

Statement of Significance 1027 KING STREET EAST

Municipal Address:

1027 King Street East, Kitchener

Legal Description:

Plan 404 Lot 16 to 18 Lot 27 to 29 Part
Lot 25

Year Built: 1914

Architectural Style:

Art Deco

Original Owner: Onward

Manufacturing Company Limited

Original Use: Institutional

Condition: Good



Description of Historic Place

1027 King Street East was originally a two storey early 20th century building built in the Industrial Vernacular architectural style. Various additions and modifications have occurred to the building resulting in no single distinct architectural style. One interesting addition was the construction of a central tower addition, which is influenced by the Art Deco architectural style. The building is situated on a 0.76 acre parcel of land located on the south side of King Street East between Borden Avenue and Ottawa Street in the King East Planning Community of the City of Kitchener within the Region of Waterloo. The principal resource that contributes to the heritage value is the original building and Art Deco addition.

Heritage Value

1027 King Street East is recognized for its contextual, historical and associative values.

The original building is representative of industrial vernacular architecture. The building is three bays wide by six bays deep. Three bays face both King Street East and Charles Street East. The main façade is King Street East. The building features: brick construction; brick pilasters; large window openings; and, concrete headers and sills.

The contextual value relates to the buildings location and design. The façade of the original building is parallel to King Street East and is perpendicular to Onward Avenue. The original building is located directly across from Onward Avenue resulting in a clear view down Onward Avenue towards the front façade of the original building. It is clear that the original architect and builder considered the importance of siting the building directly across from Onward Avenue.

APPENDIX 'A': STATEMENTS OF SIGNIFICANCE

The historic and associative values relate to the original owner and use of the building as well as the architect of the 1946 addition. The original owner was Theodore Adam Witzel of the Onward Manufacturing Company Limited. In 1906, Mr. Witzel's company became the first in Canada to manufacture and sell hand vacuum sweepers and electric vacuum cleaners under the trade names of Onward and Triumph. The company was renamed Onward Manufacturing Company Limited in 1908. In 1908 a second company, The Eureka Vacuum Cleaner Company, was established. The vacuums were manufactured in the US while the Onward Manufacturing Company Limited focused on product distribution throughout Canada. The plant opened at 1027 King Street East, Kitchener, in 1914. The Eureka and Onward companies were amalgamated under the name Onward Manufacturing Company Limited in 1924. After the war, the company expanded to manufacture cabinet and utility hardware in 1946. Mr. Witzel died in 1948 and his son Theodore Andrew Witzel Senior (1918-1995) became the President. The company continued to grow between 1949 and 1960 with the introduction of home appliance distribution. In 1966, National Union Electric Corporation of Stamford, Connecticut purchased 80% of the Eureka vacuum cleaner and appliance distribution division as well as the name Onward Manufacturing Company Limited. T.A. Witzel, Sr. remained President of Onward Manufacturing Limited until his resignation in 1974. He retained ownership and was President of Onward Hardware Limited for the manufacturing and selling of cabinet and general hardware and developed another Company he owned known as Tawco Limited for commercial cleaning equipment distribution and franchising coin operated laundry and dry cleaning stores. Vernon's Directory records suggest that the business operated at 1027 King Street East for approximately 67 years until 1981. Around that time, Onward Hardware began to manufacture fireplace inserts and charcoal water smokers and an appliance retail division (now known as T.A. Appliance Warehouse) was established at 932 Victoria Street North, Kitchener. T.A. Witzel Senior passed away in 1995 and the company is now owned and operated by his three sons. The company was divided into three separate companies in 2000. The barbecue division adopted the original name "Onward Manufacturing Company Limited", the hardware division became "Onward Cluthe Hardware Products Inc.", and the appliance division became "TA Appliance Inc." All three companies continue to operate.

