

COMMERCIAL, INDUSTRIAL AND RETAIL LANDSCAPES





COMMERCIAL CORE

BOUNDARIES	King Street corridor between William Street and Young Street, extending to the east side of Regina Street and including additional adjacent heritage properties at 12 Dupont Street West and 20 Regina Street South.
RECOGNITION	8 properties designated (Part IV) under the Ontario Heritage Act 27 listed, non-designated properties of Cultural Heritage Value/Interest.
HISTORIC THEME(S)	Mennonite Settlement, Industry and Commerce, Urban Development, Transportation.
TYPE OF LANDSCAPE	Industrial/Commercial.
DESCRIPTION	The Commercial Core of Waterloo, located along the King Street corridor between William Street and Young Street (with some formally recognized historic buildings located adjacent to the east and west side of the street), has served as Waterloo's commercial centre for over 200 years. It contains a wide-range of building styles and spaces, including those from Waterloo's early settlement period, such as the Mutual Life Assurance Company of Canada building, Huether Hotel, Waterloo Hotel, Commercial Block, Button Factory and Molson's Bank. It also contains contemporary buildings, public spaces and streetscapes that reflect present day social, cultural, economic and transportation needs. The area is an evolving Cultural Heritage Landscape in that it continues to change yet exhibits significant material evidence of its evolution over time. The mix of architectural styles, traditional pedestrian scale, streetscape and high-quality public spaces gives the landscape significant design, aesthetic and historic value.

CULTURAL HERITAGE VALUE or INTEREST

The City of Waterloo's Commercial Core has played a vital social, cultural and economic role in the community since its establishment in the early 1800s. Waterloo was established at the crossroads of Erb and King Streets by Abraham Erb, a Mennonite farmer who settled in the area in 1806 and constructed a flour mill and saw mill. The Commercial Core centres on King Street, an early transportation route, and one of the first roads built by Euro-Canadian settlers in the region, dating back 200 years as evidenced by the corduroy road found buried beneath the surface in 2016. The original road was likely constructed by Mennonite settlers between the late 1790s and 1816 and then buried around 1840. Crossing the Commercial Core is the former Grand Trunk Railway (later Canadian National Railway and now Regional rail line), which was extended to Waterloo in 1856. Erb's mills, the construction of King Street and the rail line all acted to draw residents and businesses to Waterloo throughout the 19th and 20th centuries. The buildings and streetscape developed during these periods are interspersed with contemporary buildings and modern streetscape improvements.

The Commercial Core has significant historic value relating to its early commercial enterprises and buildings. The Huether Hotel and The Lion Brewery (1872) (one of the first breweries in Waterloo), and the Button Factory (1886) are remnants of Waterloo region's important local brewing/distilling and manufacturing industries. Purpose-built public buildings such as the post office (1913) and the train station (1910) all played a key role in servicing the needs of a growing city. Buildings related to commerce, such as the former Molson's Bank (1914) at 3 King Street South and former Toronto Dominion Bank at 1 King Street North (1924), embody Waterloo's economic growth and prosperity at the turn of the century.

The range of architectural styles in the Commercial Core reflect over two centuries of building design and contribute to the landscape's character and architectural value. The historic streetwall contains some of the oldest structures in Waterloo, including a number of small scale, simple, wood frame and brick structures that predate Confederation, such as 44-48 King Street South (1849) and 13 King Street North (pre-1855). These early structures intermix with more ornate architectural styles of the late 19th and early 20th centuries, including Italianate and Victorian (i.e. Waterloo Hotel (1880;1890) and Huether Hotel (1872)), Beaux Arts (i.e. Molson's Bank (1914)) and Romanesque Revival (i.e. old post office (1913)) buildings. Many also include examples of rare (Molson's Bank), representative (Button Factory) or early (Waterloo Hotel) architecture styles. Several of these structures, some considered landmarks in the Commercial Core, and views to them remain unchanged. Post-WWII and contemporary

structures generally support the landscape's character in terms of maintaining a pedestrian-oriented scale, consistent streetwall and architectural variety.

- DESIGN VALUE rare, unique, representative or early example of a landscape (style, trend, movement, school of theory, type, expression, material use or construction method, settlement pattern, time period or lifeway).
- DESIGN VALUE displays a high degree of design or aesthetic appeal.
- DESIGN VALUE demonstrates a high degree of technical or scientific achievement.
- HISTORICAL VALUE direct association with a theme, event, belief, person, activity, organization, or institute significant to a community.
- HISTORICAL VALUE yields, or has the potential to yield, information that contributes to an understanding of a community or culture.
- HISTORICAL VALUE demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist significant to a community.
- CONTEXTUAL VALUE is important in defining, maintaining or supporting character of an area.
- CONTEXTUAL VALUE physically, functionally, visually or historically linked to surroundings.
- CONTEXTUAL VALUE a landmark.



HISTORICAL INTEGRITY

For over 200 years the landscape has continuously functioned as the commercial core of Waterloo. Many of the structures located in the core, and views to them, remain unchanged, representing an architectural continuum of 16 decades.

Following the 1960 demolition of the two- and three-storey Waterloo Manufacturing factory buildings on the west side of King Street, the Waterloo Town Square was constructed. The Square, which contained a shopping mall and six-storey office tower, was redesigned in 2009 to reinstate a midblock connection at Willis Way and pedestrian scale storefronts along King Street. These storefronts and new streetscape are sympathetic to and support the traditional scale, massing, orientation and design of the historic Commercial Core.

