5B Petone Commercial Activity Area

5B 1 Issues, Objectives and Policies

5B 1.1 Local Area Issues

5B 1.1.1 Area 1 - Area on Jackson Street generally between Victoria and Cuba Streets

Issue

On both sides of Jackson Street between Victoria and Cuba Streets sites generally are small and adjoin residential activity areas. It is important that the scale and character of activities are controlled so that there are no encroachments into the adjoining residential areas and adverse effects, such as adverse traffic effects, are managed.

Objective

To ensure that activities in the area of Jackson Street generally between Victoria and Cuba Streets do not have adverse effects on adjoining residential activity areas.

Policy

(a) To ensure that only small scale activities are permitted on Jackson Street generally between Victoria and Cuba Streets so that there is no likelihood of enroachment into adjoining residential activity areas and adverse effects, such as adverse traffic effects, are managed.

Explanation and Reasons

Sites on Jackson Street generally between Victoria and Cuba Streets, are small and adjoin residential activity areas. It is important that large scale and more vehicle oriented activities are excluded to ensure that adverse effects are minor and that there are no encroachments into adjoining residential activity areas.

5B 1.1.2 Area 2 - Area Generally Bounded by Te Puni Street, Hutt Road, Petone Avenue and Victoria Street

Issue

There is a demand for large sites to accommodate vehicle oriented retailing activities and other large scale activities. The area generally between Te Puni Street, Hutt Road, Petone Avenue and Victoria Street on both sides of Jackson Street is suitable for such purposes.

Objective

To cater for the demand for large scale vehicle oriented retailing and other large scale activities.

Policies

(a) To permit large scale vehicular oriented retailing activities and other vehicular related activities generally between Te Puni Street, Hutt Road, Petone Avenue and Victoria Street.

(b) To ensure that the area provided for large scale vehicular oriented retailing is complementary to and linked to the existing speciality retail area (Area 1).

(c) To ensure that the large scale vehicle oriented retail area is of a size that sites are available to meet some of the expected demand.

(d) To ensure that large scale retail activities are designed to provide:

(i) where practicable and appropriate, on-site accessibility for public transport services;

(ii) practical access to existing or planned public transport services off-site; and

(iii) pedestrian and cycle routes and facilities.

Explanation and Reasons

There is a demand for sites to accommodate large scale more vehicle oriented retailing and other large scale activities. The area generally bounded by Te Puni Street, Hutt Road, Petone Avenue and Victoria Street is suitable for the following reasons:

(a) There are sites to accommodate large scale vehicular oriented retailing and other vehicular related activities;

(b) The area adjoins the small scale speciality retail area and thus a sense of place can be achieved;

(c) The area is well removed from residential activity areas;

(d) The area is well situated in terms of the regional transportation network; and

(e) There are already other vehicular related retailing activities established in the area.

It is considered that some adjustments or changes may occur to the speciality retail area, bounded by Victoria and Cuba Streets. Given that the vehicular oriented retailing area adjoins the existing speciality retail area and the size of that area is limited, the overall effects will be positive.

5B 1.2 Site Development Issues

5B 1.2.1 Area 1 - Distinctive Character and Built Form of the Area on Jackson Street generally between Victoria and Cuba Streets

Issue

Buildings and structures on both sides of Jackson Street generally bounded by Victoria and Cuba Streets have a distinctive built form, style and character. It is important that these characteristics are retained and enhanced.

Objective

To ensure that the distinctive built form, style and character of buildings and structures in the area between Victoria and Cuba Streets are retained and enhanced.

Policy

(a) External alterations, repairs, or modifications to existing buildings and structures plus the construction of new buildings and structures in the area bounded by Victoria and Cuba Streets must comply with the specified design performance standards.

Explanation and Reasons

The area on both sides of Jackson Street bounded generally by Victoria and Cuba Streets consists of a mix of one and two storeyed buildings, with small frontage retail activities and commercial activities at road level, and residential flats or offices above. Many of the buildings in this area were built between 1926 and 1940. A large number of buildings have decorative parapets and present an imposing impression from the road.

This area has a distinctive built form, style and character. It is important that these characteristics are retained and enhanced. Council does not seek to prevent or prohibit the repair, alteration, modification or redevelopment of existing buildings or structures. Any such changes to the external facade of existing buildings or redevelopment must not compromise the existing built form and character of the area and will be assessed in accordance with design performance standards specified in Appendix Petone Commercial 1.

Signs on buildings not only provide an important commercial function but also add to the character and vitality of the area. The design of their position, size, shape, colour and lettering style must be carefully considered and assimilated into the design of the building as a whole. Therefore, it is important that all signs are compatible and sympathetic with the distinctive character of the area. This being the case all signs, (except those that are temporary for a period of three months) require a resource consent and will be assessed in accordance with the design performance standards specified in Appendix Petone Commercial 1.

5B 1.2.2 Weather Protection

Issue

It is important that all buildings on either side of Jackson Street between Victoria and Cuba Streets (Area 1) have verandahs to provide weather protection.

