

## Heritage Planner's Statement of Significance

### Description of Historic Place – Edmonton Brewing and Malting Company Ltd. Building

The Edmonton Brewing and Malting Company Ltd. Building is located on an industrial site consisting of the brewery building itself and an associated administration building. The brewery building, built in 1913, consists of contiguous brick structures ranging in height from two to four floors. Through its monumental massing, arches and ornamental details, it exhibits a castle-like appearance. The brewery is situated on a large urban lot located at the corner of 121 Street NW and Stony Plain Road/104 Avenue NW. The designation applies only to the footprint of the two extant portions of the historic structures.

### Heritage Value

The Edmonton Brewing and Malting Company Ltd. Building is significant as an industrial site; for its association with the brewing industry; for its functional, yet artistic design and style; and for its association with architect Bernard Barthel.

Located in a former industrial area west of Edmonton's downtown, the Edmonton Brewing and Malting Company Ltd. Building was a significant, early industrial site. It was ideally located adjacent to railways and a major roadway, allowing for efficient shipping and receiving, and the nearby residential neighbourhoods and historic streetcar lines made it accessible for workers. The presence of the small, more subdued Administrative Office Building, distinguishable both physically and stylistically from the main brewery structure, demonstrates the trend to separate administrative and manufacturing functions in early twentieth-century industrial sites.

Built by the Edmonton Brewing and Malting Company to replace its smaller brewery in Rosedale, the facility went through numerous owners, ending its active days under the banner of Molson Canada. Through extant Edmonton Brewing and Malting Co. signage and a tile mosaic of a Molson logo on the exterior, the brewery provides structural evidence of the evolution of Alberta's brewing industry from a local or regional enterprise to a nationally-oriented business.

The site's function as a brewery is also evident in its combination of practical design with fanciful Revivalist styling. The brewery's function, the efficient production of mass quantities of beer for sale across the province, is expressed through its general factory-like appearance, its substantial scale, wide entries, and large, multi-paned factory-style windows and the variable interior floor plates, which were set to accommodate brewery functions and processes. The site also exhibits classical revival elements popular on many industrial buildings of its period. These elements include brick pilasters, window arches, dentils and modillions and are found throughout the brewery, but particularly on the more subtle office building. The main brewery building, particularly the tower, is enhanced by a different stylistic flare. Architectural details, such as simulated

battlements and turrets, a barbican or gatehouse as well as the numerous semi-circular arches over entries and windows, combined with the monumental massing and vertical orientation of the brewery, effectively communicate a medieval, Germanic or Bavarian, castle-like aesthetic common to many North American breweries of the period.

The brewery's combination of practical design with artistic styling is a hallmark of its Chicago-based architect, Bernard Barthel. Specializing in industrial buildings, particularly breweries, Barthel's designs deliberately belie their practical and functional purpose through the use of elegant, if rather fanciful, Revivalist details. Likely inspired by the strong Germanic brewing tradition of the United States and the popularity of Germanic architectural motifs in earlier and contemporaneous American breweries, such as the Anheuser-Busch brewery in St. Louis and the Pabst Brewery in Milwaukee, as well as his upbringing and training in his native Germany, Barthel's breweries exhibit an appearance described as "castle-like" or "feudalistic." Barthel designed industrial facilities and breweries across North America; however, little remains of his work. The Edmonton Brewing and Malting Company Ltd. Building which bears a striking resemblance to his Schmidt Brewery in St. Paul, Minnesota, is an excellent example of his style.