The architects of the 1946 addition to the building at 1027 King Street East were William Stuart Jenkins and Sherman W. Wright. Jenkins and Wright were best known for their designs of municipal arena complexes in several Ontario towns and for the restoration in 1952 of 'Woodside' the home of William Lyon Mackenzie King. Jenkins and Wright were the architects for the Kitchener Memorial Auditorium.

Heritage Attributes

The heritage value of 1027 King Street East resides in the following heritage attributes:

- All elements related to the construction and Industrial Vernacular architectural style of the building, including:
 - Roof and roofline;
 - Large window openings, including concrete headers and sills; and,

APPENDIX 'A': STATEMENTS OF SIGNIFICANCE

- Brick construction, including brick pilasters;
- All elements related to the context, including the relationship of the original building to King Street and Onward Avenue.

Photos



1027 King Street East (King Street Elevation)

APPENDIX 'A': STATEMENTS OF SIGNIFICANCE

City of Kitchener Cultural Heritage Resource Evaluation Form

Address: **1027 King Street East**

Period: **1914**

Recorder Name: **YWC/MW**

Description:

Photographs: Front Façade ☒ Left Façade ☐ Right Façade ☐ Rear Façade ☐ Details ☐ Setting ☐ Date: September 3, 2009

Design or Physical Value

RECORDER

EVALUATION SUBCOMMITTEE

Style	Is this a notable, rare or unique example of a particular architectural style or type?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
Construction	Is this a notable, rare, unique or early example of a particular material or method of construction?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
Design	Is this a particularly attractive or unique structure because of the merits of its design, composition, craftsmanship or details?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
	Does this structure demonstrate a high degree of technical or scientific achievement?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
Interior	Is the interior arrangement, finish, craftsmanship and/or detail noteworthy?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>

Notes –

Field Team: central unaltered portion has the art deco 'feel' due to material, glazing

Sub-Committee: original building form is still present; three bays along King Street

Contextual Value

RECORDER

EVALUATION SUBCOMMITTEE

Continuity	Does this structure contribute to the continuity or character of the street, neighbourhood or area?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
Setting	Is the setting or orientation of the structure or landscaping noteworthy?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>
	Does it provide a physical, historical, functional or visual link to its surroundings?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>
Landmark	Is this a particularly important visual landmark within the region, city or neighbourhood? (indicate degree of importance)	<input type="checkbox"/> R	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>
		<input type="checkbox"/> C							Yes <input type="checkbox"/>
		<input type="checkbox"/> N							
Completeness	Does this structure have other original outbuildings, notable landscaping or external features that complete the site?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>

Notes –

APPENDIX ‘A’: STATEMENTS OF SIGNIFICANCE

Field Team:

Sub-Committee: location: Onward Avenue view leads to front of original building; manufacturing business outside of the traditional manufacturing/industrial area

<i>Integrity</i>		RECORDER				EVALUATION SUBCOMMITTEE			
Site	Does the structure occupy its original site? <i>Note: if relocated, i.e. relocated on its original site, moved from another site, etc.</i>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>
Alterations	Does this building retain most of its original materials and design features?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
	Is this a notable structure due to sympathetic alterations that have taken place over time?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
Condition	Is this building in good condition?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>

Notes –

Field Team:

<i>Historical or Associative Value & Significance</i>		RECORDER				EVALUATION SUBCOMMITTEE			
	Does this property or structure have strong associations with and/or contribute to the understanding of a belief, person, activity, organization or institution that is significant or unique within the City?	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>		Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>	
	Is the original, previous or existing use significant?	N/A <input type="checkbox"/>	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>	Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>	
	Does this property meet the definition of a significant built heritage resource or cultural heritage landscape, as identified in the Provincial Policy Statement under the Ontario Planning Act? <i>A property or structure valued for the important contribution it makes to our understanding of the history of a place, an event, or a people?</i>	Unknown <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>		Unknown <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>	

Notes –

Field Team: further research on historical significance required

Sub-Committee: onward manufacturing company limited – Theodore Adam Witzel