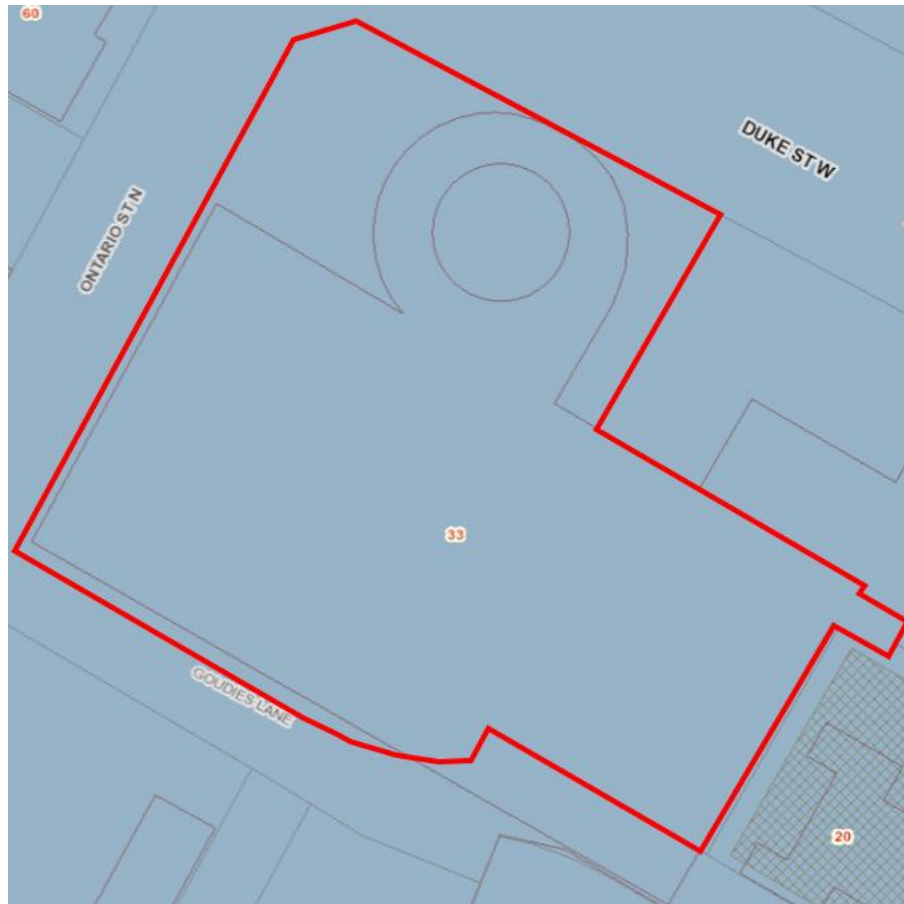


# STATEMENT OF SIGNIFICANCE

## 33 Ontario Street North



### Summary of Significance

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Design/Physical Value        | <input type="checkbox"/> Social Value              |
| <input checked="" type="checkbox"/> Historical/Associative Value | <input checked="" type="checkbox"/> Economic Value |
| <input checked="" type="checkbox"/> Contextual Value             | <input type="checkbox"/> Environmental Value       |
- 

**Municipal Address:** 33 Ontario Street North

**Legal Description:** Plan 401 Part Lot 2 & 7 Plan 396 Part Lot 8

**Year Built:** 1967

**Architectural Style:** Brutalist

**Original Owner:** City of Kitchener

**Original Use:** Commercial

**Condition:** Good

### Description of Cultural Heritage Resource

33 Ontario Street North is a six (6) storey parking garage built in the Brutalist architectural style. The building is situated on a 0.74 acre parcel of land located on the east side of Ontario Street between

Goudies Lane and Duke Street in the Downtown Cultural Heritage Landscape of the City of Kitchener within the Region of Waterloo. The principal resource that contributes to the heritage value is the parking garage.

### **Heritage Value**

33 Ontario Street North is recognized for its design/physical, historical/associative, and contextual values.

#### **Design/Physical Value**

The design/physical value relates to the Brutalist architectural style. The parking garage is a representative example of the Brutalist architectural style, characterized by a functional utilitarian design with an open air deck and exterior helix exit ramp. This design gained momentum in the 1950s and presented economic advantages since ventilation systems were not required, fire codes were relaxed, and facades to hide the parking were no longer required. The parking garage is in good condition and features: a rectangular plan and adjacent cantilevered exterior helix exit ramp; cast concrete façade on Duke Street West and Ontario Street North, including decorative details that emphasize horizontal and vertical lines; utilitarian, open air deck design; and, approximately 9 metres of the Goudies Lane cast concrete façade with vertical lines and the Electrohome mural. The mural is part of the Kitchener Downtown Mural Programme which operated between 1995 and 2002. The mural is a mixed media and plaster installation designed by the artist Cristina Peori, sponsored by Electrohome Ltd., and titled “Electrohome since 1907.” The mural was completed on October 20, 1995.

