

**Subject: Designation of 41 Rideau Street and 73 Rideau Street under
Part IV of the *Ontario Heritage Act***

File Number: ACS2024-PRE-RHU-0038

**Report to Built Heritage Committee on 9 April 2024
and Council 17 April 2024**

**Submitted on March 22, 2024 by Court Curry, Manager, Right of Way,
Heritage, and Urban Design Services, Planning, Real Estate and Economic
Development**

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Ward: Rideau-Vanier (12)

**Objet: Désignation du 41 et du 73, rue Rideau, aux termes de la Partie IV de
la *Loi sur le patrimoine de l'Ontario***

Dossier ACS2024-PRE-RHU-0038

Rapport au Comité du patrimoine bâti

le 9 avril 2024

et au Conseil le 17 avril 2024

**Soumis le 22 mars 2024 par Court Curry, Gestionnaire, Services des
emprises, du patrimoine, et du design urbain, Services de la planification,
des biens immobiliers et du développement économique**

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Quartier: Rideau-Vanier (12)

RECOMMENDATIONS

That the Built Heritage Committee recommend that Council:

1. issue a Notice of Intention to Designate 41 Rideau Street, the Plaza Building, under Part IV of the *Ontario Heritage Act* according to the Statement of Cultural Heritage Value attached as Document 5; and
2. issue a Notice of Intention to Designate 73 Rideau Street, under Part IV of the *Ontario Heritage Act* according to the Statement of Cultural Heritage Value attached as Document 6.

RECOMMANDATION(S) DU RAPPORT

Que le Comité du patrimoine bâti recommande au Conseil :

1. de publier un avis d'intention de désigner le 41, rue Rideau, l'Édifice Plaza, aux termes de la Partie IV de la *Loi sur le patrimoine de l'Ontario*, conformément à la déclaration de la valeur de patrimoine culturel faisant l'objet du document 5 ci-joint;
2. de publier un avis d'intention de désigner le 73, rue Rideau, aux termes de la Partie IV de la *Loi sur le patrimoine de l'Ontario*, conformément à la déclaration de la valeur de patrimoine culturel faisant l'objet du document 6 ci-joint.

BACKGROUND

This report has been prepared because designation under Part IV of the *Ontario Heritage Act (OHA)* must be approved by City Council.

41 Rideau Street is an eight-storey mixed-use brick building constructed in the Chicago style in 1913 and is an example of an early skyscraper in Ottawa. Known as the Plaza Building, it is located at the iconic intersection of Rideau Street and Sussex Drive, across the street from the Transportation Building (10 Rideau Street), the former Union Station building and near the Chateau Laurier.

73 Rideau Street is a stone-clad multi-storey building in the Beaux Arts style, which developed as the Freiman's department store, located on the north side of Rideau's historic commercial corridor (see Documents 1 and 2 for Location Maps and Property Photos). The building was constructed in phases between 1926 and 1929. The rear portion of 73 Rideau Street, fronting on George Street is

already designated under Part V of the *Ontario Heritage Act* as part of the ByWard Market Heritage Conservation District. Through this report, the two properties are recommended for designation under Part IV of the *Ontario Heritage Act*.

These properties were listed on the City of Ottawa Heritage Register in 2017. Changes to the *Ontario Heritage Act* through Bill 23 will result in the removal of these properties from the City's Heritage Register if Council does not issue a Notice of Intention to Designate the properties by December 31, 2024. Further, Council will not be able to re-list the properties for five years after this date. Through Heritage staff review of the Register in spring 2023 as a result of Bill 23, these properties were identified as potential candidates for designation.

DISCUSSION

Recommendations 1 and 2

The Official Plan, the Provincial Policy Statement and the *Ontario Heritage Act* all provide policy direction related to the designation of individual properties under Part IV of the *Ontario Heritage Act*.

Official Plan

The Official Plan has policies related to cultural heritage in Section 4.5, Cultural Heritage and Archaeology. Section 4.5.1(3) states: "Individual buildings, structures, and sites shall be designated as properties of cultural heritage value under Part IV of the *Ontario Heritage Act*."

Provincial Policy Statement (2020)

Section 2.6.1 of the Provincial Policy Statement (2020) contains the following policy regarding the protection of cultural heritage resources: "Significant built heritage resources and significant cultural heritage landscapes shall be conserved."

Ontario Heritage Act

Part IV of the *Ontario Heritage Act* provides municipalities with the authority to designate properties of cultural heritage value. Section 29 of the *Ontario Heritage Act* sets out the process for the designation of individual buildings. It requires:

- that Council consult with its municipal heritage committee, and

- that the official Notice of Intention to Designate served on the owner and the Ontario Heritage Trust contain a description of the property and its heritage attributes, as well as a statement explaining the cultural heritage value or interest of the property and a statement that a notice of objection may be served on the clerk within 30 days after the date of publication of the notice of intention in a newspaper.

Per the “*Ontario Heritage Act* Alternative Notice Policy”, the Notices of Intention to Designate will be published on the City’s website in both official languages. Documents 4 and 5 contain the Statements of Cultural Heritage Value for the subject properties.

Ontario Regulation 09/06

Regulation 09/06 (see Document 3) establishes criteria to determine if a property is of cultural heritage value or interest. A property may be designated under Section 29 of the *Ontario Heritage Act* if it meets two or more of the nine criteria set out in the regulation.

Through research and evaluation, staff have determined that both properties meet five of the nine criteria. Detailed research and analysis are outlined in the Cultural Heritage Evaluation Reports (see Documents 6 and 7). A brief analysis of the applicable criteria for each property is provided below:

The 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.

41 Rideau:

Constructed in 1913, the building at 41 Rideau Street has design value as an early example of a steel-frame skyscraper in the Chicago Style in Ottawa. The Chicago Style is used to refer to the innovative commercial buildings and early skyscrapers that were built in large cities between the 1890s and 1930s. The Chicago Style introduced interior self-supporting metal frames that allowed buildings to reach greater heights without load-bearing external masonry walls. The building at 41 Rideau Street features typical elements of Chicago Style architecture including its form made up of a base, multiple middle stories with repetitive windows and minimal ornamentation, and its top floors that feature ornamental detailing and flat roof.

73 Rideau:

Constructed in phases between 1926 and 1929, the building at 73 Rideau Street has design value as a unique example of Beaux-Arts architectural style used for a department store in Ottawa. Popular in Canada during the first two decades of the twentieth century, the Beaux-Arts style was often used for civic buildings like libraries, train stations, theatres, banks, and schools. The architectural features of the building which are characteristic of the Beaux-Arts style include its symmetrical stone façade, flat roof, large massing, evenly spaced repetitive windows, and classical details including its shallow pilasters with Scamozzi capitals and decorative medallions in its parapet as well as its arched windows and dentilled cornice of the six-storey section.

The property has historical or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.

41 Rideau:

The building at 41 Rideau has historical value as it is directly associated with the Blackburn Brothers and the McKerracher-Wanless Limited men's clothing and dry goods store. Robert and Russell Blackburn, known professionally as the Blackburn Brothers, were well-established developers and entrepreneurs in Ottawa from the early to mid-twentieth century. The Blackburn Brothers commissioned architect Werner Noffke to design a mixed-use building at 41 Rideau Street with large commercial spaces on the ground floor and office space above. The McKerracher-Wanless Limited store occupied the first two storeys of the building between 1914 and 1945, during which time it was the largest men's clothing store in Ottawa.

73 Rideau:

The building at 73 Rideau Street has historical value as it is directly associated with the A.J. Freiman department store and the Freiman family. The A.J. Freiman department store, known as "Freiman's," was a well-known retail institution in Ottawa and one of the earliest businesses on Rideau Street. It operated in this location from 1902 until 1971. Throughout the store's 71-year history, Frieman's became the largest and most iconic department store in Ottawa. 73 Rideau Street is also associated the Freiman family. The Freiman family established the Freiman's department store and were known for their innovative business

strategies, which led to the eventual success, growth and expansion of the store. The Freiman family were also integral members of the Jewish community in Ottawa, Canada, and internationally.

The property has historical 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.

41 Rideau:

The building at 41 Rideau Street has historical value as a representative work of W.E. Noffke, one of Ottawa's most significant architects. Over the first half of the twentieth century, Noffke designed over 200 domestic, commercial, institutional, and religious buildings throughout Ottawa. The Plaza Building at 41 Rideau Street represents Noffke's pre-war experimentation with technically progressive buildings.

73 Rideau:

The property at 73 Rideau Street has historical value as a representative work of local architect John A. Ewart, a well-known architect in Ottawa. His most famous works include the Booth Building at 165 Sparks Street, the Wellington Building (former Metropolitan Life Assurance Building) at 180 Wellington Street, Knox Presbyterian Church at 120 Lisgar Street, and several schools in the area as the main architect for the Ottawa Collegiate Institute Board. The building at 73 Rideau Street is the only department store Ewart designed.

The property has contextual value because it is important in defining, maintaining or supporting the character of an area.

41 Rideau:

The building at 41 Rideau Street sits on the border between Ottawa's Parliamentary Precinct and the commercial area of the ByWard Market, where Wellington Street turns into Rideau Street. The Plaza Building complements the many nationally significant buildings associated with the federal government that surround Confederation Square and supports the commercial character of Sussex Drive and Rideau Street, as a purpose-built mixed-use building with both commercial and government office spaces.

73 Rideau:

73 Rideau Street has contextual value as it is important in supporting and maintaining the character of Rideau Street—which has functioned as a commercial main street in Ottawa since the nineteenth century. Throughout the twentieth century, most of the block of Rideau Street between Sussex and Mosgrove Streets was occupied by large commercial spaces. Today, 73 Rideau Street continues to reflect Rideau Street’s history as a commercial main street in Ottawa.

The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings.

41 Rideau:

The building at 41 Rideau Street has contextual value as it is physically and historically linked to its surrounding properties at the iconic intersection of Rideau Street and Sussex Drive including the Chateau Laurier, the former Union Station, the Plaza Bridge and Confederation Square, which developed at approximately the same time and as a result of early twentieth century improvement efforts in Ottawa.

73 Rideau:

As a twentieth century department store in the twentieth century, the building at 73 Rideau Street is historically and functionally linked to its surrounding commercial area. The building continues to be used as a department store, as it has been occupied by the Hudson’s Bay Company since the 1970s. In the 1980s, the building at 73 Rideau Street was integrated into the Rideau Centre. The building at 73 Rideau Street continues to support retail and commercial activity on one of Ottawa’s historic main streets.

Conclusion

The properties at 41 Rideau Street and 73 Rideau Street meet five of the nine criteria outlined in Ontario Regulation 09/06 for designation under Part IV of the *Ontario Heritage Act*. Staff recommend that Council issue Notices of Intention to Designate the properties under Part IV of the *Ontario Heritage Act*.

FINANCIAL IMPLICATIONS

There are no direct financial implications.

LEGAL IMPLICATIONS

There are no legal implications associated with implementing the report recommendations.

COMMENTS BY THE WARD COUNCILLOR(S)

The Ward Councilor is aware of the recommendation associated with this report.

CONSULTATION

The property owners were mailed letters advising of the proposed designation of these properties under Part IV of the *Ontario Heritage Act* on February 27, 2024.

The Lowertown Community Association, and Heritage Ottawa have been notified of the proposed designation.

ACCESSIBILITY IMPACTS

One of the main objectives of designation is to conserve places of cultural heritage value for current and future generations, regardless of their abilities. While alterations to designated properties, including renovations to remove barriers for people with disabilities, require a heritage permit, the fees for these permits are waived and staff work with property owners to allow for accessibility retrofits.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications.

ASSET MANAGEMENT IMPLICATION

There are no direct asset management implications associated with this report.

RURAL IMPLICATIONS

There are no rural implications.

APPLICATION PROCESS TIMELINE STATUS

There are no application timelines associated with designations under the *Ontario Heritage Act*.

SUPPORTING DOCUMENTATION

Document 1 Location Maps

Document 2 Photos

Document 3 Ontario Regulation 09/06

Document 4 Statement of Cultural Heritage Value, 41 Rideau Street

Document 5 Statement of Cultural Heritage Value, 73 Rideau Street

Document 6 Cultural Heritage Evaluation Report, 41 Rideau Street

Document 7 Cultural Heritage Evaluation Report, 73 Rideau Street

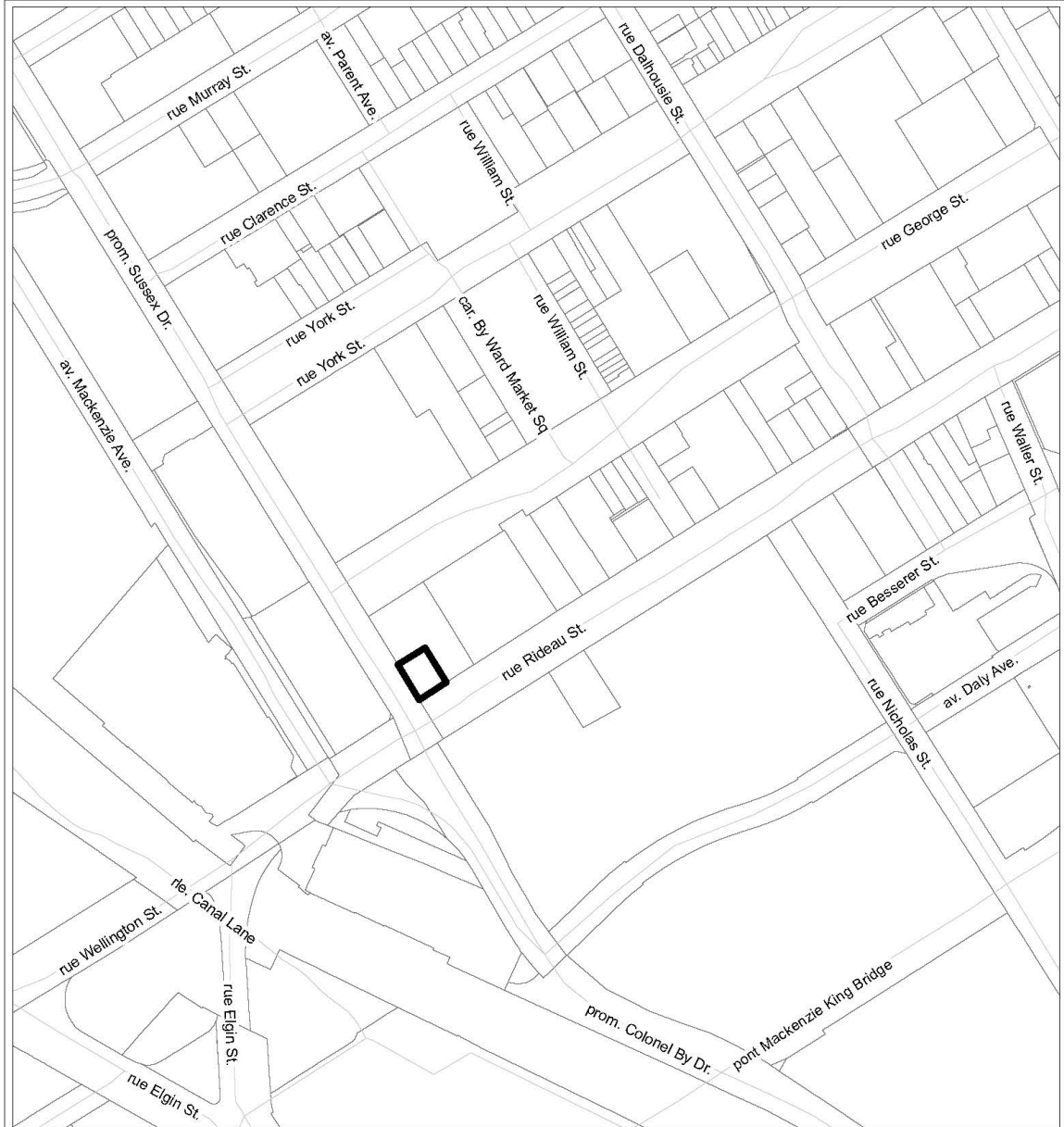
DISPOSITION

If Council does not approve the recommendation, no further steps are required. If Council proceeds with the issuance of Notices of Intention to Designate for the properties located at 41 Rideau Street and 73 Rideau Street, several actions must be taken:

