



Broadway Centre

Calgary, AB

In an era when sustainability and a reduced carbon footprint are becoming vitally important, Alvin Reinhard Fritz Architect Inc. (ARFAi) has responded by enthusiastically embracing building renovation which is one of the most effective means of conserving energy and minimizing the amount of negative impact on our planet. When Boardwalk presented ARFAi with the opportunity to engage in the redesign of Beltline Towers into the new Broadway Centre, we recognized the positive social impact and the importance of the project in establishing a much-needed precedent of renewal in the City of Calgary.

Current real estate costs have become so prohibitive that many individuals who are trying to establish a seminal home at central locations within the community are prevented from realizing their aspirations. It was refreshing to realize that a well-appointed renovation could be instrumental in providing this opportunity. We were also very pleased that Boardwalk identified this project as an affordable luxury brand. It was very energizing to be tasked with developing an aesthetically superior product which could still be attainable by many of the younger generation trying to establish themselves in the heart of the City.

A third value, which we recognized at the onset, was that this project would breathe new life into an area of the City of Calgary that had become dilapidated and undesirable. At ARFAi, we believe that effective infill architecture and renovations can dramatically and favourably impact the community in which they are located; initiating a renewal where the positive influences in the microcosmic culture overwhelm the negative and wholesome living is spawned.

Upon initial examination, it was evident that the structural framework was in good condition and merited the pending renovation work. Once the project was effectively documented, we were pleased to have the opportunity of working in collaboration with Paul Lavoie Interior Design in developing a contemporary design aesthetic that would redefine the building into the award-winning project that it has become.





Housing First

ARFAi is very influential in social housing projects in the City of Lethbridge and other centers. Prioritizing the housing component of individuals' lives is one strategy for establishing renewal in the social structure of personal life. This concept can be extrapolated forward to seminal housing for young people in Calgary.

Individuals gain a sense of self-worth by their surroundings and are better equipped to face the day when residing in a respectable living environment.

Beyond our sense of self-worth are the pragmatic aspects of personal daily preparation. When individuals have the creature comforts and amenities, allowing them to effectively prepare for each day's challenges, they are more enabled to excel and positively impact their culture. Negative surroundings with inadequate amenities hinder individual preparation and subsequent potential.





Amenities that Spawn Life

In addition to the well-appointed and aesthetically superior suites and lounging areas, it is essential that a renewal project also provide amenities that lead to increased vitality and quality-of-life.

Where once self-destructive activities were taking place, a fitness centre is now provided. Comprehensive and effective equipment foster physical health promoting endeavours that elevate wellness and strength. As well, a beautiful outdoor barbeque area has been provided, conducive to serving refreshments and meals and meaningful social interactions.



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