



230 HUGO STREET NORTH

BRENTWOOD LODGE

PREPARED BY PETERSON PROJECTS – DECEMBER 2009



230 HUGO STREET NORTH BRENTWOOD LODGE

Date of Construction: 1930

Building Permit: 616/1930 (Plans at City Storage)

Architect: Unknown

Contractor: Unknown

ARCHITECTURAL INTEREST:

Another fine 3-storey brick and concrete apartment block, this one a luxury block built in the Fort Rouge/Crescentwood area.

The front (east) façade is symmetrical with a raised basement and large windows. The elevation is vertically divided by thin stone pilasters running from the continuous stone sills of the ground floor windows to the top of the building and ending in pointed capitals rising slightly above the flat roof line. The bays created by these pilasters are filled with large square headed windows featuring wide stone heads. The central bay is clad entirely in stone and holds the ornate main entrance. The block is H-shaped with recesses in the north and south façades to increase the amount of natural light and ventilation to the suites.



Front (east) and north façades, 2009

The dark brick of the front façade is also used on the other public elevation (north) as well as part of the south façade. The rear (west) façade is plain with windows on all floors.

The block was built as a luxury apartment, with only 12 suites in the building. Early advertisement in the local papers described 2- to 6-room suites; the largest included a master bedroom, two other bedrooms, kitchen, dining room, living room, two bathrooms and some with maid's room. A garage was also built for use by the tenants.¹

The building stands on its original site, appears to be in good structural condition and has not suffered major exterior alteration.

The block is an excellent example of the Modern or Late Gothic Revival style, whose origins can be traced back to the medieval, especially church, architecture of England and France. The style underwent a revival as interest in its application to educational structures emerged in the early 1900s. Buildings at the West Point Military Academy and Princeton and Yale universities in the United States were among the early examples of the Modern Gothic style. Familiar elements such as pointed arches, intricate tracery, buttresses, spires, oriel and bay windows, and pinnacles were borrowed from the historic examples and applied to 20th century buildings.² But the newer style sought to simplify the design, opting for much simpler silhouettes and subdued ornamentation, in the words of one author, “a calm, disciplined monumentality.”³

Flat surfaces were preferred; buildings were often long, low symmetrical masses embellished with crenellated towers and the distinctive pointed arch of the Gothic style. Construction material was monochromatic, usually brick or stone, again a departure from the multi-hued façades of the Gothic Revival style. Because it found widespread



Front (east) and south façades, 2009

expression on the campuses of many North American universities and then in the public school system, it became known as Collegiate Gothic.⁴

HISTORICAL INTEREST:

Well-known local contractor William Moxam was the original owner of this block. He sold the property in 1934 to C.H. Booth, Bert Townsend and F.J. Rutherford. These owners would remain until the sale to Brentwood Lodge Limited in 1947.⁵



Rear (west) and south façades, 2009

RECOMMENDATION TO HISTORICAL BUILDINGS COMMITTEE:

Under the Historical Buildings By-law, this building meets a number of important criteria:

- its historical importance- an excellent example of a 1930s-era multi-tenant apartment block built in a more exclusive neighbourhood and catering to a more exclusive renter;
- its associations- N/A;
- its design- an excellent example of the Modern or Late Gothic Revival style;
- its architect- N/A;
- its location- defines an important intersection and contributes greatly to the historic streetscape of its neighbourhood; and
- its integrity- its main façades continue to display many of their original elements and design.



Front (east) façade, 1978

ENDNOTES:

- 1 Manitoba Free Press, August 31, 1931, p. 7.
- 2 L. Maitland, et al., A Guide to Canadian Architectural Styles (Peterborough, ON: Broadview Press, 1992), p. 166; and M. Whiffen, American Architecture Since 1780 – A Guide to the Styles (Cambridge, MA: MIT Press, 1985), pp. 173-7.
- 3 L. Maitland op. cit., p. 166.
- 4 Ibid., p. 166; and Identifying Architectural Styles in Manitoba (Winnipeg, MB: Manitoba Culture, Heritage and Citizenship, Historic Resources Branch, 1991), p. 20.
- 5 City of Winnipeg Assessment Rolls, Roll No. 12022218000, 1920-1990.