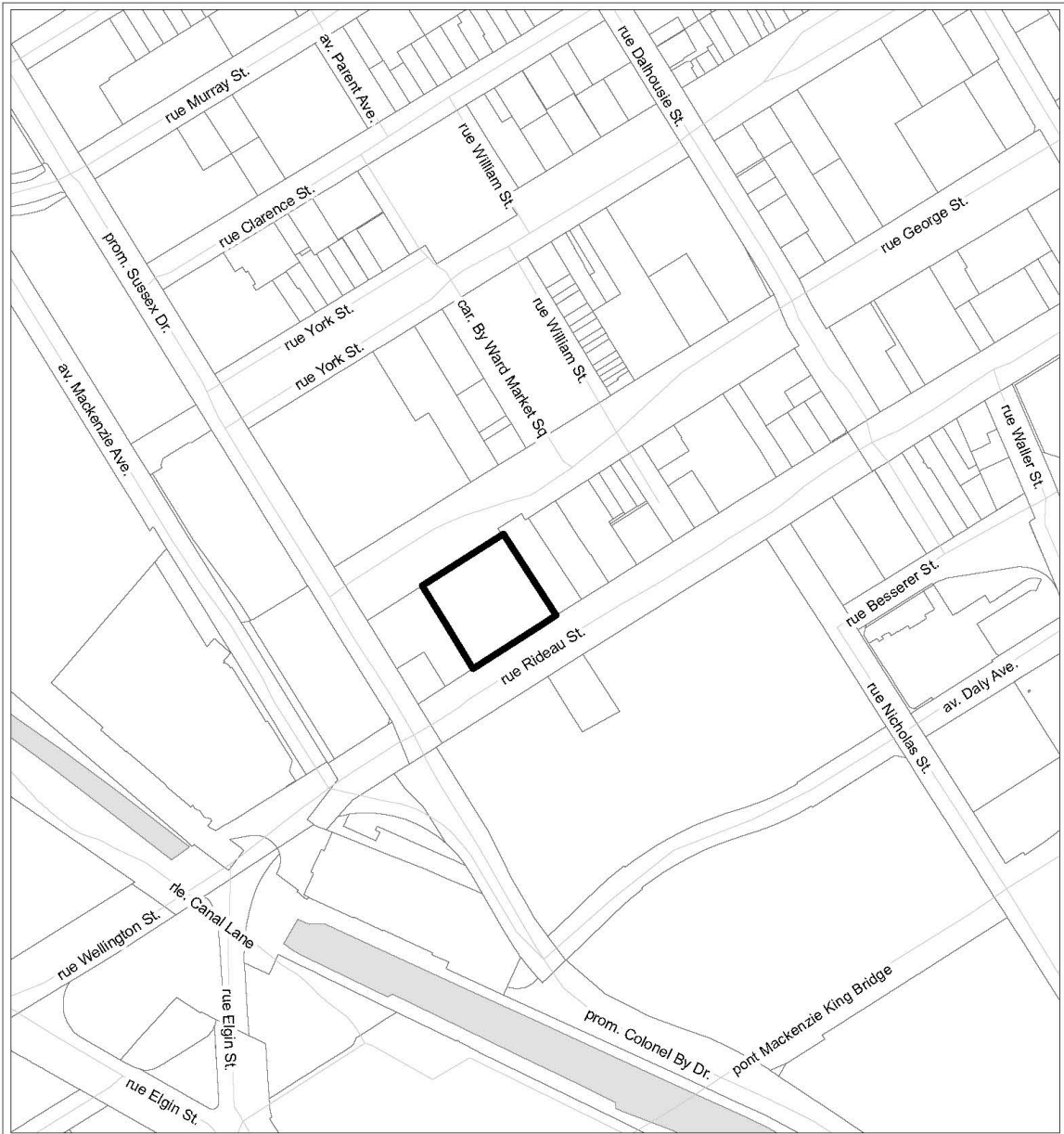
- 1) Heritage Planning Branch, Planning Real Estate and Economic Development Department, to prepare the Notices of Intention to Designate. Office of the City Clerk, Council and Committee Services to notify the property owner and the Ontario Heritage Trust (10 Adelaide Street East, third Floor, Toronto, Ontario, M5C 1J3) of Council's decision to issue a Notices of Intention to Designate 41 Rideau Street and 73 Rideau Street under Part IV of the *Ontario Heritage Act*.
- 2) Heritage Planning Branch, Planning Real Estate and Economic Development Department to ensure publication of the Notices of Intention to Designate according to the requirements of Section 29 the *Ontario Heritage Act*.
- 3) If the City Clerk receives a Notice of Objection under Section 29(5) of the *Ontario Heritage Act* within thirty days of the publication of the Notices of Intention to Designate, the Heritage Planning Branch, Planning, Real Estate and Economic Development Department is to prepare a report regarding the objection for consideration by Council within 90 days after conclusion of the objection period, according to Section 29(6) of the *Ontario Heritage Act*.

- 4) If the City Clerk does not receive any Notice of Objection under Section 29(5) of the *Ontario Heritage Act* within thirty days of the publication of the Notice of Intention to Designate, or if City Council decides not to withdraw the notice of intention to designate the property after an objection has been served, the Heritage Planning Branch, Planning, Real Estate and Economic Development Department, is to prepare the designation by-laws, under the authority of the approval of this report and Legal Services to submit to City Council for enactment within 120 days of the publication of the Notices of Intention to Designate as prescribed in Section 29(8) of the *Ontario Heritage Act*.
- 5) Office of the City Clerk, Council and Committee Services to cause a copy of the by-law together with a statement explaining the cultural heritage value or interest of the properties and a description of the heritage attributes of the properties, to be served on the owners of the properties and on the Trust according to the requirements of the *Ontario Heritage Act*. Heritage Planning Branch, Planning, Real Estate and Economic Development Department to ensure publication of the notices of the by-law in the newspaper according to the requirements Section 29(8)(4) of the *Ontario Heritage Act*.

Document 1 – Location Maps



		LOCATION MAP / PLAN DE LOCALISATION HERITAGE / PATRIMOINE
D09-01-RIDEAU41	24-0223-D	 41 rue Rideau Street
I:\CO\2024\Heritage\Rideau_41		
<small>©Parcel data is owned by Teranet Enterprises Inc. and its suppliers All rights reserved. May not be produced without permission THIS IS NOT A PLAN OF SURVEY</small>		
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REVISION / RÉVISION - 2024 / 02 / 27		



		LOCATION MAP / PLAN DE LOCALISATION HERITAGE / PATRIMOINE	
D09-01-RIDEAU73	24-0223-D	 73 rue Rideau Street	
I:\CO\2024\Heritage\Rideau_73			
<small>©Parcel data is owned by Teranet Enterprises Inc. and its suppliers. All rights reserved. May not be produced without permission. THIS IS NOT A PLAN OF SURVEY. ©Les données de parcelles appartient à Teranet Enterprises Inc. et à ses fournisseurs. Tous droits réservés. Ne peut être reproduit sans autorisation. CECI N'EST PAS UN PLAN D'ARPENTAGE</small>			
REVISION / RÉVISION - 2024 / 02 / 27			

Document 2 – Photos

41 Rideau Street



41 Rideau Street from the intersection of Rideau Street and Sussex Drive. City of Ottawa, 2024.



41 Rideau Street from Sussex Drive. City of Ottawa, 2024.



View of the Rideau Street façade. City of Ottawa, 2024.



Brick pilasters and dentilled cornice at 41 Rideau Street. City of Ottawa, 2024.



View looking south on Rideau Street toward the Chateau Laurier. City of Ottawa, 2024.



Detailed string course and ornamentation at the top storey. City of Ottawa, 2024.



View of the Plaza Building. looking north along Rideau Street. City of Ottawa, 2024.

73 Rideau Street



73 Rideau Street façade. City of Ottawa, 2024.



View looking north towards the pedestrian bridge connecting to the Rideau Centre. City of Ottawa, 2024.



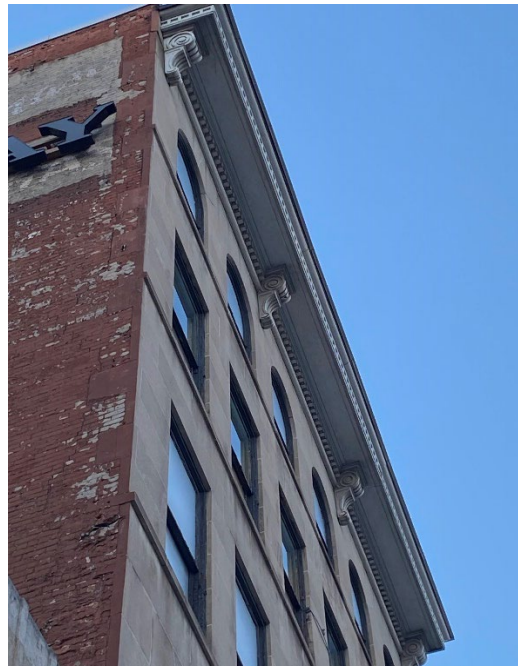
View of the repeating windows and string course. City of Ottawa, 2024.



Close of up the stone pilasters and detailed capitals. City of Ottawa, 2024.



Close up of the upper floors of the five storey section, a decorative medallion the roof level. City of Ottawa, 2024.



Six storey section and close up view of the decorative cornice at the top floor. City of Ottawa, 2024.

Document 3 – Ontario Regulation 09/06**CRITERIA FOR DETERMINING CULTURAL HERITAGE VALUE OR INTEREST**

Consolidation Period: From January 1, 2023 to the e-Laws currency date.

Last amendment: 569/22.

This is the English version of a bilingual regulation.

Criteria, s. 27 (3) (b) of the Act

1. (1) The criteria set out in subsection (2) are prescribed for the purposes of clause 27 (3) (b) of the *Act*. O. Reg. 569/22, s. 1.

(2) Property that has not been designated under Part IV of the *Act* may be included in the register referred to in subsection 27 (1) of the *Act* on and after the day subsection 3 (2) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force if the property meets one or more of the following criteria for determining whether it is of cultural heritage value or interest:

1. The 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.
2. The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.
3. The property has design value or physical value because it demonstrates a high degree of technical or scientific achievement.
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.
5. The property has historical value or associative value because it yields, or has the potential to yield, information that contributes to an understanding of a community or culture.
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.
7. The property has contextual value because it is important in defining, maintaining or supporting the character of an area.
8. The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings.

9. The property has contextual value because it is a landmark. O. Reg. 569/22, s. 1.

(3) For clarity, subsection (2) does not apply in respect of a property that has not been designated under Part IV but was included in the register as of the day subsection 3 (2) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force. O. Reg. 569/22, s. 1.

Criteria, s. 29 (1) (a) of the Act

2. (1) The criteria set out in subsections (2) and (3) are prescribed for the purposes of clause 29 (1) (a) of the *Act*. O. Reg. 569/22, s. 1.

(2) Section 1, as it read immediately before the day subsection 3 (2) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force, continues to apply in respect of a property for which a notice of intention to designate it was given under subsection 29 (1.1) of the *Act* after January 24, 2006 and before the day subsection 3 (2) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force. O. Reg. 569/22, s. 1.

(3) In respect of a property for which a notice of intention to designate it is given under subsection 29 (1.1) of the *Act* on or after the day subsection 3 (2) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force, the property may be designated under section 29 of the *Act* if it meets two or more of the criteria for determining whether it is of cultural heritage value or interest set out in paragraphs 1 to 9 of subsection 1 (2). O. Reg. 569/22, s. 1.

Criteria, s. 41 (1) (b) of the Act

3. (1) The criteria set out in subsection (2) are prescribed for the purposes of clause 41 (1) (b) of the *Act*. O. Reg. 569/22, s. 1.

(2) Subject to subsection (3), in the case of a by-law passed under subsection 41 (1) of the *Act* on or after the day subsection 5 (1) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force, a municipality or any defined area or areas of it may be designated by such a by-law as a heritage conservation district under subsection 41 (1) of the *Act* if the municipality or the defined area or areas of it meets the following criteria:

1. At least 25 per cent of the properties within the municipality or defined area or areas satisfy two or more of the following:
 - i. The properties have design value or physical value because they are rare, unique, representative or early examples of a style, type, expression, material or construction method.

- ii. The properties have design value or physical value because they display a high degree of craftsmanship or artistic merit.
- iii. The properties have design value or physical value because they demonstrate a high degree of technical or scientific achievement.
- iv. The properties have historical value or associative value because they have a direct association with a theme, event, belief, person, activity, organization or institution that is significant to a community.
- v. The properties have historical value or associative value because they yield, or have the potential to yield, information that contributes to an understanding of a community or culture.
- vi. The properties have historical value or associative value because they demonstrate or reflect the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.
- vii. The properties have contextual value because they define, maintain or support the character of the district.
- viii. The properties have contextual value because they are physically, functionally, visually or historically linked to each other.
- ix. The properties have contextual value because they are defined by, planned around or are themselves a landmark. O. Reg. 569/22, s. 1.

(3) Subsection (2) does not apply in respect of a by-law passed under subsection 41 (1) of the Act on or after the day subsection 5 (1) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force if a notice of a public meeting required to be held for the purposes of the by-law under subsection 41.1 (7) of the Act was given before the day subsection 5 (1) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force. O. Reg. 569/22, s. 1.

(4) For clarity, the requirement set out in subsection 41.1 (5.1) of the Act,

- (a) does not apply in respect of a by-law under subsection 41 (1) of the Act that is passed before the day subsection 5 (1) of Schedule 6 to the *More Homes Built Faster Act, 2022* comes into force; and
- (b) does not apply in respect of a by-law under subsection 41.1 (2) of the Act. O. Reg. 569/22, s. 1.

Document 4 – Statement of Cultural Heritage Value

Description of Property – The Plaza Building, 41 Rideau Street

41 Rideau Street is a mixed-use, eight storey, brick-clad building constructed in 1913 and located on the northeast corner of the intersection of Rideau Street and Sussex Drive.

Statement of Cultural Heritage Value or Interest

The Plaza Building at 41 Rideau Street has design value as an early example of a Chicago style, steel-frame skyscraper in Ottawa. The Chicago Style is used to refer to the innovative commercial buildings and early skyscrapers that were built in large cities between the 1890s and 1930s. The Chicago Style introduced interior self-supporting metal frames that allowed buildings to reach greater heights without load-bearing external masonry walls. The Plaza Building features typical elements of Chicago Style architecture—including its form made up of a base, multiple middle stories with repetitive windows and minimal ornamentation, and its top floors that feature ornamental detailing and flat roof.

The building has associative value as it is representative of the work of W.E. Noffke, one of Ottawa's most significant architects. Over the first half of the twentieth century, Noffke designed over 200 domestic, commercial, institutional, and religious buildings throughout Ottawa. The Plaza Building represents Noffke's pre-war experimentation with technically progressive construction methods.

The building at 41 Rideau has historical value as it is directly associated with the Blackburn Brothers and the McKerracher-Wanless Limited men's clothing and dry goods store. Robert and Russell Blackburn, known professionally as the Blackburn Brothers, were well-established developers and entrepreneurs in Ottawa from the early to mid-twentieth century. The Blackburn Brothers commissioned Noffke to design a mixed-use building at 41 Rideau Street with large commercial space on the ground floor and office space above. The McKerracher-Wanless Limited store occupied the first two storeys of the building between 1914 and 1945, during which the store was the largest for men's clothing in Ottawa.

The building at 41 Rideau Street has contextual value as it is physically and historically linked to its surrounding properties at the iconic intersection of Rideau

Street and Sussex Drive, including the Chateau Laurier (1908-1912), the former Union Station (1909-1912), the Plaza Bridge (1912) and Confederation Square, which developed at approximately the same time, and as a result of early twentieth century improvement efforts in Ottawa. The Plaza Building marks a transition point between Ottawa's Parliamentary Precinct and the commercial area of the ByWard Market. The building complements the many nationally significant buildings associated with the federal government that surround Confederation Square and supports the commercial character of Sussex Drive and Rideau Street, as a purpose-built mixed-use building with commercial and government office spaces.

