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APPENDIX 23 : CENTRAL BUSINESS DISTRICT INNER COMMERCIAL DESIGN GUIDELINES

Introduction

As specified in the District Plan rules, the erection of new buildings, alterations or additions to existing buildings in the inner commercial zone is controlled activity. Primary consideration would be design, external appearance and siting of buildings. These guidelines should be used as policy and are implemented as such.

The existing building resources within the zone are up of buildings from many time periods and building styles. Similarly new buildings and objects will not necessarily be of a common style. All buildings within the context of the inner commercial zone should make a positive contribution to the amenity value of the Gisborne urban area.

It is the intent of the design manual to encourage projects to proceed while offering guidance to developers and building owners in order to develop a high quality, cohesive centre. The intention is not to limit the scope for innovation and interesting new development.

Developers or owners who intend to adapt or construct buildings or tenants who decide to lease buildings in the inner city core should:

1. assess the relationship of their proposed building to the overall CBD zone;
2. the role the individual building will play in the appearance of the inner city in respect of its overall form, street facade and detail.

It is the purpose of the guidelines to provide all parties involved in the inner commercial zone development process with a -clear set of design parameters. The guidelines explain the context within which design changes should take place and outlines the inner core's significant characteristics.

Streetscape Guidelines

The public space is composed primarily of Gladstone Road and the cross streets of Customhouse, Lowe, Peel, Bright, Grey and Derby and Cobden, the surrounding buildings and the street furniture. These elements shape the appearance and quality of the street and thus are the main contributors to amenity.

Policy: (Buildings to the Line of Public Space)

Design Principle:

- Along Gladstone Road from Cobden Street to the Gladstone Road Bridge, maintain and reinforce the traditional pattern of buildings facing Gladstone Road and encourage the development of building facades up to the line of the public space

Explanation & Principal Reason: Traditionally development has been at the scale of individual buildings facing directly onto Gladstone Road. Recent developments have changed the scale by establishing larger buildings and are set back from the road to permit parking between the building and the road.

New development should contain the street and maintain the street edge to define the public realm.

The front facade of new buildings should be built up to the back of the footpath.

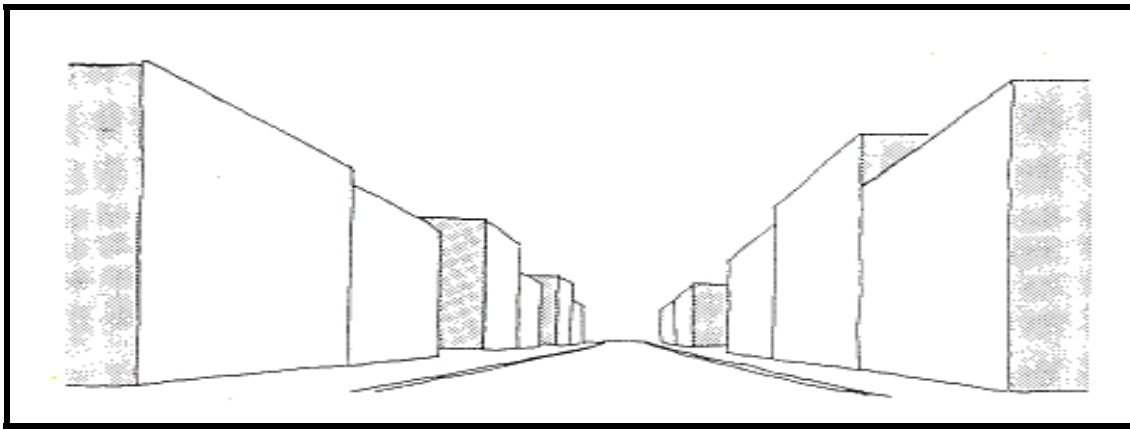


Figure 3 Buildings to the Line of Public Space

Policy: (Continuous Building Edge)

- Design Principle:**
- Along Gladstone Road and Peel Street promote a continuous building edge
 - Gaps in the street facade should be avoided.

Explanation & Principal Reason: In the same way that buildings were built up to the street edge the inner commercial zone was traditionally defined by a series of buildings that formed a continuous facade along the street. This continuity was only interrupted at street level by alleyways giving access to the rear of shops.

