

KFC Newcastle CBD – Store Re-Image

227 Hunter Street, Newcastle



The client brief called for the complete re-imagining of the exterior of the existing building which had not been painted since the mid 80s. The upgrade included establishing a new colour scheme that improved the brand image as well as enhanced the building. Coupled with this was the need to upgrade existing shop fronts and new signage.

The site is known as 227–237 Hunter Street, Newcastle, located one block away from the western edge of the Hunter Street mall developed during the 1920s around the same time as some other significant financial establishments along the Hunter Street precinct.

The existing building was constructed to house the Bank of Australasia, formerly known as the English, Scottish and Australia bank established in 1852, becoming the ANZ bank in 1951. The building retains much of the original Classical Revival Style façade and with its mock Corinthian columns and tall windows, presents an attractive building form to the corner of Hunter Street and Brown Street.

Having carried out an extensive inspection of the existing façade to confirm the condition of the decorative elements, SBA

Architects formulated a colour scheme that would accentuate these elements as well as creating a visual landmark for KFC and the Newcastle city streetscape.

Important to all of this was recognition of the heritage significance of the building and working with Newcastle City Council to ensure that the result would provide a contemporary interpretation of the building's historical form.

How the building appeared at night was also very important, and an exterior lighting scheme was introduced to highlight the façade elements as well as working to reinforce the exterior colour scheme.

Critical to all of this was the formulation of a complementary colour scheme along with a complete thorough specification for the façade upgrade – something that Resene was key in delivering.

The finished result not only was beyond the expectations of the client, but also received congratulatory praise from Newcastle City Council for taking part in supporting the improvement of the city.

Architectural Specifier: SBA Architects Pty Ltd www.sbaarch.com.au

Building Contractor: Aspect Design & Development Pty Ltd

Photographer: Richard Drew, Creativity Online, Craig Stephen, SBA

Other Key Contributors: Jarrod Huxtable, Inlite

Colours Used: Resene Double Alabaster, Resene Creole, Resene Double Mondo, Resene Dynamite, Resene Napa, Resene Quarter Napa

Products Used: Resene decorative paints

 Resene Howzat



Double
Alabaster

Quarter
Napa

Napa

Double
Mondo

Dynamite

Creole