Description of Heritage Attributes

Key exterior attributes that contribute to the cultural heritage value of the Plaza Building as an early example of a steel-frame skyscraper in the Chicago style include:

- Eight-storey massing
- Brick-cladding
- Flat roof
- String course with diamond inserts below the top storey windows
- Stucco panels with diamond brick motif with a brick and stone border between windows on the top storey
- Symmetrical façades facing Rideau Street and Sussex Drive;
- Repeating window bays with vertically oriented, rectangular window openings above the second storey
- Decorative cornice between second and third floors
- Brick pilasters with decorative capitals between windows on second storey
- Large display windows on the second and third floors

Key attributes that demonstrate 41 Rideau Street's contextual value are:

- The property's location at the intersection of Sussex Drive and Rideau Street

This designation excludes the interior of the building.

Document 5 – Statement of Cultural Heritage Value

Description of Property – 73 Rideau Street

73 Rideau Street is a stone-clad, unified building comprised of two sections: a six-storey section, which was originally the Stewart Building at 59-61 Rideau Street, and a five-storey section, which was developed as the Freiman's department store. Constructed in phases between 1926 and 1929, the building is located the north side of Rideau Street between Sussex Street and William Street.

Statement of Cultural Heritage Value or Interest

The building at 73 Rideau Street has design value as a unique example of Beaux-Arts architectural style used for a department store in Ottawa. The Beaux-Arts architecture style was popular in Canada during the first two decades of the twentieth century. The architectural features of the building which are characteristic of the Beaux-Arts style include its symmetrical stone façade, flat roof, large massing, evenly spaced repetitive windows, and classical details including its shallow pilasters with Scamozzi capitals and decorative medallions in its parapet as well as its arched windows and dentilled cornice of the six-storey section.

The property at 73 Rideau Street has historical value as a representative work of local architect John A. Ewart, a well-known architect in Ottawa. His most famous works include the Booth Building at 165 Sparks Street, the Wellington Building (former Metropolitan Life Assurance Building) at 180 Wellington Street, Knox Presbyterian Church at 120 Lisgar Street, and several schools in the area as the main architect for the Ottawa Collegiate Institute Board. The building at 73 Rideau Street is the only department store Ewart designed.

The building at 73 Rideau Street has historical value as it is directly associated with the A.J. Freiman department store and the Freiman family. The A.J. Freiman department store, known as "Freiman's," was a well-known retail institution in Ottawa and one of the earliest businesses on Rideau Street. The Freiman family established the Freiman's department store and were known for their innovative business strategies, which led to the success, growth, and expansion of the store. In 1924, Freiman's acquired the Stewart Building, and in 1926, the whole site was renovated to integrate both buildings into a cohesive façade. The Freiman family were also integral members of the Jewish community in Ottawa,

Canada, and internationally. Throughout the store's 71-year history, the Freiman department store became the largest and most iconic department store in Ottawa.

The building at 73 Rideau Street has contextual value as it is important in supporting and maintaining the commercial character of Rideau Street which has served as a commercial main street in Ottawa since the nineteenth century.

As a twentieth century department store, the building is historically and functionally linked to the surrounding commercial area; the building continues to function as a department store, and has been occupied by the Hudson's Bay Company since the 1970s.

Description of Heritage Attributes

Key exterior attributes that contribute to the heritage value of 73 Rideau Street as a unique example of a department store in the Beaux-Arts style include:

Five-storey section:

- Five-storey massing
- Stone cladding
- Flat roof
- Symmetrical façade with evenly spaced rectangular windows with stone sills
- Two sets of triple windows set in bays that subtly project from façade under decorative medallions in the stepped parapet
- Repetitive pilasters with Scamozzi capitals between windows on the second and third storeys
- Stone secondary cornice between the third and fourth storeys
- Large display windows on the first storey

Six-storey section (historically the Stewart Building at 59-61 Rideau Street):

- Six-storey massing with six bays of windows
- Stone-cladding with a stone stringcourse between each storey
- Flat roof
- Dentilled cornice with decorative brackets
- Evenly spaced arched window openings on the second, third, and sixth storeys

- Six bays of repetitive, evenly spaced rectangular window openings on the fourth and fifth storeys
- Large display windows on the first storey

Key attributes that demonstrate 73 Rideau Street's contextual value are:

- The property's location on Rideau Street

This designation excludes the interior of the building.

Document 6- Cultural Heritage Evaluation Report, 41 Rideau Street**CULTURAL HERITAGE EVALUATION REPORT****Building Name and Address:** 41 Rideau Street**Construction Date:** 1913**Original Owner:** Blackburn Brothers

City of Ottawa, 2024.

Executive Summary

The building at 41 Rideau Street is an eight-storey, brown brick, steel-frame building constructed in 1913 at the intersection of Rideau Street and Sussex Drive. The building is named the Plaza Building to reflect its proximity to the Plaza Bridge and Confederation Square. The Blackburn Brothers commissioned

Ottawa architect W.E. Noffke to design the building at 41 Rideau Street as an investment property, which opened in 1914 as a mixed-use building. The building at 41 Rideau Street has design value as an early example of a steel-frame skyscraper in the Chicago Style in Ottawa. As well, the building at 41 Rideau Street represents Noffke's pre-war experimentation with technically progressive buildings.

From 1914 until 1945, the first two storeys of the building at 41 Rideau Street were occupied by the McKerracher-Wanless Limited store, which later became Henry "Macks" Limited. The building at 41 Rideau Street sits on the border between Ottawa's Parliamentary Precinct and the commercial area of the ByWard Market. The building's geographic position within the city mirrors its original mixed-use function as both commercial space and government office space.

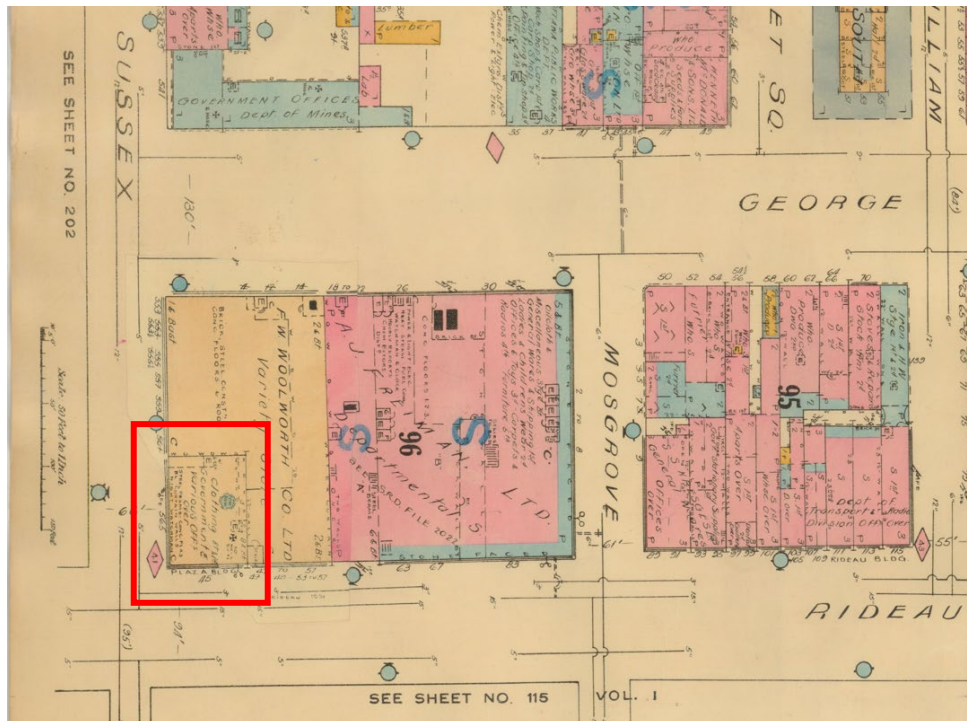
The property has cultural heritage value for its design, associative, and contextual values. It meets five of the nine criteria for designation under Part IV of the Ontario Heritage Act.

Architecture

Built in 1913, the building at 41 Rideau Street is an eight-storey, brown brick, steel-frame building. The property is located on the northeast corner of the intersection of Rideau Street and Sussex Drive. The building at 41 Rideau Street, designed by Werner Ernest Noffke and commissioned by the Blackburn Brothers, was originally constructed for commercial use and government office space. The building is named the Plaza Building to reflect its proximity to the Plaza Bridge and Confederation Square.

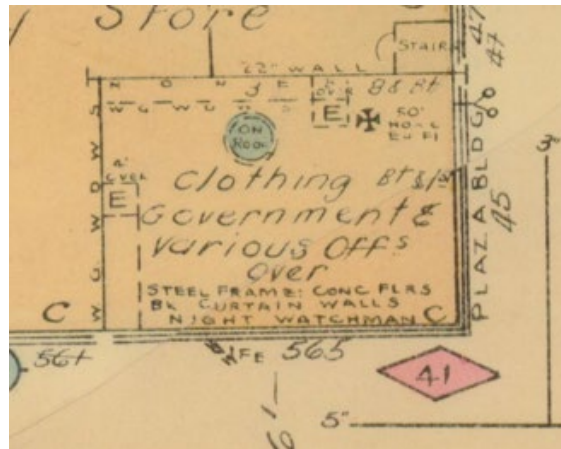


The Plaza Building on the northeast corner of the Rideau Street and Sussex Drive intersection. The building shares an intersection with the Transportation Building, the Chateau Laurier, and the former Union Station. *GeoOttawa, 2021.*



1948 Ottawa Fire Insurance Plan showing the northeast corner of Rideau Street and Sussex Drive.

The building at 41 Rideau Street is a steel-frame brick-clad building in the Chicago Style. The Chicago Style is often used to refer to the innovative commercial buildings and early skyscrapers that were built in large cities between the 1890s and 1930s.¹ After a destructive fire in 1871, the city of Chicago utilized new building materials and techniques to rebuild their city quickly and reliably.² Architects began designing buildings with an interior metal frame, originally constructed of iron and later steel, which was clad in concrete, stone, or brick. By the end of the nineteenth century, the metal frame was a self-supporting system that allowed buildings to reach greater heights without load-bearing external masonry walls.³ Exterior walls functioned as “curtain walls”—whose job is simply to protect the interior and frame from the elements rather than providing a structural function.⁴ Since these walls were no longer load-bearing, exterior walls could feature expanses of large windows.⁵ As such, common features of Chicago Style architecture include multiple storeys and repetitive, grid-like window patterns.



The Plaza Building on the 1948 Fire Insurance Plan indicating that it is a steel frame

¹ Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, “The Chicago Style,” *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 165.

² Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, “The Chicago Style,” *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 168.

³ Harold Kalman, *A History of Canadian Architecture: Volume 2* (Canada: Oxford University Press, 1994), 571.

⁴ Harold Kalman, *A History of Canadian Architecture: Volume 2* (Canada: Oxford University Press, 1994), 571.

⁵ Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, “The Chicago Style,” *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 168.

building with concrete floors and curtain walls.

The building at 41 Rideau Street features typical elements of Chicago Style architecture—including its form arranged like a classical column, made up of a base, multiple middle storeys with repetitive windows and minimal ornamentation, its top floors that feature ornamental detailing, and its flat roof.⁶ The building's first two storeys feature larger display windows, with a decorative cornice between the second and third floors. This cornice also marks a division between the first two storeys and the bulk of the building's floors. Above the second storey cornice, the building features six storeys of repetitive rectangular windows. The building's top storey features a stringcourse with diamond shaped stone inserts, as well as stucco panels with a diamond brick motif between the windows. Apart from the second floor cornice and detail at the top floor, the building does not feature much ornamentation, which is typical of Chicago Style buildings.

⁶ Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, "The Chicago Style," *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 166.



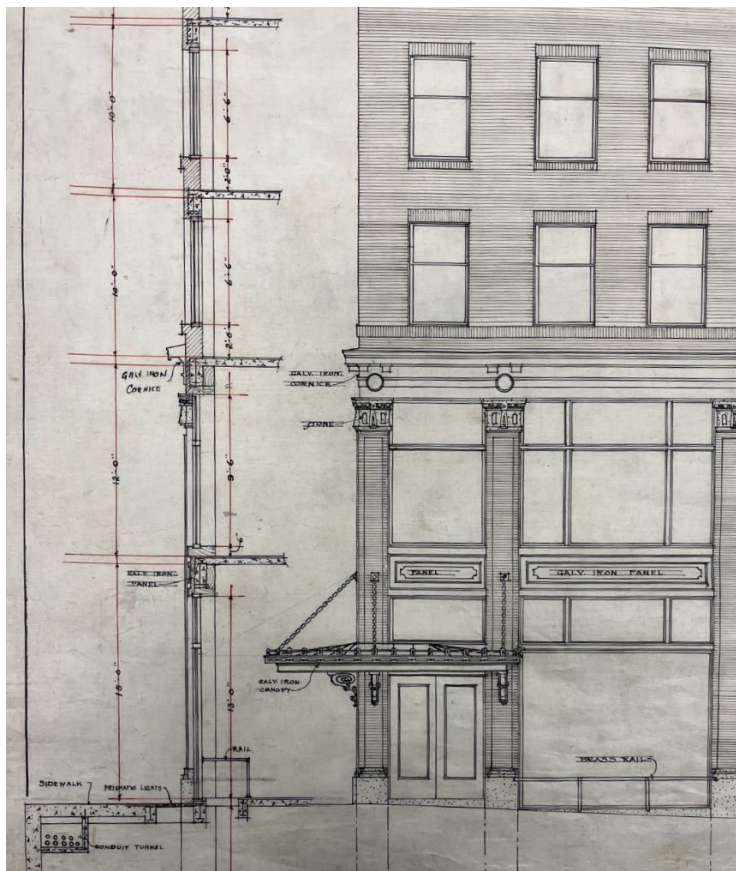
41 Rideau Street: Sussex Drive and Rideau Street facades, 2019. *Google Maps*.

The ground level of the building was originally more ornate, as indicated in the above 1913 architectural drawing by W.E. Noffke. The drawings also feature a decorative cornice marking the roofline. Based on historic photographs, this cornice was removed from the building sometime between 1954 and 1964.



W.E. Noffke's original 1913 drawing of the Rideau Street elevation for the Plaza Building.⁷

⁷ "Job 409, Plans for stores & office bldg., R. Blackburn Estate, cor. Rideau & Sussex Sts.," Werner Ernest Noffke, 1878-1964, *Library and Archives Canada*, R12577-3-0-E, Item Number 4434948, 1913.

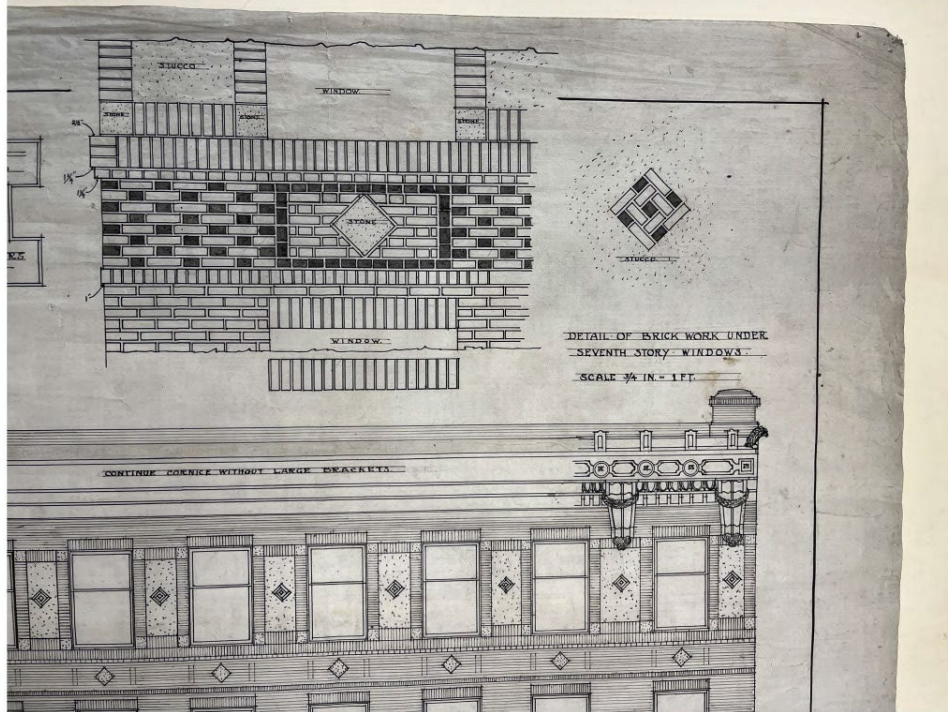


Original plans for the first two storeys of the Plaza Building.⁸



First two storeys of the building showing second storey cornice. *Google Maps*, 2021.