<input checked="" type="checkbox"/>	LAND USE	landscape has had continuity in use and/or a compatible use (agricultural, commercial, residential or institutional).
<input type="checkbox"/>	OWNERSHIP	continuity of ownership or occupation of the site, dating to a historic period.
<input checked="" type="checkbox"/>	BUILT ELEMENTS	buildings and other built elements (fences, walls, paths, bridges, corrals, pens, garden features, lighting, sidewalks, fountains, piers, etc.) have survived in their historic form and in relatively sound condition.
<input type="checkbox"/>	VEGETATIVE ELEMENTS	plantings (hedgerows, windrows, gardens, shade trees, etc.) are still evident and their traditional relationship to buildings, lanes, roadways, walks and fields are still discernible.
<input checked="" type="checkbox"/>	CULTURAL RELATIONSHIPS	relationships between historic buildings and other built and designed elements (yards, fields, paths, parks, gardens, etc.) are intact.
<input type="checkbox"/>	NATURAL FEATURES	prominent natural features (cliff, stream, vegetation, etc.) remain intact.
<input type="checkbox"/>	NATURAL RELATIONSHIPS	historical relationships to prominent natural features still exist for the site as a whole and within the site.



VIEWS

existing views of and within the site can be closely compared to the same view in the past (certain views may have been captured in historic photos).



RUINS

ruins and overgrown elements still convey a clear message about the site's history.

DESIGNED
LANDSCAPES

changes to a designed landscape can be corrected so that the property retains integrity versus being irrevocable.



Waterloo's Commercial Core plays a key role in the cultural and social identity of Uptown and the City as a whole. The landscape is written and spoken about in local histories and walking tours, and depicted in historic postcards, many of which capture views that remain today. Elements of the landscape are commemorated through signage (i.e. Waterloo), interpretive plaques (i.e. Snyder-Hahn building) and streetscape furnishings (i.e. historic photos on utility boxes). The Commercial Core landscape is featured in local and regional promotional materials.

The landscape is the focus of civic pride and stewardship, with 27 municipally listed properties and eight properties designated under the Ontario Heritage Act. The landscape forms a subset of the Uptown, an area of special attention in City planning documents such as the Official Plan, the Uptown Community Improvement Plan, and the Uptown Public Realm Study. Ongoing City and Regional investment in the Uptown has resulted in streetscape improvements and a Light Rail Transit line constructed along King Street. In addition, the Region of Waterloo has identified King Street as a "Very Scenic" "Neighbourhood Connector - Main Street" in their resource document, Scenic Roads and Special Character Streets (2011).

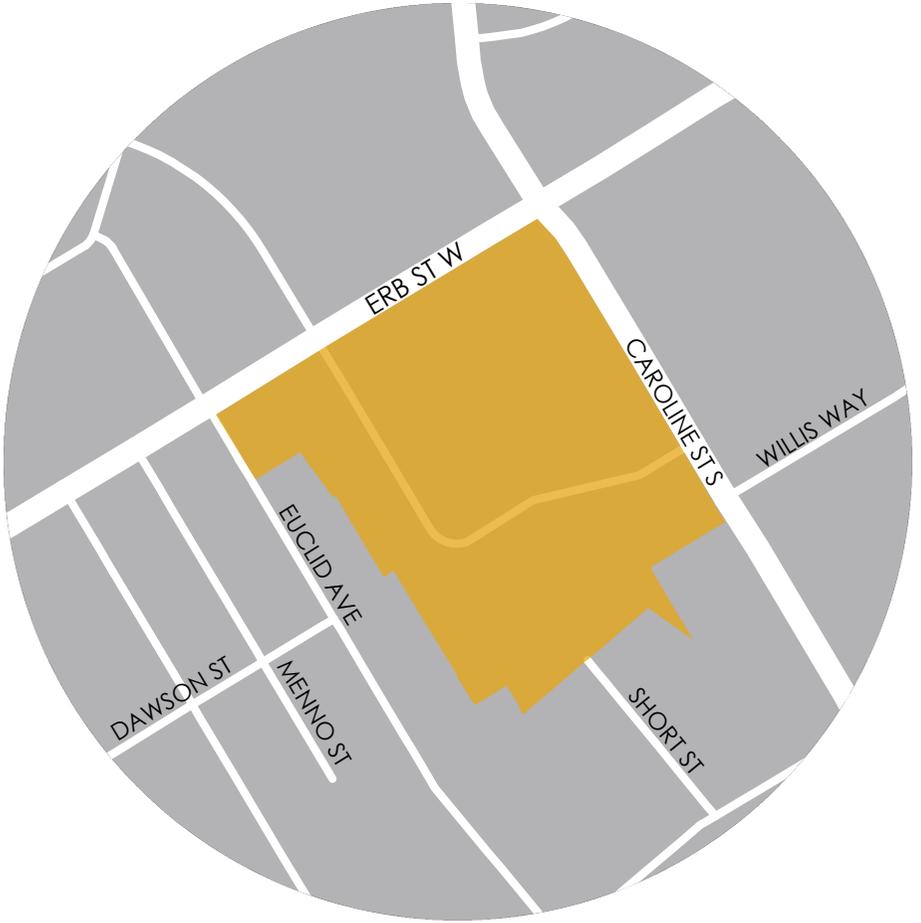
Aspects of the landscape are valued for the impact they have on quality of life. This is exemplified through the recreational and social gatherings that take place at the Waterloo Public Square and the vibrancy of King Street restaurants on summer evenings. When asked to prioritize the importance of this landscape in the City's survey, 91% of respondents noted it as "very important" or "somewhat important." Specific elements of importance identified by respondents included Waterloo Public Square, the corduroy road, local breweries, the Waterloo Theatre marquee, and the old post office and train station.

- COMMUNITY IDENTITY landscape contributes to the community's identity and is used to tell the story of the community.
- LANDMARK area is widely recognized as a landmark.
- PRIDE AND STEWARDSHIP community demonstrates a high degree of pride and stewardship in the area (heritage designations, plaques, voluntary upkeep).
- COMMEMORATION area or elements within the area are named to celebrate or commemorate someone or something.

