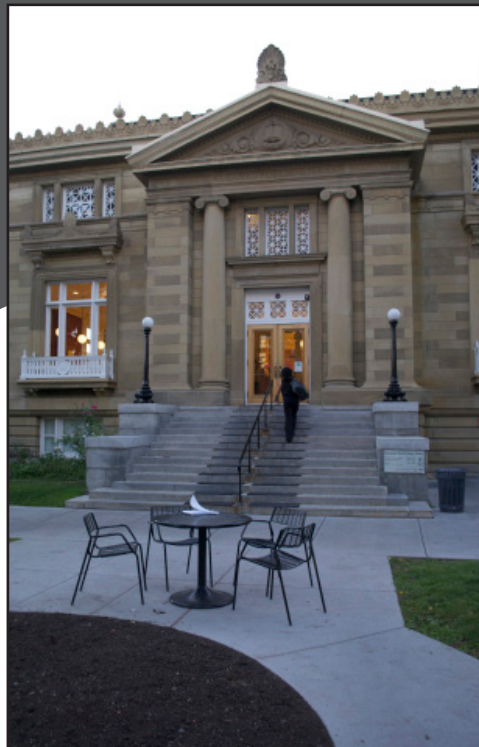
10 RADIO BLOCK - KICKERS

| 1215 1 Street SW

Though its name suggests otherwise, this historic structure never housed a radio station. Built in 1922, it inherited its name from a period when radio stations were all the rage, and Radio Block sounded modern and avant-garde. Initially built for commercial use and apartments, throughout its history the building was also home to a vibrant nightlife, from a men's tavern and pool hall in the 30's to a notable Tasmanian Ballroom in the 80's. The building took a turn for the worse in the 90's after a string of seedy nightclubs took residence. Left dormant for a period of years, owner Tom of Kickers Smoked Meat & Deli revived the space in 2010, and has been serving delicious Montreal Smoked meat sandwiches and other delights ever since. Check out the original crown mouldings, feature brick wall, and vintage chandelier-a remnant of the building's previous tenants. The walls feature artwork by local artists, and the space can be booked for private functions. Come in for a Reuben, and owner Tom would be more than happy to share more of the buildings history with you.

11 MEMORIAL PARK AND LIBRARY | 1221 2 Street SW

Construction of the Memorial Park Library was completed in 1911. Its honor as the first public library in Alberta is owed to the Calgary Women's Literary Club, who's tireless campaigning efforts secured the funding necessary from wealthy industrialist, Andrew Carnegie. The classical design by a Boston architectural firm was built of local sandstone, like many other Calgary buildings of the time, and is actually the replica of another library in Attleboro, Massachusetts. The building is protected as a provincial historical resource, and is also a current working library. Adjacent Central Memorial Park is the oldest remaining public park in Calgary. The Park has recently been revitalized, and now includes water features, outdoor reading areas, the Boxwood café, and statues honoring our veterans.



12 COUNTING CROWS | 4 Street and 13 Ave SW

The most notorious murder of crows in the Beltline, this metal and ceramic sculpture is based on an old English rhyme that plays on predicting one's future commensurate on the number of crows seen. At the base of the piece is the rhyme, inlaid a winding tile circle. The artist is Evelyn Grant, a graduate of the University of Calgary and Alberta College of Art.



13 HAND SIGNALS | 14 ave/ 15 ave and 4 Street SW

On the wall of the K & W Audio building, Artist Derek Besant's creation gestures out toward the street. The five articulated hands communicate the word 'dream' in sign language for all those who pass by. Besant is a teacher at the Alberta College of Art and Design, and his phenomenal public art is commissioned across Canada.



14 STREET MURAL | 1509 8 Street SW - JAMAICAN STARGAZER

The street mural that is Jamaican Stargazer is fittingly located on the side of Puff and Stuff, somewhat hidden by trees and a parking lot. Created by Jesse Gouchey and three other talented graffiti artists, the piece is about spirituality: a totem pole, lion of Judah, sacred geometry and spirit guides are the key elements. The mural is one of many popping up in the beltline, enlivening otherwise blank and uninteresting walls and contributing to the urban vibrancy of the area.



15 BRIGDEN BLOCK/ JWC BLOCK

| 143 11 Street SW

The JWC- Brigden Block is an intact pre-WWI commercial streetscape that developed as a function of the CPR rail crossing that opened. Together, the historic buildings span an entire block, and clustered together is one of the best concentrations of small business and food spots in the community: a family run pizza joint, old school dinner, deli, home décor store, florist, chocolatier, and niche grocery. The history of this street is extensive, and the variety of unique shops provides a local gathering place for the area's residents.





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