⁸ "Job 409, Plans for stores & office bldg., R. Blackburn Estate, cor. Rideau & Sussex Sts," Werner Ernest Noffke, 1878-1964, *Library and Archives Canada*, R12577-3-0-E, Item Number 4434948, 1913.



Original drawing detailing the brickwork and cornice on the building's top storey.⁹



Brickwork detailing on top storey with top cornice removed, 2021. *Google Maps*, 2021.

⁹ "Job 409, Plans for stores & office bldg., R. Blackburn Estate, cor. Rideau & Sussex Sts," Werner Ernest Noffke, 1878-1964, *Library and Archives Canada*, R12577-3-0-E, Item Number 4434948, 1913.

The building at 41 Rideau is an early example of a steel-frame skyscraper in Ottawa. Other early examples that preceded the building at 41 Rideau are the Blackburn Building at 85 Sparks Street (constructed c.1911 and a designated heritage property under Part V of the *Ontario Heritage Act*),¹⁰ the Saxe Building at 75 Sparks Street (constructed 1909 and a Recognized Federal Heritage Building),¹¹ and the now demolished Daly Building (constructed 1905), which would have sat the northwest corner of the Sussex Drive and Rideau Street intersection.¹² The Plaza Building at 41 Rideau Street pre-dates Ottawa's Transportation Building at 10 Rideau Street (constructed 1916) which sits opposite to the Plaza Building and is a designated heritage property under Part VI of the *Ontario Heritage Act*.¹³



Blackburn Building, undated. Credit: "Blackburn Bldg, Sparks and Metcalfe, northeast. Canada Department of Public Works collection/Library and Archives Canada/Accession number: 1979-140 NPC, Box number: RV1 038

¹⁰ "Blackburn Building," *Canada's Historic Places*, Parks Canada, accessed December 2023.

¹¹ "Saxe Building," *Directory of Federal Heritage Designations*, Parks Canada, accessed December 2023.

¹² "The Daly Building," *Heritage Ottawa*, accessed December 2023.

¹³ "The Ottawa City Hall Fire," *The Historical Society of Ottawa*, accessed December 2023.



Daly Building (constructed 1904-1905, demolished 1991), c. 1911 before the two-storey addition in 1913. Credit: William James Topley/Library and Archives Canada/PA-009116.



Transportation Building at 10 Rideau Street, *City of Ottawa*, 2013.



Saxe Building at 75 Sparks Street, *Carleton University*, 2020.

Architect/Builder

The building at 41 Rideau Street was designed by W.E. Noffke. Werner Ernst Noffke is one of Ottawa's most significant architects. Over the first half of the twentieth century, Noffke designed domestic, commercial, institutional, and religious buildings throughout Ottawa.¹⁴

In 1884, at the age of five, Noffke moved to Ottawa with his family from Stolp, in what is now Poland.¹⁵ He began his architectural studies early, apprenticing for local German architect Adam Harvey when he was fourteen and later studying at Ottawa's Fine Arts Association.¹⁶ After finishing his apprenticeship in 1896, Noffke began working as a draftsman in the office of Moses Chamberlain Edey,

¹⁴ Shannon Rickets, *W.E. Noffke: an Ottawa Architect* (Carleton University, 1990), 3.

¹⁵ Shannon Rickets, *Werner Noffke: Ottawa's Architect* (Ottawa: Heritage Ottawa, 2013), 3.

¹⁶ Shannon Rickets, *Werner Noffke: Ottawa's Architect* (Ottawa: Heritage Ottawa, 2013), 3.

another local architect. During his time with Edey, Noffke made connections with many of his future clients.¹⁷ Among these was W.F. Powell, who commissioned Noffke in 1913 to design prestigious homes on Clemow Avenue along Patterson Creek.¹⁸

Noffke's solo career began in 1901 when he set up his own practice in Ottawa in association with George W. Northwood of Winnipeg. The Noffke-Northwood partnership lasted seven years, however the two never produced any joint projects. While Northwood remained and worked in Winnipeg, Noffke designed buildings for Ottawa.¹⁹ Noffke and Northwood's partnership dissolved by 1908, and Noffke began working on his own.²⁰ In 1922, Noffke began working with his nephew, Walter Sylvester, and Henry J. Morin. Morin and Sylvester ran Noffke's Ottawa practice from 1923 to 1924, when Noffke visited California to study and practice the Spanish Colonial style. By 1935, Noffke worked on his own in Ottawa again.

Between 1948 and 1952, Noffke was commissioned by the federal government to design multiple residential schools for the Indian Residential School System, which operated in Canada for more than 150 years.²¹ These schools were a product of a coordinated effort of the federal government and various churches to assimilate Indigenous communities across the nation.²² Thousands of Indigenous students suffered violence and abuse in residential schools, including in the ones designed by Noffke. Despite Noffke's legacy in Ottawa, his role in a colonial system must be acknowledged.

In 1954, Noffke partnered with Earle Ingram and later, in 1960, Norman D. Sherriff joined their firm. Noffke practiced in Ottawa for over fifty years, with his last job book entry dated 1960, and designed over 200 buildings in the city. He died in four years later at the age of 86.

Noffke's prolific legacy can be found throughout the city in his many well-crafted buildings that have been designed in a variety of uses and styles. Noffke's designs tended to follow mainstream architectural styles—as such, his buildings

¹⁷ Shannon Rickets, *Werner Noffke: Ottawa's Architect* (Ottawa: Heritage Ottawa, 2013), 4.

¹⁸ Shannon Rickets, *W.E. Noffke; an Ottawa Architect* (Carleton University, 1990), 7.

¹⁹ Shannon Rickets, *Werner Noffke: Ottawa's Architect* (Ottawa: Heritage Ottawa, 2013), 166.

²⁰ Shannon Rickets, *Werner Noffke: Ottawa's Architect* (Ottawa: Heritage Ottawa, 2013), 166.

²¹ Architecture of Werner Ernst Noffke, Werner Ernst Noffke fonds, *Library and Archives Canada*.

²² "Residential School History," *National Centre for Truth and Reconciliation* (University of Manitoba, 2023), accessed December 2023.

serve as important examples of the architectural norms of their time. He is known for his high-end houses, such as those in the historical Clemora Park subdivision (now known as Clemow Estate East and the Clemow-Monkland Driveway and Linden Terrace Heritage Conservation Districts) as well as impressive commercial, office and religious buildings like the Medical Arts Building (180 Metcalfe Street), Postal Station B at the corner of Sparks and Elgin Streets, St. Theresa's Catholic Church (95 Somerset Street West), and the former Oglivy's department store at 126 Rideau Street. However, Noffke also designed modest residential and commercial buildings that display his versatility and widespread influence throughout all levels of Ottawa society. Many of Noffke's buildings survive today.



20 Clemow, Noffke's residence in the Clemora Park subdivision which he designed. *Google Maps, 2020.*



Medical Arts Building at 180 Metcalfe Street. *City of Ottawa*, 2016.



Postal Station B at Sparks Street and Elgin Street, *Google Maps*, 2020.



Former Ogliv's Department Store building, 126 Rideau Street. *Google Maps*, 2021.



St. Theresa's Catholic Church at 95 Somerset Street West, *City of Ottawa*, 2018.

The Plaza Building at 41 Rideau Street represents Noffke's pre-war experimentation with technically progressive buildings with an awareness of "the

new aesthetics of the tall building.”²³ At the time the building was constructed in 1913, Noffke’s career had entered one of its most significant and busiest times. During this time, he had recently obtained commissions for multiple homes in the Clemow Development as well as several high-profile commercial buildings like the Oglivy Department Store and the Blackburn Building.²⁴ His work on the Plaza Building is also a representation of Noffke’s early commercial buildings.²⁵

History

The building at 41 Rideau Street has direct associations with the Blackburn family. Robert and Russell Blackburn, known professionally as the Blackburn Brothers, were well-established developers and entrepreneurs in Ottawa from the early to mid-twentieth century. They were the sons of Robert L. Blackburn, a merchant and developer who worked with James Maclaren and Samuel Magee to develop land in Centretown and Sandy Hill in the late 19th century.²⁶ Robert L. Blackburn was involved in several of Ottawa’s early industries including lumber, mining, woolen mills, banking, and politics.²⁷ He is the founder and namesake of the community of Blackburn Hamlet.²⁸ After his death in 1894, his sons Robert and Russell continued to grow their father’s commercial, industrial, and real estate investments.²⁹

In 1907, the Blackburn Brothers commissioned W.E. Noffke to design a ten-storey multi-use building at 85 Sparks Street on the corner of Sparks and Metcalfe Street.³⁰ Upon its completion in 1913, the building was one of the first high-rise commercial structures in Ottawa. This building, known as the Blackburn Building, is located in the Sparks Street Heritage Conservation District and is also a Recognized Federal Heritage Building.³¹ The Blackburn Brother’s development of this building asserted their importance in the development of the Ottawa and its commercial life.³²

²³ Sharon Rickets, *W.E. Noffke; an Ottawa Architect*, page 39.

²⁴ Sharon Rickets, *W.E. Noffke; an Ottawa Architect*, page 15.

²⁵ Sharon Rickets, *W.E. Noffke; an Ottawa Architect*, page 43.

²⁶ Sharon Rickets, *W.E. Noffke; an Ottawa Architect*, page 54.

²⁷ “Another Old Citizen Gone,” *The Ottawa Journal*, August 21, 1894.

²⁸ Sharon Rickets, *W.E. Noffke; an Ottawa Architect*, page 54.

²⁹ Sharon Rickets, *W.E. Noffke; an Ottawa Architect*, page 54.

³⁰ “Blackburn Building,” *Parks Canada*, accessed December 2023.

³¹ “Blackburn Building,” *Parks Canada*, accessed December 2023.

³² “Blackburn Building,” *Parks Canada*, accessed December 2023.

After their accomplishment with the Blackburn Building, the Blackburn Brothers commissioned Noffke to design a second investment property at 41 Rideau Street. The eight-storey building was constructed in 1913 at the corner of Rideau Street and Sussex Drive. The building was named the “Plaza Building,” due to its proximity to the Plaza Bridge, which was constructed in 1912 to replace the Sappers’ and Dufferin Bridges over the canal as part of the Chateau Laurier development.³³



Rideau Street looking east from Sussex Drive, with the Plaza Building in view on the left. Credit: Canada Department of Public Works collection, accession number 1979-140 NPC, item number 4169747, Library and Archives Canada

The building at 41 Rideau opened as a mixed-use building in 1914. From 1914 until 1945, the first two storeys of the building at 41 Rideau Street were occupied by the McKerracher-Wanless Limited store. The store, owned by W.J. McKerracher and George A. Wanless, was a men’s clothing and dry goods store.

³³ Kevin J. Holland, *Chateau Laurier – A Splendid Century The Life and Times of Ottawa’s Grand Railway Hotel*, page 21.

Upon its opening, McKerracher-Wanless became the largest men's clothing store in Ottawa.

Successful Store Opening



W. J. MCKERRACHER. GEO. A. WANLESS.

**Successful In Every Detail Was the Formal Opening
On Saturday Of Ottawa's Fine New Clothing
Store, McKerracher - Wanless, Corner
Rideau and Sussex Sts.**

Announcing the opening of McKerracher-Wanless in the Plaza Building, *The Ottawa Journal*, August 31, 1914.



“Plaza Building, in which is located McKerracher-Wanless, the ‘Largest Men’s Wear Store in Ottawa.’” *The Ottawa Journal*, Thursday December 15, 1927.

In the late 1920s, Robert Blackburn purchased the store from McKerracher and Wanless. In 1945, Harvey Henry purchased the store and changed its name to Henry “Macks” Limited. The store remained in the first two storeys of the Plaza building until it moved to 151 Rideau Street in 1967.³⁴ The remaining six storeys of the building were occupied by various businesses and government offices including W.E. Noffke’s office in 1916, the Japanese Consulate in the early 1920s, several barristers, and union offices for the Canadian Pacific and Canadian National Railways.

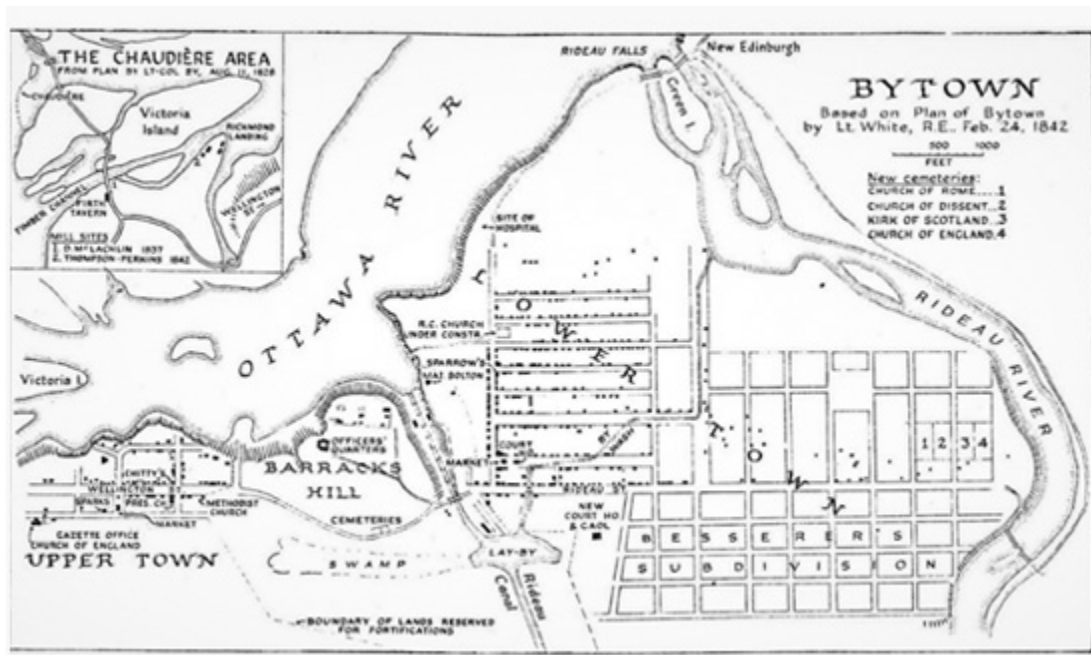
Neighbourhood History

41 Rideau Street is located on the edge of the ByWard Market in Ottawa’s downtown core. The ByWard Market and Lowertown are two of the earliest

³⁴ “Henry ‘Macks’ Salutes Canada’s Capital and the Capital of the Century from its new, modern location,” *The Ottawa Journal*, January 13, 1967.

settlement areas in the city. Together, they are bounded by the Rideau Canal and Sussex Drive to the west, the Rideau Street commercial corridor to the south also encompassing the Rideau Centre to Mackenzie King Bridge, and finally the Rideau River, meandering from the Ottawa River, collectively acting as both the eastern and northern boundary of the neighbourhood. ByWard Market and Lowertown feature some of Ottawa's best-known landmarks, including the Chateau Laurier, Notre Dame Cathedral, the Royal Canadian Mint and the ByWard Market.³⁵

In 1826, led by Colonel By and Thomas McKay, the entrance of the Rideau Canal was determined, and as such, the birth of Bytown. The street grid in the ByWard and Lowertown areas derives from the distribution of land in 1827 when Colonel John By laid out Bytown. Bytown was originally comprised of and divided into Lower Town and Upper Town. Upper Town was predominately occupied by English Protestants, many who worked as officers for the military, whereas Lower Town became home for many tradesman and canal workers.



Map of Bytown, 1842, showing historic Lower Town and Upper Town. *The Historical Society of Ottawa*, accessed 2023.

A critical aspect of the economic and industrial development of both the ByWard and Lowertown neighbourhoods was the opening of the Rideau Canal in 1832.

³⁵ "Neighbour Heritage Statements - Lowertown," *City of Ottawa*, 2017.