<input checked="" type="checkbox"/>	PUBLIC SPACE	area is a site of frequent or longstanding public gatherings or events.
<input checked="" type="checkbox"/>	CULTURAL TRADITIONS	people use the area to express their cultural traditions.
<input checked="" type="checkbox"/>	QUALITY OF LIFE	aspects of the landscape are valued for their impact on day to day living.
<input checked="" type="checkbox"/>	LOCAL HISTORY	location is written about in local histories or spoken about through local stories or lore.
<input checked="" type="checkbox"/>	VISUAL DEPICTION	location is widely photographed or depicted in works of art (visual, literary, etc.).
<input type="checkbox"/>	GENIUS LOCI	people refer to the area as having a distinctive atmosphere or pervading 'sense of place'.
<input checked="" type="checkbox"/>	COMMUNITY IMAGE	area is identified with the community image (e.g. appearing in promotions or marketing material).
<input checked="" type="checkbox"/>	TOURISM	area is promoted as a tourist destination.
<input checked="" type="checkbox"/>	PLANNING	area has been identified through another planning process as being unique.

PRELIMINARY HERITAGE ATTRIBUTES INCLUDE:

- King Street streetscape with buildings oriented toward the street, limited setbacks and store fronts constructed to the pedestrian scale;
- Range of architectural styles dating from Waterloo's early period of development to contemporary styles;
- Concentration of built heritage resources, including, but not limited to: the Huether Hotel (1872); Waterloo Hotel (1850); Market Hotel (1860); original Romanesque Revival post office (1913); Jacob Bricker's Commercial Block (1857); Central Block (1881); Letter Block (1901); Molson's Bank (1914); CIBC Bank (1912); former Toronto Dominion Bank (1924); Waterloo Theatre and marquee (1930); Button Factory (1886); former livery stable for the Alexander Hotel, now Marbles (1884); Harmony Lunch (pre-1855); recently redeveloped Huck Glove/Legion building (1913-1926); Bridgeport Lofts (1903); Romanesque style former Waterloo Grand Trunk Railway Station (1910); and the Waterloo Music Building (1890); and
- Roads, sidewalks, trails, rail lines and street furniture that support the functioning of the Commercial Core.



SEAGRAM LANDS

BOUNDARIES	Lands including the former Seagram Distillery and Barrel Yards Park, bounded by Erb Street West in the north, Caroline Street South in the east, the terminus of Short Street in the south, and the rear lot lines of the properties on the east side of Euclid Avenue in the west.
RECOGNITION	5 properties and view corridor designated (Part IV) under the Ontario Heritage Act.
HISTORIC THEME(S)	Industry and Commerce, Urban Development.
TYPE OF LANDSCAPE	Industrial/Commercial.
DESCRIPTION	The Seagram Lands are located on the site of the former Seagram Distillery (in operation from 1857 to 1992) at the southwest corner of Erb and Caroline Streets in Uptown Waterloo. The landscape contains five designated industrial buildings from the former Seagram Distillery, a designed public space called Barrel Warehouse Park inspired by the distillery buildings, and a number of complementary contemporary buildings and additions, which include the award-winning Centre for International Governance Innovation (CIGI) and addition to the 1878 Barrel Warehouse.

CULTURAL HERITAGE VALUE or INTEREST

The Seagram Distillery was founded in 1857 as the Waterloo Distillery by William Hespeler, a merchant from Kitchener, and George Randall, a contractor for the Grand Trunk Railway. The distillery was a subsidiary of a larger flour milling operation called Granite Mills. In 1883, Joseph E. Seagram purchased the company, and restructured the business to focus exclusively on whisky making. The Bronfman brothers purchased the company from Joseph E. Seagram's son in 1928. Under the Bronfman's, the Seagram company became the world's largest producer of spirits. Since the closure of the distillery in 1992, the lands have been selectively redeveloped, with the adaptive reuse of five original Seagram buildings, and the construction of new, context sensitive infill.

The landscape has significant design and aesthetic value in both its historic and contemporary buildings and spaces. The historic elements in the landscape include an early two-storey cooperage and barrel storage facility (1851), and a single storey maintenance building (1858), both of which are representative of early industrial architecture. The three former barrel warehouses, constructed between 1878 and circa 1900, possess a unique and rare industrial architectural style and demonstrate their original function through a variety of architectural elements, such as rows of small shuttered windows used for ventilating fumes that accumulated during the whisky storage and aging process. The contemporary CIGI building (2011) and 1878 barrel warehouse addition (1984) are sympathetic to the scale and materials of the historic Seagram buildings, and their architectural and aesthetic value has received national recognition by the Royal Architectural Institute of Canada. Barrel Warehouse Park, another award-winning space designed in 2001, uses plantings and materials that reflect the industrial history of the site. Through careful design and orientation, both the CIGI building and the Barrel Warehouse Park enhance and frame important views of all three barrel warehouses.

The Seagram buildings are directly associated with locally and nationally important business leaders and philanthropists, and a highly successful, internationally recognized business. In addition to his role as an industrialist, Seagram was a civic leader and politician - a local councillor and later a Member of Parliament. Seagram and his wife Stephanie donated a 14-acre site for the Grand River Hospital to serve all community members regardless of race, colour or creed. Samuel Bronfman was also a significant public figure who, in addition to developing Seagram Distillery into a business of international renown, was also president of the Canadian Jewish Congress from 1939-1962, was a founding member of the Canada Council and named a Companion of the Order of Canada in 1967.

As one of the community's leading industries, the Seagram complex provided regular employment to as many as 250 local citizens at its peak in the 1970s. Though the family is no longer in the alcohol distilling business, the Seagram name is known around the world.

