

133 MARKET AVENUE – FIRESTONE TIRE & RUBBER COMPANY WAREHOUSE
W. Ewart Fitz Munn, 1946



In 1910, a large brick and stone warehouse was completed at the east end of Market Avenue for Alexander MacDonald's burgeoning wholesale grocery business. The company was sold in 1912 and became Western Grocers, continuing to occupy the warehouse until the late 1920s. Small scale companies rented space in the building for the next two decades until February 1945 when part of the warehouse collapsed.

Two years later, the Firestone Tire and Rubber Company of Canada was moving into the new warehouse built on the site (and on the old foundation walls), 133 Market Avenue. The new building was planned as a two-storey structure but was built with a third floor, the solid brick walls are supported by a system of reinforced concrete beams and posts. Stucco clads the main (south) façade, which features almost no ornamental detailing beyond attached pilasters dividing the elevation into three bays, the western-most holding the entrance. The east and north façades are similarly void of ornamentation.

The original interior was designed with public space and private offices on the ground floor and open warehouse space on all upper floors. The building has been renovated into residential condominiums.

Architect W. Ewart Fitz Munn (1885-1968) was born and trained in England, arriving in Winnipeg in 1911 and worked in partnership or alone for the next four decades, designing a wide range of buildings throughout the Province. Munn acted as the secretary for the Manitoba Association of Architects from its inception in 1914 until the 1950s.

The original owner of the warehouse, contractor W.G. “Bert” Malcom, was the builder.

Elements of the building that would require approval if alterations were planned are:

Exterior-

- three-storey warehouse with a flat roof, its main façade facing south onto Market Avenue, its west façade facing the east wall of the neighbouring building, its east façade facing a parking lot and the north façade facing the back lane;
- main (south) façade with its stucco cladding, giant order pilasters, three bays with windows in rectilinear openings;
- the east elevation with windows in rectilinear openings; and
- the rear (north) façade with windows in rectilinear openings.

Interior-

- examples of exposed brick walls.