

Adopted by WDC September 2015

## Pokeno Town Centre

# Architectural Form, Materials and Signage Design Guide



Richard Knott Limited

| Urban Design | Masterplanning | Built Heritage | Town Planning |





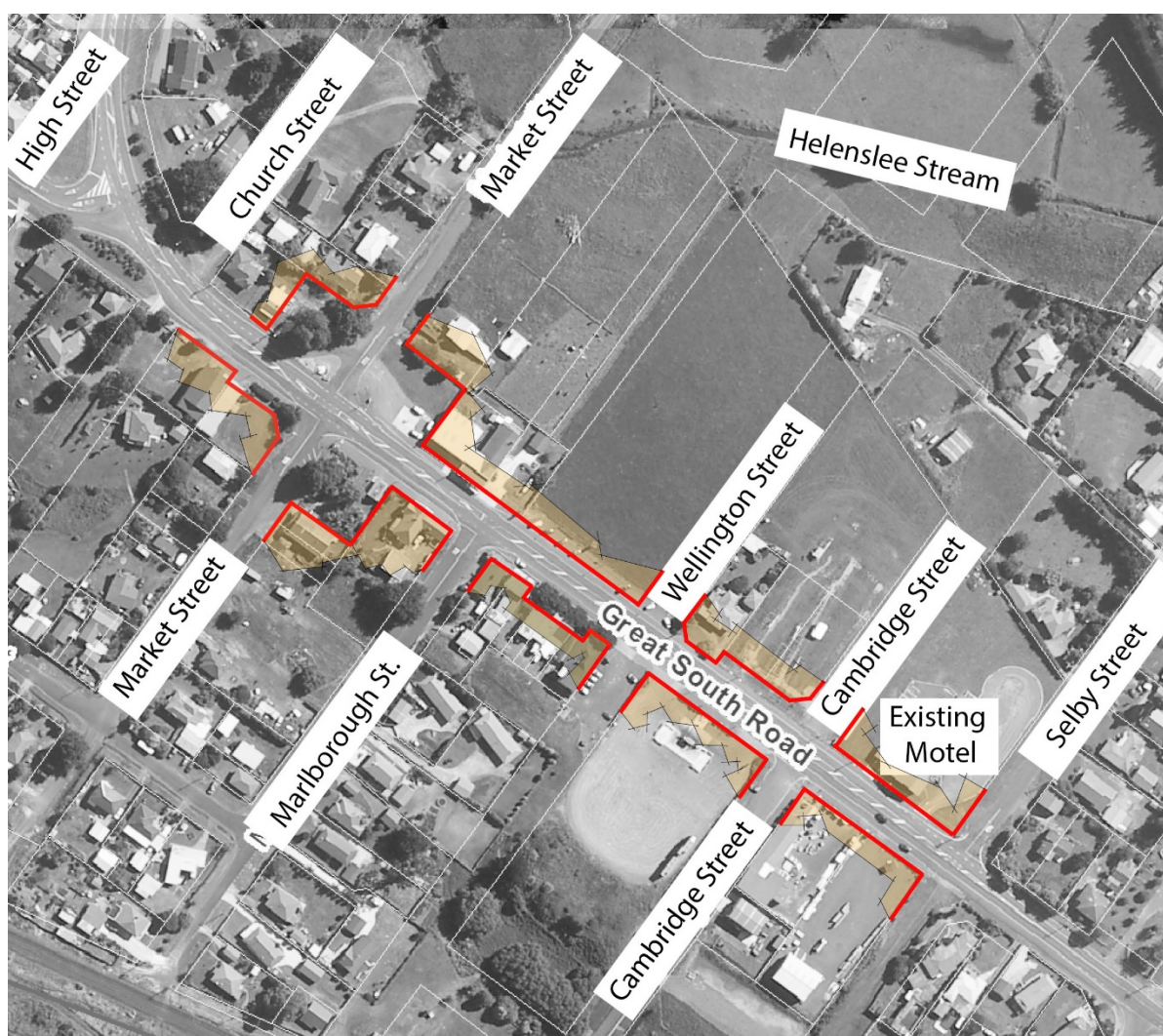
Above Aerial photograph of Pokeno's town centre/Great South Road showing existing Business and Recreational zoning (as at July 2015) and overlay of potential building layout as depicted in Appendix 29.2 of the District Plan.



