



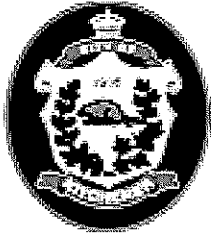
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ONTARIO HERITAGE TRUST

JUL 09 2021

RECEIVED

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June 30, 2021

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

Re: Notice of Intention – 16-20 Queen Street North

Please be advised that the Council of the Corporation of the City of Kitchener at its regular meeting held Monday, June 28, 2021 passed the following resolution, namely:

“That pursuant to section 29 of the Ontario Heritage Act, the Clerk be directed to publish a Notice of Intention to Designate the entire front façade and portion of the returns of the property municipally addressed as 16-20 Queen Street North as being of cultural heritage value or interest.”

Attached is a copy of the Statement of Cultural Heritage Value or Interest for 16-20 Queen Street North including a description of the heritage attributes related to the property to be protected. Also attached is a copy of the Notice of Intention to designate.

Yours truly,

Dianna Saunderson
Committee Administrator

Att.

c.c. M. Drake, Heritage Planner
V. Grohn, Heritage Planner
(cc'd parties by email only)

Statement of Cultural Heritage Value or Interest

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.

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.

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 and interior 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 interior was designed with the vision of Classicism demonstrating that there was design intent for the interior arrangement as it relates to aesthetics and functionality. Most of the interior layout and heritage attributes 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 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.

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 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 30th day of June, 2021.

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

The Record Insert: June 30, 2021

2-column Display Ad in:

1st choice - Local Section,

2nd choice - 2nd page of First Section,

Last choice - 2nd page of LIFE Section