

UPBEAT

THE DEFINITIVE GUIDE TO UPTOWN WATERLOO



Uptown
WATERLOO

www.uptownwaterloobia.com

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Welcome back,
neighbour!

celebrate the old • discover the new

475 businesses • 80 bars & restaurants • 24 clothing stores • 31 salons & spas • and so much more!
See our website for the full updated business directory.

Uptown
WATERLOO

uptownwaterloobia.com @uptownwaterloo f i t



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WELCOME TO UPBEAT

Welcome Neighbour!

We're so happy you stopped by. There's so much going on in Uptown Waterloo, we just want to shout it out from the rooftops – but we'll first start here, in this publication.

After years of construction, a new Uptown is emerging. Our makeover includes an updated and beautiful streetscape, broad range of housing options and diversity of businesses – all helping to bring more people to visit, live, work and play in the heart of Waterloo. Empty-nesters and families already living here are enjoying the unique lifestyle that Uptown Waterloo offers including excellent restaurants, walking trails, clothing stores, salons and spas. Young professionals are continuing to visit and move here for our cool vibe, bike trails, transportation choices, nightlife and new condo developments.

As you flip through these pages, prepare to be inspired to plan your next visit. You'll find stories about fun, hidden gems, women entrepreneurs, chic fashion destinations for both men and women, arts & culture must-sees, hip coffee shops, interesting historical spaces, decadent beauty and wellness spots, a booming restaurant culture, motivating business collaborations and special events and festivals you won't want to miss. Like I said, there's a lot happening in Uptown!

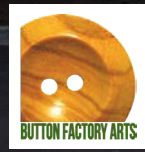
From our 80 bars and restaurants, to our 31 salons and spas, to our 24 clothing stores and so much more – our 475 businesses are here, waiting to help you discover your authentic you. And, if you don't walk, bike or ride the ION to get here, don't forget about the two hours of free parking available at six different lots in Uptown – just steps away from your favourite hot spot.

Thank yous are in order! Countless hours and the awesome, crazy-mad skills of our Upbeat collaborators have brought us to this – our very first edition. Thank you to everyone who supported this light-hearted, genuine magazine where we've endeavored to shine a light on the evolving place that is Uptown.



Tracy Van Kalsbeek
Executive Director, UpTown Waterloo BIA
Editor, Upbeat Magazine

celebrating
25 years!



**BUTTON
FACTORY
ARTS**

25 Regina St. S. Waterloo
Phone: 519-886-4577
www.buttonfactoryarts.ca
Photograph by: Joe Martz



@buttonfactoryarts



@ButtonFactoryArts



@BFactoryArts

FOLLOW US ON SOCIAL MEDIA TO STAY IN THE LOOP ABOUT SPECIAL EVENTS IN SEPT. 2019!

UPTOWN EXPERIENCE

Ride to
Come Alive

8

A DAY IN THE LIFE

Plan your day
Uptown from
morning to night.

UPTOWN NIGHTLIFE

Find all the nightlife
hot spots Uptown!

10

CULTURE AND CREATIVITY

Get in touch with your
artsy side.

12

TIME TO
Spring Clean
YOUR MORTGAGE?
We Can Help!



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MORNING

Treat your body to a spin, boxing or yoga class at Hustl+Flow (120 King St. S.)! This new, bright and inviting boutique studio will motivate you to elevate your mind, body and soul. Follow up your class with a visit to their in-house blowout bar, Seint Beauty, or relax in their infrared sauna. If fitness isn't your thing, no problem! Grab yourself a breakfast smoothie bowl or fresh pressed juice from Good Vibes Juice Company, situated in the lobby of the gym.

Or, if you need more of a boost, check out one of the many amazing cafés or restaurants in UpTown. There is no shortage of spots to get your caffeine fix or breakfast. Check out our article on uptown cafés on page 16 for more ideas.

AFTERNOON

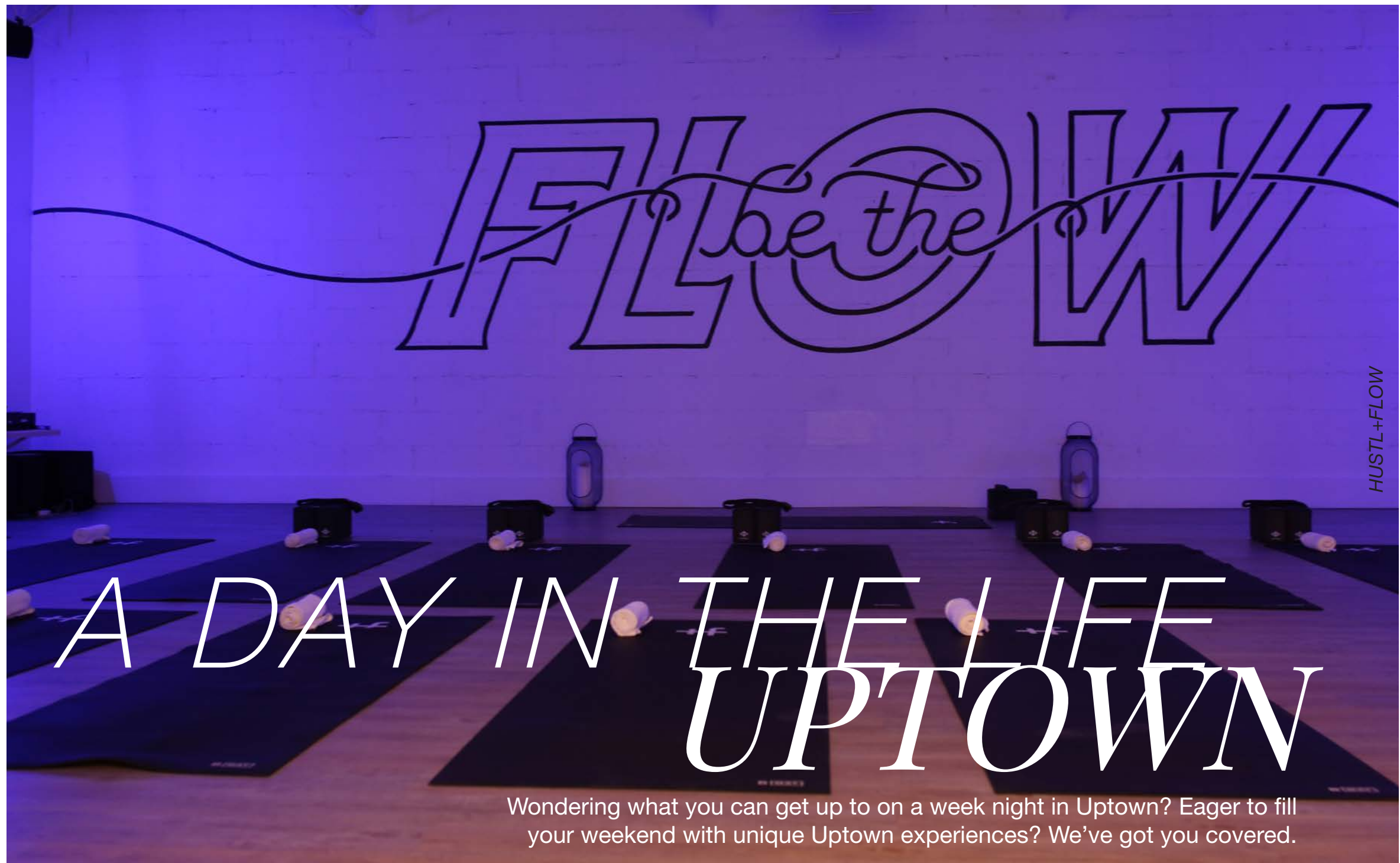
Did you know there are over 70 retail shops in Uptown Waterloo? Take a stroll through the core to find great gift ideas or treat yourself to something new!

