

# STATEMENT OF SIGNIFICANCE

## 304 LOUISA STREET



### Summary of Significance

- Design/Physical Value
- Historical Value
- Contextual Value

- Social Value
- Economic Value
- Environmental Value

---

**Municipal Address:** 304 Louisa Street  
**Legal Description:** PLAN 376 PT LOT 456 PT LOT 457  
**Year Built:** 1948  
**Architectural Style:** Structuralist  
**Original Owner:** George Hendel  
**Original Use:** Residential  
**Condition:** Good

### Description of Cultural Heritage Resource

304 Louisa Street is a three-storey mid-20<sup>th</sup> century brick apartment building constructed in the Structuralist architectural style. The building is situated on a 0.39 acre parcel of land located on the north side of Louisa Street between Margaret Avenue and St. Leger Street in the Mt Hope Huron Park

Planning Community of the City of Kitchener within the Region of Waterloo. The principal resource that contributes to the heritage value is the apartment building.

## **Heritage Value**

304 Louisa Street is recognized for its design/physical historical/associative, and contextual values.

## **Design/Physical Value**

The design/physical value of 304 Louisa Street relates to the architecture of the apartment building. The building is a representative example of the Structuralist style of architecture, characterized by its cubic built form, rectilinear massing of modest proportions, clear expression of interior functions on the exterior of the building, and flat roof. The building is three-storeys in height and features: 'H'-plan; flat roof; multi-coloured rug brick laid in running bond with subtle brick banding beneath some windows and simple soldier course brickwork above the upper windows; symmetrical façade; cast-stone and vitrolite entrance surround with the inscription "Buckingham Apts"; cast-stone detail around windows above entrance; and concrete foundation.

### **Front/Main Façade (South Elevation Facing Louisa Street)**

The front façade of the apartment building is symmetrical, with a wider central recessed portion and two narrower projecting bays.

The middle portion of this elevation consists of a prominent triple-height central entrance portal in cast stone. The portal surrounds a single metal-framed glass door and two windows above. The door is framed by black vitrolite panels. The cast stone lintel above the door is engraved with the name of the building in capital serif letters ("Buckingham Apts"). To either side of the door are metal and glass hanging light fixtures. The upper portion of the portal is slightly narrower and divided from the lower portion by a cast-stone cornice. It contains two fixed, large, glazed pane windows which light the second- and third-storey landings of the interior stairwell. To either side of the tall portal are ribbon windows set within a flat brick surface at the basement and each of the upper three storeys. Each ribbon has paired or grouped casement/slider windows in two- or three-part assemblies.

The two projecting bays to either side of the central portal of the front façade have paired sash windows at the basement and each of the upper storeys.

The windows on the basement and first storey are wider and the windows on the second and third storey are taller, and some windows appear to be replacements; however the original portions and openings remain intact across the entirety of the front façade.

### **Side Façade (West Facing Parking Lot)**

This elevation is a large, flat brick wall. A symmetrical pattern of six sash windows (minus one window on the basement level) of slightly different sizes repeats in the central portion of the basement and the three upper storeys. The windows have the same cast-stone sill and brick soldier course as the other elevations. It appears that some windows are replacements and two windows along the basement are boarded up; however the original portions and openings remain intact.

### **Rear Façade (North Elevation)**

The rear façade is similar to the front façade but plainer, with no cast-stone or vitrolite embellishments and the window arrangement is like that of the front facade. The basement window to the right of the entrance is boarded up. The rear entrance is a paneled brown painted metal door.

### Side Façade (East Elevation)

This elevation is a large, flat brick wall. A symmetrical pattern of six sash windows of slightly different sizes repeats in the central portion of the basement and the three upper storeys. The windows have the same cast-stone sill and brick soldier course as the other elevations. It appears that some windows are replacements and two windows along the basement are boarded up; however the original portions and openings remain intact.

### Historical/Associative Value

The historical/associative value of 304 Louisa Street relates to a previous owner (George Kreutner), a local business owner and former Bishop of the New Apostolic Church. Prior to George Kreutner owning the building, the property was owned and the building was constructed by George Hendel, a member of the New Apostolic Church.

### George Kreutner

George Kreutner, a former owner of 304 Louisa Street, 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 owning 304 Louisa Street, Kreutner resided at nearby 87 Margaret Avenue and 148 Margaret Avenue.

### Contextual Value

The contextual value of 304 Louisa Street resides in the property's contribution to the existing established low-rise character of the streetscape and surrounding neighbourhood. The property is directly adjacent to the Mt Hope/Breithaupt Neighbourhood Cultural Heritage Landscape, which is characterized as a stable residential neighbourhood with gentle topography, mature trees, and small to medium sized residential dwellings with a variety of detailing but consistent scale and spacing, yielding an overall cohesive and complementary composition. The setback, scale, orientation, and materials used and the design of 304 Louisa Street is consistent with that seen in adjacent or surrounding residential properties.

The property is physically, historically, and functionally linked to its surroundings as the building remains in its original location and maintains its original use as an apartment building. This building is linked to other apartment buildings in the City, including 265 Weber Street East, 141-149 Borden Avenue North, and 105-117 Onward Avenue given the same H-Plan design and the owner and/or builder connection to the New Apostolic Church.

### Heritage Attributes

The heritage value of 304 Louisa Street resides in the following heritage attributes:

- All elements related to the Structuralist architectural style of the apartment building including:
  - Cubic built form and rectilinear massing;

- Flat roof;
- 'H'-plan;
- Multi-coloured rug brick;
- Symmetrical façade;
- Window openings with brick voussoirs and concrete sills;
- Cast-stone and vitrolite entrance surround with the inscription "Eastview Apts";
- Cast-stone detail around windows above entrance; and
- Concrete foundation.
- All elements related to the contextual value, including:
  - Location of the house and contribution that it makes to the continuity and character of the Louisa Street streetscape.

### References

Ricketts, Shannon, Leslie Maitland, and Jacqueline Hucker. *A Guide to Canadian Architectural Styles*. 2<sup>nd</sup> ed. Peterborough, ON: Broadview Press, 2004.

Waterloo Region Record. (1975, April 15). "Man, family evicted following attempts to organize tenants." Page 3.

### **Photographs**



Front Elevation (South Façade)



Rear Elevation (North Façade)



Side Elevation (West Façade)



Side Elevation (East Façade)



Detailing of front cast-stone and vitrolite surround with the inscription "Buckingham Apts"

# CULTURAL HERITAGE EVALUATION FORM

Address: 304 Louisa Street Recorder: Victoria Grohn

Description: c. 1948, Structuralist Date: March 9, 2026

(date of construction, architectural style, etc)

Photographs Attached:

Front Facade     Left Façade     Right Façade     Rear Facade     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>	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

<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?	No
<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? <i>* Additional archival work may be required.</i>	Unknown

<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?</p> <p>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</p> <p>No</p>

Notes about Additional Criteria Examined

---

\*Several windows on the building have been replaced, but the original portions and openings remain intact

---