

**Scott Block**

**4818 Gaetz Avenue**



**Description of the Historic Place**

The commercial two-storey Scott Block has a flat roof, black tile cladding on the first storey and red brick cladding on the second storey. It has a central main entrance with two offset secondary entrances, and a metal cantilever roof above the storefront that extends the full width of the front façade. It is located on Gaetz Avenue, a busy commercial thoroughfare in downtown Red Deer.

**Heritage Value**

The Scott Block is significant for its association with the theme of post-war commercial development in downtown Red Deer, as well as for its modern design.

The 1946 Scott Block is significant for its association with the theme of post-war commercial development in downtown Red Deer. World War Two had a considerable impact on Red Deer's development, including the construction of the military A-20 Camp, a new school, and a new municipal hospital wing. Between 1941 and 1946 Red Deer's population grew by forty-two percent and commercial services needed to expand to accommodate the influx of new residents and returning servicemen. Mr. Charles Scott had operated the Variety (5 cents to \$1) Store on Gaetz Avenue since he and his family emigrated from Ireland in 1935, but later sold the building to Charlie Horsley. A new building to house the Variety Store business was built by general contractors Hubert Packard & Co., and opened on May 1, 1947 with Charles Scott and Son listed as the proprietors. The large commercial building housed Scott's variety store, a small café, and Bud Bourke's Men's Shop on the ground floor, and had twenty-one offices on the second floor. The small café quickly became a local meeting place for shoppers and businessmen. In 1952 Charles and his son, Ronald, had Western Builders extend the building to provide more space for the café and sales floor. The Variety (5 cents to \$1) Store remained in the Scott Block until 1964, when the business was sold to Steadman Bros. Limited and became the 140<sup>th</sup> store in the Steadman cross-country chain.

## *Statements of Significance for the Downtown Red Deer Legacy Year Project*

The Scott Block is significant for its modern design. Steadman's remodelled the Scott Block and gave it a new storefront that, according to the *Red Deer Advocate*, "[gave] it maximum appeal to the residents of Red Deer and district." The new storefront included very modern Vitrolite structural glass panels on the first storey. The metal-clad cantilever roof above the storefront emphasises the horizontal lines of the building, and is mirrored by several thin brick stringcourses on the second storey. The Vitrolite glass, the strong horizontal features, and the lack of ornamentation are important elements in modern design. The Scott Block was recognized as contributing to the downtown Red Deer streetscape when it received exterior rehabilitations as part of Red Deer's Alberta Main Street project.

### **Character Defining Elements**

The character defining elements as expressed in the form, massing, and materials of the 1946 two-storey residence include:

- The flat roof
- The red brick common bond cladding
- The projecting aluminum canopy above the storefront windows on the first floor
- The central date stone on the second storey that reads "SCOTT BLOCK 1946"
- The small balcony on the second storey
- The louvered vents below the roofline
- The pattern, style and construction of all original window and door openings on the second storey