



802 MAIN STREET

BEVERIDGE BLOCK

PREPARED BY PETERSON PROJECTS – FEBRUARY 2009



802 MAIN STREET BEVERIDGE BLOCK

Date of Construction: 1907

Building Permit: 1520/1907 (Plans at City Storage)

Architect: Smith and Bruce

Contractor: Pachal, L.

ARCHITECTURAL INTEREST:

This large, brick and stone structure was built as a mixed-use commercial and residential block located on Main Street in the North End.

The front (east) façade is clad in dark red brick, the architect utilizing a combination of stone and tin to accent different elements of this elevation. Originally, the interior of the ground floor was divided into three retail shops, all accessed by means of a recessed entrance with large display windows. These have been removed, and the spaces bricked in except for small windows in each bay. The ornate entrance to the upper suites is still extant, although an aluminium replacement door is now present. This door is set in a classically detailed frame with oversized brackets, a sunburst transom and a complete entablature. A metal entablature separates the ground and second floor. The symmetrical upper storeys include brick pilasters with stone heads and bases, continuous stone sills and



Front (east) façade door (left) and parapet (right), 2009

continuous stone heads (second floor). The most dominant feature of this elevation is the brick pilaster with its ornate limestone accented raised centre portion. The building cost \$42,000 to complete in 1907.¹ The south side is clad in common clay brick and includes a faded painted advertising sign. The north side is windowless and the rear (west) façade includes a high south end, window openings on all levels (many of the window units have been replaced) and a newer wood open fire escape.

The building is an example of a two-part commercial style with classical detailing, popular throughout North America's urban centres. Buildings could use a combination of stylistic elements or include no ornamentation depending on the developer and the available capital. The most obvious feature was the visual division of the ground floor and the upper floors, reflecting the division of use of the interior – most often commercial on the ground floor and residential on the upper floor or floors. There are examples of this style throughout the city.

The building stands on its original site and appears to be in good structural condition. Although some of the ornamentation at the roofline remains intact, drastic changes to the ground floor – the replacement of the original entrances and display windows – and the replacement and partial filling in of the second and third storey windows have negatively affected the appearance of this block.

Architect Daniel Smith was born in Bristol, Quebec on November 1, 1840, and received his early education in Ottawa, Ontario.² At the age of thirty-eight Smith joined the Dominion Public Works Department in Ottawa, working for five years in that city. In 1882 he was transferred to Winnipeg, and that same year was promoted to Superintendent of the Western



Front (east) and south façades, 2009

Canadian section of the Department of Public Works. As such, he had jurisdictional control of the territory west of the Great Lakes.

In 1900 he resigned his position and became a privately practicing architect in the city, designing many small to medium size buildings of various function and description. At the end of this short career, Smith took on partner William Bruce, forming Smith and Bruce that, according to City of Winnipeg Building Permit Ledger Books, operated in the city from 1907-1910.³

Bruce was born in 1852 in Caithness-shire, Scotland and studied architecture in Haldene Academy, Glasgow. After practising in London, Glasgow and Edinburgh, he moved to Winnipeg in 1906. He prepared a plan for Roblin City, a proposed urban centre of half-a-million people located at present-day Churchill. Bruce travelled extensively in northern Manitoba and reportedly discovered a number of new forms of stone that were ultimately used in construction.⁴

Both men designed buildings before and after their partnership, which produced a number of fine buildings including: Beverage Block, 802 Main St. (1907); theatre for W.J. Boyd, Portage Ave. (1908); theatre for P.A. Crump and Co., Dufferin Ave. (1909); office building for Public Press Ltd., Sherbrook St. (1909); and an apartment block for A.J. Greeves, Sherbrook St. (1910).



Front (east) and north façades, 2009

HISTORICAL INTEREST:

Florence I. Crump, a relative of real estate developer P.A. Crump, is listed as the owner of this block from its construction until 1948. Originally designed with three stores and 36 suites, it was called the Selkirk Hotel in the late 1910s and early 1920s (managed by C. Shepard). Retail tenants of the block have included Peter Cristall, clothier. Residential occupants have included: John Aitkins and N.J.W. Crosby, both employees of the Winnipeg Street Railway Company (1911); J. Tkath, proprietor of Modern Delicatessen (1940); Peter (National Cloaks Company presser) and Helen Nagonchy (1960) and seamstress Josephine Sys (1970).⁵



Rear (west) and north façades, 2009

RECOMMENDATION TO HISTORICAL BUILDINGS COMMITTEE:

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

- its historical importance- one of the many mixed-use blocks built after 1900 along Winnipeg streets as developers looked to take advantage of the demand for both modern retail and residential space in the downtown;
- its associations- N/A;
- its design- an example of the two-part commercial style enriched with classical detailing;
- its architect- Smith and Bruce were respected and important practitioners;
- its location- contributes greatly to the historic streetscape of Main Street in the North End; and
- its integrity- its main façade displays a few of its original elements and design.



Front (east) façade detail, 1978

ENDNOTES:

- 1 City of Winnipeg Building Permit, #1520/1907.
- 2 Manitoba Free Press, July 14, 1913, p. 16.
- 3 City of Winnipeg Building Permit Ledger Books, 1899-1913. Below as Ledgers.
- 4 F.H. Schofield, The Story of Manitoba (Winnipeg: S.J. Clarke Publishing Company, 1913), Vol. II, pp. 325-26.
- 5 City of Winnipeg Assessment Rolls, Roll No. 14001115000, 1910-1990; and Henderson's Directory, 1910-1990.