Objective

To ensure that all buildings except those existing buildings designed and built without verandahs on either side of Jackson Street between Victoria and Cuba Streets (Area 1) have adequate weather protection.

Policy

(a) To ensure that in Area 1 all buildings except those existing buildings designed and built without verandahs have verandahs to provide weather protection to pedestrians.

Explanation and Reasons

For the comfort of pedestrians/shoppers and to encourage circulation it is important that all buildings in Area 1 have verandahs.

5B 1.2.3 Landscaping and Screening

Issue

Car parking areas not contained within buildings can have adverse effects on amenity values. It is important that such car parking areas are landscaped and designed to avoid or mitigate adverse effects.

Objective

To ensure that adverse visual effects arising from car parking areas are avoided or mitigated.

Policy

(a) Areas within the car parking area and areas adjoining roads must be landscaped or suitably screened.

Explanation and Reasons

Landscaping and screening of car parking areas can improve the visual amenity values of an area. It is important therefore that areas within the car parking area and areas adjoining roads are suitably landscaped and screened.

5B 2 Rules

5B 2.1 Area 1 - Both sides of Jackson Street generally bounded by Victoria and Cuba Streets

5B 2.1.1 Permitted Activities

(a) In that area of Jackson Street generally bounded by Victoria and Cuba Streets, shown as Area 1, all retail activities with a gross floor area not exceeding 1,000m^2.

(b) Commercial activities with a gross floor area not exceeding 1,000m^2.

(c) Residential activities above ground floor level.

(d) Health care services with a gross floor area not exceeding 1,000m^2.

(e) Licensed Premises with a gross floor area not exceeding 1,000m^2.

5B 2.1.1.1 Area 1 Permitted Activities - Conditions

(a) **Site Coverage:** Up to a maximum of 100%.

(b) **Maximum Height of Buildings and Structures:** 10.0m.

(c) **Landscaping and Screening:**

(i) All outdoor storage and servicing areas must be screened so that they are not visible from a road or public place.

(ii) At least 5% of car parking areas not contained within a building and adjoining roads must be landscaped and screened.

(d) **Sites abutting residential activity areas:**

Where a site abuts a residential activity area the following conditions shall apply:

(i) The maximum height of buildings is 10 metres. All buildings and structures shall comply with the recession plane requirements of the abutting residential activity area.

(ii) Side yard - minimum depth of 3 metres where the site abuts a residential activity area.

(iii) Rear yard - minimum depth of 8 metres where the site abuts a residential activity area. This may be reduced if there is a service lane to the rear of the site.

(iv) Where a site abuts a residential activity area all outdoor storage and servicing areas must be screened by a close-boarded fence or a fence made of solid material with a minimum height of 1.2m and a maximum height of 1.8m.

(v) All car parking areas, not contained within buildings, which abut a residential activity area shall be screened by a close-boarded fence or a fence made of solid material with a minimum height of 1.2m and a maximum height of 1.8m.

(vi) Where a site abuts a residential activity area, servicing of activities must not occur between the hours of 10.00pm and 7.00am.

(e) **General Rules:**

Compliance with all matters in the General Rules - see Chapter 14.

5B 2.1.2 Restricted Discretionary Activities

(a) All redevelopment, alterations, repairing or modifications of any building or structure, except the following:

(i) Redecoration, repair or alterations which are internal and not visible from the road or from the road frontage; and

(ii) Minor repair or alterations or maintenance to the existing facade of a building or structure which does not require any building consent;

which are Permitted Activities.

(b) All signs, except those that are temporary for a period of three months which are Permitted Activities.

5B 2.1.2.1 Matters in which Council has Restricted its Discretion and Standards and Terms

The matters that Council has restricted its discretion are specified in Appendix Petone Commercial 1. These relate to the following matters:

(i) Building shape;

(ii) Buildings on corner sites;

(iii) Building modulation;

(iv) Wall materials and openings;

(v) Silhouette, parapets and cornices;

(vi) Decoration and colour;

(vii) Verandahs;

(viii) Under verandahs; and

(ix) Signs and lighting.

All resource consent applications will be assessed in accordance with the Standards and Terms specified in Appendix Petone Commercial 1.

5B 2.1.2.2 Other Matters

All Restricted Discretionary Activities must comply with other relevant Permitted Activity Conditions.

5B 2.1.3 Discretionary Activities

(a) Except where stated in the General Rules, any Permitted Activity which fails to comply with any of the Permitted Activity Conditions.

(b) Residential activity on the ground floor of buildings.

(c) Brothels and commercial sexual services on the ground floor of buildings.

(d) Brothels and commercial sexual services on a site abutting or directly across the road from schools, pre-school facilities, churches and other similar religious establishments or a residential activity area.

5B 2.1.3.1 Assessment Matters for Discretionary Activities

(a) The matters contained in sections 104 and 105, and in Part II of the Act shall apply.

(b) The degree of compliance or non-compliance with any relevant Permitted Activity Conditions.

5B 2.1.4 Non-Complying Activities

(a) All other activities not listed as a Permitted, Restricted Discretionary or Discretionary Activity.

5B 2.1.5 Other Provisions

(a) Subdivisions - See Chapter 11.