Feeling really adventurous? Some of the Region's best tattoo shops can be found in Uptown. Go ahead and get those matching tattoos you and your bestie have always talked about! You can choose from the talented artists at Tora Tattoo, Torchlight and Iron Horse, but make sure you check to see if you need to book ahead – these folks are in high demand!

Or perhaps you want a more temporary enhancement, in which case you can get glammed up at one of Uptown's 31 fabulous salons. Whether you choose to pamper yourself with a makeup application, manicure or new hair style, there are so many spots to choose from, all offering top notch service. Learn about Uptown's salons and spas on page 24.

EVENING

Nightlife Uptown is hard to beat. Whether you're looking for a bite to eat at one of our many diverse restaurants or want to dance the night away, there are so many options for a fun night out. Play ping pong at Ace Ping Pong Lounge, challenge your friends to some video games at Patent Social, or karaoke at Chainsaw! There are lots of fun, experiential restaurants to explore. Check out our Nightlife map on the next page



A DAY IN THE LIFE UPTOWN

Wondering what you can get up to on a week night in Uptown? Eager to fill your weekend with unique Uptown experiences? We've got you covered.

for some more ideas.

Did you know there are three theatres in Uptown? Catch a flick at The Princess Original or Twin Cinemas, or see a live show at the KW Little Theatre. The Jazz Room also features professional calibre jazz performers on Friday and Saturday evenings from September through June.

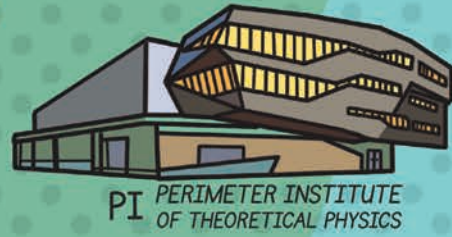
If you're more into live music, many Uptown restaurants feature live musicians, especially with Thursday Nights Uptown in the summer. Our Uptown music program creates a big night for live music every Thursday from June 29th to September 5th! [U](#)



PRINCESS ORIGINAL CINEMA



ACE PING PONG LOUNGE



PI PERIMETER INSTITUTE OF THEORETICAL PHYSICS



WATERLOO PARK EAST GAZEBO

NIGHTLIFE & POINTS OF INTEREST

UPTOWN WATERLOO

ARTWORK BY: ALLIE BRENNER

KARAOKE AT CHAINSAW. VIDEO GAMES AT PATENT SOCIAL. ART OPENINGS AND EVENTS AT BUTTON FACTORY ARTS. BREWPUBS, SPECIALTY COCKTAIL BARS, LIVE THEATRE AND SO MUCH MORE. UPTOWN IS FULL OF EXCITING NIGHTLIFE. USE THIS MAP TO FIND WHERE TO GO FOR YOUR NEXT NIGHT OF FUN WITH FRIENDS!

FATHER DAVID BAUER DR.

ERB ST. W

CAROLINE ST.



CIGI CENTRE FOR INTERNATIONAL GOVERNANCE INNOVATION



CLAY & GLASS GALLERY



VISITORS & HERITAGE CENTRE



BEERTOWN



WATERLOO PUBLIC LIBRARY



WATERLOO PUBLIC SQUARE



21 FIR



ABE ERB



ACE ping pong

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white rabbit

KING ST.



JAZZ ROOM



Cheeses Murphy



PUB on KING



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BUTTON FACTORY ARTS



PATENT SOCIAL



CHAINSAW



Princess Cinema CAFE

PRINCESS CAFE



KWLT

KW LITTLE THEATRE



NIGHT SCHOOL

BAR RAYNA

STARK & PERRI



HARMONY LUNCH



ETHEL'S LOUNGE

faco tuesday

BRIDGEPORT RD. E

REGINA ST.

SPUR LINE TRAIL

PEPPLER ST.

LAUREL TRAIL



Waterloo City Hall





BUTTON FACTORY ARTS • 25 REGINA ST. S.

www.buttonfactoryarts.ca @buttonfactoryarts

Button Factory Arts is a non-profit, charitable organization and arts hub offering a variety of arts programming through exhibitions, classes and sales of local art work and gifts. The venue is home to Theatre on the Edge, The Baden Storytellers, Kitchener Waterloo Society of Artists and the Gem and Mineral Club.

PAULA WHITE DIAMOND ART GALLERY + DESIGN STUDIO • 187 KING ST. S.

www.paulawhitediamond.com
@pwd_gallery

Paula White Diamond (PWD) is recognized by industry professionals as one of Ontario's leading fine art sources. The gallery features and sells work from both established and emerging artists. Owner and artist-in-residence Paula White Diamond creates large-scale oils, acrylic and mixed media work.

**UPTOWN GALLERY
75 KING ST. S.**

www.uptowngallerywaterloo.com
@uptowngallerywaterloo

The UpTown Gallery and Workspace is a collaborative space dedicated to promoting local artists since 2006. Every two months the gallery hosts a new show featuring many different genres and styles.

CANADIAN CLAY & GLASS GALLERY • 25 CAROLINE ST. N.

www.theclayandglass.ca
@cdnclayandglass

The Canadian Clay and Glass Gallery is a public art gallery dedicated to exhibiting ceramic, glass, enamel and stained glass artwork. The gallery hosts critically-acclaimed exhibitions and gifts, featuring local, regional and international artists, as well as hands-on events and workshops. The architectural design of the Gallery has also been recognized with a medal from the Governor General.

PAINT BY MUNZY • 32 KING ST. N.

www.paintbymunzy.com @paintbymunzy

Paint by Munzy is owned and operated by a local brother-sister duo. Artist Jonathan Munz has an extensive collection of over 200 one-of-a-kind artworks, oil paintings and ready-to-hang canvas art. Laura Munz can be found in the gallery, curating the artwork and providing stories behind the authentic pieces.

CULTURE AND CREATIVITY

Uptown is home to unique art galleries and interesting cultural spaces that are full of inspiration for the arts aficionado. In addition to the places listed here, just this summer, two new spaces opened up thanks to a partnership between HIP Developments and Art\$Pay. Located at 52 and 56 Regina St. N., the 'Art Incubate' project provides a space for local artists to collaborate and show their work.

**BY HAND & FIRE
187 KING ST. S.**

www.byhandandfire.com
@byhandandfirepolishpottery

By Hand and Fire specializes in handmade Boleslawiec Polish pottery and carries the largest selection of Polish stoneware in Canada such as teapots, mugs, bowls, plates and platters. Pop in for a gorgeous gift idea, or create a gift or wedding registry for yourself!

**STATE OF THE ART SUPPLIES
84 KING ST. N.**

www.stateoftheartsupplies.com
@stateoftheartsupplies

**THE ART STORE OF WATERLOO
91 CAROLINE ST. S.**

www.theartstoreofwaterloo.com

Feeling inspired after reading about the plethora of artwork in Uptown? Both State of the Art Supplies and The Art Store of Waterloo have high quality products to assist in your next creative project.

**KULTRUN MARKET
8 REGINA ST. N.**

www.kultrunmarket.com
@kultrunmarket

Kultrun Market is an excellent spot to search for one-of-a-kind gifts; they source equitable and ethical goods, both locally and globally by artisans!