#### **Historical/Associative Value**

The historical/associative value relates to the direct association with the theme of urban renewal and association with the Kitchener Parking Authority, National Garages Inc. of Detroit and McCargar, Hachborn & Associates (today known as WalterFedy). The parking garage was the first project in Kitchener’s urban renewal plans of the late 1960s. The Kitchener Parking Authority championed the project by identifying the need for a large parking facility in Downtown Kitchener. A land use analysis report was provided by the Kitchener Urban Renewal Committee. The committee chose the site at Duke and Ontario because it was accessible to major parking generators such as theatres, department stores, churches and financial institutions. The director of planning, William Thompson, brought in National Garages Inc. of Detroit, a parking garage expert, to prepare the functional drawings. McCargar, Hachborn & Associates (R.D. McCargar) were brought in as engineers for the final design and specifications. On June 23, 1967, Council awarded the contract for construction of the 400-car concrete parking garage, including offices and storage, to Karley and Kroetsch for \$892,042. Council also had to purchase additional lands from George and Margaret Harre, Gouldie Building Limited and Kitchener News Record to facilitate the construction of the parking garage. The total cost of the land and construction was \$1,350,000. The construction and operation of the parking garage were managed by the Kitchener Parking Authority. The parking garage was officially opened on June 14, 1968.

#### **Contextual**

The contextual value relates to the parking garage’s physical, functional and visual links to adjacent properties and buildings. The parking garage is physically connected to the former Goudies Department Store (now THEMUSEUM) and continues to provide a functional link via a hallway between the the garage and THEMUSEUM. The parking garage is visually linked to the complex of buildings at 30-32 Duke Street East, which was built in the International architectural style with Brutalist and Expressionist influences. The parking garage and the adjacent complex both represent

mid-century modern architectural styles that broke from previous architectural precedents in their efforts to modernize as part of the urban renewal plans of the late 1960s. Their similar age, style and materials define the upper end of Ontario Street North.

### **Other Values – Economic**

The parking garage was featured in a 2009 European Audi automobile television commercial and is listed on the Ontario Media Development Corporation's filming database.

### **Heritage Attributes**

The heritage value of 33 Ontario Street North resides in the following heritage attributes:

- All elements related to the construction and Brutalist architectural style of the building, including:
  - rectangular plan and adjacent cantilevered exterior helix exit ramp;
  - cast concrete façade on Duke Street West and Ontario Street North, including decorative details that emphasize horizontal and vertical lines;
  - utilitarian, open air deck design; and,
  - approximately 9 metres of the Goudies Lane cast concrete façade with vertical lines and the Electrohome mural.

### **References**

City of Kitchener. (1966). *Minutes of Council*. City of Kitchener: Kitchener, Ontario.

City of Kitchener. (1967). *Minutes of the Special Finance Committee*. City of Kitchener: Kitchener, Ontario.

City of Kitchener. (1967). *By-law 6222 – a by-law to authorize the construction of a parking garage and the raising of money for that purpose*. City of Kitchener: Kitchener, Ontario.

City of Kitchener. (1967). *Building Permit A777 for a Parking Garage*. City of Kitchener: Kitchener, Ontario.

LocalWiki Contributor: Jensenius, D. (2012). *Duke Street Parking Garage*. Accessed on December 8, 2025 from [https://localwiki.org/kitchener/Duke\\_Street\\_Parking\\_Garage](https://localwiki.org/kitchener/Duke_Street_Parking_Garage)

Unknown. (1966). *Parking Garage Supported: Duke-Ontario Site Proposed*. Waterloo Region Record: Kitchener, Ontario. Accessed on December 8, 2025 from <https://www.newspapers.com/article/waterloo-region-record-1966-03-04-parkin/185285272/>

Unknown. (1967). *\$1,350,000 Garage Gets Council OK*. Waterloo Region Record: Kitchener, Ontario. Accessed on December 8, 2025 from <https://www.newspapers.com/article/waterloo-region-record-1967-06-23-1350/185334778/>

