INTRODUCTION

KITCHENER’S DOWNTOWN

Downtown Kitchener (DTK) is an historic, cultural and economic centre of Waterloo Region. It is also increasingly home to a diverse array of residents and workers, a destination for an evolving selection of food and drink, and a key base for innovation employment and major office. Additionally, it is the hub for both regional and inter-regional transit, including Grand River Transit bus service, ION Light Rail Transit, GO Train and Bus service and VIA Rail.

Downtown Kitchener features many prominent public assets, civic institutions, and landmark buildings. These include;

City Hall + Carl Zehr Square
Kitchener Public Library (Central Branch)
Centre in the Square
Kitchener Market
THEMUSEUM
The UW School of Pharmacy + McMaster School of Medicine
The Tannery
Victoria Park (adjacent to Downtown)
The King/Victoria Transit Hub

Change is occurring quickly in Downtown Kitchener, from significant new residential, mixed use and office buildings, to the adaptive reuse of heritage buildings, to new restaurants and services popping up in the central core. Its buildings and streets are an eclectic mix of sizes, styles and eras, from 19th century brick and beam factory buildings to modernist office complexes. Heights range from 1 storey to 30 and above. Some buildings occupy entire blocks, others are just a few metres wide.

As of the publication of this Manual, Downtown Kitchener is undergoing change at an unprecedented rate. We are likely to build as many significant projects in the next 5 years as we did over the previous 50. Within the next two years, the height of DTK’s tallest building will more than double, from 19 storeys to 39. Thousands of new residential units are being created along with space for thousands of new workers.

While this change is exciting, and represents a new era of highly intense, transit supportive development, it is important to preserve the existing mix of lively, heterogeneous streetscapes and built forms. Diversity of people, places and experiences and a commitment to design excellence are key to the ongoing success of Downtown Kitchener.
| Safety | New development is to provide comprehensive natural surveillance onto the public realm and avoid creating any potential entrapment areas, dead-ends, or hidden/obscured spaces. |
| Diversity | Many of Kitchener’s marginalized persons spend significant time downtown, and it is important to consider design responses which protect their safety and preserve their ability to access services and enjoy public spaces. |
| Universal Design | Kitchener’s Downtown consists of heritage buildings and other older buildings which may not be universally accessible. Owners or tenants of these buildings should explore opportunities to integrate universal design measures such as ramps, handrails and other barrier free measures into the architectural expression of the building, providing equitable use to all. |
Downtown is to be an equitable place for all people to live, work, play, shop and visit. Cumulatively, DTK is to provide services, amenities, public spaces and buildings at the greatest variety of types and sizes of anywhere in the city. This includes residential units that are attractive to families, workplaces that can accommodate a full spectrum of appropriate employment types, retail that provides for everyone’s daily needs and civic spaces suited to all interests.

Older adults are choosing to live Downtown, to be within walking distance of amenities and transit. Likewise, families are increasingly choosing to raise their children Downtown, particularly younger families. Streets and shared spaces are to be designed for the convenience and comfort of users with mobility aides and strollers.

Design buildings and open spaces to be intuitive, visitable and enjoyable to users of all abilities, with the intention that the full spectrum of public life be equally available to all.

DTK will continue to be a place for social services which are available within close proximity to pedestrian routes and public transit. These resources are to be integrated into the urban identity of the Downtown and conveniently accessible to the users who depend on them.

Locate community spaces, event spaces and social services in close proximity to one another, other downtown amenities and to transit stops.

Spaces dedicated to social programs are not to be disguised, hidden or stigmatized in any way.

Kitchener’s Downtown has a variety of public spaces that accommodate events, festivals, cultural celebrations and art installations year round. Explore opportunities to broaden these arts & culture initiatives in the Downtown, including partnerships with other interest groups, such as developers working on new projects.

Explore ways to integrate artistic and cultural expressions into the design of all elements within the Downtown including building design and architecture, landscape design, lighting design, streetscape design, wayfinding elements, transit stops, surface treatments and patterns, and site furnishings.

Projects in the downtown are to demonstrate high standards for sustainable design. This includes environmental sustainability to mitigate against climate change, ensure pedestrian comfort and adapt to changing energy costs, depleting natural resources and the evolving needs of building occupants into the future.

It includes social/economic sustainability to protect for a range of housing, office and retail options to enhance Downtown as a place for people of all income levels, backgrounds and stages of life.

It includes civic sustainability, to preserve and create additional public institutions and open spaces that service local neighbourhoods, the city and the region.