(b) Financial Contributions - See Chapter 12.

(c) Utilities - See Chapter 13.

(d) General Rules - See Chapter 14.

5B 2.2 Area 2 - That area generally bounded by Te Puni Street, Hutt Road, Petone Avenue and Victoria Street

5B 2.2.1 Permitted Activities

(a) Retail activities with a gross floor area not less than 500m^2 and not more than 3,000m^2.

(b) Commercial activities with a gross floor area exceeding 500m^2.

(c) Warehouses.

(d) Garden centres.

(e) Service stations.

(f) On Jackson Street, the former Petone West School site, Pt Sbdn 19B, 19C & 19D of Sec 3 Hutt District ML 2086, Pt Sbdn 19B, 19C & 19D of Sec 3 Hutt District ML 2086, Sec 1 SO 28557, Section 938 Hutt District SO 30910 (identified in Appendix Petone Commercial 2), in addition to the above (a) to (e):

(i) Educational and Training Facilities

(ii) Marae

(iii) Cultural Centres

(g) Brothels and commercial sexual services.

5B 2.2.1.1 Area 2 Permitted Activities - Conditions

(a) **Site Coverage:** 100%.

(b) **Maximum Height of Buildings and Structures:** 30.0m, provided that -

(i) No part of any building shall exceed a height equal to 10 metres plus the shortest horizontal distance between that part of the building and the boundary of Jackson Street.

(c) **Buildings and structures abutting an urupa** shall have a minimum setback of 3m.

(d) **Landscaping and Screening:**

(i) At least 5% of car parking areas not contained within buildings must be landscaped. Areas within the parking area and areas adjoining or fronting roads must be landscaped.

(ii) All outdoor storage and servicing areas must be screened so that they are not visible from a road or public space. Where this is not practicable such areas must be screened by a close-boarded fence or fence made of solid material with a minimum height of 1.8m.

(e) **Sites abutting residential activity areas:**

(i) The maximum building height is 10m. All buildings and structures shall comply with the recession plane requirements of the abutting residential activity area.

(ii) Side yard - minimum depth of 3 metres where the site abuts a residential activity area.

(iii) Rear yard - minimum depth of 8 metres where the site abuts a residential activity area. This may be reduced if there is a service lane to the rear of the site and sufficient provision has been made for loading/unloading operations.

(iv) Where a site abuts a residential activity area all outdoor storage and servicing must be screened by a close-boarded fence made of solid material with a minimum height of 1.2m and a maximum height of 1.8m.

(v) All car parking areas, not contained within buildings, which abut a residential activity area shall be screened by a close-boarded fence or fence made of solid material with a minimum height of 1.2 m and a maximum height of 1.8m.

(vi) At least 5% of car parking areas not contained within buildings must be land landscaped. Areas within the car parking area and areas adjoining residential areas and/or fronting roads must be landscaped.

(vii) Where a site abuts a residential activity area servicing of activities must not occur between the hours of 10.00pm and 7.00am.

(f) **General Rules:**

Compliance with all matters in the General Rules - see Chapter 14.

5B 2.2.2 Restricted Discretionary Activities

(a) All retail activities with a gross floor area exceeding 3,000m^2.

(b) Emergency facilities.

5B 2.2.2.1 Matters in which Council has Restricted its Discretion and Standard and Terms

(a) **All retail activities with a gross floor area exceeding 3,000m^2.**

(i) Effects on the Transport Network:

- The adverse effects on the surrounding transport network of the movement of people and goods generated by the retail activity. An important consideration here is the ability of the surrounding transport network to accommodate the likely increase in movements generated.

- The adverse effects of the activity on traffic, cycle and pedestrian movements, public transport services and parking and access within the immediate vicinity of the site.
- The extent to which the activity is designed to provide:

  where practicable and appropriate, on-site accessibility for public transport services;

  practical access to existing or planned public transport services off-site; and

  pedestrian and cycle routes and facilities.

(b) Emergency Facilities

(i) Traffic effects:

- The adverse effects on the roading network generated by the emergency facilities.
- The adverse effects on traffic, cycle and pedestrian movement, parking and access in the immediate vicinity of the site.
- Appearance of buildings and structures.

(ii) Appearance of Buildings and Structures:

The adverse effects on the visual impression of the streetscape. In this respect an important consideration is the likely impact on the continuous display window frontage requirements.

5B 2.2.2.2 Other Matters

All Restricted Discretionary Activities must comply with other relevant Permitted Activity Conditions.

5B 2.2.3 Discretionary Activities

(a) Except where stated in the General Rules, any Permitted Activity which fails to comply with any of the relevant Permitted Activity Conditions, or relevant requirements of Chapter 14 - General Rules.

5B 2.2.3.1 Assessment Matters for Discretionary Activities

(a) The matters contained in sections 104 an 105, and in Part II of the Act shall apply.

(b) The degree of compliance or non-compliance with any relevant Permitted Activity Conditions.

5B 2.2.4 Non-Complying Activities

(a) All other activities not listed as a Permitted, Restricted Discretionary or Discretionary Activity.