The Seagram buildings are historically and visually linked to their surroundings as the barrel warehouses define the historic industrial character of the City as a manufacturing powerhouse of the 19th and 20th centuries. The Seagram Lands are also linked to their surroundings due to the landscape's extensive association with prominent local residents and the economic and urban development of Waterloo.

<input checked="" type="checkbox"/>	DESIGN VALUE	rare, unique, representative or early example of a landscape (style, trend, movement, school of theory, type, expression, material use or construction method, settlement pattern, time period or lifeway).
<input checked="" type="checkbox"/>	DESIGN VALUE	displays a high degree of design or aesthetic appeal.
<input checked="" type="checkbox"/>	DESIGN VALUE	demonstrates a high degree of technical or scientific achievement.
<input checked="" type="checkbox"/>	HISTORICAL VALUE	direct association with a theme, event, belief, person, activity, organization, or institute significant to a community.
<input checked="" type="checkbox"/>	HISTORICAL VALUE	yields, or has the potential to yield, information that contributes to an understanding of a community or culture.
<input type="checkbox"/>	HISTORICAL VALUE	demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist significant to a community.
<input checked="" type="checkbox"/>	CONTEXTUAL VALUE	is important in defining, maintaining or supporting character of an area.
<input checked="" type="checkbox"/>	CONTEXTUAL VALUE	physically, functionally, visually or historically linked to surroundings.
<input checked="" type="checkbox"/>	CONTEXTUAL VALUE	a landmark.

HISTORICAL INTEGRITY

The landscape has experienced a continuity in built form. Changes to the landscape began in the 1990s when the City of Waterloo undertook plans to develop the area and demolished a number of later red brick Seagram buildings. Remaining built elements include five well-preserved municipally designated structures. The distillery was originally designed and constructed to serve a practical purpose. Today those structures have been adaptively reused to serve a variety of functions, a few of which continue to be tied to economic vitality and innovation in the City of Waterloo.

When viewed from Willis Way looking west toward Caroline Street South, the landscape forms a character-defining view and terminus, enclosed by storefronts on either side of Willis Way and enhanced by the open park space beyond Caroline Street. The view has evolved over time as Willis Way was originally oriented further north on Caroline Street South but now is centered on 3 Father David Bauer Drive.

The Barrel Yards Park is a fairly new designed public park located in front of the barrel warehouses, now Seagram Lofts. Although structures have been removed from the landscape and the road configuration altered, the remaining structures and surrounding public green space retain and enhance the property's historic integrity.

<input checked="" type="checkbox"/>	LAND USE	landscape has had continuity in use and/or a compatible use (agricultural, commercial, residential or institutional).
<input type="checkbox"/>	OWNERSHIP	continuity of ownership or occupation of the site, dating to a historic period.
<input checked="" type="checkbox"/>	BUILT ELEMENTS	buildings and other built elements (fences, walls, paths, bridges, corrals, pens, garden features, lighting, sidewalks, fountains, piers, etc.) have survived in their historic form and in relatively sound condition.
<input type="checkbox"/>	VEGETATIVE ELEMENTS	plantings (hedgerows, windrows, gardens, shade trees, etc.) are still evident and their traditional relationship to buildings, lanes, roadways, walks and fields are still discernible.
<input type="checkbox"/>	CULTURAL RELATIONSHIPS	relationships between historic buildings and other built and designed elements (yards, fields, paths, parks, gardens, etc.) are intact.

- NATURAL FEATURES prominent natural features (cliff, stream, vegetation, etc.) remain intact.
- NATURAL RELATIONSHIPS historical relationships to prominent natural features still exist for the site as a whole and within the site.
- VIEWS existing views of and within the site can be closely compared to the same view in the past (certain views may have been captured in historic photos).
- RUINS ruins and overgrown elements still convey a clear message about the site's history.
- DESIGNED LANDSCAPES changes to a designed landscape can be corrected so that the property retains integrity versus being irrevocable.



The Seagram Lands contribute to the community's identity as the Seagram Distillery was considered by many to be "the place" to secure a well-paying job and where employees were treated "just like family." The distillery union organized social events, including annual picnics held at a local park, Christmas parties, holiday parades and city sport leagues. Other benefits the Seagram Company offered that impacted the community's quality of life included student employment opportunities and scholarships for workers' children and an education refund program to encourage skills upgrading.

Pride and stewardship is demonstrated in the landscape as the five properties onsite are designated under Part IV of the Ontario Heritage Act. The designation process for 3 Father David Bauer Drive (barrel warehouse) was initiated and supported by residents of the Seagram Lofts. The name given to Barrel Yards Park commemorates the Seagram Distillery, while the name Seagram Lofts commemorates Joseph E. Seagram.

The Seagram Lands are written about in local histories, including Elizabeth Bloomfield's Waterloo Township through Two Centuries (2006). The location is widely photographed and depicted in works of art. The area appears in materials such as the City of Waterloo's historical walking tours, postcards and websites.

The Seagram Lands are a landmark in Uptown Waterloo due to the painted Seagram Distillers sign on the side of the former barrel warehouse at 3 Father David Bauer Drive, as well as the warehouses' distinctive yellow brick and small shuttered windows. The Seagram lands were also identified as a landmark during a public consultation session for the City of Waterloo's Neighbourhood Strategy held on June 24, 2017.

When asked to prioritize the importance of this landscape in the City's survey, 74% of respondents noted it as "very important" or "somewhat important."

- COMMUNITY IDENTITY landscape contributes to the community's identity and is used to tell the story of the community.
- LANDMARK area is widely recognized as a landmark.
- PRIDE AND STEWARDSHIP community demonstrates a high degree of pride and stewardship in the area (heritage designations, plaques, voluntary upkeep).
- COMMEMORATION area or elements within the area are named to celebrate or commemorate someone or something.
- PUBLIC SPACE area is a site of frequent or longstanding public gatherings or events.