It includes cultural sustainability, to protect our natural and built heritage resources and to welcome and accommodate both old and new cultural traditions and celebrations.

Sustainability for DTK means creating a design culture that embraces change without erasing the past or harming our future. It means being forward thinking and proactive, anticipating future challenges and opportunities to best position DTK in both the short and long term.

With thoughtful collaboration and a shared commitment to diversity, sustainability and design excellence, DTK can be one of the best places in Canada to live, work, play and visit.
There is sometimes little available space for green infrastructure on downtown sites. Creatively incorporate sustainable techniques everywhere it is possible to do so, including rooftops, interior atrium spaces, streetscapes and landscaped areas.

Pursue all opportunities to increase the urban tree canopy by designing sites to conserve existing trees while providing for new, large canopy tree planting wherever possible.

Integrate sustainable design features and technologies with buildings, streets, transit, parks, public art, and event spaces to demonstrate the importance of nature in the urban environment and to harmonize sustainable design practices with responsible intensification.

Use storm water for landscape irrigation requirements where possible.

Reduce the size and intensity of urban heat islands. Maximize landscaping and green infrastructure and provide high albedo surfaces where appropriate. Prioritize green roofs for large developments.

Where appropriate, re-use existing site and/or building components to conserve resources. Incorporate previously used building materials and products into new construction.

Reduce construction and demolition waste through reuse and recycling of materials, particularly those which can be salvaged on site. Use locally sourced and/or recycled materials for new construction, where possible.

Explore options for renewable energy including district energy systems, geothermal and solar.

Microclimates

Microclimatic impacts are to be determined through wind and shadow studies, with mitigation recommendations from these studies implemented on relevant plans. Include surrounding existing and planned context. These studies should be completed for all mid-rise and high-rise developments, and any other developments where impacts are anticipated.

Design pro-actively for microclimatic impacts through site design and architecture. Consider building placement, orientation, height, base design, stepbacks, projections, materials, landscaping and lighting as opportunities to improve overall microclimatic performance.

Provide the highest level of winter-city design for projects in the Downtown. Downtown Kitchener is a primary gathering point for people during the winter months, and all of its shared spaces should be designed for winter activities and safe, comfortable year-round use.

Use vibrant colours, human-scaled lighting, public art, four-season landscaping and other techniques to bring warmth and visual interest to the Downtown.

Photo_ The Kitchener Public Library in the Civic District features a green wall, the 85 Green learning garden, and a rooftop beehive. Additionally it was recently renovated and expanded rather than reconstructed, and received a LEED Gold certification in the process.
DYK? Downtown Kitchener streets will play a significant and increasingly critical role in establishing a minimum grid of protected cycling infrastructure, encouraging increased use of public transit and other, sustainable modes of travel, and diminishing risks to pedestrian safety.

DYK? King Street, within Downtown Kitchener, is the highest order public street in the City and the primacy of pedestrians, cyclists and transit users is to be respected at all times, even when it may inconvenience motorists.

DYK? Downtown Kitchener is made up of buildings representing various architectural styles spanning some 150 years. The clock-tower, which is the only surviving piece of Kitchener’s old City Hall, is placed in Victoria Park and is a focal point in the downtown and an icon for the city.

Streets in the Downtown

Design and enhance streetscapes to create the best possible pedestrian experience for all users. This includes public and private streets, lanes and mid-block connections. All streets are to be designed to the highest standard for Complete Streets in Kitchener.

Enhance existing and provide new streets such as they prioritize walkability, cycling and transit, link to the border sidewalk and trail network, and provide safe and direct access to LRT station stops, GRT bus stops and public open spaces.

Streetscape design is to form an integral part of all development, seamlessly connecting the public and private rights of way to the building interior(s) in thoughtful, creative, dynamic ways. This includes street trees, landscaped areas, cycling infrastructure, seating areas, pedestrian refuge, walkways, public art and other features.

Design shared spaces and plaza areas to further promote seamless connectivity between a project and its surroundings, maximizing pedestrian comfort, ease of movement and visual appeal.

Streets should be designed to accommodate outdoor patios, festivals and street life as critical elements of the streetscape.

Create mid-block connections as part of development wherever possible, especially where it would extend or connect existing pedestrian routes or improve overall network connectivity.

Vehicular access, servicing and loading is to be accessed from lanes where possible. Where lanes are not available, and mid-block connections cannot be created through the development, locate access off of the lowest-priority pedestrian streets.