## 1. Introduction

This design guide provides advice for developers regarding the architectural form, materials and signage that should be used for new business developments within Pokeno's main street. It is recommended that this guide apply to all Business-zoned properties that frame Market Square and those fronting Great South Road between Market Square and Selby Street.

The Council-owned properties opposite the cenotaph presently include the Pokeno Hall, associated parking areas and public conveniences. These properties comprise recreation-zoned land and legal (unformed) road. It is recommended that any future development of this Council land be consistent with the principles of this design guide to complement Market Square, the town centre appearance and function of Great South Road.



This illustration delineates in red the area of application for the design guide. Greatest consideration should be given to the Great South Road frontage with additional consideration given to elevations to side streets along with the design of roofs.

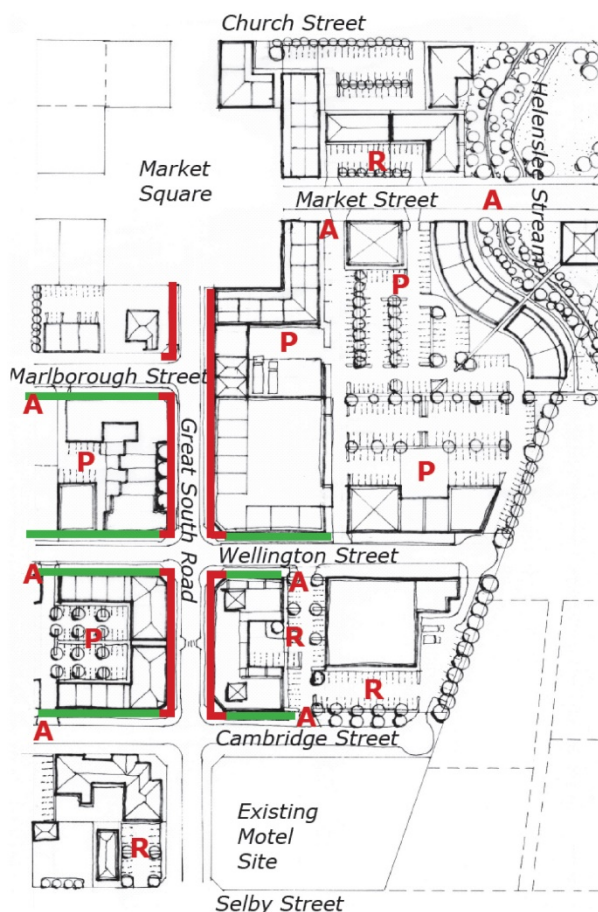
This design guide is intended to supplement the Waikato District Plan requirements in order to realise the Pokeno community's aspirations for a well-designed, coherent and visually attractive town centre.

Council's adoption of this design guide in 2015 is particularly important to the Pokeno community. This is largely due to the considerable extent of currently undeveloped Business-zoned land within the town centre and the opportunities that now exist for development given the main street's recent water and wastewater reticulation. There is benefit in applying this guide to a relatively 'fresh canvas' rather than trying to retrofit buildings at a later stage. The Council and the Pokeno community are therefore keen to set a yardstick for urban design as soon as possible. The chief objective of this design guide is to ensure that Pokeno's town centre respects the community's desire to have a small town that retains its country-style atmosphere.

Appendix 29.2 of the Waikato District Plan recognises the importance that the design of the streets, buildings and spaces has to the future vitality and economic potential of the town centre and sets out design assessment criteria which are used for the consideration of applications for properties within the Pokeno Business Zone. These design assessment criteria cover a wide range of matters to ensure that developments within the town centre area reflect good urban design practice.

Matters covered in Appendix 29.2 include:

- Ensuring that the Great South Road boundaries of sites between Market Square and Cambridge Street are lined with continuous building frontages to provide pedestrian amenity adjoining this main street.
- Requiring continuous verandahs along the front of these buildings and others within the Business zone to provide shelter for shoppers.
- Ensuring that buildings are designed so that the main entry to each building can be clearly seen and conveniently located.
- Making sure that outside storage areas are located out of sight so that they do not have a negative effect on the character of the area.
- Emphasising the importance of the detailed design of each building, and how the articulation of their elevations, detailed design and materials are important to ensuring that the buildings are compatible with surrounding buildings
- The integration of signage into the building form, along with many other design assessment matters.



