

THE Victoria Park



BRICK & bloom

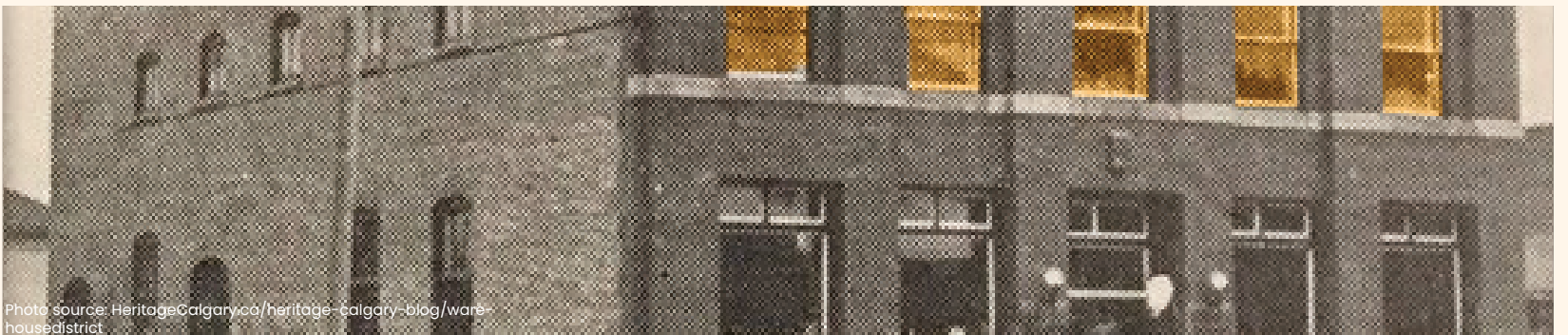


Photo source: [HeritageCalgary.ca/heritage-calgary-blog/warehouse-district](https://heritagecalgary.ca/heritage-calgary-blog/warehouse-district)

*The People & Places Revitalizing
Victoria Park*

MARCH 2025





The Legacy of Brick: Victoria Park's Industrial Foundations



Photo source: [VictoriaPark.org/history](https://victoriapark.org/history)

Forged in industry, revitalized for the future.

Victoria Park's story is one of resilience, transformation, and renewal. Established in the late 19th century, this neighbourhood grew from open prairie into a bustling urban hub. Upon the arrival of the Canadian Pacific Railway (CPR) in the 1880s, rapid growth occurred with land being sold off in lottery-style sales, fueling the expansion of Calgary.

By the early 1900s, Victoria Park was home to a thriving community, shaping the city's industrial and cultural landscape.

However, change swept through Victoria Park following World War II. Fires, closures, and shifting economic tides saw buildings that were once iconic, such as the Calgary Transit Bus Barns, Victoria Park Power Plant, and Haultain School, lost to time.

“There's a constant buzz of activity and a choose-your-own-adventure opportunity starts happening.”

– David Low, Victoria Park BIA

As Families moved to the suburbs, depopulation and urban decline took place, which was further challenged by uncertainty over the expansion of the Calgary Stampede grounds.

The oil bust of 1981 stalled development for two decades, leaving Victoria Park in limbo. However, in 1997, local business owners began to come together to form the Victoria Park Improvement Area (BIA), sparking efforts to revitalize and re-imagine the neighbourhood.

Today, Victoria Park stands as a testament to the power of reinvention; honouring its industrial roots while embracing a bold and vibrant future.

Source: [Victoria Park BIA, victoriapark.org/history](https://victoriapark.org/history)



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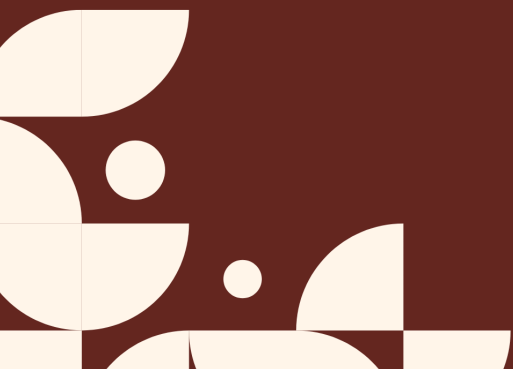




Photo source: [VictoriaPark.org/homepage](https://victoriapark.org/homepage)



The Evolution of Victoria Park

Moving from past into the present and future.

