

## 5.11.9 APPENDIX B: PAEROA TOWN CENTRE HERITAGE BUILDING DESIGN GUIDELINES

### (1) INTRODUCTION

The building design guidelines have been prepared to aid developers in understanding the qualities that influence the character of the streetscapes and buildings found in the main pedestrian streets of Paeroa's commercial town centre. The intent of the guidelines is to provide recommendations that will preserve the unique features of Paeroa's commercial heritage character.

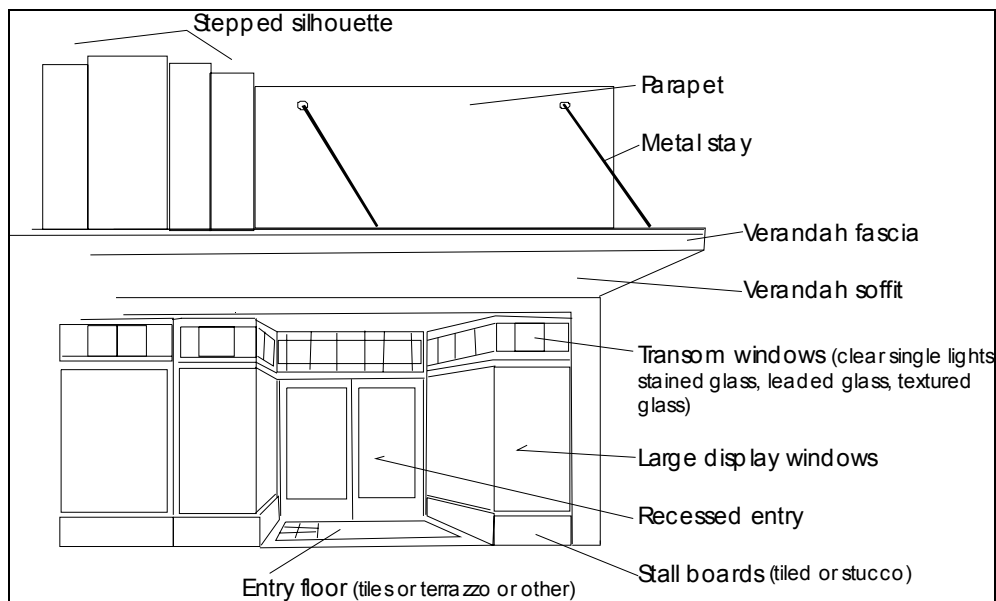
Paeroa's town centre has a distinctive and identifiable character. The Art Deco architectural style of many of Paeroa's businesses support the town's identity as a 'historic' centre. The building frontages along Normanby Road, Belmont Road, Princes, Queen and Wharf Streets are lively and interesting examples of heritage architecture. The architectural styles and building scale provide a harmonious streetscape.

### (2) HISTORIC DEVELOPMENT AND ARCHITECTURAL STYLES

The buildings in Paeroa's commercial town centre represent several periods of town development and change due to fires, floods and economic fluctuation. There are a few buildings from the Victorian period (1870-1914), but there are a substantial number of art deco style buildings from the inter-war period (1914-1945). The earlier buildings are generally small in scale and support the later art deco style buildings which are small to medium sized.

Paeroa's commercial art deco buildings are generally one storey high with a distinctive silhouette above the veranda (parapet) and low relief surface decoration (see diagram). The art deco architecture creates a stepped skyline silhouette above continuous verandahs along parts of the main streetscapes. The art deco verandahs are supported by metal stays from the wall (the parapet) above the verandah and a few feature raised relief panels lining the underside (soffit) of the verandahs. Earlier buildings have posts supporting the verandahs and are unlined. At the street level the art deco buildings feature transom windows, often with stained glass or lead light, directly above the shop display windows. Many of the buildings have tiled stall boards, which are the panels below the display windows. Tiled or terrazzo entryway floors are also evident on some buildings.