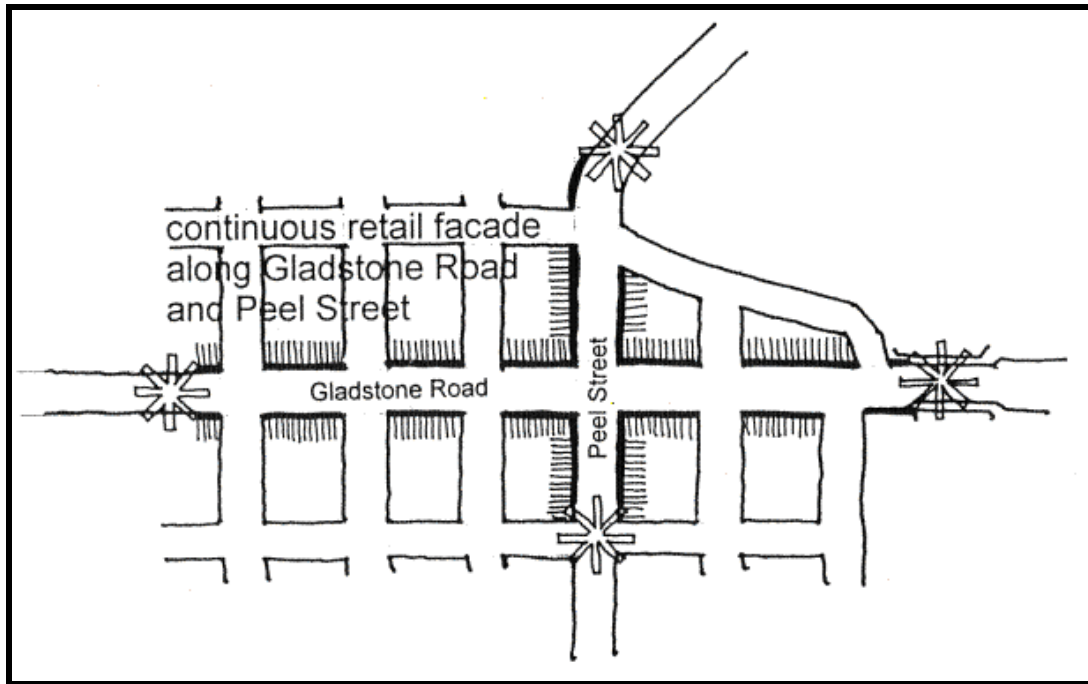


Figure 4 Continuous Building Edge

Policy: (Variety and Intensity)

Design Principle:

- Encourage a variety and intensity of street activity.

Explanation & Principal Reason: Streetscape design should create places for stopping, resting, meeting and talking. The footpath becomes a vital place. Activities of the street and surrounding retail buildings make a positive contribution to the vitality of the street.

Non retail activities interrupt the retail character of the inner core. Activities of a non retail nature should be encouraged to reduce the amount of ground floor street frontage that they occupy.



Figure 5 Variety and Intensity



Figure 6 Variety and Intensity

Policy: (Building Guidelines)

The building design guidelines are concerned with:

- Variety and similarity;
- Building width and height;
- Building elevations;
- Window and wall on the street facade;
- Window and wall on the rear facade;
- Roofs;
- Colour.

Policy: (Variety and Similarity)

Design Principle:

- New Buildings should express their own identity while respecting the mass, rhythm, height, pattern and overall character of the inner core

Explanation & Principal Reason: Proposed new buildings and additions or alterations should respect the characteristics of the inner city core expanded in this manual without the building losing its own sense of identity. The guidelines should lead to buildings that fit comfortably into the urban fabric and yet express their own individuality and time.

Variety can be achieved through articulation of the walls, the height and the roof of each building.

Policy: (Building Width and Height)

Design Principle

- New building elevations should express an apparent width of approximately 6m along Gladstone Road and Peel Street facades. Buildings should have a maximum height of 10m at the street edge

Explanation & Principal Reason: Original lot sizes tended to be relatively narrow and were a determining factor in the footprint of older buildings. New buildings tend to be larger units of construction. The change in the scale of the retail centre has a profound effect on the scale of the street and on the quality of the visual environment. Some lot sizes particularly on intersections tended to be larger but the structural rhythm of the older buildings continued to express this small scale

Proposed new buildings should express a rhythm in the street facade of approximately 6m. With a height of 10m this will ensure that the dominant proportion expressed on the building facade is a vertical one rather than a horizontal one.

To achieve this it may be appropriate for the 6m apparent width to become a determinant of the facade articulation, ensuring a compatible scale of the buildings in relation to the public space of the street.

