



An agency of the Government of Ontario



Un organisme du gouvernement de l'Ontario

This document was retrieved from the Ontario Heritage Act Register, which is accessible through the website of the Ontario Heritage Trust at **[www.heritagetrust.on.ca](http://www.heritagetrust.on.ca)**.

---

Ce document est tiré du registre aux fins de la *Loi sur le patrimoine de l'Ontario*, accessible à partir du site Web de la Fiducie du patrimoine ontarien sur **[www.heritagetrust.on.ca](http://www.heritagetrust.on.ca)**.



**Dianna Saunderson**  
Manager of Council/Committee Services & Deputy Clerk  
Corporate Services Department  
Kitchener City Hall, 2<sup>nd</sup> Floor  
200 King Street West, P.O. Box 1118  
Kitchener, ON N2G 4G7  
Phone: 519.741.2200, Ext. 7278  
Fax: 519.741.2705  
dianna.saunderson@kitchener.ca

August 2, 2022

A/Provincial Heritage Registrar, Ontario Heritage Act  
Ontario Heritage Trust  
10 Adelaide Street East  
Toronto ON M5C 1J3

**RECEIVED**  
2022/08/12  
(YYYY/MM/DD)  
Ontario Heritage Trust

Re: Designating By-law - 16-20 Queen Street North

This is to advise that the Council of the Corporation of the City of Kitchener, at its regular meeting held on Monday, June 28, 2021, passed By-law 2022-077, pursuant to Part IV of the Ontario Heritage Act, designating the property municipally known as 16-20 Queen Street North as being of historic and cultural heritage value or interest. The By-law is registered on title at the Land Registry Office as Instrument No. WR1452051, and a copy has been attached for your information.

Designation under the Ontario Heritage Act requires the owner to obtain approval from the City prior to undertaking work including alterations, new construction and/or demolition, which is deemed to impact the heritage attributes as set out in the reasons for designation. Property owners shall contact Heritage Planning staff within the City's Development Services Department, prior to undertaking any work to determine if formal approval under the Ontario Heritage Act is required.

If you have any questions or concerns, please contact Deeksha Choudhry Heritage Planner at 519-741-2200 ext. 7291.

Yours truly,

A handwritten signature in black ink, appearing to read "D. Saunderson".

Dianna Saunderson  
Manager of Council/Committee Services & Deputy Clerk

cc: K. Hughes, Assistant City Solicitor  
D. Choudhry, Heritage Planner  
**(cc'd parties by email only)**

**Properties**

*PIN*                    22316 - 0065    LT  
*Description*        PT PT LOTS 2 & 7 W/S QUEEN ST & S/S WEBER ST PL 401 KITCHENER; PT LT 8 PL  
396 KITCHENER PT 2 & 3, 58R2923, S/T & T/W 1384744; KITCHENER; SUBJECT TO  
AN EASEMENT AS IN WR1434034  
*Address*            20 QUEEN STREET NORTH  
KITCHENER

**Applicant(s)**

This Order/By-law affects the selected PINs.

*Name*                    THE CORPORATION OF THE CITY OF KITCHENER  
*Address for Service*    PO BOX 1118  
200 King Street West  
Kitchener, Ontario  
N2G 4G7

This document is being authorized by a municipal corporation BERRY VRBANOVIC, MAYOR and AMANDA FUSCO, CLERK.  
This document is not authorized under Power of Attorney by this party.

**Statements**

This application is based on the Municipality By-law See Schedules.

**Signed By**

Whitney Charlene Kleine	200 King St. W. Kitchener N2G 4G7	acting for Applicant(s)	Signed	2022 07 15
-------------------------	---	----------------------------	--------	------------

Tel            519-741-2268  
Fax            519-741-2702

I have the authority to sign and register the document on behalf of the Applicant(s).