**(3) DISTRICT PLAN RULES**

Hauraki District Plan rules specify that all new building development, additions, or alterations to the façade along parts of Normanby Road, Belmont Road, Hall, Mackay and Hughenden Streets are Controlled Activities.

Applicants are required to demonstrate a commitment to maintaining the present character of the streetscape in their design proposal. The developer is encouraged to discuss their proposal with Council during the preliminary stages of the design process. While there is no precise formula or required elements of design that will result in a design that is sympathetic to the architecture of the streetscape there are general requirements that should be considered. Replicas of an existing street frontage are not encouraged. A design that complements and respects the streetscape while reading as a new building is encouraged.

The design criteria provide guidelines to assist in new developments or additions/alterations to the frontage of existing buildings.

**(a) OBJECTIVES**

The objectives of the design guidelines are:

- (i) To ensure continuation of the existing scale and form of the street frontages along Normanby Road, Belmont Road, Hall, Mackay and Hughenden Streets;
- (ii) To assist and guide the design of new buildings, or additions/alterations that respect the existing streetscape and historic architectural styles present;
- (iii) To ensure the community values engendered by the quality of the streetscapes are maintained;
- (iv) To encourage new and innovative design that is complementary to the existing streetscape values and character of the commercial town centre; and
- (v) To encourage quality design that is well planned and innovative.

**(b) POLICY**

- (i) To maintain and enhance the amenity values in Paeroa's town centre pedestrian core by encouraging innovative new design that respects the existing character of the streetscape, and by having regard for existing building height, proportions, mass, style, building detail, scale, and materials both individually and as a whole.
- (ii) Provide for new development, alterations, and additions that are congruent with their context, e.g. take into account the building use, form, street façade and materials.
- (iii) New development avoids replication of historic structures, e.g. new work should be distinguished from old fabric. (118.1)
- (iv) New development should attempt, if possible, to complete or improve or enhance the heritage setting of adjacent buildings. (118.2)
- (v) Large scale development should respect historic building scale and historic lot size and not present long undifferentiated façades, e.g. the new development should not dominate adjoining buildings and should create a similar streetscape of openings, doors, window design and placement (fenestration), and verandahs.
- (vi) The submission of a design statement with the resource consent application for new developments is encouraged. The statement should outline the design principles and policies guiding the development. Alternative principles promoted in the design should be explained and discussed with Council.

**(4) DESIGN GUIDELINES**

The design guidelines are principles that are offered as guidance for new development. The intent is to provide recommendations not prescriptive rules.

Key design elements and characteristics of the town centre pedestrian core that should be considered and that will be discussed in the guidelines are:

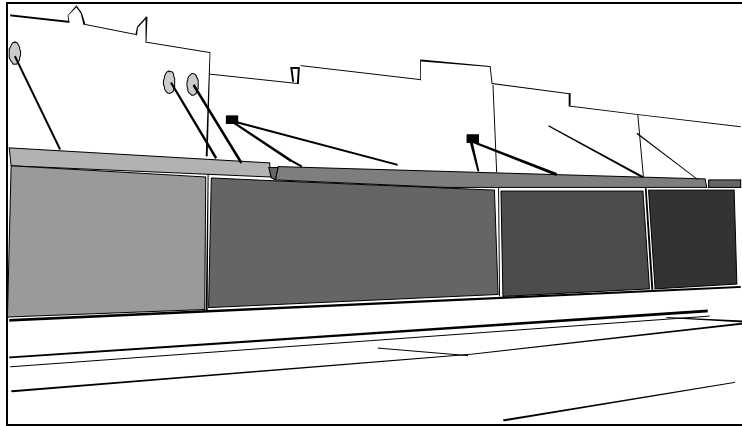
- (a) Building edge
- (b) Building width and height; massing
- (c) Elevations
- (d) Windows, walls, and verandahs on the street façade
- (e) Roofline
- (f) Materials and Colour
- (g) Signs

**(5) PRINCIPLE ONE – STREET FRONTAGE**

**(a) Continuous Building Façade**

- (i) Maintain and encourage a continuous building façade along the streets where continuous façades are evident or were evident in the past.
- (ii) Building line should be along the front boundary of the site, or if a corner section, along the side boundary and front boundary.

