

NOTICE OF INTENTION TO DESIGNATE PURSUANT TO THE ONTARIO HERITAGE ACT

NOTICE IS HEREBY GIVEN that the Council of the Corporation of the City of Waterloo intends to designate the hereinafter mentioned Property for its cultural heritage value or interest pursuant to Section 29, Part IV of the Ontario Heritage Act, R.S.O. 1990, c.O.18, as amended:

Municipal Addresses and Legal Descriptions:

1. 16-24 King Street North

PT LT 4 PL 64 CITY OF WATERLOO; PT LT 2 E/S KING ST, 3 E/S KING ST PL 491 CITY OF WATERLOO, PTS 1, 2, 3 & 4 58R-2897, SAVE & EXCEPT PTS 2 & 3 ON 58R18954 SUBJECT TO AN EASEMENT AS IN 936318 CITY OF WATERLOO

(the “Property”)

Description of the Property:

The Property at 16-24 King Street North, known as the former Waterloo Theatre, is located on the east side of King Street North between Erb Street East and Dupont Street East. In 1936, the earlier 19th century commercial buildings on site were demolished, and the current building was constructed.

The building is part of a block of properties on the east side of King Street North, north of Erb Street East, that are among the earliest extant structures in Waterloo’s Commercial Core.

Statement of Cultural Heritage Value or Interest:

The Property at 16-24 King Street North, known as the Waterloo Theatre, is located on the east side of King Street North between Erb Street East and Dupont Street East. Constructed in 1936 according to the design of architect Herbert George Duerr, the building meets Criterion 1 of O. Reg. 9/06 because it is a rare example of an early-to-mid-20th century movie theatre that reflects elements of Art Deco and Modern Classicism.

The former Waterloo Theatre is a two-storey building with a main (west) elevation containing three bays. The first storey is clad in cast stone and the second storey is clad in a combination of cast stone and red brick. The central bay contains a recessed entrance, flanked by pairs of movie poster panels, pierced metal grills with a scalloped design, and surmounted by an overhanging marquee. The north and south bays are highlighted by

horizontal mouldings and a stringcourse separates the ground storey from the upper storey. The central bay of the second storey contains square concrete panels and two windows flanked by fluted pilasters that terminate at the parapet where they are adorned with paired festoons. The north and south bays feature red brick panels flanked by fluted pilasters and containing pairs of hexagonal window openings with four-light windows. Cast stone panels mark the parapet level above the north and south bays and a flat roof covers the building.

The Property meets Criterion 4 of O. Reg 9/06 as it has historical associations as the first purpose-built movie theatre in Waterloo, constructed in 1936 and formally opened on March 12, 1937. As such, it has the potential to yield information that contributes to early-to-mid-20th century movie theatre culture in smaller communities in Ontario, and thus meets Criterion 5 of O. Reg. 9/06. It closed its doors in January 30, 1997 when it was under the ownership of Cineplex Odeon Theatres. The following month it was converted into the Waterloo Stage Theatre and, in order to accommodate a stage extension and lounge area, seating was reduced to 250 seats. By 2014, the stage theatre had closed and the building was used for other commercial purposes.

The theatre also meets Criterion 6 of O. Reg 9/06 because it has associations with American-born architect Herbert George Duerr (1891-1966) who applied a modernistic aesthetic to his theatre designs of the 1930s. He is best known for designing at least 22 movie theatres in Ontario for the Famous Players theatre chain.

The former Waterloo Theatre is part of a block of properties on the east side of King Street North, north of Erb Street East, that are among the earliest extant structures in Waterloo's Commercial Core. These properties include Henry Bowman's Farmers' Hotel at 4 King Street North (c.1836 rebuilt in 1890); Moses Springer's dry good store at 10 King Street North (c.1856) that became the first headquarters of the Waterloo County Mutual Insurance Company in 1868; and Waterloo's first post office at 14 King Street North (1831). The Property meets Criterion 7 and Criterion 8 of O. Reg 9/06 as it helps to maintain and support the commercial nature of the Commercial Core and is physically, functionally, historically, and visually linked to the area through its scale and its use of red brick and stone/cast stone.

Description of Heritage Attributes of the Property:

Each attribute contributes to the design, associative, and contextual value of the Property – Criteria 1, 6, 7 and 8 of O. Reg. 9/06:

- Art Deco/Modern Classicism style;
- Two storey, three-bay form;
- Cast-stone cladding on the first story of the front elevation;
- Red brick and cast stone cladding on the second storey of the front elevation;
- Horizontal banding on first storey of the front elevation;
- Recessed central main entrance;

- Ornate metal grills with a scalloped design on first storey;
- Marquee (also contributes to Criteria 4 and 5);
- Square panelled concrete in the centre bay on the second storey;
- Fluted cast stone pilasters;
- Paired cast stone festoons along parapet;
- Paired hexagonal window openings with four-light windows; and
- Flat roof.

Further Information:

A copy of this Notice of Intention to Designate may be found on the City of Waterloo's Heritage Notices webpage (pursuant to By-law No. 2024-055): www.waterloo.ca/heritage-notices

The complete cultural heritage value report and evaluation of this Property may be obtained through the *Heritage Designation Research & Evaluation Report*, Appendix 'B', dated January 21, 2025, on Engage Waterloo: www.engagewr.ca/waterloo-heritage-register-review under the 'Documents' section.

Further information and inquiries about the intention to designate may be directed to:

- Dominik Simpson, Senior Policy Planner at 519-747-8546 or dominik.simpson@waterloo.ca; and
- Susan Schappert, Senior Policy Planner - Heritage at 519-886-1550 ex. 78747 or susan.schappert@waterloo.ca

Notice of Objection:

Notice of objection to the intention to designate the Property may be served on the City Clerk of The Corporation of the City of Waterloo within 30 days after this Notice has been published on the City's Heritage Notices webpage (www.waterloo.ca/heritage-notices). Any notice of objection shall indicate the reasons for the objection and all relevant facts. The last day for filing an objection is **Friday, July 24, 2026**.

DATED at Waterloo this 24th day of June, 2026.

Julie Finley-Swaren, City Clerk
clerkinfo@waterloo.ca
City of Waterloo
100 Regina Street South
Waterloo, Ontario N2J 4A8