Above: Plan extracted from Design Element 1; Site Planning, Appendix 29.2 of the Operative District Plan

There is no specific advice given within Appendix 29.2 regarding the materials which should be utilised, the architectural style adopted or the detailed design of signs on the buildings. WDC and the Pokeno Community have identified these as important matters. This guide therefore seeks to address these gaps and supplements (not supersedes) the requirements of Appendix 29.2.

## 2. Community Input

The guide has been produced with the input of the Pokeno community.

Following initial discussions with the Pokeno Community Group in 2014 regarding a potential design guide, the following opportunities were provided to secure further community input:

- 10th March 2015 - attendance at the Pokeno Community Group's meeting to discuss the possible content of the guide and to obtain the Group's input into its contents.
- 11th April 2015 - Public Open Day at the Pokeno Community Hall to ensure community input into the guide and specifically to identify what architectural styles and materials were thought most appropriate for the town centre.
- 12th May 2015 - the Pokeno Community Group discussed the guide further at their meeting and various members completed feedback forms.
- 14th July 2015 - presentation of the draft guide to the Pokeno Community Group to obtain feedback and comment on the draft guide.
- 12th August 2015 – incorporation of final comments from Pokeno Community Group

## 3. Community Response

At the Public Open Day on the 11<sup>th</sup> April 2015, photographs of various New Zealand town centres were pinned up. Attendees were asked to consider three questions and to record their answers on record sheets provided:

- In relation to the buildings shown for each location in the photographs:
  - (a) What do you like about the buildings?
  - (b) What don't you like about the buildings?  
e.g. materials, style, height, width and shop fronts
- Following this they were asked the general question:
  - (c) How would you like buildings to look in Pokeno?  
e.g. materials, style, height, width and shop fronts

The locations shown were Arrowtown, Botany Town Centre, Greytown, Matakana, Matamata, Queenstown, Oamaru, Palmerston, Papakura, Pegasus, Ponsonby, Te Anau, The Base (Hamilton) and Tirau.

In general there was greatest support for buildings which are of 'traditional' appearance, up to two storeys high, constructed with weatherboard elevations and reflect a small-town, country-style atmosphere.



## 4. Existing Character

The existing town centre in Pokeno is set out alongside the historic Great South Road. As at July 2015 the town centre accommodates the following small businesses and public assets:

- One café
- Two takeaway/ice-cream shops
- Pokeno Bacon retail shop
- A dairy
- A superette/liquor store
- A service station and associated workshop
- A truck-stop
- A gift shop
- A butcher
- The Craft Co-op
- Pokeno Motel
- A real estate agency
- Pokeno Community Hall
- Market Square

Below: Images of existing buildings in Pokeno town centre



The existing businesses are located within a range of buildings which vary in design, age and materials. However, all of the buildings appear small scale and are appropriate to their rural town location. The older buildings, including the former Post Office (now a real estate agency and under

renovation), one of the takeaway buildings and parts of the service station and associated workshop, are single storey and have weatherboard elevations under profiled metal roofs. The other takeaway building has what appears to be plastered or patterned fibrolite elevations. Whilst the roof shape and form of these buildings varies, they are all traditional forms including gabled roofs (including with parapets) and hipped roofs.

The newest building within the area, the Pokeno Motel, reflects this same palette of materials and building shapes in its design.

It is considered important that this existing character influences the design of the new buildings developed for the area.

## 5. Concept Design for Pokeno's Market Square

A concept design has already been approved in principle by the Council for the upgrade of the Market Square located at the intersection of Great South Road and Market Street. This particular design (shown below) is supported by the Pokeno community and is the result of public consultation undertaken in 2014. It may be that this development progresses in stages as needs and costs dictate.



## 6. Architectural Style, Materials and Appearance

Following the consultation which has taken place with the Pokeno community along with an understanding of the existing buildings which provide the existing character of the area, ten key principles have been developed. All of these principles should be considered when designing new buildings for Pokeno's town centre area. Each principle has been carefully considered to ensure that it will not impose significant additional costs that might otherwise adversely affect a developer's intention to proceed and, in turn, possibly compromise the community's desire to soon have a vibrant and functional town centre that serves their immediate needs.

### Principle 1

#### Reflecting Pokeno's Heritage as a Small Rural Town with a Countryside Atmosphere

It is expected that new buildings within Pokeno's town centre should have the appearance of buildings typical of a small rural town.