Perimeter Institute



@will.kdub

Princess Cinema



@oliviaepitschner

King St. N.



@lofphotography

Patent Social



@thom_knight

Modo Yoga



@ashleytkeefe

Hustl+Flow



@waychillbrowles

Waterloo Public Library



@marianabilbao

Duke of Wellington



@juneytyetkiner

Mistletoe Lane



@estheraitchison

Ace Ping Pong Lounge



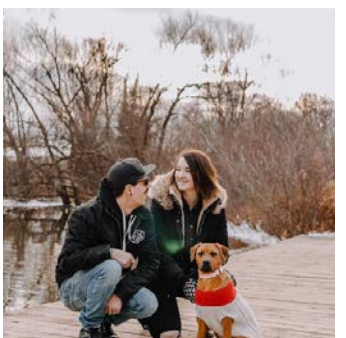
@alexwolfenden24

Waterloo Public Square



@samjamal

Waterloo Park



@trishajune



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UPTOWN TASTE

16

PERK UP

Next time you need a caffeine boost, grab it in Uptown Waterloo.

18

FLAVOURS OF DISTINCTION

Treat your tastebuds to the culinary excellence in Uptown Waterloo.

22

HIDDEN YUMS

Try these delicious treats you may not have known you could get Uptown.



BRCH SOCIAL

PERK UP UPTOWN

It's easy to be consistently satisfied and even a tad overwhelmed by the number of café choices Uptown. Even more, it's a surprising delight to see how full they seem to be at any time of day, from noon to as late as 11 p.m. It's hard to ignore the fact that students are at the heart of the café scene Uptown and with deadlines around the clock, it's no wonder that the java is always pouring and seats are always full Uptown.



DVLB • 84 KING ST. N. www.dvlb.ca @dvlbespresso
DVLB specializes in three wonderful things; coffee, whisky and bread. They also have a fierce selection of local craft beers from Cowbell, Royal City and Wellington – if you want to get your local craft beer fix in while you're there, too! Cozy up and relax with a beverage in their vintage inspired atmosphere, you'll find that you won't want to leave!



SETTLEMENT CO. • 23 KING ST. N. www.settlementco.ca @settlementcoffee
The Settlement Co. brand first came to life in Uptown Waterloo and has now expanded to four venues throughout the Region. Known for its community focus and plant-filled space, Settlement has become well-known as a refuel spot for many in its four-year Uptown tenure. Check them out for delicious coffees and treats.



BRCH SOCIAL
1 KING ST. N.
www.brch.ca @brchsocal
BRCH is one of the newest additions to the bustling café scene in Uptown, featuring vibrant coffees, unique teas and natural wines in the evening. The space, previously a jewellery shop, has been transformed into a bright and airy social venue, with passionate, award-winning baristas who are bound to make your café experience memorable.



PRINCESS CAFE • 46 KING ST. N. www.princesscafe.ca @theprincesscafe
Princess Café is the home to delicious and fresh sandwiches, soups, salads and of course, coffee. Princess was voted by the Community Edition in 2017 and 2018 as the Best Café in Waterloo Region, and we have to say, that's a pretty impressive feat! Like its café counterparts, the Princess also features funky craft beers that you're not likely to find elsewhere. Check them out for comedy nights and trivia as well!

FLAVOURS OF DISTINCTION

KING STREET TRIO

Uptown Waterloo's dining scene is exploding with new tastes and experiences – a must visit for the culinary connoisseur!

Thanks in part to the rejuvenated streetscape and increased development ripple effect – a boom of diverse restaurants are providing fresh tastes and changing culinary experiences in the heart of Waterloo.

Diners looking for a change of pace from cookie-cutter chain restaurants in the suburbs are sating their palates at boutique-style, independent eateries that offer distinctive, often ethnic menus.

Many restaurant owners agree. "We opened six years ago very confident in the vibe, culture and potential of Uptown," says Dan McCowan, owner and chef of Red House. "A chef-owned restaurant puts a focus on the dining experience, an inspired and evolving menu



that showcases the chef's creativity and offering something truly unique." www.redhouseuptown.ca @redhouseuptown

Customer experience and being in the right-place-at-the-right-time also play a role. "The success of any restaurant is delivering a high valued experience within a cost base that is manageable," shares Brian Plouffe, owner of King Street Trio. "Right now Uptown represents a huge opportunity to have guests discover you by simply being in the core." www.kingstreettrio.com @kingstreettrio

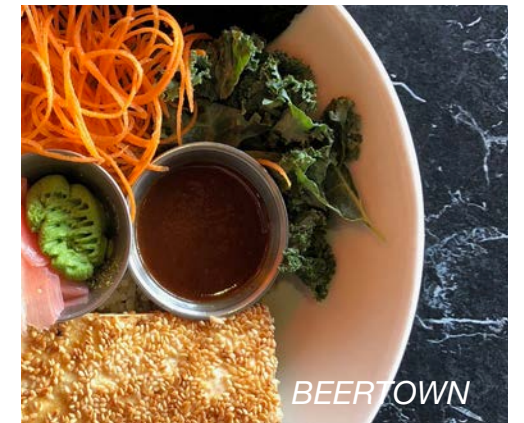
Uptown Waterloo is also proud to be home to larger, established eateries. These recognized names and brands with their familiar menus and warm guest service are comfortable destinations for many.



ANGIE'S



ETHEL'S



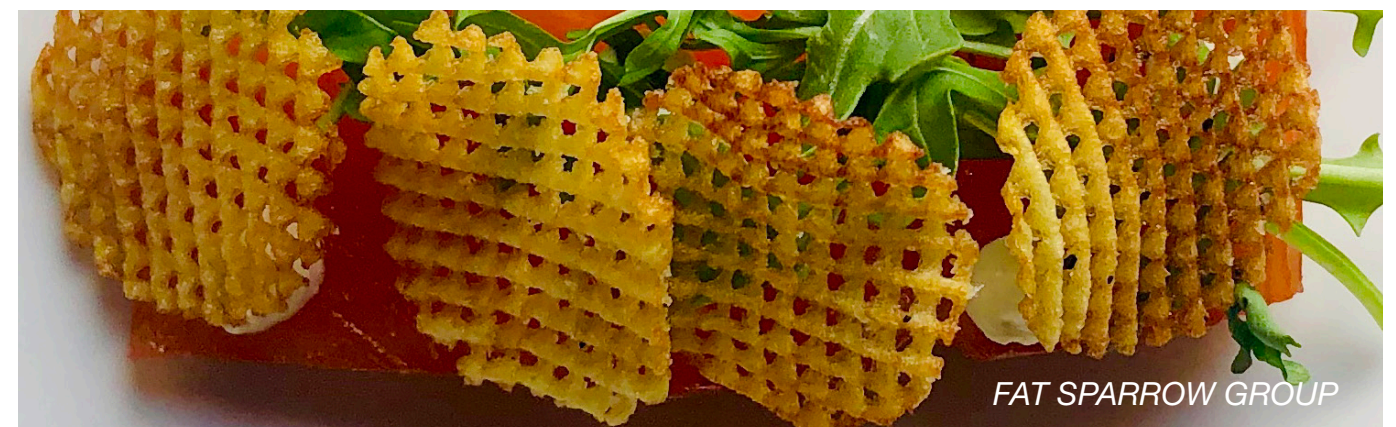
BEERTOWN



RED HOUSE



COPPER BRANCH



FAT SPARROW GROUP

“Casual has become the way of the world – from how people dress in workplaces to how business meetings are conducted, especially in public,” notes Kirk Vines, general manager of Beertown. “And, younger generation consumers are less interested in perceptions and subterfuge – they are all about the authentic experience.” www.beertown.ca @beertownpublic

We’ve also seen a number of fresh, grab-and-go eateries focused on being environmentally sustainable and socially responsible – think Freshii, Zero Waste Bulk, Copper Branch, the Chippery, Good Vibes Juice, Vincenzo’s and Dana Shortt Gourmet & Gifts. These establishments offer great options for the lunch office crowd and a place to drop in for a quick bite after work.