<input checked="" type="checkbox"/>	CULTURAL TRADITIONS	people use the area to express their cultural traditions.
<input checked="" type="checkbox"/>	QUALITY OF LIFE	aspects of the landscape are valued for their impact on day to day living.
<input checked="" type="checkbox"/>	LOCAL HISTORY	location is written about in local histories or spoken about through local stories or lore.
<input checked="" type="checkbox"/>	VISUAL DEPICTION	location is widely photographed or depicted in works of art (visual, literary, etc.).
<input type="checkbox"/>	GENIUS LOCI	people refer to the area as having a distinctive atmosphere or pervading 'sense of place'.
<input checked="" type="checkbox"/>	COMMUNITY IMAGE	area is identified with the community image (e.g. appearing in promotions or marketing material).
<input checked="" type="checkbox"/>	TOURISM	area is promoted as a tourist destination.
<input type="checkbox"/>	PLANNING	area has been identified through another planning process as being unique.

PRELIMINARY HERITAGE ATTRIBUTES INCLUDE:

- King Street streetscape with buildings oriented toward the five former distillery structures representative of late 19th century monumental industrial architecture:
 - o 3 Father David Bauer Drive (former barrel warehouse);
 - o 5 Father David Bauer Drive (former barrel warehouse);
 - o 9 Father David Bauer Drive (former Administration Building);
 - o 57 Erb Street West (former barrel warehouse); and
 - o 83 Erb Street West (former Maintenance Building);
- Contemporary Centre for International Governance Innovation (CIGI) building and addition to 57 Erb Street West;
- Distinctive yellow brick construction of historic buildings;
- Small shuttered windows of former barrel warehouses;
- Barrel Yards Park; and
- Terminal view west to the landscape formed by storefronts on either side of Willis Way and enhanced by the open space in Barrel Yards Park.



SUN LIFE FINANCIAL OFFICE

BOUNDARIES	Located at 227 King Street South; bound by Union Street West in the southeast, Park Street in the southwest, John Street West in the northwest and King Street south in the northeast.
RECOGNITION	1 property designated (Part IV) under the Ontario Heritage Act
HISTORIC THEME(S)	Industry and Commerce, Urban Development.
TYPE OF LANDSCAPE	Industrial/Commercial.
DESCRIPTION	The former Mutual Life Assurance Company of Canada Office is located southeast of the commercial core of Uptown Waterloo on the border of the City of Kitchener. Now Sun Life Financial, the office is constructed in a Renaissance Revival style within a Beaux Arts designed landscape. The Sun Life Financial Office is designated under Part IV of the Ontario Heritage Act (By-law 79-188).

CULTURAL HERITAGE VALUE or INTEREST

The Sun Life Financial Office (formerly the Mutual Life Assurance Company of Canada head office) contains a significant building and a number of supporting built elements and landscape features. The Sun Life building, constructed in 1912, is associated with the Mutual Life Assurance Company of Canada, which was incorporated in 1868 and served as a pioneering company in the establishment of one of the region's largest industries, insurance. The company was an important, region-wide employer, supporting the economic development of the area through boom and bust cycles of the economy. The landscape is directly associated with early significant community builders, including the founding president of the company, Isaac Bowman, an M.P., and Moses Springer, the first Mayor of Waterloo and an M.P.P.

Designed by acclaimed Canadian architect Frank Darling, of the Toronto firm Darling & Pearson, the 1912 Mutual Life building and 1921 addition are unique examples of the Renaissance Revival architectural style. The building, centred on four classically inspired Ionic columns supporting a large segmental arch, is both monumental and ornate, with decorative terra cotta detailing, flat Roman style bricks, and numerous projecting pediment bays and quoins. The prominence of the building is accentuated by its surroundings – a spacious, Beaux-Arts designed landscape featuring an expansive lawn, a central stone flagged forecourt and symmetrical, formal gardens. A stately, decorative brick and iron fence encircles the property. Waterloo's early 20th century prosperity and sense of civic pride is reflected in the monumental scale and decorative elements of the Sun Life landscape and office building.

Raised above the King Street streetscape at the southern most entry to Waterloo, the former Mutual Life building is a prominent and well-known historic landmark. Significant views of the south and east building facades are enhanced by its corner location and slight elevation above King Street South.



DESIGN
VALUE

rare, unique, representative or early example of a landscape (style, trend, movement, school of theory, type, expression, material use or construction method, settlement pattern, time period or lifeway).



DESIGN
VALUE

displays a high degree of design or aesthetic appeal.



DESIGN
VALUE

demonstrates a high degree of technical or scientific achievement.

- HISTORICAL VALUE direct association with a theme, event, belief, person, activity, organization, or institute significant to a community.
- HISTORICAL VALUE yields, or has the potential to yield, information that contributes to an understanding of a community or culture.
- HISTORICAL VALUE demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist significant to a community.
- CONTEXTUAL VALUE is important in defining, maintaining or supporting character of an area.
- CONTEXTUAL VALUE physically, functionally, visually or historically linked to surroundings.
- CONTEXTUAL VALUE a landmark.



HISTORICAL INTEGRITY

The landscape has been as an insurance office since 1912. Additions to the 1912 former Mutual Life building include a 1921 addition that echoes the architectural style of the original building, a single storey Art Deco building built in 1953 and a 1960s, two-storey addition that is sympathetic in terms of height and massing. The visual impact of a tower built in the 1980s is partially mitigated by its offset location and setback from the historic building facades. The structure has maintained its original relationship to King Street South, with formal entrances linked to the street by walkways and iron gates.

