

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. 15 King Street North

PT LT 2 W/S KING ST N PL 491 CITY OF WATERLOO AS IN 928048; WATERLOO
(the “Property”)

Description of the Property:

The Property at 15 King Street North, known as the Conrad Block, is located on the west side of King Street North between Erb Street West and Dupont Street West. The three-storey brick building was constructed in 1888 and is representative of the Italianate style. It is situated at the southern end of a row of later two-storey buildings (17-25 King Street North) that also reflect this style.

The building replaced an earlier two-storey building when it was constructed in 1888. It is associated with tinsmith and hardware merchant Joseph Conrad who opened his business in 1857 at 53-57 King Street North and likely relocated to 15 King Street North around 1864 in the earlier building. In 1899, his sons William and Jacob Jr. took over the business which, after 1911, became known as Conrad Bros. Hardware. The hardware store operated from this location until 1938 when the business was relocated.

Statement of Cultural Heritage Value or Interest:

The Property at 15 King Street North, known as the Conrad Block, is located on the west side of King Street North between Erb Street West and Dupont Street West. The current three-storey brick building was constructed in 1880 and is representative of the Italianate style. It is situated at the southern end of a row of commercial buildings at 17-25 King Street North. It is likely that the Italianate details of the Property at 15 King Street North influenced the designs of the later adjacent commercial block, constructed in 1895.

The Property at 15 King Street North meets Criterion 1 of O. Reg. 9/06 because it is a representative example of a late-19th century Italianate commercial building in Uptown

Waterloo and . The main (east) elevation of the three-storey buff brick building at 15 King Street North is clad in non-historic siding on the ground storey and painted brick on the upper storeys. The upper storeys have brick pilasters that extend from the second level to the cornice and terminate in prominent brackets. On each floor, there are four window openings, with a pair of centered openings flanked by single windows. The window openings are round-headed and have decorative drip moulds and prominent brackets terminate the pilasters. The frieze is composed of corbelled brick below a cornice with heavy brackets. A flat roof covers the building.

The Property at 15 King Street North meets Criterion 4 of O. Reg. 9/06 as it has historical associations with the Conrad family of Waterloo, specifically Jacob Conrad Sr. (1836-1911) and his sons Wilhelm “William” Conrad (1858-1934) and Jacob Conrad Jr. (1869-1956). Born in the German Rhineland, Jacob Sr. immigrated to Waterloo County in 1855 and established his business, Conrad Bros. Hardware, where he sold tinware and stoves first at 53-57 King Street North in 1857 before relocating to 15 King Street North in 1864. The building 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.

Jacob Conrad Sr. served on council with few interruptions between 1871-1892, and became Mayor in 1887. He also served on the Waterloo school Board and Park Board and was a captain of the Waterloo Fire Brigade. He died in 1911 at which time he was described by the Chronicle Telegraph as “One of the pioneers of this district and best known residents of Waterloo.”

When Jacob Sr. retired in 1899, his sons William and Jacob took over the business. Following William’s death in 1934, the Waterloo Chronicle ran a lengthy obituary describing the deceased as “Waterloo’s oldest business man and prominent citizen” and a “member of hardware firm for 64 years.” Like his father, William committed himself to public life and served as a member of the Waterloo School Board, Town Council, and Board of Trade. Jacob Jr. kept the business on site until 1938 at which time he relocated it to 13 King Street North.

Jacob Jr. remained a part of Conrad Bros. until 1945, when C & T Hardware and Plumbing purchased the business, ending an 88-year tenure in business.

The Property at 15 King Street North meets Criterion 7 and Criterion 8 of O. Reg. 9/06 as it helps to maintain and support the late 19th and early 20th century commercial character that comprises Waterloo’s Commercial Core. It is also functionally and historically linked to the commercial character of Uptown Waterloo.

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:

- Italianate style (also contributes to Criteria 4 and 5);

- Three-storey buff brick building (currently painted);
- Rhythm of four bays on the second and third storeys with the two central windows paired;
- Brick pilasters extending from the second storey to the cornice;
- Round headed window openings in the second and third storeys;
- Ornate round-headed drip moulds with keystones;
- Frieze of corbelled brick;
- Prominent brackets at roofline; and
- Flat roof with heavy cornice line.

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