

2.0 CITY CENTRE DISTRICT

Within the City Centre District, King Street runs from Francis Street to Frederick/Benton Streets. As outlined in the City's Official Plan, this section of King Street is expected to evolve into a contemporary urban setting. Upper storey facades will be preserved, while storefronts and signage will utilize contemporary design principles – the simplification of form, maximizing window sizes, wide entry ways, the use of steel and brick, and the introduction of creative and artistic signage.

2.1 Goal

The goal of the King Street Façade Guidelines, specific to the City Centre District, is to introduce high quality contemporary storefront and sign designs into the streetscape, while conserving architecturally significant features of the lower and upper facades.

2.2 Storefront Design

Within the City Centre District, each storefront has been classified as one of the following three types (as identified on the Storefront Type Map, page 6):

- 1) Type 1 storefronts have an existing wood fascia sign box and columns that are architecturally significant and in good condition. In these instances, section 2.2.1 shall apply.
- 2) Type 2 storefronts have significant architectural features (such as brick columns or decorative lower cornices) that can frame the storefront. In these instances, section 2.2.2 and 2.2.3 shall apply.
- 3) Type 3 storefronts have no existing significant storefront features, thus a new contemporary storefront can be introduced. In these instances, section 2.2.3 shall apply.

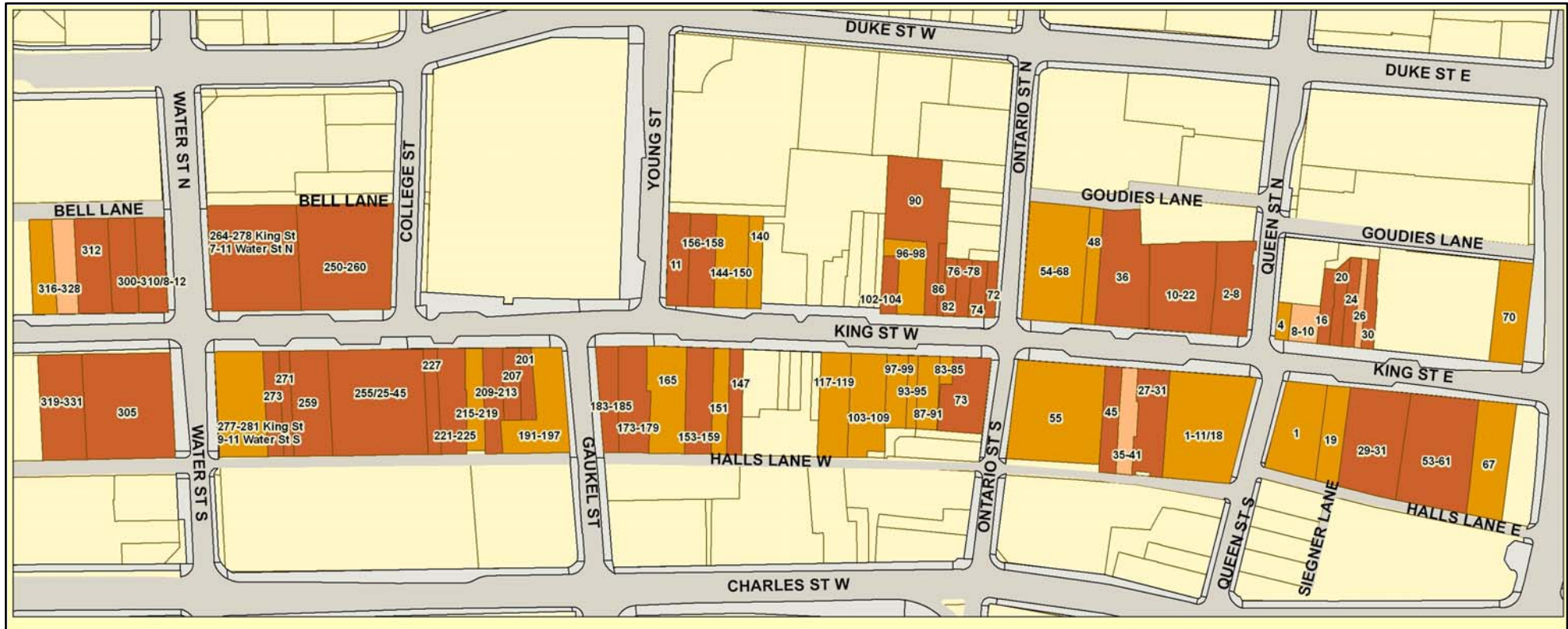


Left: Type 1

Middle: Type 2

Right: Type 3

Storefront Type Map



- Type 1 – Existing wood fascia sign box and columns in good condition (refer to section 2.2.1).
- Type 2 – Significant architectural storefront features (refer to sections 2.2.2 and 2.2.3).
- Type 3 – No significant architectural storefront features (refer to section 2.2.3).