Despite streetscape changes and additions to the former Mutual Life building over the years, signature views to the landscape from the King Street South and Union Street intersection and from the King Street South iron entry way gates are fairly consistent with historic views.

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|-------------------------------------|------------------------|---|
| <input checked="" type="checkbox"/> | LAND USE | landscape has had continuity in use and/or a compatible use (agricultural, commercial, residential or institutional). |
| <input checked="" type="checkbox"/> | OWNERSHIP | continuity of ownership or occupation of the site, dating to a historic period. |
| <input checked="" type="checkbox"/> | BUILT ELEMENTS | buildings and other built elements (fences, walls, paths, bridges, corrals, pens, garden features, lighting, sidewalks, fountains, piers, etc.) have survived in their historic form and in relatively sound condition. |
| <input checked="" type="checkbox"/> | VEGETATIVE ELEMENTS | plantings (hedgerows, windrows, gardens, shade trees, etc.) are still evident and their traditional relationship to buildings, lanes, roadways, walks and fields are still discernible. |
| <input checked="" type="checkbox"/> | CULTURAL RELATIONSHIPS | relationships between historic buildings and other built and designed elements (yards, fields, paths, parks, gardens, etc.) are intact. |
| <input type="checkbox"/> | NATURAL FEATURES | prominent natural features (cliff, stream, vegetation, etc.) remain intact. |
| <input type="checkbox"/> | NATURAL RELATIONSHIPS | historical relationships to prominent natural features still exist for the site as a whole and within the site. |



VIEWS

existing views of and within the site can be closely compared to the same view in the past (certain views may have been captured in historic photos).



RUINS

ruins and overgrown elements still convey a clear message about the site's history.

DESIGNED
LANDSCAPES

changes to a designed landscape can be corrected so that the property retains integrity versus being irrevocable.



The Sun Life Financial Office is a prominent and well-known historic landmark. Pride and stewardship is shown for the 1912 and 1921 portions of the building through a designation under Part IV of the Ontario Heritage Act (By-law 79-188). An Ontario Heritage Trust provincial plaque is erected on site, commemorating the Mutual Life Assurance Company of Canada. The landscape is visually depicted in postcards and photographs, and the building has been a popular site during Doors Open Waterloo Region for over a decade.

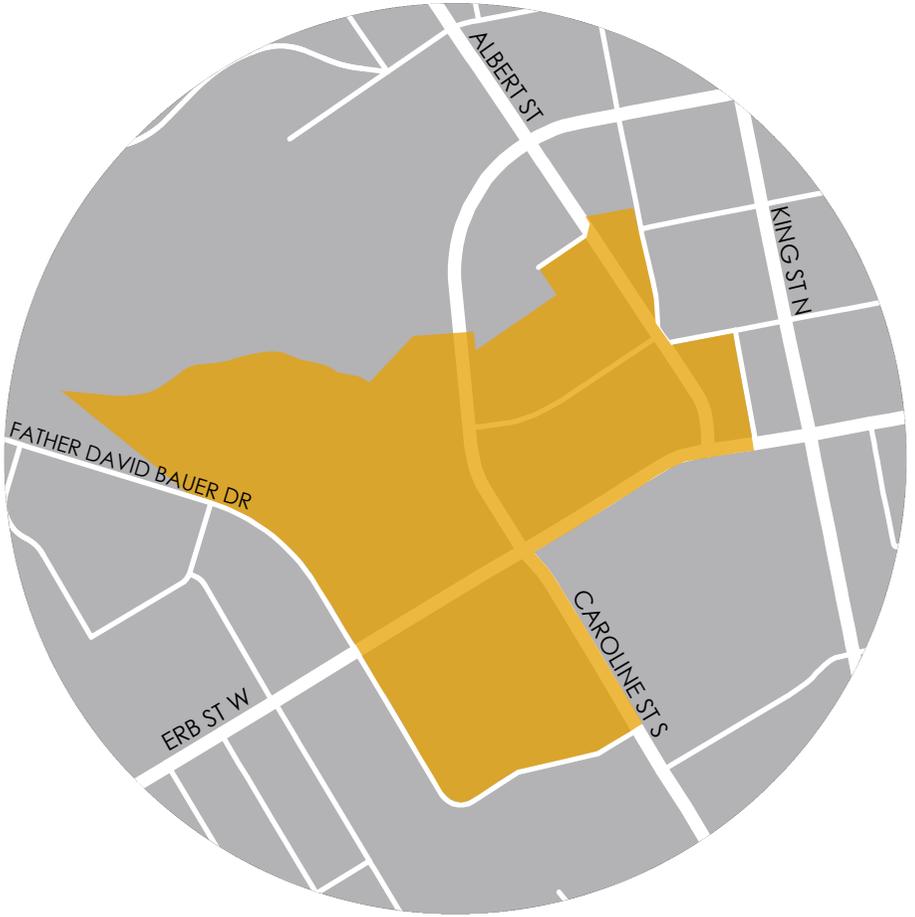
When asked to prioritize the importance of the Sun Life Financial Office landscape, 80% of respondents noted it as “very important” or “somewhat important.” During public consultation for this project, local residents suggested that the grounds, gardens and landscaping associated with the property be listed as attributes of the landscape.

