



# CITY OF EDMONTON HISTORIC RESOURCE MANAGEMENT PROGRAM



## JASPER BLOCK

10514-10520 - JASPER AVENUE NW

### DESCRIPTION OF HISTORICAL PLACE

The Jasper Block consists of a three-storey Edwardian-era mixed use brick building on the north side of Jasper Avenue in downtown Edmonton.

### HERITAGE VALUE

The Jasper Block was built in 1909 and is significant for its early twentieth century commercial design. It was the work of prominent architect Edward Hopkins during a short-lived partnership with Edmond Wright. Hopkins moved to Edmonton around 1908 and lived here until his death in 1941. During this time he made a significant contribution to Edmonton's commercial environment. Some of his best-known buildings include Ross Brothers Hardware (known as The Boardwalk), Great West Saddlery, Balmoral Block, and Hull Block. Jasper Block's architectural form and traditional high glazed store

frontages are typical of many early Edmonton Edwardian-era mixed-use commercial/residential developments.

Jasper Block represents boom-time commercial development at the beginning of the twentieth century. It was built for businessman and former blacksmith John Kelly. Like many Edmontonians at the time, Kelly took advantages of the city's incredible growth and invested in real estate. By 1915, he built the Kelly Block and rented it to James Ramsay for the expanding James Ramsay Department Store. Jasper Block is one of the few remaining commercial buildings linking Edmonton's rapid development in the first decade of the twentieth century.

### CHARACTER DEFINING ELEMENTS

Jasper Block's significance is expressed through the following character defining elements:

#### EXTERIOR:

- + form, scale and massing;
- + red pressed-brick façade construction with stone trims and accents;
- + three tall glazed main floor wood storefronts with recessed entrances, large display windows, and multi-paned reeded transom lights;
- + recessed front door entrance to the upper floors framed with wood panelling and timber piers;
- + metal cornice above storefront with paired brackets every four to five feet and upper metal cornice running along the width of the building;





- + frontage that is broken into four bays separated by five simple brick pilasters with rough stone caps;
- + two timber sash windows in each recessed bay (sixteen in total) with sills being part of the horizontal stone stringcourses;
- + brick voussoirs window lintels and stone paraged lintels;
- + recessed rough stacked header bond brick panels in-between the first and second-floor windows;
- + upper parapet with decorative dentiliaton, arcaded, corbelling, projecting piers, broken parapet brickwork and capping;
- + stone nameplate reading “Jasper Block” in parapet framed by rough header bricks; and
- + arched sash windows with stone sills, openings and doors with transom lights, and sidelights on the rear façade.



INTERIOR:

- + central skylight and glass block floor skylights;
- + decorative metal ceiling within commercial units;
- + decorative wood ornamentation; and
- + metal structural elements.

*Designated as a Municipal Historic Resource through Bylaw 13587 in May 2004.*

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