 **You are here!**



Photo source: [VictoriaPark.org/history](https://victoriapark.org/history)

Victoria Park stands as a testament to Calgary's industrial past while embracing a thriving future. Once a hub for industry and commerce, this neighbourhood has transformed into a dynamic space where heritage walks hand in hand with innovation.

With ongoing revitalization efforts, it is now home to a growing number of businesses, cultural spaces, and community-driven initiatives. Investments into public spaces, infrastructure, and local businesses have fostered new energy.

 **Your next stop is here!**



Photo source: [GlobalNews.ca/news/8471036](https://globalnews.ca/news/8471036)

The future of Victoria Park is shaped by bold development strategies prioritizing innovation, community engagement, and sustainable urban growth.

Future-focused city-building will attract investment and redevelopment, while community-building leadership will foster inclusivity, creativity, and well-being. Development innovation will enhance urban planning, and project execution excellence will ensure high-quality, sustainable growth.

Source: [Victoria Park Master Plan Development PDF](#)



Victoria Park Landmarks

Icons of industry & innovation.

Victoria Park's identity is deeply rooted in its industrial past, shaped by historic warehouses, factories, and commercial buildings. While some of these structures have disappeared, others have been re-purposed, breathing new life into the neighbourhood.



Photo source: [HeritageCalgary.ca/heritage-calgary-blog/warehouse-district](https://heritagecalgary.ca/heritage-calgary-blog/warehouse-district)

Louise Block

Built in 1910 during Victoria Park's development boom, the Louise Block remains a key landmark along Macleod Trail. Developed by Frank Fariey and named after his wife, it reflects the area's early commercial growth.

With its dentilled cornice and stone window detailing, the building is a well-preserved example of Calgary's boom-time architecture, bridging the commercial energy of Macleod Trail with the industrial character of 11th Avenue.

Neilson's Furniture Warehouse

Originally built as a three-story brick warehouse, the Biscuit Block featured paired windows and a corbeled parapet, which was a common 20th-century design. A one-story addition in 1926 accommodated the Independent Biscuit Co., maintaining its original details.

In 2013, a two-story expansion fused historic and modern styles, making it a standout example of Victoria Park's evolving industrial heritage.



Photo source: [HeritageCalgary.ca/heritage-calgary-blog/warehouse-district](https://heritagecalgary.ca/heritage-calgary-blog/warehouse-district)