When opening his restaurant, Shaun Wang, owner of Copper Branch, thought about his family and especially his daughter who goes to university nearby. “I wanted to create a place where families would want to eat – focused on quality, freshness and at the same time, operating in an environmentally friendly way.” Join them on their plant-powered journey. www.eatcopperbranch.com @copperbranchwaterloo



“You can visit Uptown with no destination in mind and be blown away by the great offerings.”

Many Uptown restaurants and bars feature patios in the summer. Shares Nick Benninger of Fat Sparrow Group and owner of four restaurants in Uptown: “Over time, Uptown has become known to have so many great spots to eat. You can simply visit Uptown and walk about with no destination in mind and be totally blown away by the great offerings and amazing experiences – you’ll find yourself dining in a great, locally-owned establishment before you know it!” www.fatsparrowgroup.com @fatsparrowgroup

Authenticity and choice, coupled with the rejuvenated sights and sounds of Uptown, provides customers with unique experiences that surprise and delight. We invite you to visit Uptown Waterloo and check out our flourishing foodie scene. 📍

Sweet 'n salty

When it comes to breakfast, do your taste buds hesitate between savoury eggs and bacon, and something sweet?

Discover our Sweet 'n salty dishes. Perfect for the undecided in you!

75 King Street South
519 886-8878



Hungry Ninja

@liz.rego



The Bauer Kitchen

@whatdimilikes



Red House

@kwfoodspots



Proof Kitchen + Lounge

@gp_the_foodie



Empress of India

@halcyonmoments



Beertown

@megz_ate_here



Famoso

@eat.with.megs



Loloan Lobby Bar

@thekartopia



Sole

@goodfeasts



King Street Trio

@optometreats



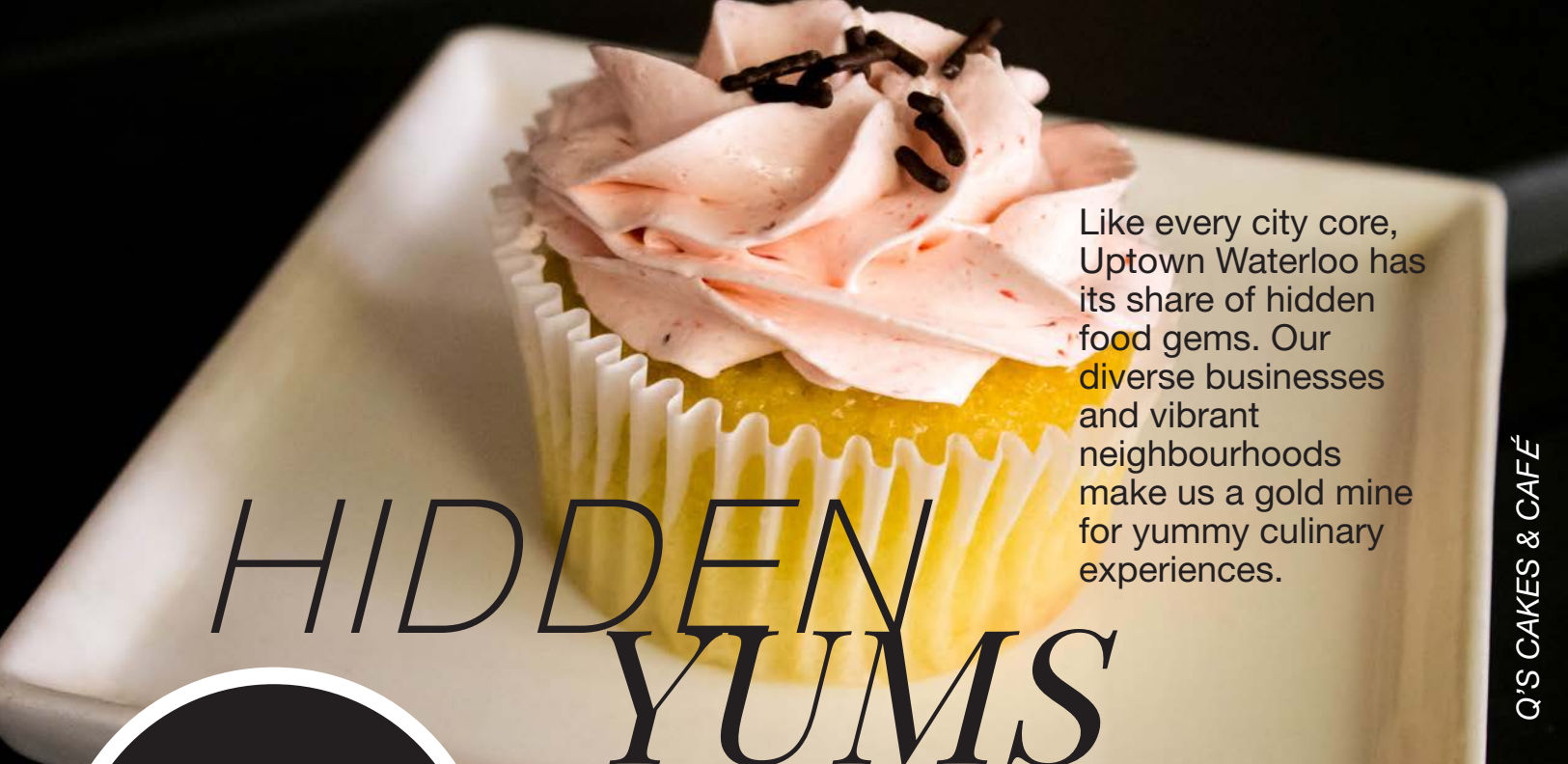
Watami Sushi

@snackingsnobs



My Thai

@justme_kt



HIDDEN YUMS

Q'S CAKES & CAFÉ

Like every city core, Uptown Waterloo has its share of hidden food gems. Our diverse businesses and vibrant neighbourhoods make us a gold mine for yummy culinary experiences.

HAVE YOU EVER...

...gobbled down a Skor or caramel apple butter tart at Just Love Pie in 10 seconds? If not, you're in for a delicious treat! Tucked away in the Atrium on Erb Street you will find both savoury and sweet pies and tarts made from fresh local ingredients that will satisfy your appetite and warm your heart. Your taste buds will thank you!



JUST LOVE PIE • 33 ERB ST. W.
www.justlovedie.com @justlovedie



...attended Hot Drink Happy Hour for a high-performance Bulletproof coffee? Pure Juice Bar + Kitchen located at the Bauer Lofts has just the thing. With several healthy, wholesome and nutritious snacks from which to

choose, you're sure to increase your energy and cognitive function in no time!

PURE JUICE BAR + KITCHEN 191 KING ST. S.
www.purejbk.com @purejbk



...had a "Bake Box by Q" delivered to your door? Q's Cakes & Café, located on the ground floor of the RED Condominiums on King Street, has lots of sweet treats to purchase at their café and you can even sign up to have them delivered directly to you each month. Imagine sharing a surprise

box of baked goods with your friends or family. Oh, who's kidding? Keep them all to yourself!