The Rideau Canal was constructed between 1826 and 1832 as part of a military strategy to establish an alternative route to the St. Lawrence River transportation corridor. Although built with the intent to protect Canada from American invasion, military control was relinquished as the threat subsided and the canal became predominately used for transportation of civilians, commercial goods, and natural resources; thereby increasing trade and spurring economic growth, and subsequently leading to the development of the area.

The construction of the railway through Ottawa's downtown core in 1854, and the expansions of Ottawa after the city was chosen as the national capital in 1857, also contributed to development. The construction of the Parliament Buildings just west of Sussex Drive in the 1860s resulted in an influx of public servants in the area, which gave way to the rise of commerce in the area specifically on Rideau Street and in the ByWard Market.³⁶ Further facilitating expansion was the construction of Ottawa's first large hospital, The Carleton Protestant General Hospital (now Wallis House, 589 Rideau Street), at the east end of Rideau Street in 1875.³⁷ As well, the 1891 construction of streetcar lines along Dalhousie, Rideau, and George Streets as well as Sussex Drive greatly contributed to the expansion of residential and commercial development in the area which was becoming home to an increasing number of public servants.³⁸

Rideau Street has functioned as a main street in Ottawa since the 19th century. Originally established as a corduroy road by Colonel John By in 1827, Rideau Street was the main route from Ottawa to Montreal.³⁹ Rideau Street was originally intended to be a residential street due to its large lanes and lots. While Rideau Street east of King Edward Street remained a primarily residential street well into the 20th century, the west end of Rideau Street became a busy commercial street due to its proximity to transportation, services, the ByWard Market, and Parliament Hill.⁴⁰

³⁶ Marc Aubin and Nancy Chenier, "Lowertown East Our Disappearing Heritage," 2011, 8.

³⁷ City of Ottawa Planning and Growth Management. "Uptown Rideau Street Community Design Plan," *City of Ottawa*, 2015, page 26.

³⁸ "Neighbour Heritage Statements - Lowertown," *City of Ottawa*, 2017.

³⁹ City of Ottawa Planning and Growth Management. "Uptown Rideau Street Community Design Plan," *City of Ottawa*, 2015, page 26.

⁴⁰ City of Ottawa Planning and Growth Management. "Uptown Rideau Street Community Design Plan," *City of Ottawa*, 2015, page 26.



Sussex Drive and Rideau Streets, 1875.

Credit: Topley Studio Fonds/Library and Archives Canada/PA-012527



Storefronts on Rideau Street, 1878.

Credit: William James Topley/Library and Archives Canada/PA-027441

Some of the earliest commercial buildings on Rideau Street are situated on the block between Sussex Drive and Dalhousie Street. These properties include the Featherstone Building at 103-105 Rideau Street, constructed in 1869, which originally operated as a drugstore; 101 Rideau Street, constructed in 1871, originally used as a bookstore and later a dry goods store; and The Atwood building at 97-99 Rideau Street, constructed in 1908, originally an apartment building.⁴¹ All of these properties are designated under Part IV of the *Ontario Heritage Act*.



Facades of 97-99, 101, and 103-105 Rideau Street. *Heritage Ottawa*, accessed 2023.

Early businesses on Rideau Street, as well as a growing middle class due to government employment opportunities, gave way to the rise of department stores on Rideau Street in the early 20th century. In 1902, the A.J. Freiman Department Store opened at 73 Rideau Street.⁴² In 1907, The Charles Ogilvy Limited Department Store opened on the south side of Rideau Street at the corner of Rideau and Nicholas Streets and its façade is incorporated into the Rideau

⁴¹ "The Atwood, 101 Rideau Street, and The Featherstone Building," *Heritage Ottawa*.

⁴² James Powell. "Remember this? Freiman's becomes The Bay," *CityNews*, 2021.

Centre today.⁴³ In 1922, the J.A. Larocque Department Store opened at 169 Rideau, and is now called Mercury Court.⁴⁴ The occupation of McKerracher-Wanless at 41 Rideau Street followed the trend of large commercial spaces along Rideau Street.



North side of Rideau Street—looking west, 1898.

Credit: John Beverley MacLaughlin/ Library and Archives Canada/C-001585

⁴³ “Charles Ogilvy Limited Department Store,” *Heritage Ottawa*.

⁴⁴ Robert Vineberg, “Remembering “The Store”: a brief history of Larocque’s Department Store,” *Lowertown Echo de la Basse-ville*, November 5, 2020. Accessed December 2023.



A.J. Freiman's Store decorated for Royal visit, 1939.

Credit: Canada Department of Public Works collection/Library and Archives Canada/1979-140 NPC.



Rideau Street and Nicholas Street, looking west and showing streetcars and Ogilvy's department store.

Credit: Topley Studio Fonds/Library and Archives Canada/PA-012905.

Today, Rideau Street continues to function as an important main commercial street in downtown Ottawa, with the Rideau Centre as an anchor. The Rideau Centre, which has frontage on Rideau Street, is a modern commercial landmark in Ottawa and is integrated into the historic commercial streetscape of Rideau Street.

Context

The building at 41 Rideau Street sits on the northeast corner of one of Ottawa's most iconic intersections. The building at 41 Rideau shares an intersection with the Chateau Laurier, the former Union Station (now the Senate of Canada Building), and the Transportation Building. Already established as a commercial area, Rideau Street and Sussex Drive became a major intersection in Ottawa in the early 20th century with the rise of beautification projects in the downtown core and the development of important buildings such as the Chateau Laurier and Union Station.



View of Confederation Square with Chateau Laurier, Union Station, Daly Building, and Plaza Building in the background.

Credit: Library and Archives Canada/National Film Board fonds/e011175715

In 1899, the Ottawa Improvement Commission (now the National Capital Commission) was established with the goal of beautifying Ottawa's downtown core.⁴⁵ The beautification project led to the clearing of industry from the banks of the canal, the establishment of the scenic Queen Elizabeth Driveway and the parks along the route, as well as to the eventual removal of the railway tracks from along the Rideau Canal and the downtown core.⁴⁶ The project also led to more strategic urban planning to beautify the core of Canada's capital city.

Early beautification projects also gave way to more development of the area around Parliament Hill. The Chateau Laurier and Union Station, both constructed in 1912, were built as part of a pan-Canadian endeavor to promote tourism. In association with the expansion of the railway line across Canada, elaborate hotels were built in combination with major train stations, usually in large urban centres.⁴⁷ In 1907, the site of Ottawa's railway hotel—The Chateau Laurier—was selected by the Grand Trunk Railway Company and Prime Minister Sir Wilfrid Laurier.⁴⁸ The site, facing Rideau Street and backing onto Major's Hill Park, was specifically selected for its commercial benefits due to its proximity to the busy commercial intersection of Sussex Drive and Rideau Street.⁴⁹ Construction of the Plaza Bridge in 1912, the namesake of the Plaza Building, was also tied to the development of the Chateau Laurier and Union Station.⁵⁰

Although Confederation Square was not fully formed until the late 1930s, the Blackburn Brothers selection for the location of their investment property at 41 Rideau was likely influenced by early beautification projects and promising developments of this commercial area.⁵¹

⁴⁵ Heather Thompson. "A Legacy to Build On," *National Capital Commission Blog*, 2020.

⁴⁶ "A Capital in the Making," *National Capital Commission*, page 2.

⁴⁷ "Neighbourhood Heritage Statements," City of Ottawa Heritage Planning Branch, 2017.

⁴⁸ Kevin J. Holland. *Chateau Laurier – A Splendid Century, The Life and Times of Ottawa's Grand Railway Hotel*, page 24.

⁴⁹ Kevin J. Holland. *Chateau Laurier – A Splendid Century, The Life and Times of Ottawa's Grand Railway Hotel*, page 22.

⁵⁰ Kevin J. Holland. *Chateau Laurier – A Splendid Century, The Life and Times of Ottawa's Grand Railway Hotel*, page 20.

⁵¹ Sharon Ricketts, *W.E. Noffke; an Ottawa Architect*, page 52



Plaza Bridge expansion, 1938.

Credit: Library and Archives Canada/National Capital Commission
fonds/e99990916

The building at 41 Rideau Street shares a streetscape with 47 Rideau Street, and 73 Rideau Street, both of which housed significant retail institutions at during the twentieth century. In 1949, the Woolworth's Department Store opened at 47 Rideau Street between the Plaza Building and 73 Rideau Street—which was the A.J. Freiman department store. This Woolworth's location remained open until 1993.⁵² Freiman's existed at 73 Rideau Street in some capacity from 1902 to 1974. During this time, the Plaza Building housed two major menswear retailers—McKerracher-Wanless Limited from 1914, and then Macks from 1945 to 1967.⁵³ As such, throughout the twentieth century, most of the block of Rideau Street between Sussex Drive and Mosgrove Street was occupied by large

⁵² Kelly Egan, "Cashing out after 78 years; Customers, staff lament downtown Woolworth closure," *Ottawa Citizen*, October 23, 1993.

⁵³ "Henry 'Macks' Salutes Canada's Capital and the Capital of the Century from its new, modern location," *The Ottawa Journal*, January 13, 1967.

commercial spaces. Today, the three intact buildings and streetscape represent Rideau Street's history and peak as a commercial main street in Ottawa.



41, 47, and 73 Rideau Street in 1957. Copyright: Andrew Newton Photographers Limited, *City of Ottawa Archives*, MG393-NP-48822-001, Item CA043955.

The building at 41 Rideau Street sits on the border between Ottawa's Parliamentary Precinct and the commercial area of the ByWard Market. The building's geographic position within the city mirrors its original mixed-use function as both commercial space and government office space. The building marks the transition between the political and national character of Wellington Street and the commercial character of both Sussex Drive and Rideau Street in the ByWard Market.

Evaluation using Ontario Regulation 09/06

1	The 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.	<p>Yes</p> <p>Constructed in 1913, the building at 41 Rideau Street has design value as an early example of a steel-frame skyscraper in the Chicago Style in Ottawa. The Chicago Style is used to refer to the innovative commercial buildings and early skyscrapers that were built in large cities between the 1890s and 1930s. The Chicago Style introduced interior self-supporting metal frames that allowed buildings to reach greater heights without load-bearing external masonry walls. The building at 41 Rideau Street features typical elements of Chicago Style architecture— its form made up of a base, multiple middle stories with repetitive windows and minimal ornamentation, its top floors that feature ornamental detailing and its flat roof.</p>
2	The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.	<p>No</p> <p>This property reflects a typical level of craftsmanship for a building of this type. The property does not meet this criterion.</p>
3	The property has design value or physical value because it displays a high degree of technical or scientific merit.	<p>No</p> <p>Although the Plaza Building utilized what was a new method of construction for tall buildings at the time, there are other local examples that showcase the technology. The property does not meet this criterion.</p>
4	The property has historical or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.	<p>Yes</p> <p>The building at 41 Rideau has historical value as it is directly associated with the Blackburn Brothers and the McKerracher-Wanless Limited men's clothing and dry goods store. Robert and Russell Blackburn, known professionally as the Blackburn Brothers, were well-established developers and entrepreneurs in Ottawa from the early to mid-twentieth century. The Blackburn Brothers commissioned Noffke to design the building at 41 Rideau Street as an investment property, which opened in 1914 as a mixed-use building. From 1914 until 1945, the first two storeys of the building at 41 Rideau Street were occupied by the McKerracher-Wanless Limited store. Upon its opening, McKerracher-Wanless became the largest men's clothing store in Ottawa. In 1945, Harvey Henry purchased the store and changed its name to Henry "Macks" Limited.</p>

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.	No This property is not directly associated with a particular community or culture. The property does not meet this criterion.
6	The property has historical 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.	Yes The building at 41 Rideau Street has historical value as a representative work of W.E. Noffke, one of Ottawa's most significant architects. Over the first half of the twentieth century, Noffke designed over 200 domestic, commercial, institutional, and religious buildings throughout Ottawa. Noffke worked in a variety of styles but tended to follow mainstream architectural styles—as such, his buildings serve as important examples of the architectural norms of their time. The Plaza Building at 41 Rideau Street represents Noffke's pre-war experimentation with technically progressive buildings.
7	The property has contextual value because it is important in defining, maintaining or supporting the character of an area.	Yes The Plaza Building marks a transition point between Ottawa's Parliamentary Precinct and the commercial area of the ByWard Market. The building complements the many nationally significant buildings associated with the federal government that surround Confederation Square and supports the commercial character of Sussex Drive and Rideau Street, as a purpose-built mixed-use building with commercial and government office spaces.
8	The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings	Yes The building at 41 Rideau Street has contextual value as it is physically and historically linked to its surrounding properties at the iconic intersection of Rideau Street and Sussex Drive including the Chateau Laurier, the former Union Station, the Plaza Bridge and Confederation Square, which developed at approximately the same time and as a result of early twentieth century improvement efforts in Ottawa.
9	The property has contextual value because it is a landmark.	No Given its location to neighbouring landmark buildings such as the Chateau Laurier, the Transportation Building and the former Union Station, this property itself is not a landmark. The property does not meet this criterion.

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Document 7 - Cultural Heritage Evaluation Report, 73 Rideau Street**CULTURAL HERITAGE EVALUATION REPORT****Building Name and Address:** 73 Rideau Street**Construction Date:** 1926-1929**Original Owner:** A.J. Freiman Limited

Front façade, *City of Ottawa*, 2024.

Executive Summary

The property at 73 Rideau Street is a five-storey, stone-clad building with a six-storey addition to the west, in the Beaux-Arts style. The building was constructed in phases between 1926 and 1929 as the A.J. Freiman department store. The A.J. Freiman department store, known as “Freiman’s,” was a well-known retail institution in Ottawa that existed for most of the twentieth century. Freiman’s was one of the earliest businesses on Rideau Street—Lowertown’s main commercial street.

Throughout the twentieth century, most of the block of Rideau Street between

Sussex and Mosgrove Streets was occupied by large commercial spaces. The building at 73 Rideau Street and its intact streetscape represents Rideau Street's history and peak as a commercial main street in Ottawa. Today, the building at 73 Rideau Street continues to support retail and commercial activity on one of Ottawa's historic main streets.

The property has cultural heritage value for its design, associative, and contextual values. It meets five of the nine criteria for designation under Part IV of the Ontario Heritage Act.

Architecture

Constructed in phases between 1926 and 1929, the building at 73 Rideau Street is a five-storey stone-clad brick building in the Beaux-Arts style. The building at 73 Rideau was originally constructed as the Ottawa department store, A.J. Freiman's, and was designed by architect John Albert Ewart.⁵⁴ The building has been the Hudson's Bay Company since 1974 and was integrated into the Rideau Centre in the 1980s.

The building at 73 Rideau Street is located on the north side of Rideau Street between Sussex Street and William Street. It is a unique example of Beaux-Arts architectural style used for a department store in Ottawa.

The Beaux-Arts style was taught and developed at the École des Beaux-Arts in Paris in the last decades of the 19th century in Europe. Canadian and American architects who attended the École des Beaux-Arts brought the Beaux-Arts style to North America. In Canada, the Beaux-Arts style dominated in public and commercial buildings during the first two decades of the twentieth century.⁵⁵ The style is used for train stations, like Ottawa's former Union Station at 2 Rideau Street (now the Senate of Canada building), libraries, theatres, banks, schools, and other civic buildings.⁵⁶

⁵⁴ "Freiman Store to Be Enlarged," *The Ottawa Citizen*, December 31, 1928.

⁵⁵ Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, "The Beaux-Arts Style," *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 117.

⁵⁶ "Beaux Arts (1885-1945)", www.OntarioArchitecture.com, accessed January 2024.



Ottawa's former Union Station, *Credit: Library of Parliament.*

The Beaux-Arts style is known for being “grand and theatrical, monumental and self-confident.”⁵⁷ As a classical style, it includes classical architectural elements such as columns, pilasters, pediments, and entablatures. Beaux-Arts style buildings are typically made of stone, like limestone, and often located at major intersections or on principal streets.⁵⁸ The use of the Beaux-Arts style in Canada was meant to evoke a sense of permanence and economic success in Canadian cities.⁵⁹ The style was often used in the City Beautiful movement of the late nineteenth and early twentieth centuries—a movement which used urban planning and architecture to beautify and harmonize city centers.⁶⁰ In Ottawa, the rise of twentieth century beautification projects in the downtown core led to the development of important buildings such as the Chateau Laurier and the Beaux-Arts style Union Station.⁶¹

The building at 73 Rideau Street features elements of the Beaux-Arts style most notably through its stone-clad façade and its use of classical forms. The façade

⁵⁷ Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, “The Beaux-Arts Style,” *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 117.

