

**410 PORTAGE AVENUE – BRADBURN BLOCK**  
*William Fingland, 1922*



This three-storey brick and stone mixed-use structure was built in 1922 as the City's economy was expanding again after the termination of World War I.

Hector H. Bradburn (1872-1958) and his Bradburn Investments Company built and owned this rental property to 1950. Bradburn was born in Peterborough, Ontario and moved to Vancouver, B.C. as a representative of a Toronto-based oil company, McColl Brothers. Bradburn moved to Winnipeg in 1902 to open a local branch and would ultimately serve as its vice-president of Western Canada (operating as McColl-Frontenac Oil). Just before World War I he founded his real estate/investment company.

The building is located on the southwest corner of Portage Avenue and Kennedy Street, built in 1922 and measuring approximately 26.4 x 27.1 x 13.4 metres. Both face and common clay brick are used for the walls and stone is used as accenting. The building rests on a 45.7-centimetre concrete foundation and additions have been made to the rear of the structure.

The designer of the block was local architect William Fingland (1862-1946). Born and educated in Ontario, Fingland came to Winnipeg in 1905 where he began a long, fairly successful private practice. He also served as secretary for the Manitoba Association of Architects in the mid-1910s and was appointed Acting Provincial Architect in 1915 in the midst of the Legislative Building construction scandal. Well-known local contractor William Arthur Irish (1872-1941) built the structure.

The block is an excellent example of a Two-Part Commercial structure, very common in North American cities and popular after 1900. The exterior design and layout reflected the varied uses of the blocks, normally with retail space on the ground floor and offices, residential and other uses on upper storeys, usually accessed by an ornate entrance on the front façade. Often, a metal cornice or other device was added to visually separate the two areas. Exterior ornamentation ranged from simple to complex, often depending on the location of the building, its surrounding structures and the capital available to the developer.

The building has two main façades, north facing Portage Avenue and west facing Kennedy Street. The ground floor of the north façade has been completely renovated over time resulting in a mixture of original and renovated claddings, signage and layout of the entrances and display windows. The upper two floors, much more original in terms of layout and materials, include dark brick walls with smooth limestone accenting and continuous stone sills of the second floor. Replacement of the window units has, however, altered its appearance and a stone panel with the word “BRADBURN” is centrally located above the second storey windows. The top storey is windowless and features corbelled brick accenting leading to the metal cornice with brackets and the stone capped and accented parapet.

The west façade is a continuation of the north elevation and also includes a small one-storey section at its south end. The east façade, uncovered due to demolition, is an uninterrupted brick wall now partially covered by a painted mural and the south façade includes two small, one-storey additions and an ornate brick chimney.

It is unknown how the original interior was organized with anywhere from three to five shops listed on Portage Avenue and five along Kennedy Street. Originally, the “Roseland Dance Gardens” also occupied ground floor space and the 4.9-metre ceilings are still visible. Tenancy in the block has been varied; Breslauer and Warren, jewellers and the Bank of Nova Scotia were long-term tenants. A modern, metal accented staircase giving access to a basement walk-in vault is located on the ground floor in the northwest corner. The second floor was completely renovated in 1955 and has been altered and modernized several times since then.

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

Exterior-

- Three-storey brick and stone building with flat roof located at the southeast corner of Kennedy Street, its main façades facing north onto Portage Avenue and west onto Kennedy Street, its east façade facing a vacant lot and its south façade facing the back lane; and
- The front (north) and west façades with their wide bands of stone above the commercial signage, the second floor with continuous stone sills, brick pilasters and windows in rectilinear openings, and corbelled brick, metal cornice and stone accented brick parapet at the roofline.

Interior-

- None.