Q'S CAKES & CAFÉ • 188 KING ST. S.
www.qscakesandcafe.com @qscakesandcafe



...had a whoppie? Yup, that's not a typo! Found just off King St. North on Princess St. is offbeat, retro haunt Jane Bond. This hidden gem offers veggie dishes and craft beer, PLUS live music and outdoor seating – in the summer, that is! Oh, and the whoppie is their signature mushroom cashew burger!

JANE BOND • 5 PRINCESS ST. W.
www.janebond.ca @janebond_005
 Photo by @happyhourphotoco

...tasted the best borscht around? Look no further than Teremok Café. Delicious Russian and Ukranian home cooking is found at this quaint eatery at the Spurline Crossing Centre. Other comfort foods like beef stew, shepherd's pie and sandwiches are also on the menu and you can take many of the foods home as frozen dinners. Who knew cabbage could be so delicious – Teremok, that's who!



TEREMOK CAFÉ • 55 ERB ST. E.
 @teremokwaterloo



UPTOWN STYLE

WHERE TO GLOW

From hair and nails to hair removal and green products, Uptown Waterloo has the best in beauty.

24

A WELL-DRESSED WOMAN

Freshen up your wardrobe at any of Uptown's female fashion shops.

26

THE DISTINGUISHED GENTLEMAN

All the places for the Uptown man to stay in style.

28

Are you obsessed with all things beauty and wellness? Are you curious to learn more about clean and organic beauty products, preparing for an upcoming event, or simply wanting to try a new beauty trend? You may be pleasantly surprised to learn that Uptown Waterloo has 31 businesses specializing in beauty products and services for you to treat yourself, a friend of a family member.

SALONS + SPAS

GINA'S SPA • 6 REGINA ST. N.
www.ginasspa.com @ginasspawaterloo

One of the first day spas in Canada, Gina's specializes in aesthetics, body treatments, registered massage therapy, hair design and medical spa treatments.

HEART & SOUL BEAUTY BAR • 11 ERB ST. E.
@heartandsoulbeautybar

New to Uptown, Heart & Soul Beauty offers a range of products and services such as eyelash extensions, tints, lifts, hair design, spray tanning and sugaring!

THE WATERS • 75 KING ST. S.
www.thewatersspa.com @thewatersspa

The Waters features an infrared sauna, a couple's suite with a fireplace, soaker tub and steam shower, as well as manicure/pedicure rooms that can accommodate groups of up to eight people. The Waters is a destination for romantic occasions, wedding parties, girls' days, corporate retreats, private parties and, of course, personal quiet time.

UPTOWN BEAUTY LOUNGE • 4 KING ST. S.
www.uptownbeautylounge.com @uptownbeautylounge

Uptown Beauty Lounge offers a wide variety of services from eyelash extensions, hair, micro blading and cosmetic tattooing to waxing, makeup artistry, hand and foot pampering, organic airbrush tanning, body therapy and tattoo removal. *Fun fact:* they were the first salon in the tri-cities to be fully licensed with specialty drinks, wine and beer offerings!

HAIR

CONTROL HAIR • 55 ERB ST. E.
www.controlhair.ca @ctrlhair

Control Hair offers hair and body services, using environmentally conscious Kevin Murphy products. Clients are welcomed with a variety of drink options and an iPad made available to use throughout their visit.



WHERE TO GLOW

COWBOYS & ANGELS • 16 PRINCESS ST. E.
www.cowboysandangelssalon.ca @cowboysandangelssalon

At Cowboys & Angels, you'll find specialists in colour corrections, perms, straightening, dreads, hair extensions, blowouts, scalp treatments and more.

SEINT BEAUTY • 120 KING ST. S. • @seintbeauty
Seint Beauty is new to Uptown and specializes in blow outs and braids! Visit Tori and her team of experts to treat yourself to something new.



UPTOWN BEAUTY LOUNGE

NAILS

ALL MY NAILS • 22 KING ST. S., suite 102
www.allmynails.ca @allmynailssalon

All My Nails has been offering the Uptown community exceptional nail services since 1999. Make sure to grab a coffee and treat from Café 22 upstairs before your appointment!



JULY NAIL BAR

JULY NAIL BAR • 114 KING ST. S.
www.julynailbar.com @julynailbar

Uptown's newest nail salon features acrylic and gel manicures, as well as super funky decals – totally changing the nail game!

HAIR REMOVAL

BARE ESSENTIALS • 95 KING ST. N., suite 102
www.bareessentialswaxing.com @icanwaxthat

Bare Essentials specializes in waxing, threading, laser hair removal, electrolysis, micro-blading, spray tanning and skin treatments. Known for their \$25 Brazilian, they're a must visit!

THE SUGAR CUBE • 42 BRIDGEPORT RD. E.
www.thesugarcube.ca @thesugarcubewaterloo

The Sugar Cube takes a 100% natural approach to hair removal. Their sugaring exfoliates and removes hair leaving skin feeling clean and velvety soft.



THE TRUTH BEAUTY COMPANY

CLEAN BEAUTY

PURE+SIMPLE • 42 BRIDGEPORT RD. E.
www.pureandsimple.ca @pureandsimplekw

Pure + Simple is an all-natural skincare and wellness spa. Focusing on sustainable spa services and products in their boutique, they also have their own house brand as well as carry other clean brands.

THE TRUTH BEAUTY COMPANY • 46 KING ST. N.
www.thetruthbeautycompany.com @thetruthbeautycompany

Truth Beauty is a one-stop shop for natural and organic skincare, hair care and cosmetic brands in Uptown Waterloo, prioritizing a commitment to the environment and their community. 🌱



A WELL-DRESSED WOMAN

With almost 20 womens' clothing shops, Uptown is a fashion mecca for women.

Contrary to the national trend of declining brick-and-mortar retail – especially with our neighbours in the U.S. – women's fashion and accessory boutiques continue to pop up in Uptown Waterloo – 16 in all.

Signs point to the continued revitalization of Uptown. Economists call this type of retail density a "cluster," which tends to form where economic drivers like construction, development and real estate are robust. And, that's definitely what's been happening in Uptown Waterloo over the last four years.

For many women, clothing is much more about the hands-on experience than clicking on a computer mouse. They want to see, touch and try things on in front of tall mirrors, high ceilings and natural light – and they appreciate advice from experienced professionals. That's why Uptown's growing clothing cluster is great news for the chic shopper looking to set herself apart with unique and stylish fashion.