⁵⁸ Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, “The Beaux-Arts Style,” *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 118.

⁵⁹ Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, “The Beaux-Arts Style,” *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 118.

⁶⁰ Edwinna von Baaeyer, “City Beautiful Movement,” *The Canadian Encyclopedia*, February 6, 2006.

⁶¹ “A Capital in the Making,” *National Capital Commission*, page 2.

of the building is symmetrical, which was often used in the Beaux-Arts style, with evenly spaced repetitive windows.⁶²



Rideau Street façade of 73 Rideau Street. *City of Ottawa*, 2024.

The building's classical detailing includes its shallow pilasters with Scamozzi capitals that extend from the second storey to the third storey. The columns are repetitive between the windows on the second and third storeys. The building's third storey is topped with a stone stringcourse.

⁶² Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, "The Beaux-Arts Style," *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 117.



Shallow pilasters between windows on the second and third storeys. *City of Ottawa, 2024.*

The building's top two storeys, which were added in 1929, are topped with decorative medallions on the left and right side of the roofline. The building's flat roof and large scale are also typical elements of the Beaux-Arts style.⁶³



Decorative medallions in the roofline. *Google Maps, 2019.*

⁶³ Shannon Ricketts, Leslie Maitland, and Jacqueline Hucker, "The Beaux-Arts Style," *A Guide to Canadian Architectural Styles – Second Edition* (Canada: Broadview Press, 2004), 117.

The six-storey building attached to the west side of the five-storey building was acquired by Freiman's in 1922. It was incorporated into the main building in 1929. This building features a symmetrical stone-clad façade with repetitive rows of windows. The first two storeys, as well as the six storey, features arched windows—another classical element often used in the Beaux-Arts style. The building features a decorative cornice with four cornice brackets on its sixth storey.



Six-storey portion of 73 Rideau Street, formerly the Stewart Building. *City of Ottawa, 2024.*

The first storey of the building at 73 Rideau features large display windows. When Freiman's occupied the building, the first storey windows were covered in branded awnings.



Display windows and Freiman Mall to the east of 73 Rideau. *Google Maps*, 2021.



Rideau and Mosgrove façades of the Freiman department store in 1938. Credit: Department of Public Works collection/Library and Archives Canada/1979-140 NPC.

The building at 73 Rideau Street is an intentionally developed department store, constructed in numerous phases. It started off as a three-storey red brick building in 1902. Freiman's continued to acquire property until the department store had frontage on three streets, and major renovations in 1926 and 1929. In 1926, the building was altered from a brick façade to a stone façade. In 1929, the top two storeys were added to the building, and the interior of all the newly acquired buildings were connected.

The building fits the traditional architecture of early department stores. Until the 1960s, department stores were multi-storey, detached buildings with unique architectural design in a city's downtown core.⁶⁴ They were designed to house a wide variety of mass-produced goods on a large scale, and were marketed at the middle class.⁶⁵

The use of the Beaux-Arts style in a retail setting is unique. Combined with the vastness of the building, it was likely chosen to bring a sense of grandiosity to the Freiman's retail experience. However, within the Beaux-Arts style, the degree of ornamentation often depended on the purpose of the building.⁶⁶ The modest application of the Beaux-Arts style at 73 Rideau Street implies its accessibility to the middle classes, which was the Freiman's targeted customer demographic.

The building at 73 Rideau occupies almost half of the northern side of the block between Sussex Street and William Street. The portion of the Rideau Centre attached to the east façade of 73 Rideau Street is known as the Freiman Mall and is an enclosed walkway connecting Rideau Street and George Street. Prior to the construction of the Rideau Centre in 1980s, this enclosed shopping arcade was originally an open-air street called Mosgrove Street, which was renamed Freiman Street in 1974.⁶⁷ Before the construction of the Rideau Centre, the building at 73 Rideau Street had frontage on Rideau Street, Mosgrove Street, and George Street. Today, the building has prominent frontage on Rideau and George Streets as the Hudson's Bay Company building. The George Street

⁶⁴ Robert D. Tamilya, Susan E. Reid, "Origin and Evolution of the Golden Era of the Department Store, 1846-1930," *The Romance of Marketing History*, Vol. 11, 91. 2003.

⁶⁵ Robert D. Tamilya, Susan E. Reid, "Origin and Evolution of the Golden Era of the Department Store, 1846-1930," *The Romance of Marketing History*, Vol. 11, 91. 2003.

⁶⁶ Harold Kalman, *A History of Canadian Architecture: Volume 2* (Canada: Oxford University Press, 1994), 556.

⁶⁷ "Street named for Freiman," *The Ottawa Journal*, February 7, 1974.

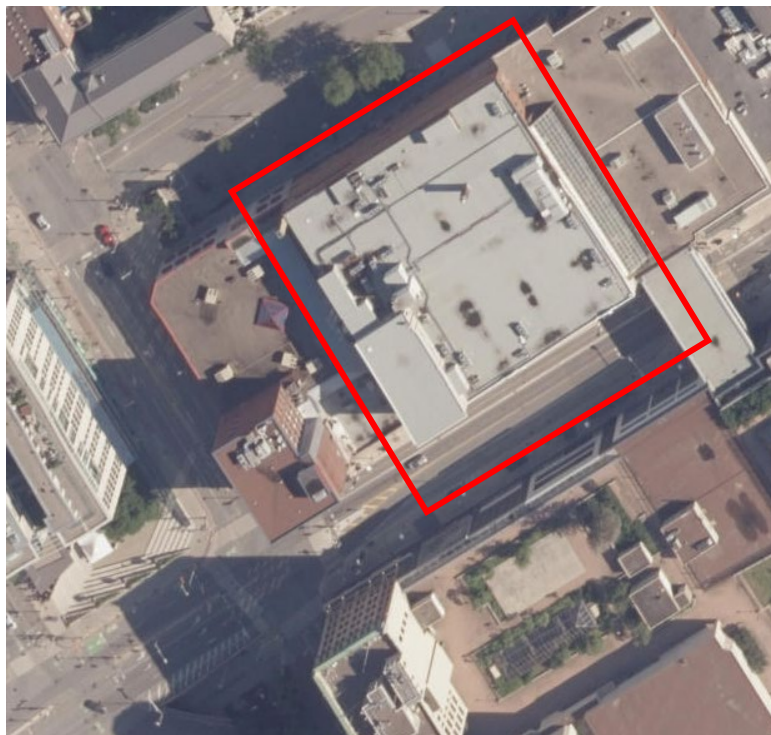
façade of the building is part of the ByWard Market Heritage Conservation District under Part V of the *Ontario Heritage Act*.



ByWard Market Heritage Conservation District map, *City*



1965 aerial view of 73 Rideau Street showing Mosgrove Street to the east of the building. *GeoOttawa*.



2022 aerial view of 73 Rideau Street showing its attachment to the Rideau Street. *GeoOttawa*.

Architect/Builder

The building at 73 Rideau Street was designed by John Albert Ewart, a prominent Ottawa architect who worked in the city from the turn of the twentieth century into the late 1950s.

John Albert Ewart apprenticed in Ottawa and studied at the University of Toronto, graduating in 1895. Upon his return to Ottawa, he worked with King M. Arnoldi and Band, and Burritt & Meredith, before opening his own practice in 1906.⁶⁸ Ewart was a member of the Royal Architectural Institute of Canada and an honorary life member of the Engineering Institute of Canada. He was appointed to the Federal District Commission and had a long-standing association with the Ottawa Collegiate Board.⁶⁹

Ewart's deep knowledge of architecture allowed him to produce a wide array of building types in a variety of styles. His most well-known works include the Booth Building (165 Sparks Street), the Wellington Building (180 Wellington Street), Knox Presbyterian Church (120 Lisgar Street), the May Court Club (114 Cameron Avenue), and several schools in the Old Ottawa South area as he was the main architect for the Ottawa Collegiate Institute Board. Ewart was also a member of the Royal Architectural Institute of Canada and an honorary life member of the Engineering Institute of Canada. He was appointed to the Federal District Commission and had a long-standing association with the Ottawa Collegiate Board.

Ewart was the son of David Ewart, the Chief Dominion architect who was responsible for the many federal buildings constructed at the turn of the century including the Connaught Building, the Victoria Memorial Building and the Dominion Observatory.

The building at 73 Rideau Street is a unique example of a department store by this notable architect. Ewart designed other commercial building and blocks, as well as industrial buildings including the Transportation Building (10 Rideau

⁶⁸ "Ewart, John Albert," *Biographical Dictionary of Architects in Canada 1800-1950*, accessed January 2024.

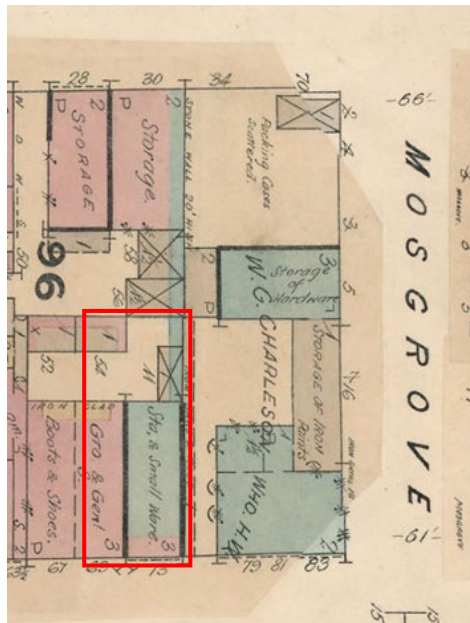
⁶⁹ "J.A. Ewart Architect Dies at 92," *The Ottawa Journal*, April 22, 1964.

Street), the Ottawa Electric Company building (56 Sparks Street), and the Booth Building (165 Sparks Street).⁷⁰

History

The building at 73 Rideau has direct associations with the A.J. Freiman department store and the Freiman family. The A.J. Freiman department store was a well-known retail institution in Ottawa that existed for most of the twentieth century. Known as “Freiman’s,” the store was originally established as the Canadian Home Furnishings Company in 1899 by Archibald Jacob (A.J.) Freiman and Moses Cramer.⁷¹

Beginning with a small store at 223 Rideau Street in 1899, the Canadian Home Furnishings Company originally sold carpets, oilcloth, and other household furnishings.⁷² In 1902, the Canadian House Furniture Company moved into 73 Rideau Street. At the time, 73 Rideau Street was a stone building with a brick façade and frontage only on Rideau Street.⁷³



73 Rideau on the 1901 Fire Insurance Plan.

⁷⁰ “Ewart, John Albert,” *Biographical Dictionary of Architects in Canada 1800-1950*, accessed January 2024.

⁷¹ James Powell, “Remember this? Freiman’s becomes the Bay,” *CityNews*, November 22, 2021.

⁷² “A wonderfully successful business man,” *The Ottawa Citizen*, October 12, 1911.

⁷³ James Powell, “Remember this? Freiman’s becomes the Bay,” *CityNews*, November 22, 2021.



North side of Rideau Street looking west, showing the original building at 73 Rideau Street, 1898.

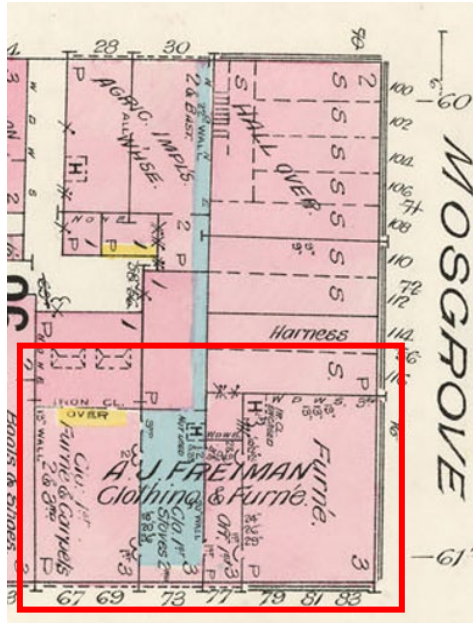
Credit: John Beverley MacLaughlin/ Library and Archives Canada/C-001585

In 1903, A.J. Freiman bought Cramer out of the business, and expanded the store into 75 Rideau Street.⁷⁴ With Cramer's departure from the business, A.J. Freiman's father, Hersh Freiman, became his son's business partner from 1904 until 1917 when A.J. Freiman bought him out.⁷⁵ A.J. Freiman had been interested in the possibility of owning a department store, despite the competition of existing successful department stores in Ottawa. As the sole owner of the business, A.J. Freiman was finally able to move toward this goal.⁷⁶

⁷⁴ "A wonderfully successful business man," *The Ottawa Citizen*, October 12, 1911.

⁷⁵ Bernard Figler, *Lillian and Archie Freiman Biographies*, 1st edition (Bernard Figler, 1961), 198.

⁷⁶ Bernard Figler, *Lillian and Archie Freiman Biographies*, 1st edition (Bernard Figler, 1962), 199.



1912 Fire Insurance Plan showing A.J. Freiman's frontage on Rideau Street and Mosgrove Street.

In 1911, Freiman expanded to 67-79 and 81-83 Rideau Street and 71 Mosgrove Street (the Charleston building shown in the 1901 Fire Insurance Plan).⁷⁷ The 1912 Fire Insurance Plan shows the footprint of the brick building with frontage on Rideau Street and Mosgrove Street. At the time, the store primarily sold clothing and furniture.

⁷⁷ "A.J. Freiman has caught up with his early dream," *The Ottawa Journal*, April 18, 1917.

FOR SALE—MEN'S SPRING SUITS,
cut in the latest style, for only \$10,
cash or easy payments. Canadian House
Furnishing Co., 73 Rideau St.

1904 advertisement for Canadian House Furnishing Co., at 73 Rideau Street, *The Ottawa Citizen*.

Fur Bargains

Pretty Set of Black Australian Hare Lynx—nice
Stole, tail trimmed—Rug Muff trimmed with heads
and tails, only \$7.95.



Girl's O'Coats \$5 to \$8 for \$3.95

Another shipment of Girls' Overcoats in Tweeds
and Beaver Cloths in blue, green, brown and grey—
some with Overcapes—some with military collars—
some brass button trimmed, etc. For ages 8 to 12
years. All now at \$3.95.

Wolf Sets \$27.50

There never has been such a season for Wolf
Furs, and we were surely opportune in our buying—
being able to offer you a set of Blue or Black Wolf
at \$27.50 that can hardly be bought wholesale at the
price. Seeing is believing—look them over carefully

60 Ladies' Costumes at 1-2 Price

A. J. FREIMAN, Proprietor
The Canadian House Furnishing Co.
69-71-73-75 Rideau Street

1911 advertisement for
the Canadian House
Furnishing Co., *The
Ottawa Citizen*.

Men --- Young-Old-or Returned!!

Men's Overcoats Here Are Some
Christmas Boxes

Any amount of them, and every
coat sold with our strongest recommen-
dation. Warm ulster and belted styles.
A huge variety of patterns, and all
made by the very best makers. You
cannot make a mistake by taking any
one of them. Special

\$22.50

Men's Suits

The greatest one-
price showing in
town. Every new
style, every new pat-
tern and color, and
every suit worth at
least \$7.50 to \$10.00 more.
Don't remain around or
wander where is the best
place to go—Freiman's
is known the province over as the reliable clothing
house. Don't just take our word. Come Monday
or Tuesday, and see the biggest complete showing
of suits in the city.
Special

\$25.00

**A.J. Freiman
Ottawa**

RIDEAU AND MOSGROVE STS.
Phone 1700 Rideau

**Warm Coats for the
Little Shavers**

Buttons right up to the neck, full length
and belted all round. Lots of different
colors and materials. All sizes to 12 years.
These are ideal presents for the youngster.
Worth in the regular way
\$5.00. Special... **\$3.98**

**Boys' Mackinaw
Style Coats**

The best for outdoor wear,
for school, and general
wear—making quite cheap.
Warm, yet not heavy. A
comfortable length for all
sports. Good patterns in
brown and grey checks. All
sizes 7 to 16
years. Special... **\$5.95**

Boys' and Youths' Overcoats

All highest class goods. In all materials there
is good, hale and indifferent. Every coat among
these is the best of its kind. Best in material,
workmanship and finish. All made in the latest
belled style. Full length. Warm and
comfortable. All sizes
to 17 years. Special... **\$12.50**

**Boys' Blue Serge
Suits**

Pure wool Serge, made in Norfolk style. For
hard wear nothing surpasses a good Serge, and
for every occasion they are always in good taste.
These are old quality goods, and are a most excep-
tional bargain at this price. All sizes from 8 to
17 years. Special... **\$9.50**

**For Monday
and Tuesday
at Freiman's**

**Shop
Early**

SEE OTHER
FREIMAN ADS.
PAGES 10 & 11

This is a Real Men's Shop, in
charge of men who understand
fabrics and clothing.