Do not allow new vehicular access points along King Street within the downtown. Wherever possible, close existing King Street vehicular access points to create a continuous, uninterrupted pedestrian experience.

Design the public realm to meet or exceed the City's targets for mature tree canopy coverage.

Integrate the public realm with private shared spaces, building entrances and lobbies, and the architectural forms of buildings to create a unique, continuous, engaging urban experience.

Focal Points & Gateways

Downtown Kitchener is made up of buildings representing various architectural styles spanning some 150 years. The clock-tower, which is the only surviving piece of Kitchener’s old City Hall, is placed in Victoria Park and is a focal point in the downtown and an icon for the city.

Other existing focal points include Kitchener City Hall, which is internationally recognized for its architecture, Victoria Park, Centre in the Square, The Tannery, and many others.

Important gateways into the downtown include the intersection at King and Victoria Streets, and the approach into downtown from King St. E., Charles St., Frederick St., Queen St., Weber St. and Courtland Ave.

New development in the downtown should be sensitive to preserving views and access to important focal points. New developments located at entrances to the downtown should provide a gateway feature (through architecture, built form, art or other) that helps to establish a sense of place and arrival that celebrates the identity of Downtown Kitchener.

Wayfinding

Wayfinding systems in Downtown Kitchener should focus on connecting user to key destination points such as community spaces, public open spaces, transit stops, retail areas, civic institutions, heath care and social resources.
## Parks & Open Spaces

### Access & Location

Provide high quality, diverse, frequent and easily accessible parks and open spaces.

Locate parks and open spaces in areas of the downtown that are deficient in both quality and quantity of park space and close to transit stops, where possible. Otherwise, locate these spaces such that they are the focal points of new development and centres for activity.

Enhance, protect and restore existing parks and open spaces.

On large sites or consolidated blocks where multi-phase development occurs, include new public open spaces as part of the first phase of development.

### Connectivity

Contribute toward the creation of a continuous active transportation network through the design of any single element, including connectivity to the LRT network, local, regional, commuter rail and bus lines, cycling grids, and all pedestrian connections including sidewalks trails and multi-use pathways.

### Park & Open Space Design

Parks and open spaces in the downtown should be designed as social collision spaces which reflect, accommodate and enhance the diverse needs of all people who live, work and visit there.

Design parks and open spaces to serve all users. This includes opportunities for both active and passive recreation and equitable programming for persons of all abilities, incomes, cultural backgrounds and identities.

Design parks and open spaces for safe use both day and night, and throughout all seasons.

Provide high quality public art that acts as a focal point of public space and represents contemporary standards for design.

Fully pursue unique programming and design options which respond directly to site constraints and opportunities.

## Compatibility

### Scale & Transition

High density development adjacent to established neighbourhood areas is to provide a suitable transition in scale, massing, building height, building length and intensity.

Preserve for the privacy and access to sunlight of adjacent and surrounding areas.

Provide a mix of building types and sizes. Concentrate height and density closest to LRT stops.

Transition in height, density and mass between station stops and low-rise established neighbourhoods or heritage assets to support compatibility.

Locate the greatest quantity and variety of active uses closest to the LRT stops and along King, Ontario, Charles and Queen Streets.

For large sites or consolidated blocks with multiple tall buildings, provide the greatest building height either at the most prominent intersection or internal to the site where it will create the fewest negative impacts.

## Cultural & Natural Heritage

### Heritage Resources

Conserving cultural and natural heritage resources within Kitchener’s Downtown is of critical importance, as doing so gives variety to the urban fabric, perpetuates the cultural history of DTK and encourages exploration, sustainability, and a sense of living history.
Kitchener’s downtown presents many contextual factors which require thoughtful design responses. There are therefore many opportunities to create unique experiences and innovative places to live, work, play and visit. All projects in Downtown Kitchener are to aspire towards design and architectural excellence, regardless of size, use, or location.

New development along King Street should fit within the context of the street and provide extensive attention to design detail and articulation, so that new development fits within the existing and historical street fabric. This includes site and building design that is sustainable, expressive, and appealing to pedestrians.

Landmark or marquee buildings, as well as developments on large sites with multiple buildings, are encouraged to pursue architectural design competitions at the local, national or international level.

Adaptive reuse of– and additions to– existing buildings should respect and enhance the established character of the building, its streetscape, and any surrounding open areas. This is the case regardless of a building’s cultural heritage status.

Additions to existing buildings must demonstrate a coherent design overall, with thoughtful interplay between old and new that is complementary, visually appealing, and reflective of high contemporary design standards for massing, materials and detailing.