- (iii) The building façade should define the edge of the public space.



Explanation: A key characteristic of the Paeroa streetscape is continuous building façades, verandahs supported by metal stays attached to the wall above the verandah (parapet), verandah posts supporting the verandah's outer edge, and stepped and flat walls above the verandahs (parapets).

**(b) Verandahs**

- (i) Verandahs are required as part of the continuous building façade and are an important element of the heritage character of the Paeroa town centre streetscape. A waiver of this requirement is a Restricted Discretionary Activity, although verandahs should be retained where ever possible.

Explanation: The provision of verandahs is a design feature of many of the building frontages in the town centre. Verandahs provide protection from rain and sun and create community space.

**(6) PRINCIPLE TWO - BUILDING HEIGHT AND WIDTH**

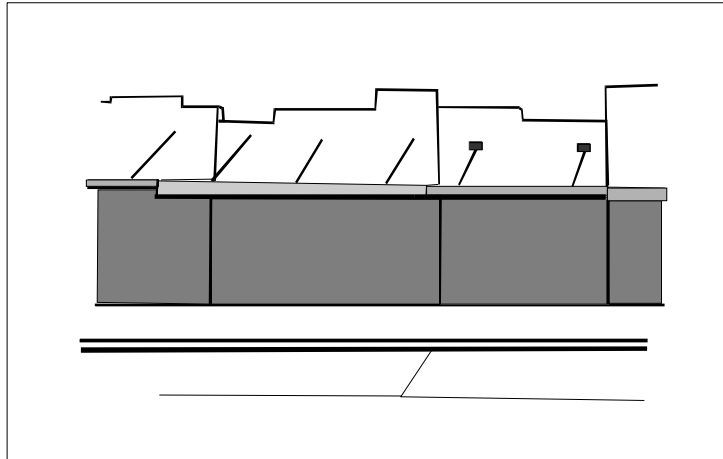
**(a) Minimum and Maximum Height**

- (i) The minimum and maximum height is dictated by the context of the building and will vary along the street frontage. The maximum height of buildings is two stories.
- (ii) Minimum height of the façade is the height of the building being replaced or the height of the adjoining buildings. If the adjoining buildings are radically different heights, then the minimum height is the height of the shorter adjoining building.
- (iii) Maximum height of the façade is dictated by the height of the building being replaced or the height of the adjoining buildings. If the adjoining buildings are radically different heights, then the maximum height is the height of the taller adjoining building.

**(b) Building Width**

- (i) The building width should match the proportions of adjacent buildings or the width of the building replaced.

- (ii) Any upper floor areas visible in the façade are to be usable space and the full width of the site.



Explanation: Continuity in the character of the streetscape is affected by building height and width.

## (7) PRINCIPLE THREE - BUILDING DESIGN

### (a) Proportions

- (i) The buildings and their elements should conform to the proportions of the historic heritage buildings in the streetscape.

### (b) Patterns and Repetition of Façade Elements

- (i) Building shape should reflect the context, i.e. conform to and reflect Paeroa's historic heritage building shapes; blend with the skyline silhouette along the streetscape where the new development is located.
- (ii) Repeat windows at regular intervals with attention given to the design and placement of the windows (fenestration) evident on adjacent buildings.
- (iii) Use of low relief surface decorations is encouraged, where appropriate

### (c) Details and Scale

- (i) Use details drawn from one of the historic architectural styles represented in the streetscape, i.e. make reference to appropriate heritage details.
- (ii) Avoid inserting elements or details that are obviously false based on their proportions, e.g. disproportionate stepped parapets or over sized chevron motifs.

Explanation: The character of the town centre is expressed in the scale of the buildings, their proportions and the distinctive elements and details that contribute to their architectural style. New work needs to be distinguished from old, but rules of proportion and scale apply.