1918 advertisement A.J. Freiman's at
Rideau and Mosgrove Streets, *The Ottawa
Journal*.

Friday at Freiman's

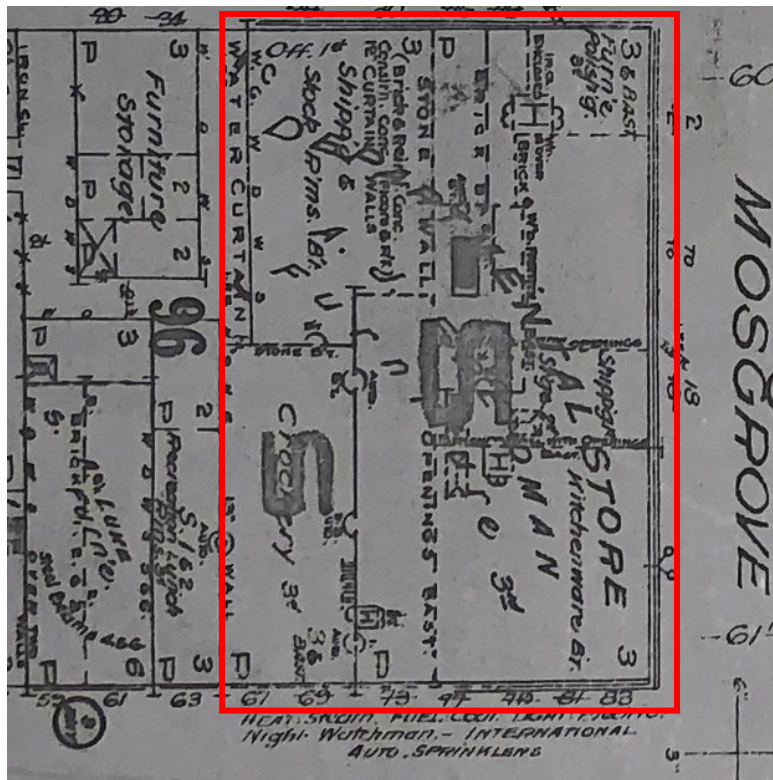
The Store that Sets the Pace

STORE HOURS—9 A.M. TO 6 P.M.

1924 advertisement for A.J. Freiman's, *The Ottawa Journal*.

In 1918, A.J. Freiman added departments for men and women to his store. As well, while the Freiman name became associated with business in 1905, the store was formally named The Archibald J. Freiman Department Store, or Freiman's, in 1918.⁷⁸ In 1923, the name became "A.J. Freiman Limited" and A.J. Freiman became the president of the company, and his wife, Lillian Freiman, become the vice-president.⁷⁹

By 1922, the store expanded again to acquire the entire frontage of Mosgrove Street between Rideau and George Streets. As well, Freiman acquired the corner property at Mosgrove Street and George Street, affording the store frontage on George Street.⁸⁰




1922 Fire Insurance Plan showing Freiman's frontage on Rideau, Mosgrove, and George Streets. The Stewart Building is located to the west of Freiman's.

⁷⁸ Bernard Figler, *Lillian and Archie Freiman Biographies*, 1st edition (Bernard Figler, 1962), 199.

⁷⁹ Bernard Figler, *Lillian and Archie Freiman Biographies*, 1st edition (Bernard Figler, 1962), 199.

⁸⁰ "Freiman Store to be Enlarged; Cost \$300,00," *The Ottawa Citizen*, December 31, 1928.

"23 Years of Public Service"



From a modest beginning in 1900 to Ottawa's Greatest Store in 1923 is the achievement of the firm of A. J. Freiman, Limited.

In the year 1900 the Freiman business was established in a small store at 221 Rideau Street, with 700 square feet of selling floor space. Today--23 years later-- it occupies three floors and basement at Rideau, Mosgrove and George Streets -- over 21½ acres of selling floor space housing 28 departments.

1923 advertisement for the A.J. Freiman department store showing its original brick facades on Rideau and Mosgrove Streets.

In 1925, Freiman acquired a six-storey building at 59-61 Rideau Street, called the Stewart Building, which has frontage on Rideau and George Streets. The building, which is attached to the east side of the Freiman building, was originally the store and warehouse of Stewart and Co., a furniture company. Freiman bought the entire building, as well as the company's entire furniture stock, which he later sold through an auction sale in March 1925. The auction sale was used to clear out the building of its stock for alterations.⁸¹

⁸¹ "Saturday is Positively the Last Day of This Big Auction Sale," *The Ottawa Citizen*, March 6, 1925.

AUCTION SALE

Every piece of Furniture remaining in the Stewart Building must be disposed of, regardless of what it brings

Wm. A. Cole Co., Ottawa's Leading AUCTIONEERS

are conducting this auction, and will clear the remaining stock as quickly as possible. The balance of the stock comprises Odd Pieces, Odd Beds, Antique Furniture and Chesterfields, Dining Room and Bedroom Suites.

2 Auctions on Thursday at 10 a.m. and 2.30 p.m.

Every item in the stock is marked with a number. If you see anything you want to bid on, merely tell the auctioneer the number, and he will offer it for auction immediately. This saves you the tediousness of waiting for the article to be put up, and assures prompt action.

The auction will take place in the Stewart Building, 59-61 Rideau street.

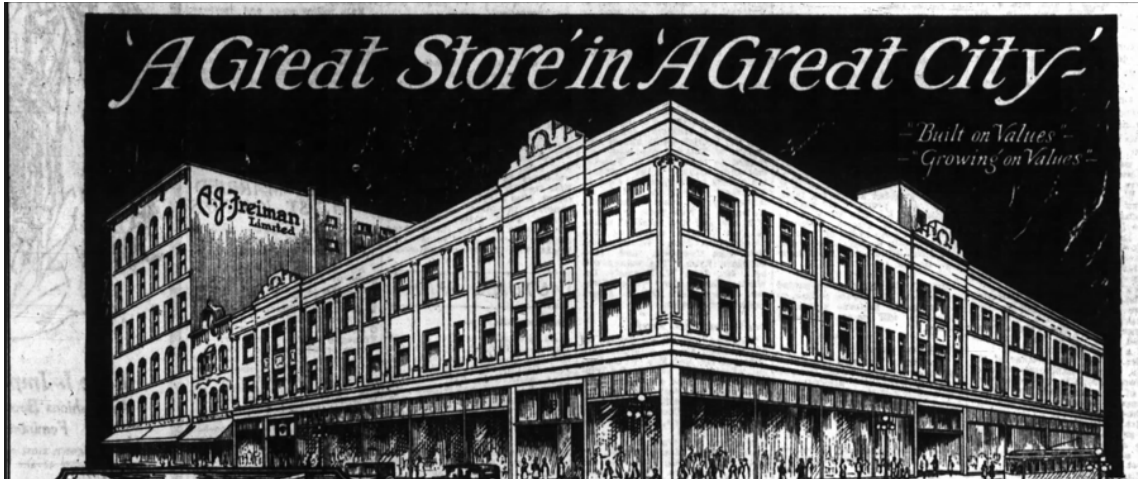
A.J. Freiman Limited

Advertisement for the Stewart building auction sale, with photo of the Stewart Building. *The Ottawa Citizen*, March 4, 1925.

The expansion into the Stewart Building allowed Freiman to realize his dream of owning a modern department store where “a patron could buy not merely one or two of the articles he or she required, but all or nearly all for the person or for the home.”⁸²

In 1926, the Stewart Building was fully integrated into the store, and the brick on the Rideau Street and Mosgrove Street façade were replaced with white stone, and the windows were expanded.

⁸² “A.J. Freiman, Ltd. buys stock and building of Stewart Co.,” *The Ottawa Citizen*, February 6, 1925.



Sketch of existing building (without the two-storey addition) at 73 Rideau, *The Ottawa Journal*, September 28, 1926.

In 1929, the store was further expanded with the addition of two storeys.⁸³ With the completion of these two storeys, the building took its final form in 1929. The 1948 Fire Insurance Plan shows one large, five-storey, uniform building, with stone façades on Rideau Street and Mosgrove Street. When it was complete, it became Ottawa's largest store with 217,500 square feet of space.⁸⁴

The addition of the top two storeys allowed A.J. Freiman to create a “full-line department store—including a complete furniture department.”⁸⁵ Freiman's became the highest selling department store in Ottawa.⁸⁶ Aside from the prominent location on Lowertown's main retail street, the success of Freiman's was largely due to A.J. Freiman's revolutionary business ideas including consistent advertising, eye-catching window displays, and opening a credit department which allowed customers to pay for their purchases over time in installments.⁸⁷

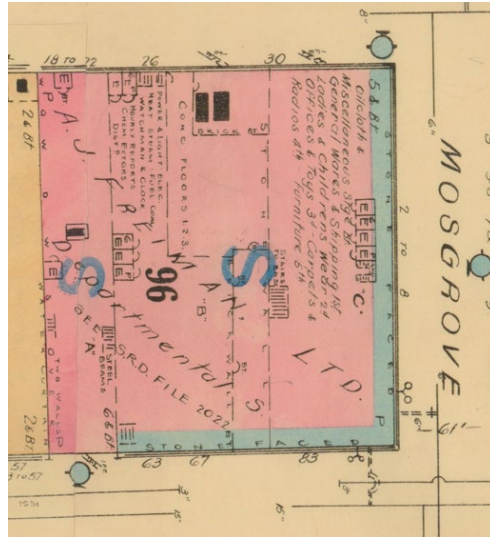
⁸³ “Freiman Store to be enlarged; cost \$300,000,” *The Ottawa Citizen*, December 31, 1928.

⁸⁴ “Freiman Store to be enlarged; cost \$300,000,” *The Ottawa Citizen*, December 31, 1928.

⁸⁵ Lawrence Freiman, *Don't Fall off the Rocking Horse – An Autobiography*, 1st edition, (McClelland and Stewart, 1978), 65.

⁸⁶ Lawrence Freiman, *Don't Fall Off the Rocking Horse – An Autobiography*, 1st edition, (McClelland and Stewart, 1978), 67.

⁸⁷ Bernard Figler, *Lillian and Archie Freiman Biographies*, 1st edition (Bernard Figler, 1962), 198.



1948 Fire Insurance Plan for A.J. Freiman's department store showing the footprint of a five-storey brick building with a stone façade.



The exterior of Freiman's department store decorated for the 1939 Royal Visit.

Credit: Canada Department of Public Works collection/Library and Archives Canada/1979-140 NPC.



Rideau Street in 1957 showing Freiman's signage. Credit: Malak Karsh fonds/Library and Archives Canada/1985-070 NPC.

During the store's 71-year history, the Freiman department store at 73 Rideau Street became the largest and most iconic department store in Ottawa. Throughout its history, Freiman's was known for its modernity. In its full form, the store at 73 Rideau Street had over 30 departments, as well as a grocery store, an enclosed parking garage, and one of the first escalators to be used in a store in Ottawa. In 1955, following the rise of popularity of suburban life after the war, Freiman's opened a branch store at the Westgate Shopping Centre.⁸⁸ In 1966, Freiman's opened another branch store in the St. Laurent Shopping Centre. Freiman's had also established two discount outlets called "Freimart."

⁸⁸ James Powell, "Freiman's becomes the Bay," *Today in Ottawa's History*, October 27, 2018.

The A.J. Freiman department store was located at 73 Rideau Street from 1902 until 1971, when the company was acquired by the Hudson's Bay Company—one of Canada's earliest and largest department stores. The store continued to operate under the name "Freiman-Hudson Bay Company" until 1973 when the Freiman name was removed from the company. In 1974, Mosgrove Street was renamed Freiman Street to commemorate the Freiman department store and its founder, A.J. Freiman.⁸⁹ Today, the building is still occupied by the Hudson's Bay Company and has been integrated into Ottawa's Rideau Centre.



1971 announcement of the Hudson Bay's acquisition of Freiman's. *The Ottawa Journal*, December 31, 1971.



The Ottawa Journal, February 7, 1974.

The Freiman Family and Ottawa's Jewish Community

⁸⁹ "Street named for Freiman," *The Ottawa Journal*, February 7, 1974.

The building at 73 Rideau Street has direct associations with the Freiman family. The Freiman family established the Freiman's department store and were integral to the Jewish community in Ottawa.



Archibald Jacob Freiman, *The Ottawa Citizen*, June 5, 1944.

A.J. Freiman was born in Lithuania in 1880 to Orthodox parents—Hersh and Hanna Freiman.⁹⁰ In 1893, the Freiman family immigrated to Hamilton, Ontario.⁹¹ While in Hamilton, A.J. Freiman attended the Hamilton Business College. In 1889, he moved to Ottawa and began the Canadian House Furnishing Co. with Moses Cramer that eventually expanded to become the iconic A.J. Freiman's department store. Freiman was president of the A.J. Freiman department store until his death in 1944.⁹²

Aside from his success in the business world, Freiman was a philanthropist and leader in the Jewish community—on both a local and international scale. He held

⁹⁰ Bernard Figler, *Lillian and Archie Freiman Biographies*, 1st edition (Bernard Figler, 1962), 197.

⁹¹ "Archibald J. Freiman, Jewish Leader Dies After Unveiling in Synagogue," *The Ottawa Citizen*, June 5, 1944.

⁹² "Archibald J. Freiman, Jewish Leader, Dies after Unveiling in Synagogue," *The Ottawa Citizen*, June 5, 1944.

the position as executive chairman of the Jewish War Orphans Committee of Canada, and the vice-president of the Associated Jewish War Relief Societies of Canada. As well, he was a member of the Joint Distribution Committee—an effort to rehabilitate Jewish people into Europe.⁹³ In Ottawa, Freiman was the president of the Jewish Community Council of Ottawa and president of the Adath Jeshurun congregation at the King Edward Avenue Synagogue, one that he helped build in 1904, for 26 years.⁹⁴ Freiman was a supporter of the Zionist movement in Canada and worldwide. He was the national president of the Zionist Organization of Canada from 1920 until his death at the Adath Jeshurun Synagogue on King Edward Avenue in 1944.⁹⁵



Lillian Freiman, *The Ottawa Journal*, November 4, 1940.

A.J. Freiman's wife, Lillian Freiman (nee Bilsky), was also integral to the Jewish community and philanthropy groups in Ottawa. Among her many involvements, she was an advocate for Ottawa's Children Aid Society and began efforts for a Red Cross group in the Ottawa Valley during World War One. During this was

⁹³ "Archibald J. Freiman, Jewish Leader, Dies after Unveiling in Synagogue," *The Ottawa Citizen*, June 5, 1944.

⁹⁴ James Powell, "A.J. Freiman," *The Historical Society of Ottawa*, accessed January 2024.

⁹⁵ "Ottawa – Virtual Jewish History Tour," *Jewish Virtual Library*, 2007, accessed January 2024.

she also opened her home to cook and host Jewish soldiers. Lillian was the director of the first poppy campaign after the war and was made a Life Member of the Canadian Legion in 1933.⁹⁶ She was president of the Hebrew Benevolent Society, the Jewish Women's League in Ottawa, and of the Jewish War Orphans Committee of Canada.⁹⁷ Lillian was also a committed member of the Zionist movement. She member of Ottawa's branch of the Daughters of Zion and was elected president of the Herzl Ladies Society in 1910, and became president of Hadassah-WIZO in 1921.⁹⁸ Lillian died in Montreal in 1940.



Lawrence Freiman, *The Ottawa Journal*, December 30, 1959.

