

## 1.0 PREAMBLE

### 1.1 Why Have Façade Guidelines?

The *intent* of the King Street Façade Guidelines is to inform the design decisions of landowners, store owners, developers, prospective businesses and design professionals wishing to make changes to a King Street façade.

In developing these guidelines, significant efforts were made to research, analyze and understand current retail, restaurant and façade design practices, as well as consumer preferences. By illustrating a range of storefront design possibilities, these guidelines should assist merchants and owners with:

- Renovating their storefronts;
- More successfully attracting consumer spending; and,
- Realizing the potential each façade possesses.

Similarly, the existing conditions of upper storey facades have been analyzed. Advice is provided as to which elements require attention and improvement.

### 1.2 What Are the Goals of the Guidelines?

The overall goals of these guidelines are to:

1. Encourage high quality storefronts which respect the architectural elements of the buildings they reside in;
2. Achieve consistent, high quality signage;
3. Conserve and restore upper storey facades, including significant architectural details; and,
4. Implement the City's downtown design policies, which specify that the City Centre District shall evolve into a high quality, *contemporary urban* setting, while the Market District shall evolve into a high quality, *traditional village* setting.

### 1.3 Where Do They Apply?

These guidelines apply to all buildings which front onto King Street in Downtown Kitchener, between Francis Street and Cedar Street. For buildings between Francis Street and Frederick/Benton Streets, refer to the 'City Centre District' section. For buildings between Frederick/Benton Streets and Cedar Street, refer to the 'Market District' section.

### 1.4 How Will They Be Implemented?

The City's Official Plan (Part 2, Section 9) provides legislative authority for the City to implement these guidelines in the following ways:

*Financial Incentives* – Only those projects which meet the general intent of these guidelines shall be eligible for any form of financial incentive from the City of Kitchener;

*Sign Permits* – Prior to the issuance of any sign permit, applicants will be required to meet with City staff to discuss how their proposed sign meets the general intent of these guidelines;

*Zoning* – Prior to the issuance of zoning compliance, applicants will be required to meet with City staff to discuss how their proposed building improvements meet the general intent of these guidelines.

*Site Plans* – Applications for infill development must meet the general intent of these guidelines, prior to the issuance of site plan approval.

In addition, these guidelines will be implemented in the following ways:

*Inquiries* – early dialogue is key. The City will attempt to clearly articulate design expectations at every initial contact, so that prospective businesses and developers can make more informed design decisions, prior to submitting any application.

*Awareness* – The City will make every effort to promote and communicate the role of these guidelines to existing merchants, existing land owners, the development industry, real estate agents, design professionals, etc.