Shops like Just for You Fine Lingerie help women learn to embrace their curves. Onsite staff provide complimentary, personal fittings to determine correct bra sizes – something that is common in the UK but that owner Janice Welch was surprised to learn when she moved to Canada, didn't happen here. "The need for this kind of service was apparent and that's when I decided to open up a store inside the Shops at Waterloo Town Square back in 2007," shares Janice. "Most women visiting this store have been wearing a bra that doesn't fit properly – we help get them in the right size and style and they leave feeling like a new woman." Just for You Fine Lingerie also carries a large selection of sleepwear, lingerie, robes, hosiery and other accessories. www.justforyoufinelingerie.com @justforyoufinelingerie

With a focus on exceptional and personalized service, SASS Wardrobe Essentials makes shopping easy and fun. "SASS is the Uptown

destination to shop from a curated collection of must-have styles from the world's top designers," says owner Caroline Temple. "Each item in our store is hand-selected to reflect the lifestyles of our discerning customers – we work hard to accommodate their needs, even offering after-hour private appointments and in-home wardrobe assessments." Timeless and fashion-forward designer pieces, great denim, shoes and accessories offer everything a girl needs to add a little SASS to their wardrobe! www.sasswaterloo.com @sasswaterloo

“ Shopping in department stores has variety, but not individualized customer service. That's where we excel. ”

We all know that shoes can make or break an outfit. Making a stop at Alexandria's Shoes for Women will help ensure you always look fantastic – from top to bottom. After a few years of looking for the right spot to move her store from St. Jacobs, owner Mary Reger found the perfect place – in the heart of Uptown Waterloo. Since then Mary and her team have been educating their increased customer base that you can have fashion and comfort at the same time. "We stay on top of trends – especially from Europe," notes Mary. "We are very knowledgeable and it is our mission to help women find distinctive and specialized products that augment their wardrobe." Alexandria's also carries European jewellery lines and leather handbags from Germany and Italy, along with other designer accessories. www.alexandrias.ca @alexandriasshoes

These three boutiques can be found at the Shops of Waterloo Town Square. Steps away are other hip and unique meccas of fashion including: Andie's, Delirium, Eastwinds, Erban Corner, FAB, Harmony, Helen Anne Shop, Kindred Spirit, Sashay Vous, Season's, UNI+KONCEPT, Valentina's Bridal and Unique Boutique. Visit the UpTown Waterloo BIA's online Business Directory to learn more. 



LOOP CLOTHING • 13 KING ST. N. www.loopclothing.net @loopclothing



Established in 2004, loop has worked hard at building a reputation as an exclusive menswear boutique. loop sources and supplies a great mix of cult and underground brands from all over the globe with a majority of their items made in North America. “We truly believe less is more and you’re better to buy quality the first time,” shares proprietor Alnoor Keshvani. “Our roots are strong in providing customers with friendly, down-to-earth service and of course, exclusivity.” loop’s store is at the forefront of where life meets style.

TWICE THE MAN • 33 ERB ST. W. (THE ATRIUM) www.twiceisnicewaterloo.com @twiceisnicekw

A boutique with a difference, Twice the Man helps fashion-saavy shoppers on a budget fit designer and other first-class clothing into their closets. “We’re not a thrift shop,” says owner Debora Joseph. “We sell fine quality, current, pre-owned men’s fashions that are in style and in pristine condition.” Preferred labels include



Boss, Zegna, and Armani. The savings are two-fold when you are looking to make some space in your closet for the season’s newest fashions too – consignment appointments are also available.

THE DISTINGUISHED GENTLEMAN

In need of a wardrobe resuscitation? Perhaps you’re looking for a few distinctive pieces to augment your attire? No matter what your dress concerns or interests may be, Uptown Waterloo has you covered. Here are five of Uptown’s best menswear boutiques to help transform your style.

CHANNER’S MEN’S APPAREL • 95 KING ST. S. www.channerswaterloo.com @channerskw

Customers keep coming back for the specialized customer service, selection and style at Channer’s. The family owned business opened 11 years ago in Uptown Waterloo. Modern clothing, both business and casual, is the store’s trademark. “Our premium collection of sportswear and clothing are from leading Canadian, American and European designers,” claims owner and clothing consultant, Mark Channer. “We keep our customers’ measurements on file to better assist them with their purchases over the phone or in the store.” Channer’s has everything needed for an exceptional, one-stop shopping experience.



MARK NUNES • 191 KING ST. S. (BAUER MARKET PLACE) www.marknunes.ca @marknuneswaterloo



Inspired by a dream of creating a space for an exciting mix of designer men’s garments, custom made-to-measure suiting and on-site professional tailoring, Mark Nunes opened its doors close to 20 years ago. “We choose original pieces in limited quantity so our customers can have peace of mind knowing they have a unique garment,” Mark Nunes declares. “We educate our customers on the lines that are carried and they take advantage of the custom tailoring we offer.” Extensive fashion experience, research and impeccable tailoring services can be found here.

PAUL PUNCHER • 20 REGINA ST. www.paulpuncher.com @paulpuncherclothiers



Stylish, dynamic and memorable, Paul Puncher takes pride in providing the ultimate client experience, helping each man build a wardrobe to reflect his personality and complement his varying apparel needs.

“The principle goal of our Puncher team of associates is to combine the absolute finest attire, both business and casual, with exceptional service,” notes owner Scott Puncher. “We endeavour to deliver the ultimate experience for every client that walks through our doors.” With a rich history that reaches back to 1919, Paul Puncher has been outfitting the well-dressed man for over 100 years. Wow!



LOOP CLOTHING

WOMEN RULE UPTOWN WATERLOO



Research shows that the number of women entrepreneurs in Canada continues to grow. Interestingly, on average, women business owners are younger and are more likely to choose to start and run small businesses in the retail and service sectors. We are definitely seeing that trend in Uptown Waterloo.

New housing and office development, a robust Community Improvement Plan to renovate buildings and facades, an updated and vibrant streetscape and the new light rail transit have all made an impact of the changing face of Uptown Waterloo. Our vibrant “heart of the city” is transforming into a major learning and entrepreneurial hub with more people living, working and playing here every day.

Many clothing and accessory stores in Uptown, including Just for You Fine Lingerie, Season’s, Andie’s, Helen Anne’s, SASS, Alexandria’s Shoes, Sashay Vous, Delirium, Unique Boutique, Erban Corner, Harmony by Earthwinds, Kindred Spirit, Twice is Nice/Twice the Man Clothing & Selectables, Valentina’s and the newest kid on the block Uni + Konzept, are owned and operated by amazing women. So are other retail stores such as Tadpole, Words Worth Books, House of Bamboo, Paws Evolution and flower shops like Hearts & Flowers, Charmed, Dutch Mill and Joy of Flowers.

Services including Artemis Canada, Waterloo Region Small Business Centre, Durrell

Communications and Fairway Divorce Solutions can also be added to this growing list.

Most of our Uptown beauty, health and wellness establishments are run by women such as: The Waters, Modo Yoga, Gina’s, Vibrant Living, Seint Beauty, Blue Heron Midwives, Bare Essentials, The Coach House Therapeutic Centre, Uptown Beauty Lounge, Arthur Murray Dance Studio, The Truth Beauty Company, Belly Buttons, Fearless Heart Yoga as well as several of our 31 outstanding hair and nail salons.

The food scene has grown significantly in Uptown with many restaurants and eateries managed by women like: Sabletine, Q’s Cakes & Café, Just Love Pie, Café 22, Angie’s Kitchen, Duke of Wellington, Hungry Ninja, Masala Bay, Proof Kitchen, Dana Shortt Gourmet, Teremok Café, DVLB and the new Zero Waste Bulk.

Consider the number of women running our Uptown Waterloo Arts and Culture establishments like the Waterloo Public Library, Button Factory, Kultrun Market & Neruda Arts, Paula White-

Diamond Art Gallery, Paint by Munzy and By Hand & Fire Pottery – to name a few.

In our sizeable Uptown financial services district, there are several women partners and leaders managing powerful brands and corporations locally and around the world.

