



the Region of Waterloo. The principal resource that contributes to the heritage value is the apartment building.

## **Heritage Value**

87 Margaret Avenue is recognized for its design/physical, historical/associative and contextual values.

## **Design/Physical Value**

The design/physical value of 87 Margaret Avenue relates to the architecture of the apartment building. The building is a representative example of wartime Vernacular brick apartment architecture with simplified Georgian Revival influences. This is characterized by its simple, symmetrical massing, central entrance bay with subtle projection, and shallow pitched hip roof. The building is three storeys in height and features a rectangular plan with angled corners and is clad in a red brown brick in a running bond pattern.

### **Front/Main Façade (West Elevation)**

The front façade is symmetrical with a central three storey projecting bay featuring a metal canopy with a slight pitch. The upper portion of the central bay is flat with a metal cap. The entrance to the building features a painted wood door with glazing, decorative sidelights and transom. The two central windows in the central bay appear to have been replaced with the upper window in a 1/1 arrangement and the lower window a 1/6 arrangement. The other windows on this façade are 6/6 rectangular windows with rusticated concrete sills and are symmetrically arranged on the outer sides of the building face. The angled corners contain glass block windows. A portion of the concrete parged foundation is visible.

### **Side Façade (South Elevation)**

The side façade features windows in a 6/6 arrangement and the central column of windows featuring double 6/6 windows. All the windows have rusticated concrete sills. The concrete parged foundation is visible and contains four shallow windows. Towards the rear of the building, stacked balconies with painted metal siding rails and vertical brick supports are visible. A chimney is fully visible towards the rear of this façade constructed in matching red-brown brick in a running bond pattern.

### **Side Façade (North Elevation)**

The side façade features windows in a 6/6 arrangement and the central column of windows featuring double 6/6 windows. All the windows have rusticated concrete sills. The concrete parged foundation is visible and contains four shallow windows. Towards the rear of the building, stacked balconies with painted metal siding rails and vertical brick supports are visible.

### **Rear Façade (East Elevation)**

The rear façade features three stacked balconies with painted metal siding rails and vertical brick supports. There is a central entrance with a small metal shed-style awning painted to match the balcony rails. There is a concrete stair with metal handrails leading to the doorway. A portion of the concrete parged foundation is visible. A chimney is visible on the left side constructed in matching red-brown brick in a running bond pattern.

### **Garage**

In addition to the three-storey apartment building there is also a mid-20<sup>th</sup> century utilitarian outbuilding at the rear of the property. Constructed in 1943, the single storey, two-bay garage features a rectangular footprint and a shallow pitched hip roof. The overhanging eaves are supported by angled

brackets. The garage is clad in red-brown brick in the running bond pattern. The paired wooden doors are painted a charcoal colour and each door contains a row of vertically oriented rectangular panels, with the middle panels painted white. The garage appears to be connected to the apartment building via a flat roofed, half storey structure likely containing additional storage space.

### **Historical/Associative Value**

The historical/associative value of 87 Margaret Avenue relates to the original owner (George Kreutner) and builder (Michael Kraus). Both are connected to the New Apostolic Church.

#### **George Kreutner**

George Kreutner, original owner of 87 Margaret Avenue, was the chairman of the board and president of Golden Windows. The company was established in 1961 by Ray Caravaggio as a small business making quality wood framed windows and was purchased by Kreutner in the late 1960s. It grew to become a successful, international company with a diverse line of made-to-order fenestration products (Waterloo Region Record, 2011). Golden Windows still operates today with a location on Guelph Street in Kitchener. George Kreutner was also a Bishop in the New Apostolic Church and was the secretary-treasurer of the Dominion and assistant to Michael Kraus (Waterloo Region Record, 1982; Waterloo Region Record, 1946). In addition to living at 87 Margaret Avenue, Kreutner also resided at the neighbouring property 148 Margaret Avenue.

#### **Michael Kraus**

Michael Kraus was the builder of 87 Margaret Avenue. He was born in Romania and immigrated to Canada in 1926. In the 1930s, he worked at the Baetz Furniture Co. factory as a cabinetmaker and built apartments after hours (Vernon's, 1930). Kraus went into business importing and manufacturing fabrics in the 1940s, later founding Kraus Carpet Mills in 1959 and Strudex Fibres in 1971. When he died at age 95 in 2003, his companies employed over 900 people in Canada, the United States, and Australia. Kraus Carpets and Strudex Fibres operated in Waterloo until 2018 and, as of 2025, the company continues as the US-based Kraus Flooring (The Canadian Press, 2018).