5B 2.2.5 Other Provisions

(a) Subdivisions - See Chapter 11.

(b) Financial Contributions - See Chapter 12.

(c) Utilities - See Chapter 13.

(d) General Rules - See Chapter 14.

5B 3 Anticipated Environmental Results

(a) The distinctive built form, style and character of buildings are retained and enhanced.

(b) Adjoining residential areas will be protected.

(c) The commercial and retail needs of residents and other users will be met.

(d) The centre will be vital and viable.

Appendix Petone Commercial 1

Part 1: Building Shape

1.1 Background

Given the quality of old building stock fronting Jackson Street, refurbishments or new developments should reinforce the visual cohesion of the existing facades. Refurbishment or renovation of existing buildings should relate to the historical design traditions within the street.

1.2 Design Performance Standards

The design performance standards for the assessment of building shape are:

1. The extent to which building refurbishment or new development is designed with consideration for both;

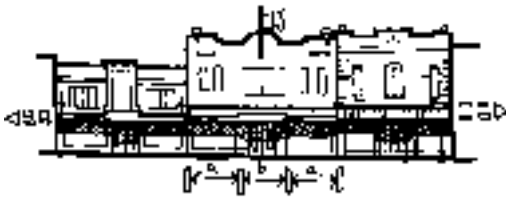
   (a) The historical design characteristics with Jackson Street.

   (b) Those buildings adjacent to the proposed refurbishment or redevelopment.

   See Figure 1.

Figure 1

What to do with the space?



Make it part of the street!

2. The extent to which building refurbishment, renovation or replacement is designed to maintain the compatibility of cornice lines, floor to floor heights where these are strongly expressed, sign bands and other elements in adjacent buildings and strives to unify the street as a whole.

3. That buildings be built to maintain the compatability of the streetscape frontage.

   Explanation: Buildings in Jackson Street are generally built up to the front boundary and this is a common unifying element in the streetscape. However, it is appropriate to consider situations where a building and the space created between the building and the street may together contribute to an interesting streetscape as a result of contrast.

4. The extent to which the new building is compatible with adjacent building heights.

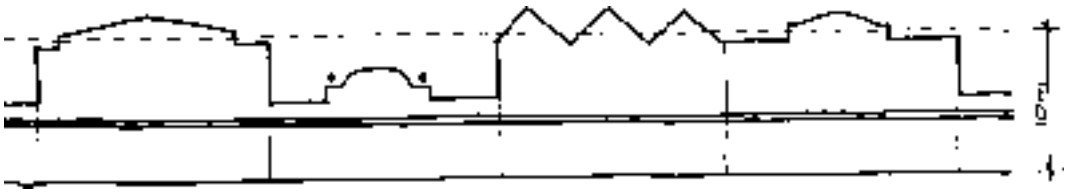
   Explanation: Buildings in the area are generally single or two storey in nature. To encourage the strengthening of the traditional linear street form new developments will comply with this height requirement.

   See Figure 2

5. Where single storey buildings are proposed and adjoining buildings are higher the extent to which designs use high parapets, false fronts and cornices to approximate more closely the average height of the neighbouring facades will be important.

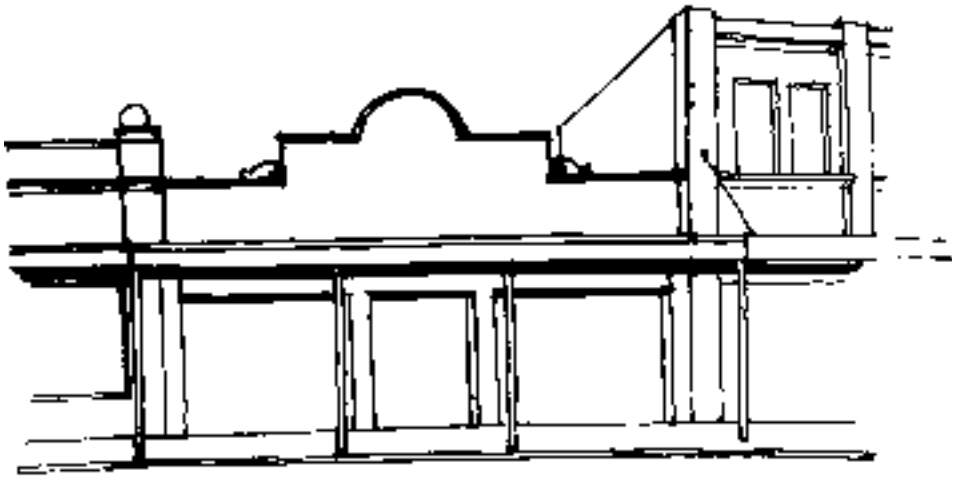
   See Figure 3

Figure 2



Generally consistent facade height

Figure 3



Single storey designed to abut adjacent two storey building

Part 2: Buildings on Corner Sites

2.1 Background

Opportunities exist at each street corner to emphasis the character of the building (and therefore the streetscape) and to make the building form three dimensional by creating an L-shaped facade.

