



# WAIKATO DISTRICT COUNCIL CHARACTER STATEMENTS

RAGLAN TOWN CENTRE

2018

Beca 2017 (unless Beca has expressly agreed otherwise with the Client in writing).

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## CHARACTER STATEMENTS

# 1. RAGLAN TOWN CENTRE

## 1.1 Overview

Raglan is a small beach-side town located on the west coast of New Zealand, 46km west of Hamilton on State Highway 23. Originally known as 'Whaaingaroa', early Maaori arrived by migratory canoe at least 800 years ago. Following European settlement (1835), the Raglan economy was supported initially by flax and timber exports, followed by farming which is still the mainstay for the area. The town is known for its surf breaks, beaches, arts and crafts, fashion, cafes and restaurants. A popular destination for holidaymakers and tourists, the population in Raglan increases by around 300-400 per cent over summer months.

The town centre is characterised by:

- A wide, central main street (Bow Street) with a palm tree planted central median, raised pedestrian crossings, wide footpaths and outdoor dining
- Small scale (one to two level, narrow frontages) buildings along Bow Street, built up to the front boundary with active frontages and verandahs
- The landmark Harbour View Hotel located along Bow Street at the end of Wainui Road
- The built form and landscaping along Bow Street framing views towards the harbour at its western end
- Commercial and retail activities which spill over from Bow Street in a southern direction along Wainui Road (towards the Raglan Fire Station and Museum) and connecting Wainui Road and Bow Street along Bankart Street
- On-street parking along main commercial streets
- Traditional roof forms including gabled and hipped roofs
- Predominantly post supported verandahs.



Harbour View Hotel, Raglan

## 1.2 Outcomes Sought

The following outcomes are sought for Raglan's town centre (Business Town Centre Zone):

- Maintain wide open streets and a high quality public realm that prioritises pedestrian movement, safety and amenity
- Encourage new development that is sympathetic to the existing main street built form (height, scale, form) and the surrounding context, whilst still promoting the eclectic and artistic nature of the town
- Continue to promote Raglan as a local, regional, national and international tourist destination



Bow Street, Raglan

## 1.3 Guidelines

The following guidelines seek to assist in supporting the key outcomes for Raglan's town centre:

- Continue to focus retailing activities along Bow Street and Wainui Road.
- Design new development along these main retail streets to:
  - Appear small in scale (one to two storeys)
  - Contain active frontages / transparent facades at ground level
  - Contain buildings generally built out to the street boundary
  - Provide footpaths sheltered by verandahs (either pitched roof, lean-to style supported by poles or a flat or horizontal plane verandah roof suspended from the building - see Figure 1)
- Respect the character of existing / neighbouring buildings (Figure 2) through new built form that:
  - Comprises of an appropriate traditional roof form (hipped or gable)
  - Provides recessed shop entrances
  - Creates narrow shop frontages (approximately 4-10m)
  - Promotes symmetry (i.e. in window design and placement)
  - Utilises parapets as a design feature
  - Softens double storey facades by emphasising horizontal elements
  - Provides predominantly post-supported verandahs
- Locate parking, loading and storage at the rear of buildings and wherever practical, provide vehicle access by a side street or rear lane – to avoid breaks in the continuous retail frontage
- Work with mana whenua to determine any cultural features to be protected, promoted or enhanced within the Town Centre.