Kraus was a prominent member of the New Apostolic Church, first joining in 1932 and then being ordained into the ministry one year later. In 1955, he was ordained as an Apostle and three years later, in 1958, was appointed District Apostle for Canada. Kraus' religious work and his work as a builder were intertwined. In 1945, he served as the contractor for a new church building in Kitchener, which still stands, at 182 Victoria Street North. He also helped build the current church in 1974, a prominent Collegiate Gothic stone building at 160 Margaret Avenue. As part of his missionary work, Kraus also organized the construction of thousands of church buildings in other countries. He was the founder and president of Stamm Investments, a company owned by the New Apostolic Church of Canada, which was involved in apartment construction and land development. The company's proceeds were partly dedicated to the church's missionary work in Asia, Africa, South America, and the Caribbean (The Record, 2003). Chief Apostle Richard Fehr compared Kraus' role in the worldwide growth of the New Apostolic Church "to the missionary work of Paul the Apostle of biblical times" (Bonk, 2025).

### **Contextual Value**

The contextual value of 87 Margaret Avenue relates to the contribution the apartment building makes to the continuity and character of the Margaret Avenue streetscape and the surrounding residential neighbourhood. The property is located within the Warehouse District Cultural Heritage Landscape, a geographical area which encompasses a number of remaining historical industrial factories. In relation

to this are the residential neighbourhoods which immediately surround the historic factories, which are comprised of mostly brick homes in which the workers lived.

The property is also in close proximity to the Mt Hope/Breithaupt Neighbourhood Cultural Heritage Landscape, which contains an approximately 630 metre length of Margaret Avenue. The Mt Hope/Breithaupt area is a stable residential neighbourhood characterized by the gentle topography, mature trees, and small to medium sized residential dwellings that demonstrate a variety of different detailing, but are consistent in their scale and spacing, yielding an overall cohesive and complementary composition. The setback, scale, orientation, materials used and design of 87 Margaret Avenue is consistent with that seen in adjacent or surrounding residential properties.

The property is physically, visually, historically, and functionally linked to its surroundings as it remains in-situ as a residential use and is near the properties municipally addressed as 100-112 Margaret Avenue which are associated with Michael Kraus and other individuals associated with the New Apostolic Church. It is also near the church itself at 160 Margaret Avenue.

### **Heritage Attributes**

The heritage value of 87 Margaret Avenue resides in the following heritage attributes:

- All elements related to the Vernacular architectural style with simplified Georgian Revival influences, including:
  - Rectangular plan with angled corners;
  - Low pitched hip roof;
  - Three-storey projecting central bay at entrance;
  - Red-brown brick in running bond pattern;
  - Windows and window openings, including:
    - 6/6 rectangular windows with rusticated concrete sills;
    - 1/1 rectangular windows with rusticated concrete sills;
    - Glass block windows;
  - Wood front door and opening with glazing, decorative sidelights, and transom;
  - Full length verandahs at rear with metal/wood rails and brick pillars; and
  - Concrete parged foundation.

### **References**

Bonk, D. (2025). *Rev. Michael Kraus: Waterloo Region Generations*. Retrieved June 14, 2025, from <https://generations.regionofwaterloo.ca/getperson.php?personID=1158920&tree=generations>.

The Canadian Press. (2018, September 12). "Waterloo's Kraus flooring to sell distribution and cease manufacturing." *CBC News*. Retrieved June 14, 2025, from <https://www.cbc.ca/news/canada/kitchener-waterloo/waterloo-s-kraus-flooring-to-sell-distribution-and-cease-manufacturing-1.4819959>.

The Record. (2003, November 19). "Kraus Carpet founder also was church leader." Page B4.

Vernon Directories Limited. (1930). *Vernon's City of Kitchener and Town of Waterloo Directory*. Hamilton, ON.  
Waterloo Region Record. (1946, July 15). "New Apostolic Group to Open \$45,000 Church." Page 3.

Waterloo Region Record. (1982, June 18). "Deaths: Kreutner, Rev. George." Page 40.

Waterloo Region Record. (2011, June 4). "Golden Windows: Celebrating 50 Years in Waterloo Region." Page 20.

# Photographs



Front Elevation (West Façade)



Rear Elevation (East Façade)



Side Elevation (North Façade)



Side Elevation (South Façade)



Detailing of detached garage



Detailing of covered basement



Detailing of angled corner with glass block windows

# CULTURAL HERITAGE EVALUATION FORM

Address: 87 Margaret Avenue Recorder: Victoria Grohn

Description: c. 1942, Vernacular with modest Georgian influences Date: March 9, 2026

(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>	Yes
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>	No

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>	Yes
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

**Notes:**

This is likely an apartment building constructed to help fund the New Apostolic Church

<b>Additional Criteria</b>	<b>Heritage Planning Staff</b>
<b>Interior:</b> Is the interior arrangement, finish, craftsmanship and/or detail noteworthy?	Unknown
<b>Completeness:</b> Does this structure have other original outbuildings, notable landscaping or external features that complete the site?	Yes
<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?	No
<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?	Unknown

<p><i>* Additional archival work may be required.</i></p>	
<p><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></p>	<p>Residential</p>
<p><b>Diversity and Inclusion:</b> Does the subject property contribute to the cultural heritage of a community of people?   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></p>	<p>No  No</p>

Notes about Additional Criteria Examined

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