Materials for both building and public realm elements are to be of high quality and carefully detailed to stand up to scrutiny at multiple scales, from the ground level pedestrian experience to a building’s impact on the skyline.

Variety in architectural forms is encouraged, so long at that variety represents a contextually appropriate response to existing and planned conditions.

Integrate all elements of a project seamlessly into the overall design (such as signage, vehicle access and servicing, structured parking, mechanical systems, etc.)

Provide contemporary, high quality architecture and materials. Regardless of style, materials palette or construction methodology all projects in the downtown are to feature exemplary material design and details which are carefully and purposefully crafted.

Podiums for large developments often create large building masses, particularly where featuring above grade structured parking. Where this is the case, design the massing and materials to maintain visual variety and interest throughout the entire length of the building, including creating the perception that one large building mass is made of multiple smaller, connected ones. Where there is potential for a large, sculptural architectural expression, it must be pursued without sacrificing streetscape quality or pedestrian comfort.

Materials and details are to contribute toward the architectural resolution of the project as a whole, complement adjacent buildings and enhance the character of the downtown. Respect and complement historical architectural details but do not replicate them directly.

Primary building entrances and internal building circulation routes are to be organized to maximize pedestrian access, comfort, safety and amenity.

All visible elements are to be shown on the elevations as part of the site plan approval process.

Concentrate the most prominent architectural expressions towards major street corners and buildings directly adjacent to ION stops. Landmark architectural forms should encourage exploration of the downtown and aide pedestrian and transit user wayfinding.

Blank walls are not permitted in the downtown.
### Site Design

#### Shared Spaces

<table>
<thead>
<tr>
<th>Outdoor Amenity</th>
<th>Abundant high quality public and private outdoor amenity spaces are to be pursued for all development, particularly at grade and within spaces accessible to the public.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscaping</td>
<td>Ensure the effective use of landscape screening along property lines and to provide separation between automotive and pedestrian areas. Pursue all opportunities to provide tree plantings on-site. Pursue landscaping opportunities that align with sustainability objectives including Low Impact Development (LID) stormwater techniques, using local, hardy and drought-resistant plant species, providing for the needs of bird and wildlife habitats, and integrating into existing natural systems and surrounding contexts to leverage and reinforce sustainability objectives.</td>
</tr>
<tr>
<td>Public Art</td>
<td>Public art will be inclusive, engaging, interactive (where appropriate) and accessible for all. Avoid blank walls or other undesirable site conditions, even when the intention is to provide a mural or other public art to compensate. Art is to be integrated into the design of a project and used to enhance and add new dimension to already high-quality architecture and site design.</td>
</tr>
<tr>
<td>Signs</td>
<td>All signage in DTK is to be high-quality, seamlessly integrated into the building and site design, and mindful of existing context, neighbourhood character, and cultural heritage assets.</td>
</tr>
<tr>
<td>Lighting</td>
<td>Provide consistent, high quality and human-scaled site lighting throughout the downtown, giving consideration for the existing and planned context for the area to ensure a safe, comfortable and attractive experience for site users, pedestrians and transit users.</td>
</tr>
</tbody>
</table>

#### Site Function

<table>
<thead>
<tr>
<th>Vehicular Access &amp; Parking</th>
<th>Do not place surface parking between the front of a building and the street. Above-grade structured parking is to be placed internal to the site and wrapped with active uses along all street frontages at all levels wherever possible. Incorporate lay-bys into large scale residential, employment and institutional developments. Parking entrances and servicing elements are to be integrated into the architecture of the building and designed to be safe and attractive.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driveways</td>
<td>Locate driveways off the lowest order street or lane. Minimize the total number of vehicular access points. 1 is preferred, with a maximum of 2 where required for site function. Where direct street access to parking, loading or servicing is permitted, place it at the edge of the site to avoid interrupting the streetscape and related pedestrian activity. Driveways should not conflict with transit stop locations.</td>
</tr>
<tr>
<td>Servicing &amp; Utilities</td>
<td>Locate all service and utility areas away from the public realm and shared spaces. Where this is not possible, provide enhanced screening to mitigate impacts. Design all servicing, loading, utility and delivery areas to maximize safety, avoiding entrapment areas and poorly lit areas. Provide clear delineation between public spaces, private spaces and back of house.</td>
</tr>
<tr>
<td>Waste &amp; Recycling</td>
<td>Do not place waste storage or pick-up areas between the building and the street. Fully screen waste storage or pick-up areas wherever they are visible from the public realm. Design all waste areas to be convenient, accessible, and usable year-round.</td>
</tr>
<tr>
<td>Snow Storage</td>
<td>Design with extra consideration for snow storage in DTK, ensuring that its size, placement and location does not frustrate pedestrian, cyclist or transit user activity in any way.</td>
</tr>
</tbody>
</table>
Downtown Kitchener is composed of four design districts:

