

## 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. 36-40 King Street South

PT LT 412 PL 385 CITY OF WATERLOO AS IN 750754; S/T 750754; CITY OF WATERLOO

(the “Property”)

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

The Property at 36-40 King Street South, known as the Letter Block, is located at the southeast corner of King Street South, between Erb Street West and Willis Way. Constructed c.1880, the building underwent alterations in 1907, according to the designs of Charles Moogk. Alterations included the addition of the current brown brick façade and an expansion to the rear.

The building is located at the southernmost section of a contiguous series of historic commercial storefronts that stretches along the eastern side of King Street South from Erb Street West. The former GTR rail line, now part of the multi-use Laurel Trail and Waterloo Central Railway right of way, is situated to the south.

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

The Property at 36-40 King Street South, known as the Letter Block, is located at the southeast corner of King Street South, between Erb Street West and Willis Way. Constructed c.1880, the building underwent alterations in 1907, according to the designs of prominent local architect Charles Moogk. Alterations included the addition of the Italianate brown brick façade and the expansion of the building to the rear (east).

The Property meets Criterion 1 of O. Reg. 9/06 as a representative of Italianate design. With a rectangular footprint, the three-storey building has brown brick cladding on its main (west) elevation, and buff brick cladding on the north and south elevations. The rear elevation is clad in contemporary metal siding. The main elevation contains a non-historic

side entrance. The second and third storeys are divided into three bays. The second storey contains regularly spaced flat-headed window openings with stone sills. A narrow brick string course extends across the face of the building, highlighting the angular shape of the windows below. The third storey contains three regularly spaced round-headed window openings with stone sills, highlighted above by a narrow brick stringcourse that echoes the rounded shape of the window openings below. The cornice is highlighted by decorative brickwork, including machicolations, dentils, and corbelling.

The buff brick southern elevation that faced the railway tracks has been largely retained, featuring many of the original windows and fenestration configuration seen on the front of the building: that is, the irregularly spaced segmentally-arched ground storey window openings, and the largely regularly spaced flat headed openings on the second storey and the arched openings on the third storey. A flat roof covers the building.

The Property meets Criterion 4 of O. Reg. 9/06 because it has historical associations with a number of prominent citizens including John Letter who operated a funeral home and furniture business from the site from 1907 until his death in 1925. He was also one of the Globe Furniture Company's directors and also served as Town Councillor in 1902 and 1904-05. In 1925, his son Norman Letter rebranded the business N.H. Letter Funeral Directors and Home Furnishers; and in 1932, it became known as Norman Letter and Son Furniture Dealers and Funeral Directors. The business was relocated in 1927.

The Property is also associated with prominent photographer Addison C. Moyer, who is considered to be the first professional photographer in Waterloo. In 1905, he moved his studio to 36-40 King Street South where he had access to Shinn and Walsh's picture framing business also contained within the building (in 1907 this business was purchased by Letter). After Letter's expansion of the premises in 1907, Moyer had a two-storey studio at the rear (east) of the building. He worked at this location until 1925. Best known for his family portraits and local landscapes, Moyer's work was described in 1906 as "among the best produced in the country." He was also involved in municipal politics and served as councillor for seven years, before becoming deputy reeve in 1916.

As a good example of an early 20th century commercial building in Waterloo's Commercial District, the Property meets Criterion 5 of O. Reg. 9/06 and also has the potential to yield information that contributes to an understanding of the mercantile class that developed and shaped Waterloo's Commercial Core in the early part of the 20th century.

Through its association with prominent local architect and city engineer Charles Moogk, the building meets Criterion 6 of O. Reg. 9/06. Moogk was responsible for the rear addition and the distinctive cladding of the main (west) elevation in 1907. It also meets Criterion 7 and 8 of O. Reg. 9/06 because its scale and composition help to maintain and support the late 19th and early 20th century commercial character that comprises Waterloo's Commercial Core that stretches along the eastern side of King Street South from Erb Street West.

The Property has contained a number of diverse businesses over the years, including Letter and Son Furniture and Undertakers and Addison C. Moyer's photography studio and is thus functionally and historically linked to the commercial character of Uptown Waterloo and the Commercial Core.

### **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:

- Italianate style (also contributes to Criteria 4 and 5);
- Three storey brown brick cladding on main (west) elevation;
- Three bays on the second and third storeys of the main (west) elevation;
- Buff brick cladding on north and south elevations;
- Flat-headed window openings on the second storey surmounted by an angular string course;
- Round-headed window openings on the third storey surmounted by a rounded string course;
- Decorative brickwork on the cornice includes machicolations, dentils, and corbelling;
- Segmentally-arched window openings on the ground storey of south elevation;
- Regularly spaced flat-headed window openings on the second storey of south elevation;
- Irregularly spaced round-headed window openings on third storey of south elevation; and
- Flat roof with cornice.

### **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](http://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](http://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](mailto:dominik.simpson@waterloo.ca); and
- Susan Schappert, Senior Policy Planner - Heritage at 519-886-1550 ex. 78747 or [susan.schappert@waterloo.ca](mailto: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](http://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 24<sup>th</sup> day of June, 2026.

Julie Finley-Swaren, City Clerk  
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