**(8) PRINCIPLE FOUR - MATERIALS AND COLOUR**

**(a) Unify through use of appropriate materials, textures, and colours.**

- (i) Use materials that are similar in appearance to those used in the historic heritage buildings in Paeroa's town centre.
- (ii) Be consistent in the range of materials and colours used in the building, i.e. provide a harmonious well resolved whole.
- (iii) Use appropriate materials:
  - (1) Roofing on roof areas, e.g. use of corrugated iron on the front face of the building is strongly discouraged.
  - (2) Retain if possible existing stained glass or lead light windows (transoms) above the display windows of existing buildings or consider the use of transom windows in new buildings
  - (3) Scale and texture that conforms to historic heritage finishes and architectural details.
  - (4) Visual structure and weight of architectural elements should be appropriate, i.e. location and proportions must be justifiable.

- (b) Use colours to complement the form of the façade; three or four colours were originally used on many of Paeroa's buildings. Heritage colour charts, for example Resene's Heritage Colour Palette ([www.resene.co.nz/homeown/use\\_colr/heritage.htm](http://www.resene.co.nz/homeown/use_colr/heritage.htm)) should be consulted and used to inform colour schemes. Original building paint colours can also be determined through paint sampling and analysis.**

(Note: Art Deco buildings were commonly clad in stucco tinted with oxides. Colours used on the body of the art deco buildings included pale colours --pink, green, blue and a range of biscuit and ochre shades. Details were picked out in several darker or contrasting colours. The contrasting colours highlighted the low relief surface decorations. Colour schemes used on the art deco buildings in Napier and Ranfurly provide examples of best practice).

Explanation: Colours and materials express the character of individual buildings. Painting them complementary colour combinations enhances the low relief details of art deco buildings. Buildings in the town centre feature many minor low relief elements and details. These elements express the specific character of the individual buildings, e.g. parallel line motifs, chevron designs, verandah stays and stay anchors, stained glass or lead light windows above the display windows (transoms), tiled stall boards below the display windows, and doors.

**(9) SIGNS**

**(a) Objective:**

- (i) To ensure that signs complement the character of the heritage streetscape.

**(b) Policy:**

- (i) To encourage the use of signs that establish business identity and integrates with the architectural design of the buildings in the streetscape along Normanby Road, Princes, Queen and Wharf Streets.

**(c) Explanation:**

- (i)** Historic photographs of Paeroa show building fronts above the verandah (the parapets) featured the name of the business or generic descriptions, like “Chemist” above the verandah. The edge, known as the ‘fascia’ at the side of the verandahs was also used for advertising and under the verandah the shop window featured the shop name. Signs were also located on the front fascia, or edge, of the verandah.

Council encourages the use of signs that complement the heritage character of the town centre, but has not sought at this stage to specifically control advertising signage to achieve the desired heritage design outcomes through the district plan rules. Key locations for signs are:

- (1) Painted on the building wall above the verandah (parapets) or on a sign board that is attached to the wall (parapet) above the verandah.
- (2) Signs on the front edge of the verandah (fascia) that do not extend more than 10cm above or below the fascia board. Exceptions may be made for signs with a central panel, see example.
- (3) Hanging signs under the verandahs that are mounted at right angles to the building façade.
- (4) Small hanging signs between the verandah posts.
- (5) Signs painted on windows and doors.

- (ii)** Council discourages the use of signs that distract from the heritage features of the building and character of the town centre.

- (1) Signs on the front edge of the verandah fascia that extend more than 10cm above and below the fascia board, except as noted in 2 and shown in the example.
- (2) Signs mounted on top of the verandah on frames.
- (3) Signs attached between verandah posts.
- (4) Signs mounted above the verandah at right angles to the building façade.
- (5) Large signs that cover large segments of façade obscuring features, like windows and other architectural features.

(For examples of appropriate signage placements refer to the diagrams at the end of the Waihi Town Centre Heritage Building Design Guidelines in 5.11.8 Appendix A)