- City Centre District (UGC1)
- Civic District (UGC2)
- Innovation District (UGC3)
- Market District (UGC4)

As established by the first half of this section of the Manual, high standards for design excellence, diversity and sustainability are expected in all four districts. Applicable guidelines from other sections of the manual (City-Wide Design, Design for Tall Buildings, Design for Mid-rise Buildings, for example) apply fully. The following guidelines for each district are supplemental, and speak to maintaining, promoting and enhancing the existing character of these areas.
The City Centre District is a compact mix of high-rise residential, office and historical low and mid-rise buildings. It features landmarks like Kitchener City Hall, The Walper Hotel, Arrow Lofts, and the Lyle S. Hallman Faculty of Social Work, among many others.

City Centre contains some of the oldest and newest buildings in Kitchener as well as the greatest mix of eras, uses, heights and architectural styles in the city. Streets, lanes and open spaces feature unique characteristics. Lot sizes and shapes contribute to a heterogeneous urban fabric, as do street orientations and alignments.

The City Centre District is to be a mosaic of these varied elements, reflecting Kitchener’s highest standards for design, and responding intelligently to both immediate and broader contextual considerations on a site by site basis. Unique expressions (so long as they remain compatible) are encouraged, particularly those which make the most of their contextual constraints and opportunities while facilitating a dynamic, varied and charismatic public realm.

New development is to contribute positively to the eclectic character of the City Centre District through visionary design that is contemporary, represents the greatest possible mix of uses, and provides a variety of built forms including heights, massing, formal expressions, materials, and colours.

Large scale developments are to provide variety (through massing, materials and architectural expressions) at scales representative of the established urban fabric.

Preserve and enhance the retail character of King Street, Queen Street and Ontario Street through building massing and streetscape design that protects the existing characteristics and rhythms of these streets. Avoid creating new vehicular access points along King, Queen and Ontario and close existing ones through redevelopment where possible.

No new vehicular accesses should be created along the following streets (within the district): Queen St., Ontario St., Charles St. and Gaukel St. Additionally, when redevelopment occurs, existing accesses should be closed where possible to contribute toward the creation of a continuous, safe, attractive pedestrian network.

1. Design Gaukel St. as a shared-street or ‘woonerf’ providing a pedestrian priority connection between City Hall (and Carl Zehr Square) and Victoria Park. New development along Gaukel is to provide a human-scaled public realm and street-facing active uses (including retail at grade as well as balconies or shared private amenity spaces within base storeys). Any above grade structured parking is to be wrapped on all storeys with other uses for the full length of the Gaukel St. facade.

Preserve the established retail fabrics along King St., Ontario St., and Queen St., respectively. King St. should continue to provide continuous ground-floor retail in the form of cafes, restaurants, events spaces, shops (including pop-up markets) and convenience stores. Queen St. is to be positioned as the second highest order retail street in the downtown, with a range of smaller-scale shops, restaurants and service retail options. Ontario St., is to continue developing into an eclectic mix of shops, services, restaurants and event spaces at an especially fine-grain including narrower and visually unique storefronts. These objectives should be met even as large scale redevelopment of sites takes place.

2. Enhance the character of laneways (Halls Ln., Goudies Ln. and Bell Ln.) as part of the pedestrian network by creating new development which addresses the lane through its built form, provides CPTED measures and natural surveillance, implements public art wherever possible and considers the creative implementation of appropriate lane-facing active uses.
Pursue opportunities to enhance the urban tree canopy by maximizing street trees and by pursuing creative options for on-site tree plantings as part of public and private amenity spaces. Where soil volumes or contextual conditions make tree planting impractical, consider well-designed artificial canopy structures to supplement landscape elements.

Likewise, consider creative options to increase and enhance the quality of landscaped areas, including their function as amenity spaces as well as from a natural heritage and stormwater perspective. The City Centre District is one of the least green areas of the city, and all opportunities for improvement should be considered.

Maximize opportunities for public art throughout the district, including a range of media, formats and styles. Consider how to implement artistic or sculptural expressions into the architecture of new buildings, particularly in places where structured parking is exposed or the facade might otherwise be blank. However, it is important to acknowledge that blank walls are to be avoided through the building design, interior layout and massing, wherever possible.