2.2.1 Type 1 - Existing Wood Fascia Sign Box and Columns in Good Condition

Every effort should be made to preserve the existing storefront as follows:

Features and Sign Location

- Preserve the sign box and columns, but introduce a new base colour (preferably dark tones); and,
- Do not place box signs in front of these fascias. Instead, introduce appropriate signage, such as individualized lettering.

Windows

- Maximize the height of display windows by minimizing the size of the kick plate; and,
- Minimize the number of window frames – if multiple panes are required, seam the panes together;
- Use glass etching to add store name or slogans; and,
- Do not glaze or frost large portions of windows.

Storefront Lighting

- Window displays should be appropriately lit at night;
- Illuminate columns or pilasters; and,
- Appropriately illuminate any doorway recessions.



2.2.2 Type 2 - Significant Architectural Storefront Features

Certain buildings have been identified as possessing significant architectural features. The significant features are listed in section 2.6. Every effort should be made to preserve these features and integrate contemporary storefront designs as follows:

- Do not cover significant features (brick columns, cornice, etc.);
- Where possible, repair and refurbish significant features to their original state and form;
- Locate new signage between any columns and below the cornice; and,
- Adhere to section 2.2.3 for all other storefront features.



2.2.3 Type 3 - Contemporary Storefront Design

Where no significant architectural features exist, introduce a high quality contemporary storefront.

Most new, contemporary storefronts, particularly those in the fashion and restaurant industries, are utilizing the following basic design principles, which should be incorporated into any storefront improvement:

Detail

- Minimize ornamental details (trim, moulding, etc.) by using straight lines (simple pilasters, sign bands, etc.).

Framing

- Introduce prominent vertical and horizontal lines (pilasters, sign bands, horizontal banding);
- Frame the main entranceway with large pilasters and sign bands or horizontal banding;
- Frame display windows with narrower accent pilasters;
- Integrate signature signs above main entrance;
- Where existing stone or brick columns exist, do not cover them. Instead, introduce trim or narrow pilasters to frame windows.



Height

- Maximize the vertical presence of the store by raising sign boxes, sign bands and cornices as high as possible, and limiting the height of sign bands and boxes to 3 feet. Doing so will maximize the size and street presence of display windows.

Windows

- Maximize the size and height of windows;
- Minimize the height of the kick plate;
- Minimize the number of window frames – if multiple panes are required, seam the panes together;
- Use glass etching to add the store name or slogans;
- Do not glaze or frost large portions of windows.

Entrance ways

- Design entrance ways to ensure ease of customer access;
- Minimize doorway recessions to accommodate outward swinging doors only;
- Maximize the doorway width – where size permits introduce double doors;
- Use glass doors to encourage visibility into the store.



Materials

- Utilize contemporary materials, such as steel, metal or granite cladding for all storefront columns, pilasters, sign bands, vertical banding and cornices.

Projections

- To create an interesting streetscape, consider introducing architectural elements which project out from the façade (such as projecting signs, awnings, etc.). *Note – certain projecting features may require an easement agreement with the City of Kitchener.*

Storefront Lighting

- Window displays should be appropriately lit at night;
- Illuminate architectural features such as columns or pilasters;
- Appropriately illuminate any doorway recessions.



2.2.4 Examples of Contemporary Storefront Design

Good examples of contemporary storefronts with vertical and horizontal banding.



Good examples of large display windows and large entrances:



Good examples of storefronts using contemporary materials and colours:



Good examples of storefronts integrated into existing architectural features such as columns and sign boxes:



Avoid frosted windows that prevent views in (left); avoid blinds in windows that prevent views in (middle left); avoid covering brick columns with signage (middle right); avoid over-sized signs that could be reduced in height to create larger display windows (right):