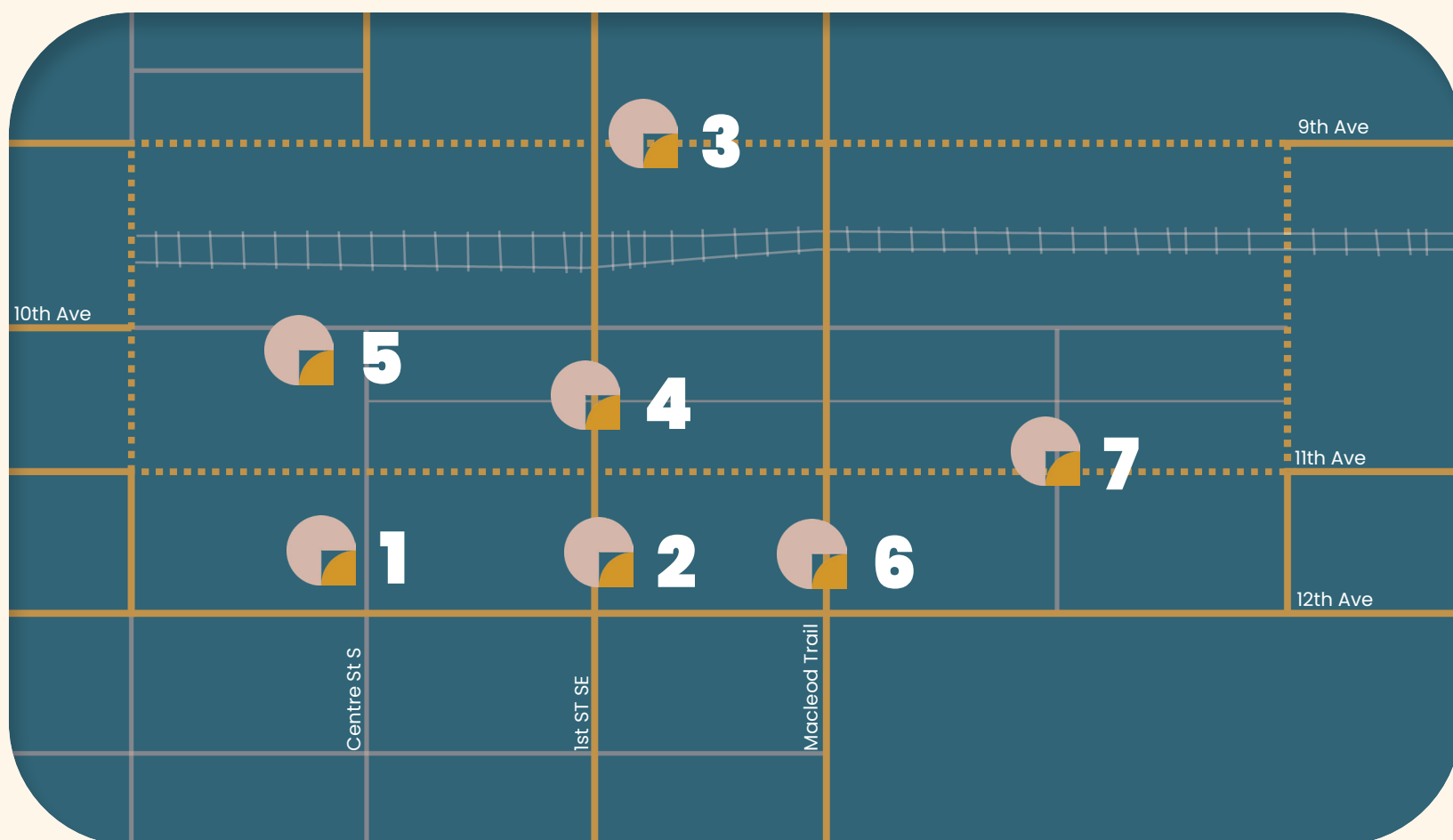
Photo source: [HeritageCalgary.ca/heritage-calgary-blog/warehouse-district](https://heritagecalgary.ca/heritage-calgary-blog/warehouse-district)

Donnelly, Watson & Brown Warehouse

Built in 1910, this three-story timber and brick warehouse is a standout example of Romanesque Revival architecture adapted for industrial use. Its red-brick facade, rock-faced sandstone detailing, and heavily corbeled cornice give it a bold, solid presence.

Designed with an extra-heavy foundation and buttressed base, the building reflects the durability and strength of Victoria Park's early commercial structures.

Source: [Heritage Calgary, East Village & Warehouse District Walking Tour](https://heritagecalgary.ca/heritage-calgary-blog/warehouse-district)



A Weekend in Victoria Park

Exploring local food and entertainment.



Joe's on 12th

Joe's on 12th is a great spot to grab lunch while you are out and about in Victoria Park.



Suntterra Market

Fresh, local groceries and chef-prepared meals in the heart of Victoria Park.



Warehouse District

Historic brick buildings transformed into a vibrant hub of shops, dining, and culture.



Amaze Escape Room

A thrilling escape experience where puzzles, mystery, and adventure collide.



Bottlescrew Bills

Enjoy a night out or get your favorite pub fare delivered to you.



Pixel Park

A real-life video game-inspired space where community come to play.



ZCREW Cafe

A cozy, modern spot for coffee, tea, and brunch, with grab-and-go options.





For more information, visit:

VictoriaPark.org

GlobalNews.ca/news/8471036

HeritageCalgary.ca/heritage-calgary-blog/warehousedistrict

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