New tall buildings are to make an intentional and positive contribution toward the developing skyline of downtown Kitchener. The Kitchener skyline should be unique, recognizable and represent a coherent mix of heights, tower lengths and top features. All new tall buildings are to consider their impact on the skyline and be designed accordingly. This will include an understanding of the tower’s visual impact in all directions and from all street-level approaches to the downtown, as well as where a new tower will visually block (or be blocked by) an existing tall building (and whether the resulting net visual impact is positive or negative). Towers, and especially tower top elements, will be evaluated with these criteria in mind.
The Civic District is a modernist/contemporary urban quadrangle featuring several important civic institutions (including Centre in the Square, the Kitchener/Waterloo Art Gallery, the centre branch of the Kitchener Public Library, Waterloo Regional Police, the former courthouse buildings, and others). Several eras and styles are represented, from early historical buildings to mid-century and late modernism to contemporary (in the case of the library renovation and addition). It is a district that is oriented around important public spaces, including Civic Centre Park, the enhanced streetscape and public amenities along Otto Street, and other open spaces related to many of the institutions listed above.

Prioritize the pedestrian experience along both Queen St. and Otto St. This is to include particular attention to the needs of the children, families, seniors, and other frequent user groups of the public library, creating a safe, vibrant, welcoming and barrier free public realm.

Provide ample, high quality pedestrian crossings along Queen St., Weber St. and Frederick St. and implement enhanced safety and accessibility measures to ensure that the many civic institutions in the Civic District are available to all users.

New development, additions to existing buildings, and the renovation and adaptive reuse of existing spaces-- both public and private-- should strive for a level of design excellence consistent with contemporary standards for major civic institutions such as museums, libraries and performance centres. It should contribute to a ‘civic campus’ feel, with interconnected public spaces at multiple scales and creative and bold interplay between buildings (through style, massing, materials, articulation).

Provide generous public amenity spaces as part of any development that reinforce and enhance existing public spaces and pedestrian connections. Maximize use of landscaping and tree coverage. Use new built form to frame and provide enclosure for both existing and new public spaces.

As part of new development/renovation/adaptive reuse, concentrate active uses along the north side of Otto St., including restaurants, cafes, gallery spaces and other uses that leverage and enhance the district’s character as a hub of arts and culture.

Provide public realm and streetscape improvements on both Queen St. and Otto St., including seating areas, public art, street trees, pedestrian-scaled lighting and human-scaled built form. Where it doesn’t already exist, design the south side of Otto St. with the same level of enhancement provided on the north side, including pedestrian-scaled lighting (bollard and lamppost), informal seating, enhanced surface materials and landscape design.

New development should frame and provide streetwall enclosure both for Otto St., and Civic Centre Park. Provide balconies and/or amenity spaces within building stepbacks along both streets to provide natural surveillance and a lively streetscape.

New development should promote pedestrian connectivity between the library, Civic Centre Park and Centre in the Square, embracing opportunities to enhance leisure and recreation in the district.

Place new built form close to Otto St. on both sides, with pockets of outdoor public amenity space that allow for the safe and attractive gathering of Centre in the Square patrons.

No new vehicular accesses should be created on either Queen St. or Otto St. and existing accesses should be closed as part of redevelopment where it is feasible to do so.
Conserve and enhance the mix of architectural eras and styles within the Civic District, including late-modernist, brutalist and post-modernist architectural styles. Additions and renovations are to enhance, complement and preserve the architectural integrity of these buildings rather than hide or cover up their original built form, materials and details.

New development, as well as additions to existing buildings, are to be contemporary in nature and designed to complement but not replicate any of the existing architectural styles represented within the district.

For any new civic project or significant redevelopment to an existing civic asset within the district (including significant additions), consider pursuing a national or international design competition to ensure that any new civic built form is designed to meet or exceed a high contemporary standard for public buildings.

Likewise, consider local, national or international design competitions for new residential, office or mixed use development in the district, in an effort to maintain an equally high standard of design for private development within the district.

All public and private works in the Civic District should make a substantial and meaningful contribution of public art. The district currently features a sculpture garden associated with the K/W Art Gallery at Centre in the Square and a small number of other public art pieces. As a centre for arts and culture, public art should be a vibrant, coordinated and persistent part of the Civic District public realm.

Consider consolidated, shared parking options between various users.