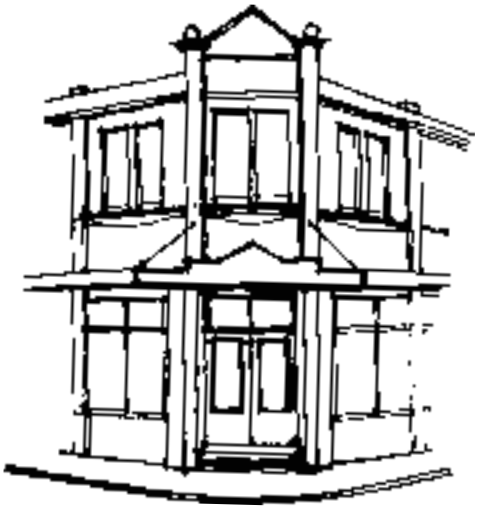
Due to the prominence of corner sites, buildings in these locations have the potential to become landmarks. Emphasis can be achieves by chamfering the corner and introducing special elements such as towers, turrets, clocks and elaborate decoration, and corner entrances. Emphasis is also achieved by encouraging stronger vertical elements, such as doorways with a pediment, or full height columns. Where all the corner buildings at one intersection have used their position to advantage, the street pattern benefits from the drama created. Corner buildings also act as "book ends" for the buildings in between.
See Figure 4.

2.2 Design Performance Standards

The design performance standards for the assessment of buildings on corners are:

1. The extent to which refurbishment or redesign of corner buildings emphasises their corner location.
2. The extent to which building renovation or redevelopment includes the use of vertical elaboration in parapet and/or corner tower architectural features. Corner entrances and canopies with strong facade modulation will evoke a particular focus, acknowledge and celebrate the corner with all levels of the building.

Figure 4



Strong building design on corners will enhance the facade quality of the street

Part 3: Building Modulation

3.1 Background

The modulation of a building is the way the design divides up the facade into horizontal and vertical elements, resulting in a three dimensional pattern.

In Jackson Street the pattern is often symmetrical and provides a rhythm along the street with horizontal elements overpowering the vertical. Strong horizontal bands define the levels in the building. These are particularly the line of the verandah, cornice line and the parapet silhouette.

See Figures 5 & 6.

3.2 Design Performance Standards

The design performance standards for assessing building modulation are:

1. The extent to which building designs create a total building shape which reflect the traditional horizontal and vertical proportions and symmetry of building in Jackson Street.
2. The extent to which building designs emphasis the traditional strong horizontal elements of the verandah, cornice line and the parapet silhouette.

Figure 5

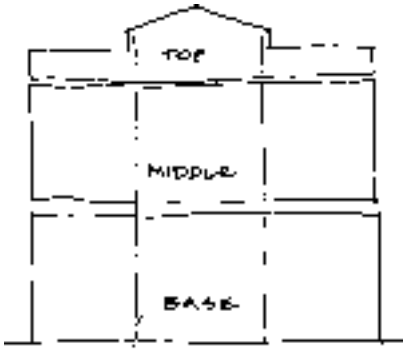
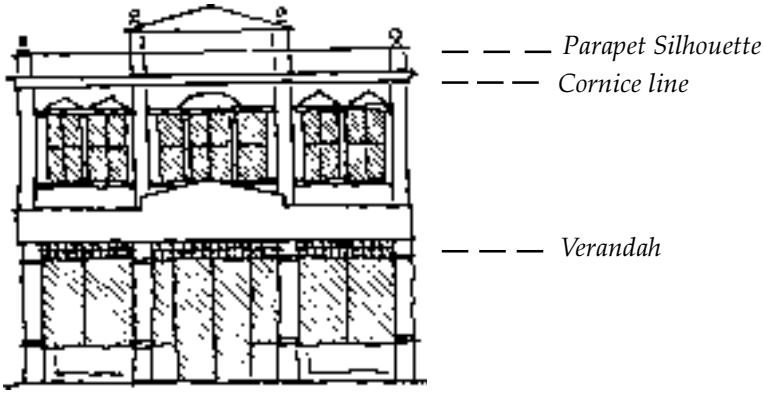


Figure 6

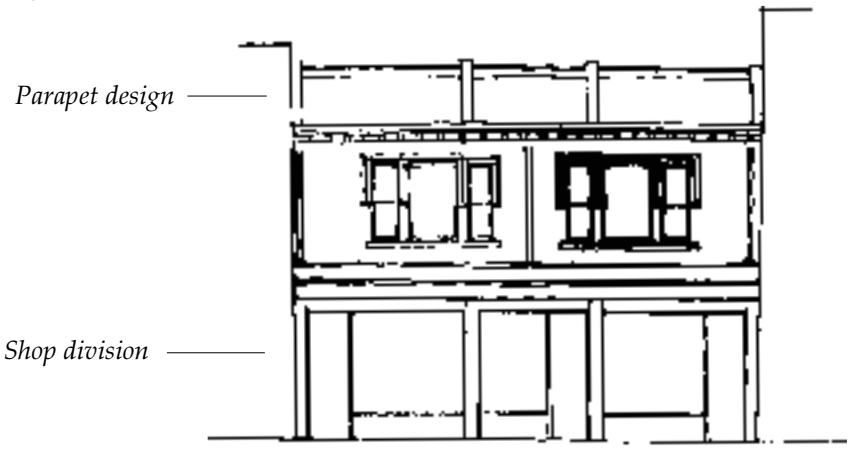


3. The extent to which the vertical lines will be less accentuated in the building design and occur as the structural bay columns of the building and the details of individual components such as doorways and shop front details.