With its growing popularity, female entrepreneurship is making a significant impact on Uptown. The benefits are many, from diverse approaches to problem solving, organizational and leadership abilities, to fostering creativity and provoking empowerment. Not the least of its merits is the significant boost it gives to our local economy. #girlpower #womenempowerment #womeninspiringwomen

SPOTLIGHT ON: DANA SHORTT



HOW MY PASSION BECAME MY BUSINESS

I started my business working in catering because I wanted to share my creativity and passion for food with clients during the important moments in their lives: weddings, family get-togethers, milestones with friends. I wanted to create delicious and unique dishes for people to enjoy that they couldn’t get anywhere else, with everything made by hand, using great quality ingredients and featuring local flavours whenever possible. But as my catering business grew, something unexpected happened: my clients began requesting my dishes for themselves and their families. That’s when I knew I wanted to bring gourmet food home. My goal in opening Dana Shortt Gourmet and Gifts was not to create another food and gift shop; it was to curate a unique customer experience. I am committed to carrying exclusive items that are difficult to find anywhere else. I’m always looking for new product lines that I feel would excite my customers – a trip to Florida in 2011 led to my opening Canada’s second olive oil and balsamic vinegar tasting bar. I’m not looking to carry more items than anyone else; I’m looking for better. You can walk into any gourmet food shop and be confronted by a sea of options; a few true gems lost among shelves full of prettily packaged items with unexceptional flavor and inflated price tags. Instead, I sample and choose my favourite 8 jams, 5 chutneys for cheeses, 10 varieties of crackers and so forth to create the ultimate foodie pantry.

LET’S DO THIS! BUT WHERE?

Kitchener-Waterloo is, and has always been, my home. I left to attend university and Chef School, but I always knew that

when I started my business (it has never been an if, but a when), it would be in Uptown Waterloo. It is, to its very core, vibrant—a growing city just a stone’s throw from Ontario farmers and producers, with whom we’ve formed close partnerships, and an incredibly diverse mix of independent businesses, with a contagious entrepreneurial spirit. Top it off with free parking options, proximity to large service providers, and a supportive community – what more could I ask for?

MORE THAN A HELPING HAND - THE UPTOWN BIA

A vibrant downtown core doesn’t just happen – it needs support to grow and thrive. The BIA has been extremely supportive and helpful in my business journey, offering an incredible range of initiatives and events. I’ve had the opportunity to participate in many things, such as the co-op advertising program, Solstice Sampling, Uptown Farmers’ Market, Holiday Trail, Hand-in-Hand program funding for hosting events and more. I’ve appreciated the BIA’s efforts to increase awareness surrounding available free parking, as well as special events which draw K-W residents to the Uptown core. And, the BIA has played a key role in promoting a grassroots effort to get people to #chooselocal, which was particularly important during the challenging ION construction period.

Dana Shortt is the owner and founder of Dana Shortt Gourmet and Gifts, located at 55 Erb Street East in Uptown Waterloo.

Women pictured, L to R: Theresa Huegle (Angie’s); Debra Joseph (Twice Is Nice/Twice the Man); Laura Munz (Paint by Munzy); Nancy Fox (Invenstors Group); Dianne DeJong (Just Love Pie); Melissa Durrell (Durrell Communications); Krista Wasielewski (The Coach House Therapeutic Centre); Marie Slater (Hearts & Flowers); Laurie Hannoush (Bare Essentials); Isabel Cisterna (Kultrun Market & Neruda Arts).



HIDDEN GEMS

OLD GOAT BOOKS

A hidden gem is an idiom used to describe something which is extremely outstanding that not many people may know about. While Uptown is packed with many incredible businesses, these are some of our best keep secrets we think you should know about... if you don't already.



ORANGE MONKEY MUSIC • 14 PRINCESS ST. W.
www.orangemonkeymusicwaterloo.com @orangemonkeymusic

Orange Monkey has been keeping vinyl alive in Uptown Waterloo since 1993! New product arrives daily and you can find new and used vinyl and cds, cassettes and eight-tracks, dvds, concert tickets, and music by local bands.

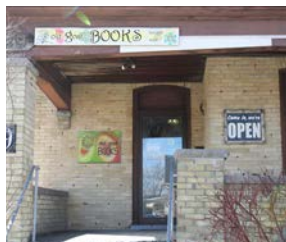
CHARMED FLOWERS & GIFTS • 2 KING ST. N.
www.charmedflowers.net @charmedflowers

Stepping into Charmed is like stepping into a whimsical garden. You will literally be charmed by the adorable décor, plants and floral arrangements designed by owner Haley. Check it out at the corner of Erb and Regina to get your dose of plant and design inspiration.



OLD GOAT BOOKS • 99 KING ST. N.
www.oldgoatbooks.com

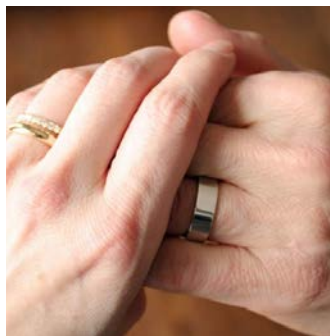
Take a trek down to the corner of King and Young Streets to explore Old Goat Books. You'll be entranced by their new and used book collection and quirky character. Did you know you can also reserve your book online prior to popping in? Pretty cool.



LUSTER & OAK
 2 KING ST. S.
www.lusterandoak.ca
 @lusterandoak

Luster and Oak is a vintage and consignment boutique in the heart of Uptown, with thoughtfully curated and sustainable clothing options for any frugal consumer. Exploring their pre-loved selection and going home with your own "one-of-a-kind" item can't be beat.

Frank's Jewellers



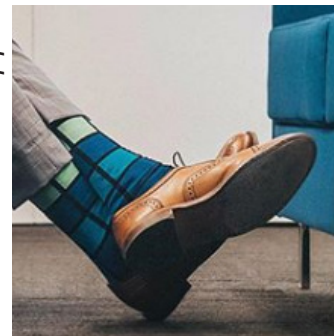
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The Truth Beauty Company



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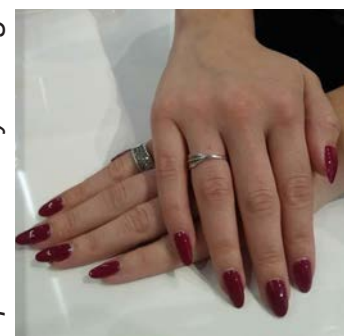
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UPTOWN PLAY

36

EVENT SPOTLIGHT

Highlights from the first-ever festival where light, art and tech meet: Lumen.

A RICH HISTORY

Discover the ways historical buildings Uptown have been repurposed.

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UPTOWN COLLABORATIONS

Find out which Uptown businesses work together.



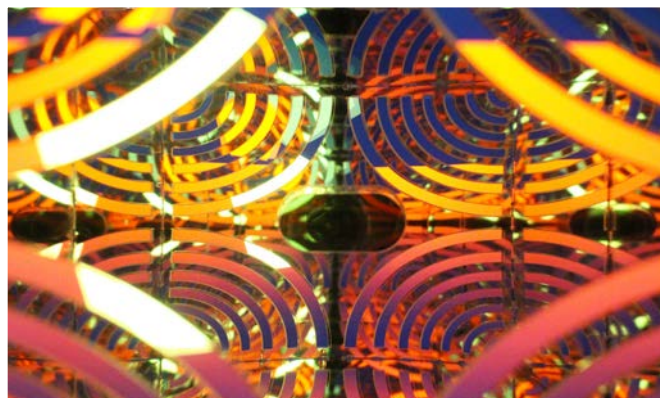


EVENT SPOTLIGHT: LUMEN

“It really felt like you were a part of something bigger. It was like seeing our city for the first time again.”