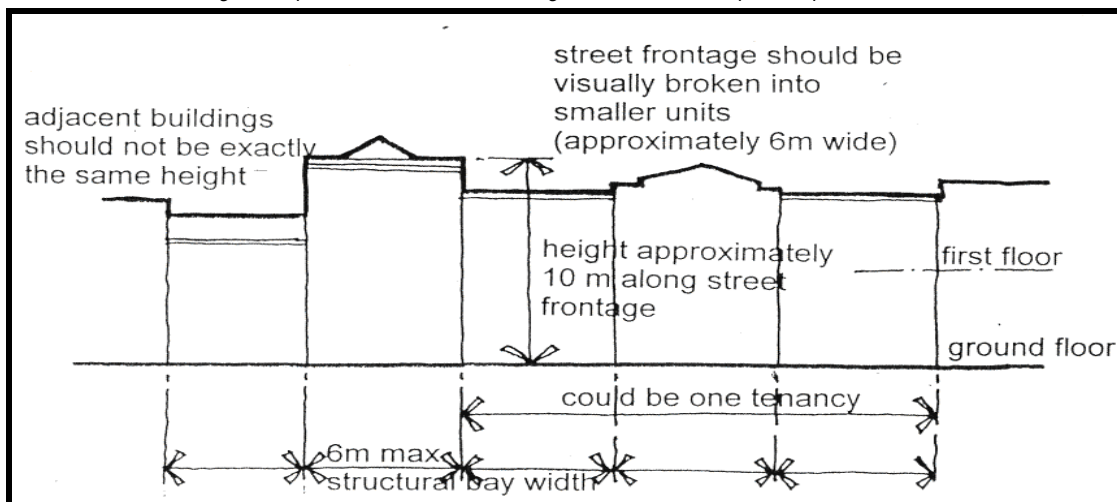


Figure 7 Building Width and Height

Policy: (Building Elevations)

Design Principle:

- The architectural composition of the facade should express base, middle and top articulation

Explanation & Principal Reason: The commercial building facades consist of three parts namely :

- *the shopfront forming the base of the facade;*
- *the upper facade;*
- *the top of the building.*

These parts are evident in most facades and should be replicated as far as possible.

To maintain individuality building facades should not be exactly equal in height to adjacent buildings. Where larger buildings are divided into 6m units, articulation of the plan form of the building should also be reflected on the building elevation.



Figure 8 Building Elevations

Policy: (Window and Wall on the Street Facade)

Design Principle:

- The majority of the surface of the base of the building on the street facade should be a window. Inversely, 50% or more of the surface area above the shopfront should be solid wall.

Explanation & Principal Reason: The traditional form of retail buildings in smaller urban centres has resulted in large glass areas for the ground level shopfronts and smaller window openings in the upper floor

The resultant solid to void relationship is characterised by the lower floor having the majority of its surfaces window and the upper floor having the majority of its surface as solid or wall.

New construction, with retail use at the street level and commercial, office or residential uses on the upper floor should follow this pattern of surface configuration.



Figure 9 Windows and Walls

Policy: (Side and Rear Walls)

Design Principle:

- The side and rear walls of buildings are important but should not afford access to buildings or attempt to replicate the street facade

Explanation & Principal Reason: The back of the building should receive as much attention as the street facade particularly with the introduction of parking at the rear of buildings. These areas are increasingly important in creating a suitable standard of amenity.

The back facades of shops should not attempt to replicate the street facade. Rear access should be primarily for service deliveries with the primary access to the shop being through the street frontage.

Policy: (Roofs)

Design Principle:

- Pitched roofs shall not be expressed on the street facade.

Explanation & Principal Reason: Low pitched roofs predominate in the inner city core. Pitched roofs on the street facade are out of character and should be avoided.