**Submitted By**

CITY OF KITCHENER	200 King St. W. Kitchener N2G 4G7	2022 07 15
-------------------	---	------------

Tel            519-741-2268  
Fax            519-741-2702

**Fees/Taxes/Payment**

Statutory Registration Fee	\$66.30
Total Paid	\$66.30

**File Number**

Applicant Client File Number :                    4.6.124

BY-LAW NUMBER

2022-77

OF THE

CORPORATION OF THE CITY OF KITCHENER

(Being a by-law to designate the property municipally addressed as 16-20 Queen Street North, in the City of Kitchener and legally described as PT LOTS 2 & 7 W/S QUEEN ST & S/S WEBER ST PL 401 KITCHENER; PT LT 8 PL 396 KITCHENER PT 2 & 3, 58R2923, S/T & T/W 1384744; KITCHENER (PIN: 223160065); as being of historic and cultural heritage value or interest).

WHEREAS section 29 of the *Ontario Heritage Act, R.S.O. 1990, C. 0.18*, authorizes the Council of a Municipality to enact by-laws to designate real property, including all the buildings and structures thereon, or portions thereon, to be of cultural heritage value or interest;

AND WHEREAS the Council of The Corporation of the City of Kitchener has received and considered the recommendations of its municipal heritage committee pertaining to this by-law, arising from Heritage Kitchener's meeting held on June 1, 2021;

AND WHEREAS the Council of The Corporation of the City of Kitchener resolved at its Council Meeting held June 28, 2021 to publish a Notice of Intention to designate the land described as 16-20 Queen Street South, and which resolution was confirmed by By-law No. 2021-059 passed by the Council of The Corporation of the City of Kitchener at its Council Meeting held June 28, 2021;

AND WHEREAS the Council of The Corporation of the City of Kitchener has caused to be served upon the owners of the lands and premises known municipally as 16-20 Queen Street North in the City of Kitchener, and upon the Ontario Heritage Trust, a Notice of Intention to designate as being of cultural heritage value or interest that part of the aforesaid real property, and has caused such Notice of Intention to be published in a newspaper having general circulation in the municipality, a copy of which is attached hereto as Schedule "A";

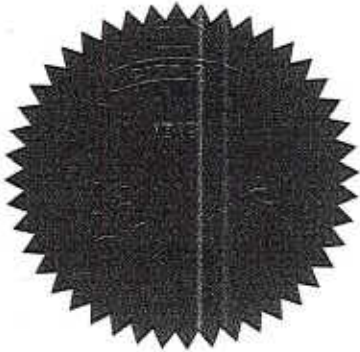
AND WHEREAS no Notice of Objection to the proposed designation has been served upon the Clerk of the Municipality;

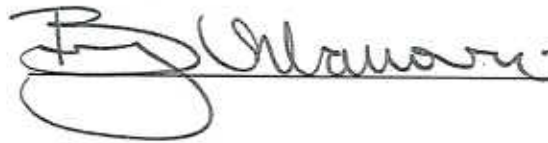
NOW THEREFORE the Council of The Corporation of the City of Kitchener enacts as follows:


1. A statement of the Property's cultural heritage value or interest is attached hereto as Schedule "B";
2. Portions of the building and property known as 16-20 Queen Street North, Kitchener, as described in Schedule "C" to this By-law, are designated as being of cultural heritage value or interest under Part IV, Sec. 29 of the *Ontario Heritage Act, R.S.O. 1990, Chapter 0.18*.
3. The City Solicitor is hereby authorized to cause a copy of this by-law to be registered against the whole of the property described in Schedule "D" attached hereto in the proper Land Registry Office.
4. The City Clerk is hereby authorized to cause a copy of this by-law to be served upon the owners of the aforesaid property and on the Ontario Heritage Trust and to cause notice of this by-law to be published in a

newspaper having general circulation in the City of Kitchener.

PASSED at the Council Chambers in the City of Kitchener this 20<sup>th</sup> day of June, 2022.



  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
Clerk

## SCHEDULE A

### Notice of Intention to Designate 16-20 QUEEN STREET NORTH, KITCHENER



IN THE MATTER OF THE ONTARIO HERITAGE ACT, R.S.O. 1990, CHAPTER O.18,  
AS AMENDED, AND IN THE MATTER OF THE LANDS AND PREMISES AT THE  
FOLLOWING MUNICIPAL ADDRESS(ES) IN THE PROVINCE OF ONTARIO

#### NOTICE OF INTENTION

TAKE NOTICE that the Council of the Corporation of the City of Kitchener intends to designate the following municipal address as being of cultural heritage value or interest under Part IV of the Ontario Heritage Act, R.S.O. 1990, Chapter O.18, as amended.