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|-------------------------------------|-----------------------|---|
| <input type="checkbox"/> | COMMUNITY IDENTITY | landscape contributes to the community’s identity and is used to tell the story of the community. |
| <input checked="" type="checkbox"/> | LANDMARK | area is widely recognized as a landmark. |
| <input checked="" type="checkbox"/> | PRIDE AND STEWARDSHIP | community demonstrates a high degree of pride and stewardship in the area (heritage designations, plaques, voluntary upkeep). |
| <input checked="" type="checkbox"/> | COMMEMORATION | area or elements within the area are named to celebrate or commemorate someone or something. |
| <input type="checkbox"/> | PUBLIC SPACE | area is a site of frequent or longstanding public gatherings or events. |
| <input type="checkbox"/> | CULTURAL TRADITIONS | people use the area to express their cultural traditions. |
| <input type="checkbox"/> | QUALITY OF LIFE | aspects of the landscape are valued for their impact on day to day living. |
| <input checked="" type="checkbox"/> | LOCAL HISTORY | location is written about in local histories or spoken about through local stories or lore. |
| <input checked="" type="checkbox"/> | VISUAL DEPICTION | location is widely photographed or depicted in works of art (visual, literary, etc.). |
| <input type="checkbox"/> | GENIUS LOCI | people refer to the area as having a distinctive atmosphere or pervading ‘sense of place’. |

- | | | |
|-------------------------------------|--------------------|---|
| <input type="checkbox"/> | COMMUNITY
IMAGE | area is identified with the community image (e.g. appearing in promotions or marketing material). |
| <input checked="" type="checkbox"/> | TOURISM | area is promoted as a tourist destination. |
| <input type="checkbox"/> | PLANNING | area has been identified through another planning process as being unique. |

PRELIMINARY HERITAGE ATTRIBUTES INCLUDE:

- Renaissance Revival style of the 1912 and 1921 buildings;
- Spacious, symmetrical, landscaped grounds in front of the 1912 building;
- Brick and iron fence and fence gates;
- Views from the corner of King Street South and Union Street; and
- Views of the east facing 1912 façades from the King Street iron gates.



UPTOWN CULTURAL DISTRICT

BOUNDARIES	Intersection of Caroline Street and Erb Street West, extending to Waterloo Park and Princess Street in the north, Albert Street and Caroline Street South to the east, and Erb Street West and Father David Bauer Drive to the south and west.
RECOGNITION	3 properties designated (Part IV) under the Ontario Heritage Act. 4 properties are recipients of the Governors General Medal in Architecture.
HISTORIC THEME(S)	Industry and Commerce, Urban Development.
TYPE OF LANDSCAPE	Industrial/Commercial.
DESCRIPTION	The Uptown Cultural District contains a concentration of award winning, historic and contemporary buildings that serve as a focal point for arts, culture, innovation and research. Centred around the intersection of Caroline Street and Erb Street West, the area includes four buildings that have each received a Governor General medal in Architecture: the Seagram Bonded Warehouse and addition, the Perimeter Institute for Theoretical Physics, the Canadian Clay & Glass Gallery, and the Centre for International Governance Innovation (CIGI). Other buildings that support the high-quality architectural design of the district and its emphasis on culture and innovation include Knox Waterloo Presbyterian Church, the Waterloo Public Library, the former Carnegie Library and the former Mutual Life Building (now Communitech).

Centred on the intersection of Caroline Street and Erb Street West, the Uptown Cultural District contains a number of historic and award-winning contemporary buildings that support a range of research, innovation and cultural institutions. The landscape represents a unique expression of the evolution and contemporary adaptation of a 19th century landscape.

The landscape's historical value is exemplified through its collection of educational, research and innovation facilities spanning from 1905 to present day. The Carnegie Library (1905) was the City's first purpose-built library and provided the general public with access to information for the purpose of "self-improvement," learning and research. A new, larger public library was built on Albert Street in 1966 when it outgrew the Carnegie building. Other cultural facilities include the Visitor and Heritage Information Centre and the Canadian Clay and Glass Gallery (1993), which is the only gallery in Canada exclusively dedicated to publicly exhibiting and collecting ceramic, glass, enamel and stained glass works of art. Contemporary research facilities in the landscape include the Perimeter Institute for Theoretical Physics (PI) and the Centre for International Governance Innovation (CIGI), both of which were designed to support leading edge theoretical physics and global governance research. The historic Mutual Life Assurance Company building has been repurposed to house Communitech, an incubator for businesses, government agencies and academic institutions seeking to use data to develop innovative solutions to contemporary problems. The information, research and cultural exchange originating from these facilities has played a significant role in supporting Waterloo's economic development and has helped to produce technical and scientific achievements that have had a local, regional and global impact.

The Uptown Cultural District has significant design value, demonstrated through a variety of high quality, historic and contemporary architectural forms. A total of four buildings in the landscape have won the Governor General's Medal in Architecture: the Centre for International Governance Innovation (CIGI) (KPMB Architects, awarded in 2014), the Perimeter Institute (Saucier + Perrotte Architects, awarded in 2006), Canadian Clay & Glass Gallery (Patkau Architects, awarded in 1997) and the former Seagram Barrel Warehouse addition (Barton Myers Associates, awarded for the former Seagram Museum adaptive reuse in 1986). Other notable buildings in the landscape include three heritage designated buildings: the Seagram Bonded Warehouse (1878); the classical revival Carnegie Library (1905) designed by Charles Moogk; and the Edwardian Mutual Life Assurance Company (1880), designed by one of Waterloo's first architects, David W. Gingrich.

- DESIGN VALUE rare, unique, representative or early example of a landscape (style, trend, movement, school of theory, type, expression, material use or construction method, settlement pattern, time period or lifeway).
- DESIGN VALUE displays a high degree of design or aesthetic appeal.
- DESIGN VALUE demonstrates a high degree of technical or scientific achievement.
- HISTORICAL VALUE direct association with a theme, event, belief, person, activity, organization, or institute significant to a community.
- HISTORICAL VALUE yields, or has the potential to yield, information that contributes to an understanding of a community or culture.
- HISTORICAL VALUE demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist significant to a community.
- CONTEXTUAL VALUE is important in defining, maintaining or supporting character of an area.
- CONTEXTUAL VALUE physically, functionally, visually or historically linked to surroundings.
- CONTEXTUAL VALUE a landmark.