4. The extent to which buildings which are continuous across a number of street level shops include modulation which is consistent at first floor level but is broken into rhythmical bays at parapet level to reflect the shop division below.

   See Figure 7

Figure 7



Part 4: Wall Materials and Openings

4.1 Background

The buildings in Jackson Street are predominately (80%) plastered brick work or reinforced concrete, while 20% are of weatherboards over timber. Sometimes one is made to look like another. A monolithic form dominates, i.e. the building appears to be solid with openings shown as punctuation rather than transparent.

Often the thickness of the wall is emphasised by the built up reveal around openings, creating a shadow pattern. This can occur at parapet level where the thickness of the wall can be seen on its edges and cut outs.

There is a hierarchy in the size of the windows of a building, progressing from large at street level, and reducing in size and scale in the levels of the facade.

Along the street level, shop front glass covers most of the wall area, responding to the retailers need for display space. However structural columns are expressed at each bay and windows generally start a minimum 600mm above the footpath the shop fronts are divided by glazing bars to increase interest and reduce the scale. Often decorative tiles are used below sill level and the upper panes of glass are lead lights.

See Figure 8

At first floor level, windows occur rhythmically along the facade, either as single vertical units at frequent intervals, or in groups of windows, where the proportion is square or rectangular. Some buildings have reinforced the shape of groups of windows by making them into bay windows.

Figure 8

Building appears solid, windows built up to create depth.
Shop front design reflects structural bays.

4.2 Design Performance Standards

The design performance standards for the assessment of wall materials and openings are:

1. The extent to which the building design reflects the traditional pattern of wall materials and openings.
2. The extent to which the building will appear monolithic rather than having a skin or veneer.

3. The extent to which building designs have discrete openings, and decoration which provides a rhythmical pattern within the monolithic form.
4. The extent to which building designs follow the general pattern of display windows at ground floor and rhythmic units on upper floor. If windows are grouped their segments will be highlighted by solid glazing bars. The extent to which openings may be embellished with decorative surrounds which together with the variation in groups, will add interest to the building facade.
5. Large bands of glass uninterrupted by areas of wall, or patterns of glazing bars ARE NOT acceptable as they do not respond to the street's history or character.

Part 5: Silhouette, Parapets and Cornices

5.1 Background

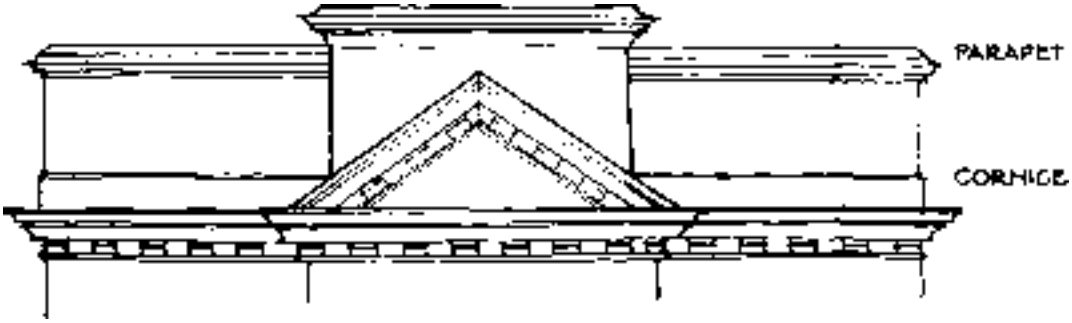
Due to the varied heights of buildings and their definite parapet patterns along the street the silhouette is varied and interesting. It provides a vitality to the streetscape above the verandah which is very visible to the pedestrian at street level. Many of the buildings have lost much of the embellishment of earlier times. Accurate reconstruction of missing external details is encouraged on heritage buildings.

The parapet creates an illusion of height. This, together with decorative features including an intricate parapet outline and embellishments, and below, ornate cornice lines and or applied signs and decoration, create imposing facades to the buildings.

Almost all the buildings have a strong cornice line applied to the face of the building. This strong horizontal line, emphasised by the shadow it creates underneath, is a dominant feature.

See Figure 9.

Figure 9



5.2 Design Performance Standards

The design performance standards for the assessment of silhouette, parapets and cornices are:

1. The extent to which building design includes a parapet, the size and proportions of which shall relate to the rest of the building, both in height and complexity and the design of adjacent buildings.
2. The extent to which the buildings design includes decorative skyline features, these might include urns, balls, balustrades etc. constructed in modern materials which are not heavy masonry and therefore able to be fixed without compromising structural stability. Other appropriate parapet features include pediments, towers or cupolas, flag poles and turrets.
3. That buildings design will include a cornice line.