“The streets were alive with excitement, I got home afterwards and couldn’t fall asleep,” Sonya Poweska explained of her experience co-organizing and hosting Waterloo’s first Lumen Festival on September 29th, 2018. The streets indeed, did come alive, as 10,000 people flocked to the sidewalks, businesses and parks of Uptown Waterloo to be entranced by 63 paid artists, whom were mostly local. “It really felt like you were a part of something bigger,” Josh Bean, festival co-organizer described. “It was like seeing our city for the first time again,” he added. The work on display showcased light-based,

new media, media art and projection-based installations that “Pushed the limits and encouraged people to use the city in different ways than they’re used to,” shared Sonya.



Interactive art pieces were presented in both public and private spaces such as amazing Uptown art venues; the Button Factory and the Canadian Clay and Glass

Gallery, as well as public spaces such as the exterior wall of Shopify, laneways and Memorial and Waterloo Parks. Notable installations were ones that took place in spaces that are traditionally underutilized, such as the whimsically named “LaneyMcLaneFace,” the laneway between McCabe’s and the Parkade, which had previously been nameless, until christened by festival organizer’s Sonya and Josh. This nontraditional use of space inspired the BIA’s winter project, “Mistletoe Lane,” which encouraged visitors to smooch and catch themselves in a selfie under the mistletoe in the laneway. The event truly was

an evening of community collaboration, as Downtown Kitchener’s THEMUSEUM made their way Uptown and collaborated on an engaging interactive photography exhibit that projected onto the side of the Button Factory. Cycle Waterloo Region also organized a Glow Ride to celebrate the Uptown Waterloo Bike Lane Launch which occurred on the same evening, encouraging cyclists to explore Uptown by bike while dressed thematically with glowing attire. The successful event showcased and engaged artists, while actively encouraging community members to experience Uptown in a new light – complete with new and unique LED lighting structures. Lumen is set to return in 2019, on Saturday, September 28th and we can’t wait to see what’s in store! 



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Lumen
 @around_waterloo_on

Nearly every one of Waterloo's quintessential heritage buildings is serving a different purpose now than when it was originally built but it's these changes in identity that illustrate the history of Uptown. Take for example 14 Erb Street West. After housing an insurance company, a bank, and a police station, it is now home to technology companies working in one of the most sought after commodities – data. The Communitech Data Hub occupies the building now.

Looking down the street to Erb and Caroline, we find one of Canada's most architecturally (Governor General's Medal in Architecture) renowned corners. Once called the Distillery District, it is centred around the Seagram Barrel Warehouse and is easily one of Waterloo's best known and photographed areas. Currently host to Shopify, one of Canada's most exciting tech firms, the district combines work and play with the Seagram Lofts just metres away on Caroline Street.

Mixing work and living spaces in the core of Uptown creates a vibrant, diverse and successful community. Even a century ago, families like the Koeller's mixed work and play at 44-48 King Street South (now



EVERY BUILDING TELLS A RICH HISTORY

Waterloo's rich history is unmistakable in uptown, with many businesses occupying historical buildings today. *by Melissa Durrell*

office further down King Street has survived. The building will soon receive new life as it becomes a bustling office space over the next couple of years.

King Street has so many classic buildings to celebrate, including the storied Huether Hotel, that the tales in just this one corner would make a fantastic book.

One block over to Regina Street, we find Paul Puncher, which was famously built by The Grand Trunk Railway. When active, the station would see up to nine trains a day. It's a special place where hundreds of soldiers left for the World Wars, making it a location to preserve forever in our memories.

Respecting, renovating and reusing our historic buildings keeps our Uptown core thriving. Each building has a story and I encourage you to learn more about your favourite building. Whether you are walking, cycling or driving, take the time to admire the old and well-maintained facades. As we protect and appreciate these historical buildings, we are recognizing a new balance between old and new.

Here is my quest for you...Where could you get a whiskey in Uptown for 75 cents 130 years ago? **U**



SHOPIFY PLUS on Erb Street has incorporated old Seagram's barrels into its interior design to honour the building's history.

McCabe's Pub and Harmony) by running an ice cream parlour on the main floor and living on the second floor.

Continuing down King Street you will find one of my favourite blocks. The four distinctive buildings located at 21-27 King Street North have beautiful rooflines and window arches that have remained intact for a century and a half! Renovated with coffee shops, restaurants

and a bank, the new streetscape allows the legendary buildings more space.

King Street North has many small business owners along the stretch that are a diverse group, selling everything from comic books to art, allowing the large windows to showcase their merchandise.











Fires have unfortunately threatened many of the buildings Uptown, but we are very lucky that the old post



PAUL PUNCHER MEN'S CLOTHIER now occupies the old Grand Trunk train station on Regina Street.

UPTOWN COLLABORATIONS

A trend we are seeing and loving in our Uptown core are business collaborations! Seeing our businesses work together really is a testament to the entrepreneurial, “better together” spirit that shapes our amazing community. Here are some of our favourite Uptown business alliances.

<p>HUSTL+FLOW + GOOD VIBES JUICE COMPANY + SEINT BEAUTY</p> <p>Sweat, juice up and get your hair done all under one roof at Hustl + Flow, with Seint Beauty and Good Vibes Juice Company.</p>		
<p>FRESHII + SMILE TIGER COFFEE</p> <p>Delicious freshly made sandwiches, salads, and bowls share a counter with artisanal coffee and teas at Freshii and Smile Tiger in Uptown.</p>		
		<p>RED HOUSE + VINCENZO'S</p> <p>Did you know you can purchase Chef Dan from Red House's curry sauce from Vincenzo's? Pick up a jar and try one of his recipes at home.</p>
<p>WORDS WORTH BOOKS + PAINT BY MUNZY</p> <p>Words Worth Books features lovely artwork from neighbourhood business Paint by Munzy! Check out the lovely prints displayed next time you're browsing for a book.</p>	<p>CRUMBY COOKIE DOUGH COMPANY + DANA SHORTT GOURMET</p> <p>Have you tried the Crumby Cookie Dough Company's edible cookie dough yet? Pick some up at Dana Shortt Gourmet & Gifts! You can also get it at Vincenzo's, Stark & Perri and Ace Ping Pong Lounge.</p>	
		

Ontario's Building Code Matters

<p>OBC 3.7.4.3. Plumbing Fixtures for Assembly Occupancies</p>  <p>MEANS: "Because nobody wants to wait in line."</p>	<p>OBC 9.23.4.2. Spans for Joists, Rafters and Beams</p>  <p>MEANS: "Your open-concept kitchen reno won't make the ceiling collapse."</p>	<p>OBC 3.4.3.5. Headroom Clearance</p>  <p>MEANS: "So you don't bump your head."</p>
<p>OBC 9.4.1.1. Structural Design Requirements</p>  <p>MEANS: "Under-sized floor joists can lead to bouncy floors."</p>	<p>OBC 3.7.6.4. Lavatories, Appliances and Sinks</p>  <p>MEANS: "So kitchen staff wash their hands before handling your food."</p>	<p>OBC 9.9.6.5. Direction of Door Swing</p>  <p>MEANS: "In an emergency, you don't have time to make this mistake."</p>
<p>OBC 3.2.7.3. Emergency Lighting</p>  <p>MEANS: "To help you get out of a building when there's a power failure."</p>	<p>OBC 3.4.6.5. Handrails</p>  <p>MEANS: "So you don't fall down the stairs."</p>	<p>OBC 3.8.2.1. (4) Wheelchair Spaces and Adaptable Seating</p>  <p>MEANS: "So everyone can enjoy the show."</p>

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