

## A BRIEF HISTORY OF PARKVALE: 1905 TO PRESENT

Parkvale was founded in 1905 during an incredible settlement boom in Red Deer. Although some development occurred when the Agricultural Society purchased land in 1902 for its fairgrounds, the area remained largely undeveloped because of a swampy old river



bed that ran along the east side of town. Parkvale truly came into existence when Ross and Mann (49) streets were extended eastward and a bridge was built over the coulee. When the Canadian Northern Railway laid its tracks along the east side of downtown in 1907 and Piper Creek Brickyard was established 1892 on the south end of downtown, the area quickly became

a popular area for railway workers, tradesmen, businessmen and professionals. Over the years an eclectic mixture of houses emerged - from modest bungalows to century-old farm homestead and stately brick homes to today's modern residences.



The Fairgrounds played an important place in the history of Parkvale. It is where baking and horticultural competitions, livestock shows, chuck wagon races and grandstand entertainment enthralled all ages for decades. Many remember the soldiers training at the Fairgrounds during the first and second world wars. In 1958, Central Alberta Pioneers and Old Timers Association erected the Pioneer Lodge at the corner of 44<sup>th</sup> Street and 47<sup>th</sup> Avenue. This log building is an important landmark in Red Deer and a vibrant meeting place.



In the late 1970's, when developers threatened to change the architectural landscape of the neighbourhood, a group of residents, led by Red Deer's past Mayor Ed Barrett, were instrumental in changing the land use by-law in order to protect Parkvale's historical character. The Parkvale Community Association was founded in 1980 and continues to this day to carry on the mandate adopted by its founding members.



When the fairgrounds moved to Westerner Park in 1982, Parkvale saw major changes on the south side. An arena and curling rink were built and three senior developments soon followed. Waskasoo Park was expanded to include the forest and creek that runs through the neighbourhood.

In 2005, when Parkvale celebrated its centennial, over 200 past and present residents came from near and far to reminisce about old times. Memories and photos were collected for an historical exhibit at Red Deer & District Museum, becoming part of the permanent collection. The Parkvale Playground located at the corner of 45 Street and 46 Avenue was upgraded with a hard surface basket ball court, new benches and tables.



In 2007, the Parkvale Community Association took over the stewardship of the Pioneer's Lodge which the Pioneers and Oldtimers built in 1958 and took care of for many years. It is an historic building and an integral part of the neighbourhood.

In 2007, historic street signs were erected throughout Parkvale as a permanent reminder of the Centennial. And a commemorative rock was installed the Parkvale Playground in 2009 with the hope that many more generations will enjoy and protect this beautiful neighbourhood.