With the resident population of this town anticipated to reach 6000 within the identified Pokeno Structure Plan Area, it is important to respect the character of Pokeno as a small rural town having a countryside atmosphere. Without careful thought and consideration it would be relatively easy for developers and landowners to propose new buildings that are not in keeping with Pokeno's heritage or anticipated scale. For instance, whilst standard retail building designs used within Auckland may fit comfortably within a more built up urban centre, they could easily be out of context with the scale and appearance of urban development that is desired and expected by the Pokeno community.

### Principle 2

#### Creating Interesting Street Frontages made up of Individual Buildings

Whilst developments may be proposed on sites with long street frontages, it is important to ensure that each developed street frontage takes on the appearance of a number of individual buildings. This will give the appearance that the area has been developed incrementally and give the street frontages a fine-grained scale and appearance.

It is recommended that each 'individual building' is between 6m and 12m in width.

Below: Indicative development along street frontage showing 'individual buildings' having a width of between 6m and 12m.





### Principle 3

#### Individual buildings should vary in height and not seek to exactly match the height of their neighbour

Not seeking to exactly match the height and form of the neighbouring buildings will emphasise the individuality of each building.

### Principle 4

#### The use of timber weatherboard and/or plaster for elevations and profiled steel for roofs

The use of weatherboard elevations with traditional red profiled steel roofs for the majority of buildings in the town centre will be in keeping with Pokeno’s rural country town character. In line with the character of existing buildings in the town centre, a limited number of buildings should have plastered elevations.

Windows, doors and other joinery should, where possible, be constructed in timber.

### Principle 5

#### The Use of Traditional Roof Shapes

The use of traditional pitched roofs with gables or hipped shapes, with or without traditional parapets, will further emphasise the appropriateness of the buildings to this small rural town’s location.

Below: Traditional pitched roofs



Gabled roof

Parapet

Hipped roof

## Principle 6

### The Use of Traditional Style Shop Fronts

Where possible, traditional shop fronts should be incorporated into the building façade design. These should be constructed in timber to reflect the desired country town character.

Desirable features of a traditional shop front would therefore include:

- The use of pilasters and mullions to break up large areas of glass.
- The incorporation of a stallriser of a height suitable for the display of the goods to be sold in the shop. The stall riser should be made of durable materials that are easy to maintain.

Below: Traditional Style Shop Front



## Principle 7

### Colours and Finishes should reflect the Small Country Town Character of Pokeno

Colours and finishes chosen for all elevations, windows, doors and other joinery should reflect the character of Pokeno as a small country town. Emphasis should therefore be placed on using:

- light greys or other neutral colours for elevations
- white or other neutral colours for windows
- rich, deep colours such as deep reds, blues and greens which complement Pokeno's country setting for doors, shopfronts and fascias etc.

Suggested colours for doors, shopfronts, fascias and other highlight areas include:



Note: colours above are taken from the Resene Heritage range - alternative brands are acceptable.

Suggested colours for external walls include:



Note: colours above are taken from the Resene paint range - alternative brands are acceptable.

## Principle 8

### Contemporary Buildings are acceptable but should still reflect the overall Materials and Shapes of other Buildings

Whilst the emphasis is on the creation of traditional building forms, contemporary buildings are not discouraged. However, use of the recommended palette of materials and shapes/forms encouraged by this guide should still be incorporated into any contemporary building to ensure consistency with other buildings that have a more 'traditional' character reflective of a small rural town.

## Principle 9

### Advertisements and Signage Integrated into the Design of the Building

The design of each building within the town centre should identify locations for business signage. Allowable signage would include:

- signs hanging/projecting below verandahs
- signs on shop front fascias and fascia boards
- signs that are appropriately located on building elevations and on building parapets
- signs in other locations which sympathetically integrate with the style of building.



Below Left: Sign projecting from building or hanging from underside of verandah. Also shown, sign attached to side elevation.

Below Right: Individual letters attached to top of verandah



Below: Fascia sign attached to parapet of building



## Principle 10

### Limited Advertisements and Signage on Shop Windows

Windows for shops and business premises should not be dominated by advertisements. Instead, passers-by should be able to easily see inside the premises from footpath locations and employees should be able to easily see out. The need for clear and uncluttered windows will add to the interest of the town centre and also provide important passive surveillance which brings improved safety and security.

# SIGNAGE



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