Consider the unique contextual elements adjacent to the district, including the relatively stable neighbourhood opposite Queen St. and Ellen St., and the potential intensification of properties opposite Frederick St.
The Innovation District, formerly the ‘Warehouse District’, is a dynamic, dense, lively urban area that has evolved out of the creative conversion of historical ‘brick and beam’ factory buildings (mostly related to the garment industry) into condominiums and office/co-working spaces. It has leveraged these assets with new development including multiple high-rise mixed-use projects and institutions such as the UW School of Pharmacy and McMaster School of Medicine. Following the construction of the planned King/Victoria Transit Hub, the Innovation District will be the regional gateway for GO Transit, Greyhound and the ION.

The continued preservation and adaptive reuse of remaining historical buildings is critical to maintaining the character of the Innovation District, as is streetscape design and pedestrian and mid-block connections that improve the pedestrian network between these assets.

Prioritize the creation of a continuous, uninterrupted and convenient pedestrian and cycling network (enhanced sidewalks and streetscape design, lanes and trail connections) connecting the King/Victoria Transit Hub to all parts of the Innovation District, through to the City Centre District, Midtown Kitchener and the neighbourhoods beyond. This should include direct, protected cycling and pedestrian connectivity to both the Iron Horse and Spur Line trails.

New development should reflect contemporary responses to the ‘brick and beam’ style that are respectful of existing context and characteristics and create new public open spaces. The bases of tall or mid-rise buildings should pay particular attention to nearby historical buildings to ensure compatibility in height, building length, and architectural rhythms.

Introduce ground-floor retail and other active uses, as well as significant landscaping and pedestrian amenity areas to establish and enhance a pedestrian experience that encourages interaction with and contemplation of the historical character of the district.

Provide public art that suits the district’s mix of historical and new built form. Integrate artistic and/or sculptural expressions into the design of building facades and open spaces, particularly where screening above-grade structured parking or creating a focal point for an open space.

Design Charles St. as a complete street, and as the second highest order east/west pedestrian route through the downtown (after King St.). With two ION Stops in the downtown (and another in Rockway), as well as significant new development taking place, Charles St. is positioned for a dramatic increase in activity.

Through redevelopment, provide public realm and streetscape enhancements along both sides of Charles St., including seating areas, public art, street trees, human-scaled built form and pedestrian-scaled lighting.

As part of the ongoing development of the lands west of Victoria St., allow for the immediate or future continuation of Charles St. through the block currently bordered by King St., Victoria St., Joseph St. and the rail corridor, in order to provide a finer grain street network.

Through redevelopment, create a new internal street running approximately parallel to Victoria St., connecting Park St. to Bramm St., Joseph St. and the extension of Charles St. Design this to be a shared street or ‘woonerf’, prioritizing pedestrian flow over vehicular movement and allowing for the flexible use of the space to maximize programming opportunities including events.

Create a generous, human-scaled, multi-use connection along the rail corridor linking the Iron Horse Trail to the King/Victoria Transit Hub. Similarly, create a multi-use path along the spur line that arcs through the lands known as the Bramm Yards, connecting the Hub to the south end of Victoria Park and creating another connection to the Iron Horse Trail.
New development along either future trail is to address the trail with active uses, natural surveillance, and a built form that is designed to enhance the pedestrian quality of the trail.

New development within the Bramm Yards area is to be a dynamic mix of uses and building forms, heights, and architectural expressions. Provide a variety of public and private amenity spaces that promote a range of activities and contribute to a diverse, eclectic ‘campus’ feel.

Through redevelopment, secure substantial new public or privately owned, publicly accessible park spaces adjacent to those new trail connections. Prioritize flexibility and adaptability of these spaces to ensure that they can be used comfortably year-round and responsive to cultural, social and demographic changes over time.

Consider consolidated, shared parking for different users in the Bramm Yards area. This may include a connected underground parking structure and/or an above grade parking structure. It may be as part of a shared podium arrangement wrapped in active uses or as a standalone garage, provided it is located and oriented to minimize visual and physical impacts on the public realm and is designed to the highest standards for structured parking, meeting or exceeding the guidelines in the Design for Structured Parking section of this manual.

Complement and enhance the unique character of Victoria St., where historical factory buildings will be interspersed with contemporary new high density infill. While new development carries a zoning by-law setback in addition to potential road widening, many existing cultural heritage properties feature little to no setback. Because these properties are to be conserved, it therefore creates a built form rhythm with pockets of space in front of new development which can be used to enhance the streetscape along Victoria St. This can be through the creation of ‘pocket parks’ or urban greens, wider boulevards with street trees to separate pedestrian and vehicular traffic, patio spaces associated with restaurants/cafes, areas for pedestrian rest/refuge, public art, and other public amenity.
The Market District is anchored by the Kitchener Market, a mixed-use block that contains both the City’s primary market space but also compact, low-rise condominiums and office spaces. The Market District also features a variety of building types, uses, sizes and styles. King Street continues to act as a primary retail and pedestrian/cyclist route.