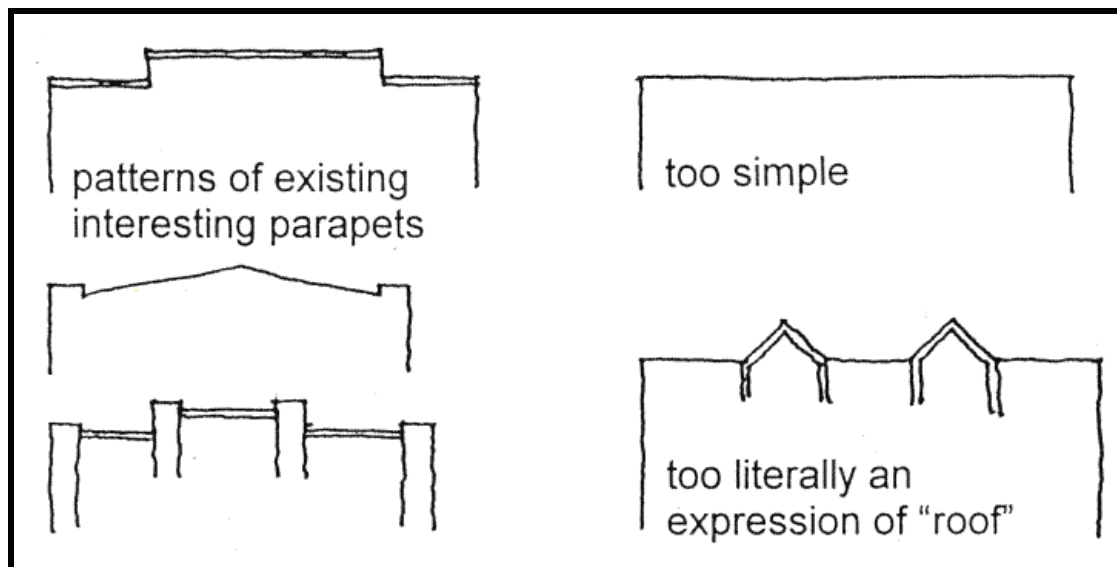


Figure 10 Roofs

Policy: (Verandahs)

Design Principle:

- Verandahs to be provided and shall:
- be at least 2.9m above the footpath;
- extend for the full length of the frontage of the site;
- cover the full width of the footpath less 500mm;
- be related to its neighbours to provide continuity.

Policy: (Colour)

Design Principle:

- Use colour sparingly and select from a limited range of colours

Explanation & Principal Reason: The single most effective and easily achievable streetscape improvement can be achieved by painting the exterior of the building. The right combination of colours can unify the building elements within the facade as well as relate the building to others on the street.

Three colours are sufficient to highlight any facade.

The base colour appears on the panels flanking the shopfront window and on the upper wall or cornice. If this material is natural brick it should not be painted. If a building has been painted select a colour from the range indicated that relates to adjacent buildings.

The major trim colour defines the decorative elements of the building tying together the shopfront and the upper facade trim.. The trim colour should complement the base colour. Major trim elements include the building cornice, shopfront cornice, window frames, sills and hoods and the shopfront frame.

The minor trim should enhance the colour scheme established by the base and major trim. Often a darker shade of the major trim can be used to highlight windows, doors and selected details. Care should be taken not to over decorate the facade by picking out the individual details of ornamentation.

Colour can also be used to visually minimise facade colours, Inappropriate materials can also be made more compatible with paint colour.

Intense colours distract from a harmonious design, light colours bring out details while dark colours obscure them.

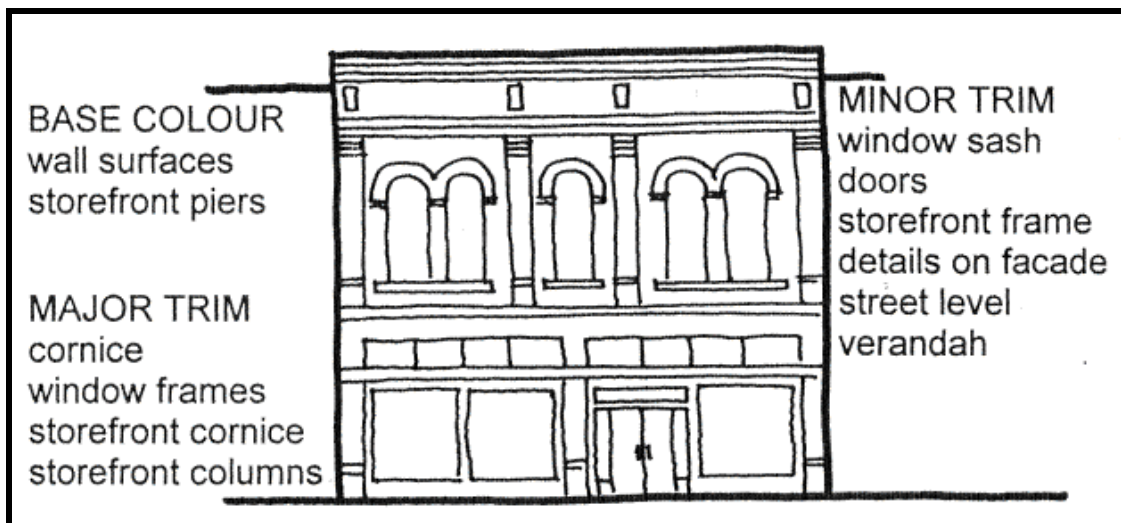


Figure 11 Colour