



JASPER BLOCK

10514-10520
JASPER AVENUE

Description of Historic Place

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

Heritage Value

The Jasper Block is significant for its architecture, being one of the last remaining turn of the century (twentieth) buildings left on downtown Jasper Avenue and is a visual link to the City's early and rapid development. The building's architectural form and traditional high glazed store frontages is typical of many early Edmonton Edwardian-era combined commercial and residential development.

Also significant is its association with John Kelly, one of Edmonton's early typical successful businessmen who came from mixed professional backgrounds and found success in real estate. Starting as a blacksmith in Edmonton in 1902, but moved into real estate he developed and built commercial buildings, of which a few still remain as significant historic resources in the City.

There is also significance associated with the building's architect, Hopkins and Wright who were responsible for the design of other early commercial buildings.

Character Defining Elements

The buildings turn of the century (twentieth) commercial architecture



- is expressed in character defining elements such as:
 - form, scale and massing;
 - red pressed brick façade construction with stone trims and accents;
 - three tall glazed main floor wood storefronts with recessed entrances with large display windows and multi-paned reeded transom lights;
 - recessed front door entrance to upper floors framed with wood paneling and timber piers;
 - continuous metal cornice above storefront with paired brackets every four to five feet;
 - frontage broken into four bays separated by five simple brick pilaster with rough stone caps;
 - two timber sash windows in each recessed bay (sixteen in total) with cills being part of the horizontal stone string courses;
 - brick voussoirs window lintels stone 'parged' lintels;
 - recessed rough stacked header bond brick panels in-between first and second floor windows;

- upper parapet with decorative dentilation, arcaded, corbelling, projecting piers and broken parapet brickwork;
 - stone nameplate "Jasper Block" in parapet framed by rough header bricks;
 - stone/parged parapet capping;
 - upper metal cornice running width of the building;
- Side and rear element include:
- arched sash windows and openings and doors with transom lights;
 - stone cills;
 - side light wells;
 - red pressed brick façade construction.
- Interior:
- central skylight and glass block floor skylights;
 - decorative metal ceiling at in commercial units;
 - decorative wood ornamentation;
 - metal structural elements.