#### 16-20 QUEEN STREET NORTH

The property municipally addressed as 16-20 Queen Street North demonstrates design/physical, historic/associative and contextual values.

The exterior of the former circa 1916 Economical Insurance building has design/physical value as a representation of the Beaux-Arts style in the City of Kitchener which displays a high degree of craftsmanship and artistic merit. The building has retained its heritage integrity and is one of the few remaining examples of commercial Beaux-Arts architecture in Kitchener. Many of the exterior heritage attributes on the front façade are original and intact.

The historic/associative values of the property relate to its direct association with the Economical Mutual Fire Insurance Company of Berlin (now nationally known as Economical Insurance), William Schmatz (Sr.), the Royal Conservatory of Music, George H. Ziegler, and William Henry Eugene (W.H.E.) Schmatz and Charles Kreschiel.

The contextual value of the property relates to its location within Downtown Kitchener. The building supports the character of the area and is functionally and historically linked to the surroundings including Goulde's Lane and Economical Insurance's fifth headquarters addressed as 10 Duke Street at the intersection of Duke Street and Queen Street North. The Duke Street headquarters was the successor to the company's location at 16-20 Queen Street North.

The full Statement of Significance, containing a list of the heritage attributes, is available in the Office of the City Clerk by contacting [clerks@kitchener.ca](mailto:clerks@kitchener.ca) during normal business hours.

Any person may send by Registered Mail, or deliver to the Clerk of the City of Kitchener, notice of his or her objections to the proposed designation, together with a statement of the reasons for objection and all relevant facts, to be received by the Clerk not later than the 30th day of July, 2021. If a Notice of Objection is received, the Council of the Corporation of the City of Kitchener will refer the matter to the Conservation Review Board (<https://www.pas.gov.on.ca/Home/Agency/434>) for a hearing and report.

Dated at Kitchener the 30<sup>th</sup> day of June, 2021.

Christine Tasing, Director of Legislated Services & City Clerk  
City Hall, P.O. Box 1118, 200 King Street West, Kitchener, Ontario N2G 4G7



## **SCHEDULE B**

### **STATEMENT OF CULTURAL HERITAGE VALUE OR INTEREST**

#### **16-20 QUEEN STREET NORTH, KITCHENER**

##### ***Description of the Property***

The subject property is municipally addressed as 16-20 Queen Street North in the City of Kitchener within the Region of Waterloo and the Province of Ontario. It is located on the west side of Queen Street North in the City Commercial Core planning community between King Street West and Duke Street West.

The subject property includes a three-storey commercial building on a 0.23-acre parcel with frontage on Queen Street North.

##### ***Statement of Cultural Heritage Value or Interest***

The subject property demonstrates design/physical, historic/associative and contextual values.

The exterior of the former circa 1916 Economical Insurance building has design/physical value as a representation of the Beaux-Arts style in the City Kitchener which displays a high degree of craftsmanship and artistic merit. The building has retained its heritage integrity and is one of the few remaining examples of commercial Beaux-Arts architecture in Kitchener. Many of the exterior heritage attributes on the front façade are original and intact.

The historic/associative values of the property relate to its direct association with the Economical Mutual Fire Insurance Company of Berlin (now nationally known as Economical Insurance), William Schmalz (Sr), the Royal Conservatory of Music, George H. Ziegler, and William Henry Eugene (W.H.E.) Schmalz and Charles Knechtel.

The Economical Mutual Fire Insurance Company was first established in Berlin (now Kitchener) in 1871. The company operated its fourth headquarters from this building over three decades (1916 and 1952), including the Great Depression and World War II, and overcame significant, national economic and political changes during this time. Its operation yields information related to businesses within the City during this era. Several mergers took place from this building including the 1936 agreement with the Merchants Casualty Insurance Company of Waterloo, which broadened their insurance from solely fire, and the 1947 purchase of Northwestern Mutual Fire Association, which expanded the business to the Maritimes to offer insurance for automobiles, accidents and illnesses.

