

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. 23-25 King Street North

PT LT 3 W/S KING ST N PL 491 CITY OF WATERLOO AS IN G20176; EXCEPT PT 7,
PLAN 58R18954

(the “Property”)

Description of the Property:

The Property at 23-25 King Street North is located on the west side of King Street North between Erb Street West and Dupont Street West. The two-storey brick building was constructed in 1895 and is the northernmost section of a broader commercial block that includes the adjacent buildings at 17-19 King Street North and 21 King Street North. Featuring elements of the Italianate style, this commercial block is flanked by the Conrad Block at 15 King Street North and the Canadian Bank of Commerce Building at 27 King Street North. For more than a century, the Property at 23-25 King Street North was occupied by Roos Boots and Shoes.

Statement of Cultural Heritage Value or Interest:

The building at 23-25 King Street North is located on the west side of King Street and is known as the Roos Building. It replaced an earlier structure that was depicted on this site as early as 1855.

The Property at 23-25 King Street North is the northernmost section of a vernacular commercial block with Italianate details that also comprises the properties at 17-19 King Street North and 21 King Street North (not included in this designation by-law). It meets Criterion 1 of O. Reg. 9/06 because it is a representative example of a late-19th century vernacular commercial building in Uptown Waterloo with Italianate details. The block, as a whole, is two-storeys in height and contains storefronts on the ground level. The Property at 23-25 King Street North has a non-historic first storey with recessed off-centre entrance,

flanked by a doorway to the upper level and a glazed shopfront. A historic wooden cornice extends across the building dividing the first and second storeys.

The second storey contains much of the building's historic features, including three symmetrically situated window openings which have been altered from round-headed openings to shorter rectangular windows. The decorative drip moulds have been retained. The second storey is composed of painted brick enclosed by brick pilasters, the southern one which is shared with 21 King Street North. Prominent brackets top the pilasters and extend above the roofline. The frieze of the building is composed of corbelled and saw-toothed brick below a decorative painted cornice of rounded millwork interspersed between the brackets noted earlier.

The Property at 23-25 King Street North meets Criterion 4 of O. Reg 9/06 because it has historical associations with the Roos family, particularly Jacob S. Roos (1833-1905) and his son, Julius H. Roos (1856-1926). Jacob S. Roos was born in Doon, Ontario the son of John Roos (1809-1885) and Elisabeth G. Weicker (1811-1875) who had immigrated from Alsace-Lorraine. Shortly after his birth, the family relocated to Preston, Ontario where Roos learned the shoemaking trade while working for his uncle, Carles Roos. Roos opened his own shoe store in Preston before moving to Waterloo in 1860 where “He first had his shoe shop in a small building between Noecker’s hotel and Young Street corner” which was on the west side of King Street North between present-day Bridgeport Road West and Young Street West.

James Sutherland’s County of Waterloo Gazetteer and General Business Directory for 1864 indicates that Jacob was a manufacturer and dealer in boots and shoes. His business occupied an earlier one and a half-storey frame building at 23-25 King Street North which stood until 1895 when it was replaced with the extant two-storey brick building. During these early years, “he did exclusively custom work and supplied most of the farmers in this vicinity with shoes, as at that time few ready-made shoes were handled in Waterloo.” Before more widespread availability of factory-made shoes, Roos employed 10 to 12 workers “and did one of the largest custom trades in Western Ontario, a glowing tribute to the superiority of the work produced.” As part of a late 19th century commercial block, the Property at 23-25 King Street North meets Criterion 5 of O. Reg 9/06 as it has the potential to yield information about Waterloo’s small business landscape along King Street in Uptown Waterloo and the Commercial Core.

In 1867 and 1888, Roos served on village council and from 1881 to 1883 he served on the town council. At the time of his death in 1905, he was a member of the Waterloo Park Board.

Julius H. Roos, Jacob’s son, had taken over the business by the end of the 19th century and continued it under the family name, although it also had some brand recognition through frequent advertisements referring to the business as The Popular Boot and Shoe Store. When Julius died in 1926, he was described as “the Father of the Board of Trade, and justly

so, for it was his activity in getting the movement under way, that resulted in the Board being formed.”

With its scale and composition, the building at 23-25 King Street North meets Criterion 7 and Criterion 8 of O. Reg 9/06 because it helps to maintain and support the late 19th and early 20th century commercial character of the streetscape. The Property continues to be physically and visually linked to its surroundings within the Commercial Core.

Description of Heritage Attributes of the Property:

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

- Vernacular style with Italianate details (also contributes to Criteria 4 and 5);
- Northernmost façade of contiguous block;
- Wood cornice line dividing the first and second storeys;
- Fenestration on the second storey (note: existing window sash are not historic);
- Ornate round-headed drip moulds with keystones above window openings;
- Frieze comprised of corbelled and sawtooth brickwork;
- Brick pilasters and prominent brackets that extend above the roofline;
- Ornate painted cornice of rounded millwork interspersed between brackets; 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