

By-law Number (2025)-21178

Schedule 1: Statement of Cultural Heritage Value or Interest: 328 Victoria Road South

### **Statement of Significance**

The Frost Building at 328 Victoria Road South has design/physical value, historical/associative and contextual value and thus meets five of the nine criteria for determining cultural heritage value or interest under Ontario Regulation 9/06.

### **Design and Physical Value**

The building has physical/design value as it meets Criteria 1 being a good representative example of a late-20<sup>th</sup> century Post-Modernist building designed by Guelph architect Karl Briestensky.

### **Historical Associative Value**

The building has historical/associative value as it meets Criteria 4 in that it has direct associations with the theme of Guelph's historically close connection with a progressive and advanced form of agriculture.

The building has historical value or associative value as it meets Criteria 5 in that it demonstrates the work of an architect who is significant to the Guelph community and the city's later 20<sup>th</sup> century architectural history.

### **Contextual Value**

The building has contextual value as it meets Criteria 8 being visually linked to its surroundings - its location on a knoll overlooking the city, at some distance from Victoria Road was intentionally oriented so that the building's central hall looks toward the city's major landmark, the Basilica of Our Lady.

The building has contextual value as it meets Criteria 9 as it has become a landmark that is seen from Victoria Road South and from the Ontario Reformatory property to east.