WalterFedy. (2025). *About*. Accessed on December 8, 2025 from <https://www.walterfedy.com/about/>

## Photographs



Duke Street West Elevation (East Façade) – 33 Ontario Street South (Google, May 2025)



Duke Street West Elevation (East Façade) – 33 Ontario Street South (Google, May 2025)



Ontario Street South Elevation (North Façade) – 33 Ontario Street South (Google, May 2025)



Halls Lane Elevation (South Façade) – 33 Ontario Street South (Google, May 2025)

# CULTURAL HERITAGE EVALUATION FORM

Address: 33 Ontario Street North Recorder: Michelle Drake

Description: 1967, Brutalist architectural style Date: November 21, 2025

(date of construction, architectural style, etc)

Photographs Attached:

Front Façade     Left Façade     Right Façade     Rear Façade     Details     Setting

<b>Designation Criteria</b>	<b>Heritage Planning Staff</b>
1. This property has design value or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method.	Yes
2. The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.	No
3. The property has design value or physical value because it demonstrates a high degree of technical or scientific achievement. <i>* E.g. - constructed with a unique material combination or use, incorporates challenging geometric designs etc.</i>	No
4. The property has historical value or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community. <i>* Additional archival work may be required.</i>	Yes
5. The property has historical or associative value because it yields, or has the potential to yield, information that contributes to an understanding of a community or culture. <i>* E.g - A commercial building may provide an understanding of how the economic development of the City occurred. Additional archival work may be required.</i>	No
6. The property has historical value or associative value because it demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community. <i>* Additional archival work may be required.</i>	Yes
7. The property has contextual value because it is important in defining, maintaining or supporting the character of an area. <i>* E.g. - It helps to define an entrance point to a neighbourhood or helps establish the (historic) rural character of an area.</i>	No
8. The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings. <i>* Additional archival work may be required.</i>	Yes

9. The property has contextual value because it is a landmark. <i>*within the region, city or neighborhood.</i>	No
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Notes

<b>Additional Criteria</b>	<b>Heritage Kitchener Committee</b>
<b>Interior:</b> Is the interior arrangement, finish, craftsmanship and/or detail noteworthy?	No
<b>Completeness:</b> Does this structure have other original outbuildings, notable landscaping or external features that complete the site?	Electrohome mural; park at Duke & Ontario
<b>Site Integrity:</b> Does the structure occupy its original site? <i>* If relocated, is it relocated on its original site, moved from another site, etc.</i>	Yes
<b>Alterations:</b> Does this building retain most of its original materials and design features? Please refer to the list of heritage attributes within the Statement of Significance and indicate which elements are still existing and which ones have been removed.	Yes
<b>Alterations:</b> Are there additional elements or features that should be added to the heritage attribute list?	Mural
<b>Condition:</b> Is the building in good condition? <i>*E.g. - Could be a good candidate for adaptive re-use if possible and contribute towards equity-building and climate change action.</i>	Yes
<b>Indigenous History:</b> Could this site be of importance to Indigenous heritage and history? <i>*E.g. - Site within 300m of water sources, near distinct topographical land, or near cemeteries might have archaeological potential and indigenous heritage potential.</i>	Unknown
Could there be any urban Indigenous history associated with the property? <i>* Additional archival work may be required.</i>	Unknown
<b>Function:</b> What is the present function of the subject property? <i>* Other may include vacant, social, institutional, etc. and important for the community from an equity building perspective.</i>	Commercial
<b>Diversity and Inclusion:</b> Does the subject property contribute to the cultural heritage of a community of people?	No
Does the subject property have intangible value to a specific community of people? <i>* E.g.- Waterloo Masjid (Muslim Society of Waterloo &amp; Wellington Counties) was the first established Islamic Center and Masjid in the Region and contributes to the history of the Muslim community in the area.</i>	No

Notes about Additional Criteria Examined

## **Recommendation**

**Does this property meet the definition of a significant built heritage resource, and should it be designated under Part IV of the Ontario Heritage Act? (Does it meet two or more of the designation criteria?)**

N/A  Unknown  No  Yes

If not, please select the appropriate action for follow-up

- Keep on the Municipal Heritage Register
- Remove from the Municipal Heritage Register
- Additional Research Required

Other: \_\_\_\_\_

General / Additional Notes

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TO BE FILLED BY HERITAGE PLANNING STAFF:

Date of Property Owner Notification: \_\_\_\_\_