After A.J. Freiman's death, his son, Lawrence Freiman (1909-1986) took over the family's department store business. During Lawrence's time as president and general manager of Freiman's, he was responsible for Freiman's modern developments, such as expansion to the suburbs, discount outlets, phone-in services, and client accounts.

Lawrence was involved in multiple Ottawa organizations. He was a member of the National Capital Commission, as well as a board member of the Board of Regents of Ottawa University, and for the Board of Directors of the Ottawa

⁹⁶ "Bilsky, Lillian (Freiman)," *Dictionary of Canadian Biography*, University of Toronto, 2017-2024.

⁹⁷ "Bilsky, Lillian (Freiman)," *Dictionary of Canadian Biography*, University of Toronto, 2017-2024.

⁹⁸ "Bilsky, Lillian (Freiman)," *Dictionary of Canadian Biography*, University of Toronto, 2017-2024.

Philharmonic Orchestra. Lawrence also became involved with the arts community in Ottawa—he became the first Chairman of the Board of Trustees of the National Arts Centre from 1967 to 1969.⁹⁹ In 2002, the City of Ottawa named a private access road on the east side of the National Arts Centre (1 Elgin Street) “Lawrence Freiman Lane,” to commemorate his work in establishing the centre.¹⁰⁰

Lawrence Freiman also served two terms as the President of the Zionist Organization of Canada, like his father, and was president of the United Zionist Council of Canada.¹⁰¹ Lawrence’s wife, Audrey Freiman (nee Steinkopf), was also involved in Ottawa’s Jewish community as the president of the Ottawa Council of Hadassah from 1937 to 1942.¹⁰²



Audrey Freiman, *The Ottawa Journal*, June 8, 1937

⁹⁹ “Lawrence Freiman Gets the Show on the Road,” *The Ottawa Journal*, October 23, 1969.

¹⁰⁰ “Private Roadway Dedication – 53 Elgin Street,” *Planning and Development Committee*, September 30, 2003.

¹⁰¹ W.Q. Ketchum, “Faces of Ottawa: Lawrence Freiman,” *The Ottawa Journal*, September 28, 1964.

¹⁰² “Council of Hadassah Reviews Palestine Work; Mrs. L. Coplan Elected President, Succeeding Mrs. Lawrence Freiman,” *The Ottawa Journal*, June 12, 1942.

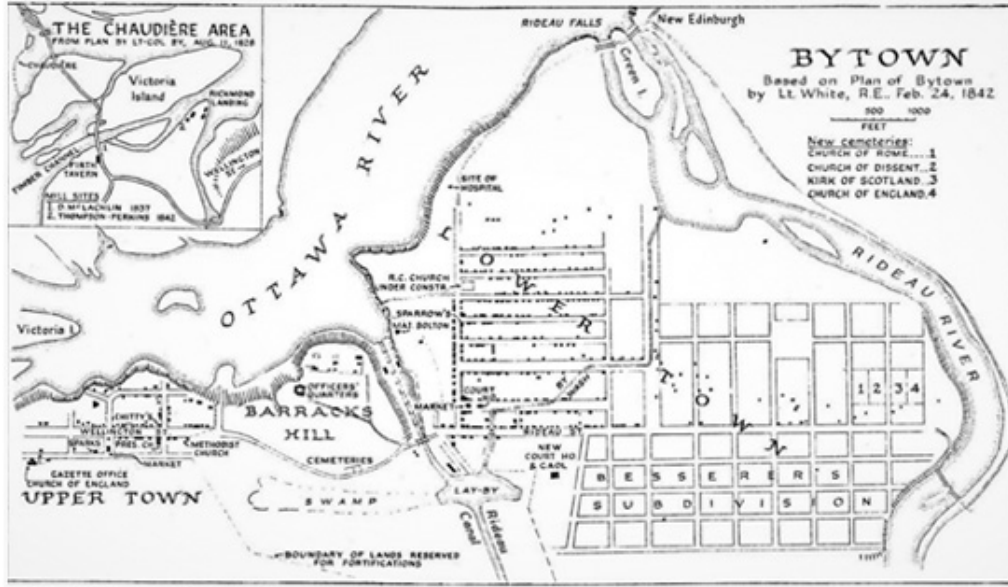
The Freiman family were integral Ottawa's twentieth century Jewish community.

The Jewish population of Ottawa, highly concentrated in Lowertown, doubled its size five times between 1901 and 1911, peaking at approximately 3000 people around 1930. The community established three synagogues by the early 20th century. The only remaining synagogue building is Adath Jeshurun on King Edward Avenue, now a Seventh Day Adventist Church. The Lowertown Jewish community consisted primarily of Russian-speaking Jews who fled persecution in the former Soviet Union. In the 19th and early 20th centuries the commercial units along William Street and ByWard Market Square were operated primarily by Jewish merchants selling meats, cheese, produce and dry goods.

Neighbourhood History

73 Rideau Street is located on the edge of the ByWard Market in Ottawa's downtown core. The ByWard Market and Lowertown are two of the earliest settlement areas in the city. Together, they are bounded by the Rideau Canal and Sussex Drive to the west, the Rideau Street commercial corridor to the south also encompassing the Rideau Centre to Mackenzie King Bridge, and finally the Rideau River, meandering from the Ottawa River, collectively acting as both the eastern and northern boundary of the neighbourhood. ByWard Market and Lowertown feature some of Ottawa's best-known landmarks, including the Chateau Laurier, Notre Dame Cathedral, the Royal Canadian Mint and the ByWard Market.

In 1826, lead by Colonel By and Thomas McKay, the entrance of the Rideau Canal was determined, and as such, the birth of Bytown. The street grid in the ByWard and Lowertown areas derives from the distribution of land in 1827 when Colonel John By laid out Bytown. Bytown was originally comprised of and divided into Lower Town and Upper Town. Upper Town was predominately occupied by English Protestants, many who worked as officers for the military, whereas Lower Town became home for many tradesman and canal workers.



Map of Bytown, 1842, showing historic Lower Town and Upper Town. *The Historical Society of Ottawa*, accessed 2023.

A critical aspect of the economic and industrial development of both the ByWard and Lowertown neighbourhoods was the opening of the Rideau Canal in 1832. The Rideau Canal was constructed between 1826 and 1832 as part of a military strategy to establish an alternative route to the St. Lawrence River transportation corridor. Although built with the intent to protect Canada from American invasion, military control was relinquished as the threat subsided and the canal became predominately used for transportation of civilians, commercial goods, and natural resources; thereby increasing trade and spurring economic growth, and subsequently leading to the development of the area.

The construction of the railway through Ottawa's downtown core in 1854, and the expansions of Ottawa after the city was chosen as the national capital in 1857, also contributed to development. The construction of the Parliament Buildings just west of Sussex Drive in the 1860s resulted in an influx of public servants in the area, which gave way to the rise of commerce in the area specifically on Rideau Street and in the ByWard Market.¹⁰³ Lowertown was an arrival point for many cultural groups including Irish, French Canadians and Ottawa's earliest Jewish community. Many of these new arrivals worked on the construction of the canal, while the Jewish community became prominent local shopkeepers,

¹⁰³ Marc Aubin and Nancy Chenier, "Lowertown East Our Disappearing Heritage," 2011, 8.

running businesses relating to food, clothing, second-hand goods, shoe repair, tailors, etc.

Further facilitating Lowertown's expansion was the construction of Ottawa's first large hospital, The Carleton Protestant General Hospital (now Wallis House, 589 Rideau Street), at the east end of Rideau Street in 1875.¹⁰⁴ The 1891 construction of streetcar lines along Dalhousie, Rideau, and George Streets as well as Sussex Drive also greatly contributed to the expansion of residential and commercial development in the area, which was becoming home to an increasing number of public servants and the middle class.¹⁰⁵ The rise of the middle class in Lowertown contributed to the success of large commercial stores on Rideau Street, like Freiman's.

Context

The building at 73 Rideau Street was intentionally developed as Freiman's department store in the 1920s. The building is important in defining, maintaining, and supporting the character of Rideau Street—which has functioned as a commercial main street in Ottawa since the 19th century.

Originally established as a corduroy road by Colonel John By in 1827, Rideau Street was the main route from Ottawa to Montreal.¹⁰⁶ Rideau Street was originally intended to be a residential street due to its large lanes and lots. While Rideau Street east of King Edward Street remained a primarily residential street well into the 20th century, the west end of Rideau Street became a busy commercial street due to its proximity to transportation, services, the ByWard Market, and Parliament Hill.¹⁰⁷

¹⁰⁴ City of Ottawa Planning and Growth Management. "Uptown Rideau Street Community Design Plan," *City of Ottawa*, 2015, page 26.

¹⁰⁵ "Neighbour Heritage Statements - Lowertown," *City of Ottawa*, 2017.

¹⁰⁶ City of Ottawa Planning and Growth Management. "Uptown Rideau Street Community Design Plan," *City of Ottawa*, 2015, page 26.

¹⁰⁷ City of Ottawa Planning and Growth Management. "Uptown Rideau Street Community Design Plan," *City of Ottawa*, 2015, page 26.



Sussex and Rideau Streets, 1875.

Credit: Topley Studio Fonds/Library and Archives Canada/PA-012527



Storefronts on Rideau Street, 1878.

Credit: William James Topley/Library and Archives Canada/PA-027441

Some of the earliest commercial buildings on Rideau Street are situated on the block between Sussex Drive and Dalhousie Street. These properties include the Featherstone Building at 103-105 Rideau Street, constructed in 1869, which originally operated as a drugstore; 101 Rideau Street, constructed in 1871, originally used as a bookstore and later a dry goods store; and The Atwood building at 97-99 Rideau Street, constructed in 1908, originally an apartment building.¹⁰⁸ All of these properties are designated under Part IV of the *Ontario Heritage Act*.



Facades of 97-99, 101, and 103-105 Rideau Street. *Heritage Ottawa*, accessed 2023.

Early businesses on Rideau Street, as well as a growing middle class due to government employment opportunities and increasing urbanization, gave way to the rise of department stores on Rideau Street in the early 20th century. The building at 73 Rideau Street shares a streetscape with 41 Rideau Street, and 47 Rideau Street, which both housed department stores during the twentieth century. In 1914, McKerracher-Wanless Limited, a large menswear store, opened at 41 Rideau Street in the Plaza Building on the northeast corner of Rideau and Sussex Streets. In 1945, the store became Henry “Macks” Limited,

¹⁰⁸ “The Atwood, 101 Rideau Street, and The Featherstone Building,” *Heritage Ottawa*.

also a menswear store, before it moved to 151 Rideau Street in 1967.¹⁰⁹ In 1949, the Woolworth's Department Store opened at 47 Rideau Street between the Macks in the Plaza Building and Freiman's. This Woolworth's location remained open until 1993.¹¹⁰ Freiman's existed at 73 Rideau Street in some capacity from 1902 to 1974. As such, throughout the twentieth century, most of the block of Rideau Street between Sussex and Mosgrove Streets was occupied by large commercial spaces. Today, the three intact buildings and streetscape represent Rideau Street's history and peak as a commercial main street in Ottawa.



41, 47, and 73 Rideau Street in 1957. Copyright: Andrew Newton Photographers Limited, *City of Ottawa Archives*, MG393-NP-48822-001, Item CA043955.

Other notable department stores on Rideau Street include The Charles Ogilvy Limited Department Store, which opened in 1907 on the south side of Rideau

¹⁰⁹ "Henry 'Macks' Salutes Canada's Capital and the Capital of the Century from its new, modern location," *The Ottawa Journal*, January 13, 1967.

¹¹⁰ Kelly Egan, "Cashing out after 78 years; Customers, staff lament downtown Woolworth closure," *Ottawa Citizen*, October 23, 1993.

Street at the corner of Rideau and Nicholas Streets. Its façade is incorporated into the Rideau Centre today.¹¹¹ In 1922, the J.A. Larocque Department Store opened at 169 Rideau, and is now called Mercury Court.¹¹²



Rideau Street and Nicholas Street, looking west and showing streetcars and Ogilvy's department store.

Credit: Topley Studio Fonds/Library and Archives Canada/PA-012905.

Today, Rideau Street continues to function as an important main commercial street in downtown Ottawa, with the Rideau Centre sitting at the heart of Lowertown. The Rideau Centre, which has frontage on Rideau Street, is a modern commercial landmark in Ottawa and is integrated into the historic commercial streetscape of Rideau Street. The building at 73 Rideau Street is integrated into the Rideau Centre and maintains its original use as a department store. Thus, the property is functionally and historically linked to its surroundings.

¹¹¹ "Charles Ogilvy Limited Department Store," *Heritage Ottawa*, accessed January 2024.

¹¹² Robert Vineberg, "Remembering 'The Store': a brief history of Larocque's Department Store," *Lowertown Echo de la Basse-ville*, November 5, 2020. Accessed December 2023.



41, 47, and 73 Rideau Street. *City of Ottawa, 2024.*



73 Rideau Street is integrated into the Rideau Centre. *City of Ottawa, 2024.*

Evaluation using Ontario Regulation 09/06

1	The 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.	<p>Yes</p> <p>Constructed in phases between 1926 and 1929, the building at 73 Rideau Street has design value as a unique example of Beaux-Arts architectural style used for a department store in Ottawa. Popular in Canada during the first two decades of the twentieth century, the Beaux-Arts style was often used for civic buildings like libraries, train stations, theatres, banks, and schools. The architectural features of the building which are characteristic of the Beaux-Arts style include its symmetrical stone façade, flat roof, large massing, evenly spaced repetitive windows, and classical details including its shallow pilasters with Scamozzi capitals and decorative medallions in its parapet as well as its arched windows and dentilled cornice of the six-storey section.</p>
2	The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.	<p>No</p> <p>This property reflects a typical level of craftsmanship for a building of this type. The property does not meet this criterion.</p>
3	The property has design value or physical value because it displays a high degree of technical or scientific merit.	<p>No</p> <p>The building at 73 Rideau Street exemplifies typical construction methods for buildings of its type. The property does not meet this criterion.</p>
4	The property has historical or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.	<p>Yes</p> <p>The building at 73 Rideau Street has historical value as it is directly associated with the A.J. Freiman department store and the Freiman family. The A.J. Freiman department store, known as “Freiman’s,” was a well-known retail institution in Ottawa and one of the earliest businesses on Rideau Street. Throughout the store’s 71-year history, the Freiman department store became the largest and most iconic department store in Ottawa.</p> <p>The building at 73 Rideau Street has direct associations with the Freiman family. The Freiman family established the Freiman’s department store and were known for their innovative business strategies, which led to the eventual success, growth and expansion of the store. The Freiman family were also integral members of the Jewish community in Ottawa, Canada, and internationally.</p>

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.	No This property is not directly associated with a particular community or cultural. The property does not meet this criterion.
6	The property has historical 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.	Yes The property at 73 Rideau Street has historical value as a representative work of local architect John A. Ewart, a well-known architect in Ottawa. His most famous works include the Booth Building at 165 Sparks Street, the Wellington Building (former Metropolitan Life Assurance Building) at 180 Wellington Street, Knox Presbyterian Church at 120 Lisgar Street, and several schools in the area as the main architect for the Ottawa Collegiate Institute Board. The building at 73 Rideau Street is the only department store Ewart designed.
7	The property has contextual value because it is important in defining, maintaining or supporting the character of an area.	Yes 73 Rideau Street has contextual value as it is important in supporting and maintaining the character of Rideau Street— which has functioned as a commercial main street in Ottawa since the nineteenth century. Throughout the twentieth century, most of the block of Rideau Street between Sussex and Mosgrove Streets was occupied by large commercial spaces. Today, the 73 Rideau Street continues to reflect Rideau Street's history as a commercial main street in Ottawa.
8	The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings	Yes As a twentieth century department store, the building at 73 Rideau Street is historically and functionally linked to its surrounding commercial area. The building continues to be used as a department store, as it has been occupied by the Hudson's Bay Company since the 1970s. In the 1980s, the building at 73 Rideau Street was integrated into the Rideau Centre. The building at 73 Rideau Street continues to support retail and commercial activity on one of Ottawa's historic main streets.
9	The property has contextual value because it is a landmark.	No

		Although the building has functioned as a department store since its construction, given its location near other major landmarks, this property itself is not a landmark. It does not meet this criterion.
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