### **Character-Defining Elements**

The heritage value of the Edmonton Brewing and Malting Company Ltd. Building is expressed through such character-defining elements as:

- monumental massing and overall vertical orientation;
- red brick construction with concrete and/or stone highlights (cornices, quoins, arches, sills and lintels);
- castle-like stylistic elements, most notable on the tower and west-facing elevation, such as: the brick parapets; simulated turrets and/or torch sconces; cornices; quoins; tall, narrow windows and recesses; and the presence of semi-circular and flat arches;
- Classical Revival design elements throughout the brewery, such as the simulated brick parapets and the pattern of raised and recessed areas;
- large, multi-paned windows, wide doorways and openings;
- evidence of previous alterations made to accommodate changing brewery requirements, demonstrated mainly through bricked over openings;
- carved stone signage on the brewery tower reading "EDMONTON BRG. & MLTG Co.";
- tile mosaic of the Molson corporate logo in a recessed panel over a west-facing doorway;
- large revolving sign and a three-faced digital clock on the roof of the tower; and
- unique interior floorplates with variable elevations conducive to brewery functions and processes.

*Adapted from Alberta Culture and Tourism Statement of Significance*

### **Description of Historic Place – Administration Office Building**

The Administration Office Building of the former Edmonton Brewing and Malting Company Ltd. is located on an industrial site consisting of the Edmonton Brewing and Malting Company Ltd. Building (built in 1913) and the associated Administration Office Building. The smaller Administrative Office Building, built in 1924 or 1925 and expanded in 1955, is constructed of brick and exhibits simpler, but complementary, Classical Revival styling to the main brewery building.

### **Heritage Value**

The Administration Office Building is significant as an industrial site; for its association with the brewing industry; and for its functional and subdued design and style.

Located in a former industrial area west of Edmonton's downtown, the Administration Office Building was part of a significant, early industrial site, the Edmonton Brewing and Malting Company Ltd. The site was ideally located adjacent to railways and a major roadway, allowing for efficient shipping and receiving, and the nearby residential neighbourhoods and historic streetcar lines made it accessible for workers. The separation of administrative functions in the small, detached, more stylistically-subdued Administration Office Building is typical of twentieth century industrial sites in Alberta.

Built by the Edmonton Brewing and Malting Company to replace their smaller brewery in Rosedale, the overall facility went through numerous owners, ending its active days under the banner of Molson Canada. The brewery provides structural evidence of brewing in Alberta, and the corporate evolution of the industry from a local or regional enterprise to a nationally-oriented business.

Other elements that speak to the site's role as a prominent brewery are its combination of practical design with fanciful Revivalist styling and the presence of prominent signage. Similar to the main brewery building, the Administration Office Building exhibits Classical Revival elements popular on many industrial buildings of its period. These elements include simulated brick cornices, window arches, dentils and modillions, and are found throughout both buildings.

The overall brewery site's combination of practical design with artistic styling is a hallmark of its Chicago-based architect, Bernard Barthel. Specializing in industrial buildings, particularly breweries, Barthel's designs deliberately belie their practical and functional purpose through the use of elegant, if rather fanciful, Revivalist details. Likely inspired by the strong Germanic brewing tradition of the United States and the popularity of Germanic architectural motifs in earlier and contemporaneous American breweries, such as the Anheuser-Busch brewery in St. Louis and the Pabst Brewery in Milwaukee, as well as his upbringing and training in his native Germany, Barthel's breweries exhibit an appearance described as "castle-like" or "feudalistic." Barthel designed industrial facilities and breweries across North America; however, little remains of his work. The Edmonton Brewing and Malting Company Ltd. Building, which bears a striking resemblance to his Schmidt Brewery in St. Paul, Minnesota, is an excellent

example of his style. Barthel is not believed to have designed the Administration Office Building, but its design complements that of the main brewery building itself.

**Character-Defining Elements**

The heritage value of the Administration Office Building is expressed through such character-defining elements as:

- scaled-down design, less ornate style and subordinate stature relative to the nearby brewery building;
- red brick construction of exterior walls;
- simple sandstone or concrete cornice;
- Classical Revival design elements, such as the simulated brick cornices, dentils, modillions and parapets; and
- fenestration pattern and extant historic windows with simple flat sandstone or concrete lintels and brick sills.

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