As of 2021, the company has been in service for 150 years with head offices located in Waterloo Region.

William Schmalz (Sr) was the first Mayor of the City of Berlin (now City of Kitchener) when the City incorporated in 1912. He was also the managing director of the Economical Mutual Fire Insurance Company of Berlin between 1916 and 1933.

The Royal Conservatory of Music operated out of this building between 1917 and 1935. Later the building housed the Ontario Conservatory of Music and the Elsie Ewald School of Dance. George H. Ziegler managed the Conservatory of Music in this building, conducted the Kitchener Musical Society Band, and was the organist and choir master for years at Trinity United Church.

Architects W.H.E. Schmalz (son of William Henry Schmalz) and Charles Knechtel were

commissioned to design the building. W.H.E. Schmalz was a notable architect in the City and possibly best known for designing the original 1924 Kitchener City Hall. W.H.E. Schmalz was also a member of the Chamber of Commerce, the Kitchener Parks Board, the Kiwanis Club and the Kitchener Musical Society.

The contextual value of the property relates to its location within Downtown Kitchener. The building supports the character of the area and is functionally and historically linked to the surroundings including Goudie's Lane and Economical Insurance's fifth headquarters addressed as 10 Duke Street at the intersection of Duke Street and Queen Street North. The Duke Street headquarters was the successor to the company's location at 16-20 Queen Street North. Plaques embedded into the sidewalk outline the years that the Economical Mutual Fire Insurance Company and the Royal Conservatory of Music operated out of the building.



## SCHEDULE C

### DESCRIPTION OF HERITAGE ATTRIBUTES

#### 16-20 QUEEN STREET NORTH, KITCHENER

##### *Description of Heritage Attributes*

The heritage attributes supporting the cultural heritage value or interest of 16-20 Queen Street North are represented in the exterior of the three storey commercial building.

Key heritage attributes associated with the design/physical value of the built heritage resource include:

##### Exterior

- The placement, setback and orientation of the building in its original location on Queen Street North;
- The materials including brick with Flemish bonding and cast stone;
- The symmetrical arrangement of the principal (east) elevation into three bays;
- The original window and door openings including associated brick voussoirs and stone sills and headers and remaining original windows and doors;
- The front portico of the building including iron railings;
- The central frontispiece of 16-20 Queen Street North including stone door surround and entablature with date stone relief "1871-1916" and centred decorative console;
- The cast stone features on the front (east) elevation including front entrance columns, entablature with decorative consoles/corbels, medallion/shield and festoon bas-reliefs;
- The cornicing on front (east) elevation with Classical dentil mouldings; and,
- The balconies including second storey balcony with cast stone balustrade and associated balusters and newel posts and iron Juliette balconies on second and third storey window openings on front (east) elevation.

**SCHEDULE D**

**LEGAL DESCRIPTION**

**16-20 QUEEN STREET NORTH, KITCHENER**

PT LOTS 2 & 7 W/S QUEEN ST & S/S WEBER ST PL 401 KITCHENER; PT LT 8 PL 396 KITCHENER PT 2 & 3, 58R2923, S/T & T/W 1384744; KITCHENER (Registry PIN: 223160065)



IN THE MATTER OF THE ONTARIO HERITAGE ACT, R.S.O. 1990, CHAPTER  
O.18, AS AMENDED, AND IN THE MATTER OF THE LANDS AND PREMISES AT  
THE FOLLOWING MUNICIPAL ADDRESS(ES) IN THE PROVINCE OF ONTARIO

**NOTICE OF PASSING**

**TAKE NOTICE** that the Council of the Corporation of the City of Kitchener  
passed By-law No. 2022-077 designating the property municipally known  
as 16-20 Queen Street North as being of cultural heritage value or interest  
under the Ontario Heritage Act, R.S.O. 1990, Chapter O.18, as amended.

Dated at Kitchener the 29th day of July 2022

Amanda Fusco  
Director of Legislated Services  
& City Clerk  
City Hall, P.O. Box 1118  
200 King Street West  
Kitchener, Ontario N2G 4G7