

3.0 MARKET DISTRICT

Within the Market District, King Street runs from Cedar Street to Frederick/Benton Streets. As outlined in the City's Municipal Plan, this section of King Street is expected to evolve into a traditional village setting. Storefronts and signage will utilize traditional main street design principles – the use of decorative and ornamental forms, the use of brick, stone and wood as preferred materials, and the introduction of decorative and artistic signage.

3.1 Goal

The goal of the King Street Façade Guidelines, specific to the Market District, is to introduce high quality traditional storefront and sign designs into the streetscape, while conserving architecturally significant features of the existing façades.

3.2 Traditional Storefront Design

Most new storefronts that are designed in the traditional style, typically utilize these basic design principles, which should be incorporated into all new Market District façade designs:

Design Components

The basic components of a traditional storefront include:

- An expression line separating the upper and lower stories, such as a cornice;
- A frieze and/or transom windows;
- A large transparent display window;
- Decorative trim which punctuates the display windows, such as columns and sills;
- A bulkhead or kick plate, often with decorative moulding or trim.

Façade Materials

- Use traditional materials, such as brick, stone and wood, for all storefront articulation;
- Artificial cladding, such as metal siding or tiling, should be removed, exposing the original brick façades;
- The original brick should be repaired or replaced where possible;
- Avoid adding non-traditional materials, such as metal siding and plastic, to the exterior;
- Existing stucco façades should be refaced with brick materials;
- Avoid painting original masonry, such as brick, concrete and stone.

Decorative Articulation

- Introduce an expression line above the storefront, such as a cornice and frieze;
- Where no frieze is used, introduce transom windows;
- Frame the entire storefront with columns on each side;
- Frame display windows with decorative wood trim or columns;
- Incorporate large kickplates/bulkheads with decorative moulding below the storefront windows;
- Consider introducing small decorative light fixtures on columns, and where appropriate, shutters on upper facades.

Colour

- Colour is a predominant feature of any traditional storefront design – earth tones are most common, such as beige, dark brown, dark red, dark green and black;
- The Base Colour is the main colour of the building façade (typically the colour of the brick);
- The Major Trim Colour, used on wood columns, window frames, shutters, doors, wood cornices, mouldings and bulkheads, should complement the base colour. Red brick buildings should incorporate beige/white major trim colours;
- The Accent Colour, used on signage and awnings, should enhance the major trim colour. Often the accent colour is a lighter or darker shade of the major trim colour and reflects the store's branding.



This traditional storefront introduces decorative articulation by adding a cornice above the sign, shutters around the upper storey windows, mouldings to the bulkheads, and trim around the display windows. The major trim colour (light green) accents the white façade, while canopies have been incorporated to add interest.

Windows

- Multi-frame windows are common with traditional storefronts. Single pane picture windows are encouraged for retail stores;
- If introducing new multi-frame windows, select vertical windows to maximize the perceived height of the storefront. This will enhance the visual appeal of window displays;
- Avoid placing banners in display windows or transom windows. Instead, use glazing to etch the store name or slogans on windows – no more than 15% of windows should be glazed.

Entranceways

- Where architecturally significant, retain doorway recessions;
- Illuminate recessed entranceways thoroughly;
- Use decorative doors that match storefront design and colour, preferably with large glass panels of vertical proportions.

Projections

- To create an interesting streetscape, consider introducing architectural elements that project out from the façade (such as columns, projecting signs, canopy signs, awnings, etc.). *Note – certain projecting features may require an encroachment agreement with the City of Kitchener;*
- Select canvas awnings that are simple and unobtrusive. Use colours that complement the main storefront colours.



This traditional storefront uses a decorative door with signage above, to clearly identify the entranceway. Flags, a bay window with an awning, and decorative light fixtures project from the façade to add visual interest.

Lighting

- External illumination (such as gooseneck lighting) should be used to illuminate signs;
- Window displays should be appropriately lit at night;
- Illuminate any doorway recessions and secondary entranceways;
- Use directional lighting to highlight key features on upper facades, such as columns and arches.



Landscaping

- Flower pots, hanging baskets and other similar landscaping should be carefully integrated to soften the storefront and add colour.
- Use moveable planters to delineate patio areas;
- Use appropriate, high quality furniture for outdoor patios and café spaces.



3.2.1 Examples of Traditional Storefront Design

Good examples of traditional storefronts with strong expression lines.



Good examples of traditional storefronts with decorative articulation (mouldings, columns, transom windows, etc.).



Good examples of traditional storefronts that integrate awnings, awning signs, landscaping, etc.



3.3 Traditional Sign Design

New store signs should adhere to the following traditional guidelines, and utilize one of the acceptable sign types listed in section 3.3.1:

Effectively Integrate the Sign

- Signage and text should be integrated into the storefront, on the expression line (frieze), on permanent awnings, on projecting signs or through window glazing;
- Signs should not cover up any architectural features, such as prominent columns, cornices or windows;
- Large signs which appear tacked on to the façade, or which dominate the storefront, should be avoided;
- Use individualized lettering on expression lines (frieze);
- Consider framing signs with decorative moulding.

Location & Size

- Signs should be located as high as possible to maximize the size of windows, but located below the storefront cornice;
- Generally, signs should be no more than 3 feet in height;



Colour Scheme, Text & Materials

- Coordinate sign colours with the main colours of the building;
- Minimize the amount of text (store/restaurant name only);
- Locate slogans on windows through glass etching;
- Choose a letter style or graphic treatment that projects an appropriate retail image;
- Lettering should account for less than 60% of the signboard;
- Use high quality materials such as metal and wood - avoid fibreglass/plastic signs which are internally illuminated;
- Use high quality materials for awnings to avoid wear and tear.



Projecting Signs

- Where possible and appropriate, incorporate projecting signs over the main entranceway or at the outer edges of storefronts;
- Projecting signs should be minimal in size to avoid interference with adjacent signs and the architecture of the storefront itself;
- Certain projecting signs may require a variance or encroachment agreement.



Lighting

- External illumination (such as gooseneck lighting) should be used to light signs;
- Backlit signs are discouraged; and,
- Decorative lighting fixtures can be added adjacent to signs.

3.3.1 Acceptable Traditional Sign Types

Individualized Lettering



Externally Illuminated Fascia Signs



Externally Illuminated Decorative Wood Fascia Signs



Awning Signs



Glass Etching



Decorative Projecting Signs



3.4 Upper Storey Restoration

When repairing, refurbishing or restoring upper storey façades, the following guidelines should be followed and achieved:

- Maintain, clean and repair brick and stone surface materials;
- Maintain, clean and repair existing architectural elements such as cornices, keystones, quoins, sills, lintels, etc;
- Remove any metal siding, paneling or stucco from façades – repair original surface material where possible, or replace with a similar brick or stone material;
- Where possible, add or restore window openings – the spacing of new windows should match the rhythm of the window spacing on surrounding buildings;
- Where windows require replacement, select a window style that is similar to the original windows;
- Introduce accent lighting to showcase columns and key architectural features; and
- Add shutters to upper façade windows.

Note: When making changes to historically significant facades, additional approvals (such as a heritage impact assessment) or considerations may be required, prior to approval of any building permit.