Part 6: Decoration and Colour

6.1 Background

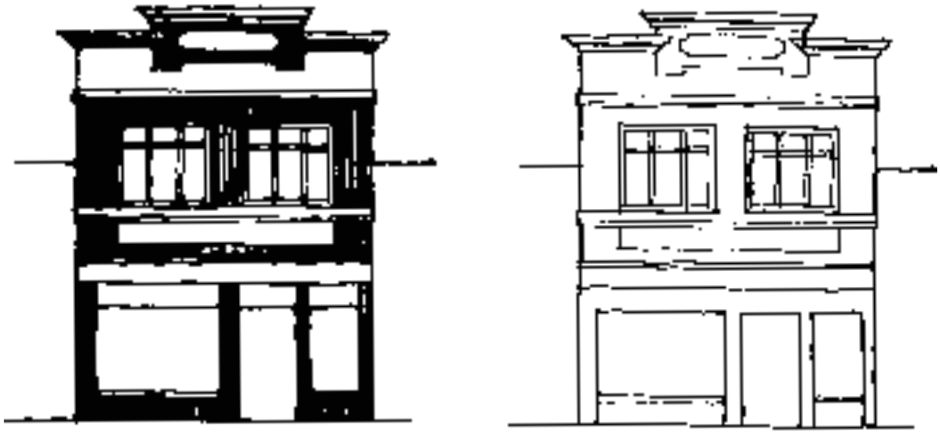
Both decoration and colour, whilst being an integral part of a buildings character, can be replaced, added to or altered. These elements provide an opportunity to emphasise the character of the street itself.

Decoration should generally be applied as a complex pattern of small scale elements, which add up to an overall pattern and give an identity to the building. Decoration also indicates scale, adds stability and visual delight, and creates shadow effects.

See Figure 10.

Many older buildings in Jackson street have had their decorative features removed, partly in response to the perceived earthquake danger, and partly as architectural style changes to a more "modern" and uncluttered style. It is now recognised that the decorative features are important both to the character of individual buildings, and to the vitality of the street. Accurate reconstruction of missing external details is encouraged on heritage buildings.

Figure 10



Use of colour adds interest and depth to building design

6.2 Design Performance Standards

The design performance standards for decoration and colour are:

1. The extent to which the building design modulates its street facades with structural and decorative elements which recognise and respond to the diversity of the street in general and their neighbours in particular.
2. The extent to which renovations and alterations to older buildings reintroduce decorative features.
3. The extent to which colour schemes for buildings are designed to emphasise the decorative and structural elements of the facade.
4. The extent to which the overall colour scheme relates to both above and below verandah level.

Part 7: Verandahs

7.1 Background

The function of the verandah is protection from wind rain and summer sun. It was originally designed as an integral part of the building and was used to achieve a visual transition from facade to street.

Verandahs occur on almost all buildings, with corner buildings being the main exceptions. There are two traditional shapes. These are flat verandahs held up with hangers, or sloping verandahs with posts

Many buildings with flat verandahs have windows just above the verandah. This allows natural light into the high stud shops at street level.

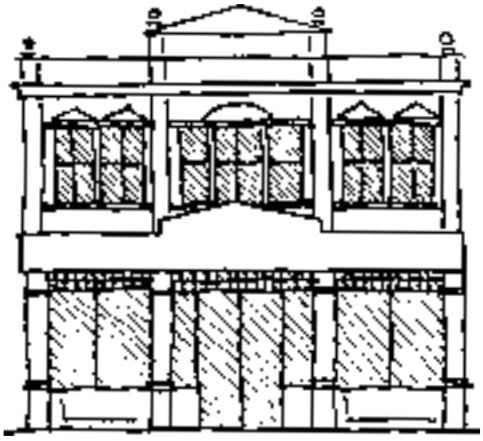
Although the verandah was built primarily as a transitional shelter space, it also forms an enclosed space of human scale at street level. The arcade like atmosphere created by verandah posts is visually attractive to the pedestrian and provide separation from traffic. The use of verandah posts in Jackson Street is encouraged.

Verandah fascias are flat horizontal bands used as a facing to the street. Their main use is for applying signs, which indicate the name of the business available.

When verandahs are designed as an integral part of the building the facia was often deep and modulated, reflecting the forms of the parapet, emphasising a detail or entry.

See Figure 11.

Figure 11



Verandah design complements the total building design

7.2 Design Performance Standards

The design performance standards for verandahs are:

1. The extent to which building designs include verandahs based upon traditional designs.
2. The extent to which verandah designs include a modulated hierarchy of facia elements (perhaps responding to a significant point of entry) and vertical modelling of verandah details to emphasize variety of form and reflects features of the building.

Part 8: Under Verandahs

8.1 Background

Shop fronts are the dominant visual element under the verandah, competing with each other to provide the commodities and services we require. Well designed shop fronts can enhance the street and compliment the design of the buildings in which they are set. Many existing shop fronts are subject to pressure for regular refurbishment, to maintain a "progressive" retailing image for the occupants, and so many have a relatively short life span. Because of this, and to maintain an overall street character, guidelines are desirable for existing and future occupants, developers and designers.