HISTORICAL INTEGRITY

The landscape features a number of early built and natural elements that have survived in their historic form and have been sensitively, adaptively reused, including the former Carnegie Library and the associated Carnegie Green open space, the former Mutual Life Assurance Company and the former Seagram Bonded Warehouse.

While the landscape has evolved with the removal of older structures and construction of new buildings, views of key landmarks such as Carnegie Library and the Seagram Bonded Warehouse at the corner of Erb and Caroline have remained consistent with views from over a century ago.

- | | | |
|-------------------------------------|------------------------|---|
| <input type="checkbox"/> | LAND USE | landscape has had continuity in use and/or a compatible use (agricultural, commercial, residential or institutional). |
| <input type="checkbox"/> | OWNERSHIP | continuity of ownership or occupation of the site, dating to a historic period. |
| <input checked="" type="checkbox"/> | BUILT ELEMENTS | buildings and other built elements (fences, walls, paths, bridges, corrals, pens, garden features, lighting, sidewalks, fountains, piers, etc.) have survived in their historic form and in relatively sound condition. |
| <input checked="" type="checkbox"/> | VEGETATIVE ELEMENTS | plantings (hedgerows, windrows, gardens, shade trees, etc.) are still evident and their traditional relationship to buildings, lanes, roadways, walks and fields are still discernible. |
| <input type="checkbox"/> | CULTURAL RELATIONSHIPS | relationships between historic buildings and other built and designed elements (yards, fields, paths, parks, gardens, etc.) are intact. |
| <input type="checkbox"/> | NATURAL FEATURES | prominent natural features (cliff, stream, vegetation, etc.) remain intact. |
| <input type="checkbox"/> | NATURAL RELATIONSHIPS | historical relationships to prominent natural features still exist for the site as a whole and within the site. |
| <input checked="" type="checkbox"/> | VIEWS | existing views of and within the site can be closely compared to the same view in the past (certain views may have been captured in historic photos). |



RUINS

ruins and overgrown elements still convey a clear message about the site's history.

DESIGNED
LANDSCAPES

changes to a designed landscape can be corrected so that the property retains integrity versus being irrevocable.



The community holds the landscape in high regard, as exemplified by Council's designation of three properties under Part IV of the Ontario Heritage Act: the former Carnegie Library, Seagram Bonded Warehouse and the former Mutual Life Assurance Company. The cluster of structures at the corner of Erb Street West and Caroline Street was highlighted in Building Waterloo Region – a local festival of exhibitions celebrating progressive architecture and design excellence in Waterloo Region. Buildings in the landscape are valued more broadly, with a number having received national awards in architecture and/or interior design. The CIGI Campus also received the International Award for Architectural Excellence from the Royal Institution for British Architecture. Some of the structures, such as Perimeter Institute, are recognized as local landmarks and are the subject of architectural tourism.

The Uptown Cultural District is represented in numerous walking tours, such as those produced by the City of Waterloo and the Waterloo Public Library's Uptown Waterloo Historical Walking Tour. The landscape is mentioned in the City of Waterloo's Culture Plan and is featured in promotional materials for the City of Waterloo and Uptown Waterloo BIA.

When asked to prioritize the importance of this landscape as part of the commercial core in the City's survey, 91% of respondents noted it as "very important" or "somewhat important." Uptown Waterloo was also identified as a landmark during a June 21, 2017 public consultation session for the City of Waterloo's Neighbourhood Strategy. Public engagement completed as part of this study regarding the significance of the commercial core landscape resulted in the following cultural heritage resources identified as being significant elements: the former Carnegie Library and associated green space, the Waterloo Public Library, Perimeter Institute and Seagram buildings.

- COMMUNITY IDENTITY landscape contributes to the community's identity and is used to tell the story of the community.
- LANDMARK area is widely recognized as a landmark.
- PRIDE AND STEWARDSHIP community demonstrates a high degree of pride and stewardship in the area (heritage designations, plaques, voluntary upkeep).
- COMMEMORATION area or elements within the area are named to celebrate or commemorate someone or something.

<input type="checkbox"/>	PUBLIC SPACE	area is a site of frequent or longstanding public gatherings or events.
<input checked="" type="checkbox"/>	CULTURAL TRADITIONS	people use the area to express their cultural traditions.
<input type="checkbox"/>	QUALITY OF LIFE	aspects of the landscape are valued for their impact on day to day living.
<input checked="" type="checkbox"/>	LOCAL HISTORY	location is written about in local histories or spoken about through local stories or lore.
<input type="checkbox"/>	VISUAL DEPICTION	location is widely photographed or depicted in works of art (visual, literary, etc.).
<input type="checkbox"/>	GENIUS LOCI	people refer to the area as having a distinctive atmosphere or pervading 'sense of place'.
<input checked="" type="checkbox"/>	COMMUNITY IMAGE	area is identified with the community image (e.g. appearing in promotions or marketing material).
<input checked="" type="checkbox"/>	TOURISM	area is promoted as a tourist destination.
<input checked="" type="checkbox"/>	PLANNING	area has been identified through another planning process as being unique.

PRELIMINARY HERITAGE ATTRIBUTES INCLUDE:

- Caroline and Erb Streets streetscape with cultural and institutional buildings oriented toward the street: Centre for International Governance Innovation, Shopify, Canadian Clay & Glass Gallery, Perimeter Institute for Theoretical Physics, Communitech, Knox Waterloo Presbyterian Church, former Carnegie Library and green, and the Waterloo Public Library; and
- Contemporary, award-winning architectural form: Perimeter Institute for Theoretical Physics, Centre for International Governance Innovation, Canadian Clay & Glass Gallery, Shopify; and
- Mature vegetation.