1. **Market Lane** is another important feature of the Market District and should be enhanced, reinforced and extended through future development as a key pedestrian connection. Stylistically, development along the lane should take cues from the Kitchener Market buildings, presenting a contemporary low-rise neighbourhood feel.

New development should prioritize compatibility and integration with surrounding areas. Establishing a mid-rise connective fabric along King Street and Charles Street should be a priority. This will help to transition between scales and consolidate the pedestrian experience.

Additional height may be appropriate where lot depths can preserve a low-to-mid rise human scaled built form along streetscapes and where off-site compatibility and separation can be achieved, consistent with the Design for Tall Buildings section of this manual.

Streetscapes are to encourage a more leisurely pedestrian and cycling experience through high levels of detail, extensive landscaping, and more intimately scaled public open spaces, seating/refuge areas and retail spaces/active uses.

No new vehicular accesses should be created off of King St. and existing accesses should be closed as part of redevelopment where it is feasible to do so. New vehicular accesses should be avoided on Charles Street where possible to enhance the streetscape and pedestrian and cyclist safety between the Queen Street and Market ION Stops.

Enhance Market Ln. by creating development which addresses the lane through its built form, by providing active uses along the lane and by designing to high safety standards through CPTED measures and providing sufficient natural surveillance. Should the opportunity arise, extend market lane to Frederick St. and connect it with Goudies Ln.

Reinforce Market Lane’s identity as a shared street or ‘woonerf’ through additional enhancements to surface materials, wayfinding and other design measures. Plan for the future temporary and permanent expansion of market-related functions by ensuring space for temporary vendors is provided along the lane. New development should also consider providing permanent retail spaces or other collaborative active uses addressing the lane.

2. As part of any works on Eby St., create a new mid-block pedestrian crossing from the market to Market Ln. This can include enhanced surface materials, a signalized crosswalk, and temporary, seasonal or permanent traffic calming measures. Design for the potential closure of Eby St. to vehicular traffic (Duke St. to King St.) on market days and for special events.

3. Establish, enhance and support the houses on Moyer Pl. and the west side of Eby St. (between Duke St. and King St.) as a corridor for boutique shops and services, restaurants and cafes.

If the opportunity arises through redevelopment, enhance the Moyer Pl. connection to Duke St. and extend Moyer Pl. to King St. as a pedestrian only lane. Pursue further extensions of Moyer Pl. in both directions as mid-block connections, from Duke St. to Weber St., and from King St. to Charles St. and/or Halls Ln. Regardless of the timing of redevelopment on a site-by-site basis, preserve for the ability to extend Moyer Pl. for the entire span of Charles St. to Weber St., even where existing buildings prevent direct connectivity in the interim.

Front new retail spaces and other active uses onto Moyer Pl., its extensions, or associated connections. Focus retail where it can activate corners and draw in pedestrians, and retain a boutique-feel/compatible rhythm of unit sizes regardless of the nature of the redevelopment.
Design Moyer Pl., its extensions and related mid-block connections to a high standard for safety and provide pedestrian-scaled lighting and natural surveillance while preventing entrapment areas by placing loading and servicing areas away from the pedestrian realm.

Through either public or private works, expand Market Green and/or provide new and enhanced connections between Market Green and Market Ln./Moyer Pl.

Enhance Market Green to provide barrier-free accessibility and greater flexibility/adaptability to new programs, events, users and experiences over time.

Consider consolidated, shared parking and/or a new municipal garage within the Market District that provides parking relief for both Kitchener Market patrons as well as patrons of various nearby uses. As the market and other destinations experience overlapping peak traffic times (Saturdays), pursue creative parking options, particularly shared arrangements with off-peak users such as employee parking for office users who need parking during weekdays and events-related users who may need parking most during the evening.

_map_ The Market District.

_render_ This conceptual rendering demonstrates what the downtown Kitchener skyline might look like as the area intensifies and matures.
King Street is closed to vehicular traffic for events throughout the year, and few are more popular than the annual Christkindl Market. Featuring dozens of vendors both inside City Hall and along King Street, live musical performances, and more over four days.