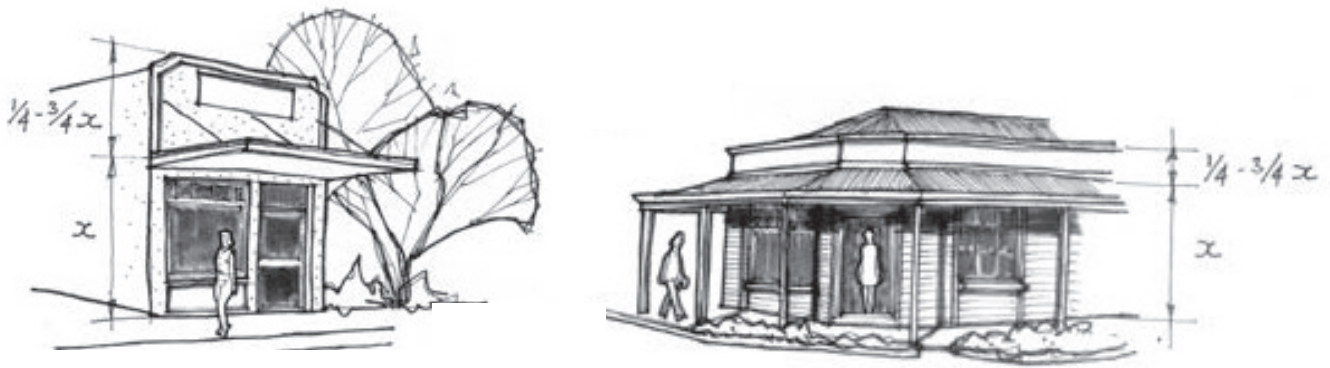


Figure 1. Raglan town centre - sketch illustrating verandah and parapet styles: (left) a flat or horizontal plane verandah roof either supported by steel rods, or with an integrated supporting structure hidden within the roof plane; (right) pitched roof or lean-to style supported by poles at the edge of the verandah .

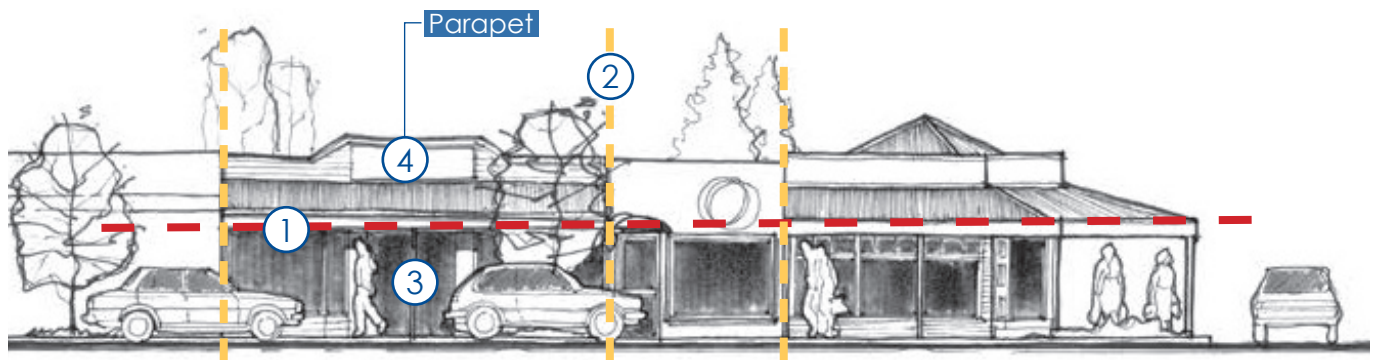


Figure 2. Raglan town centre - sketch showing key built form outcomes to be incorporated as part of future development within the town centre: (1) consistent verandah line (predominantly post-supported verandahs); (2) narrow frontages with clear vertical differentiation between buildings; (3) large, open, active façades with recessed bay entrances; (4) consistent above verandah parapets with symmetrical detailing and window placement.

- Design signage in line with the compatible with the scale and sense of place – integrated within the overall appearance of the building and enhancing the amenity of the town centre
- Emphasise corner sites, particularly at the entrance to the town centre, through designing corner buildings that:
  - Are two (or more) storeys, that can become visual references and landmarks
  - Have their main pedestrian entry fronting the intersection
  - Ensure design treatments are continued around both sides of the corner
- Strengthen connections between Bow Street and the harbour – through built form, pedestrian connections, signage and landscaping.