Entrances to shops are traditionally either centrally located with display windows each side (larger shop fronts) or recessed on one side of a more dominant display window. The recess allows a space for the shopper to pause and browse. A succession of these recesses, often reflecting the structural bays of the building above, provides a rhythm along the footpath and the street.

See Figure 12.

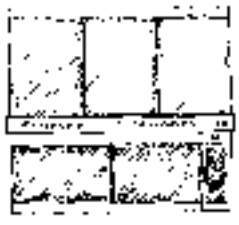
The position of the doorways within the bays of shops can be emphasised by a reflecting pattern on the verandah fascia, by a corresponding placement of verandah posts.

The use of glazing bars within shop fronts are an important historical detail. They give an intimate feel, consistent with the size of the shop behind, and introduce an opportunity for tile and leadlight decoration.

Figure 12

Traditional shop design with recessed doorway

✓ *Acceptable design*



✗ *Unacceptable 'progressive' design*

8.2 Design Performance Standards

The design performance standards for under verandahs are:

1. The extent to which new building, renovation or alteration design reflects traditional designs in the street. Entrances to shops should be either centrally located with display windows either side or recessed on one side of a more dominant display window.
2. The extent to which small retail units (or small frontage units to larger retail floor space) are included to re-establish a reference to rhythm of original building modulation.
3. Recess doorways are preferred.
4. The extent to which detailed design features within the shop front will coordinate with the overall horizontal and vertical symmetry of the facade design.
5. During renovation or reconstruction the extent to which structural or decorative references to the facade above the verandah are reintroduced.

Part 9: Signs and Lighting

9.1 Background

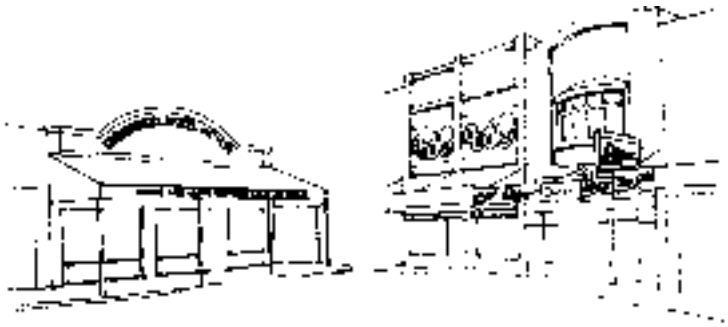
Advertising signs can have a dramatic effect on the whole appearance of a building facade, and character of the street as a whole. This effect can be positive or detrimental to the streetscape and quality of the environment.

Signs on facades or fascias are not isolated entities : they are part of the building facade. It is accepted that signs are an essential part of the commercial character of the area, but a balance must be achieved between commercialism and architectural and streetscape quality. In Jackson Street signage is a significant part of the vibrant, colourful street image, but this is not encouraged to the extent that appreciation of the architectural, historical and character qualities are unduly compromised.

The design of their position, size, shape, colour and, for signs, lettering style, must be carefully considered and assimilated into the design of the building as a whole. The result will either detract from or add to both the character and vitality of the street, the building, and the activity carried out within the building.

See Figure 13.

Figure 13



Signs designed to enhance the building design ✓ ✗ *Signs clutter and diminish the effect of the building design*

As a general rule, signs were originally painted of formed in plaster work on flat panels of the building facade : on the pediment or parapet, under the cornice line, on a frieze panel between floors, on glass panes in windows, or on the verandah fascia.

The layout of signs were always symmetrical about a central axis, and signs were rectangular or followed the shape of the architectural surfaces to which they were applied (e.g. a pediment). Lines were horizontal or curved, with an accompanying decorative pattern.

Letters were generally dark on a light background, and gold leaf was used on glass. The most common lettering styles, especially in older buildings, were Antique, Fat Clarendon and Sans Serif.

Less common were Tuscan, Fat-faces, Fat Italics, Fat Gothic and Sans Serif Compressed.

See Figure 14.

Usually only one type face was used, except where one described the owner, and another the type of business.

A well lit shop front or building and attractive window displays tend to attract customers and increase trade. In addition well lit shops and under verandah areas are a method of providing security both to premises and passing pedestrians. Strip fluorescent should be avoided in favour of spot lighting or lighting which emphasise the architectural patterns, e.g. structural bays, verandahs posts, lead lighting.

Figure 14

Some common lettering styles

9.2 Design Performance Standards

The design performance standards for signs and lighting are:

1. The extent to which signs related to and assimilated into the design of the building as a whole.
2. The extent to which signs refer to the owner or name of the shop or business rather than to any product which is being retailed.
3. Signs will not be hung at an angle to the building, unless below the verandah.
4. The extent to which lighting is to be used to dramatise the shape and decoration of the building as well as to highlight signs.
5. Lighting and illuminated signage above the verandah levels must be sensitive to residential uses. Spot lighting or general floodlighting down the facade, which reinforces the architectural character of the building, or which highlights particular features or signs, are encouraged.
6. The extent to which below the verandah level lighting is provided within any design.

Appendix Petone Commercial 2