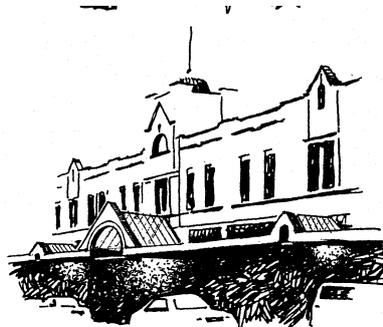


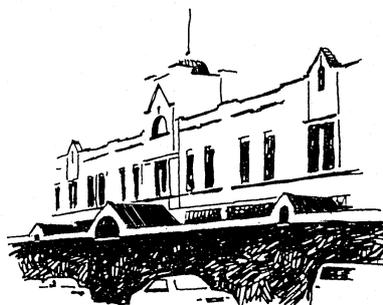
# DESIGN GUIDELINES:

## Verandahs

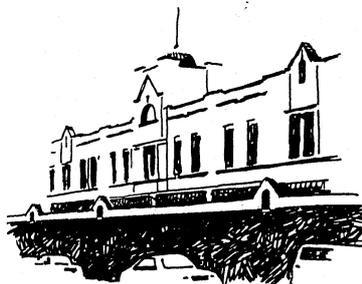
Partial glazed elements establishes visual continuity between above and below-verandah space and adds valuable light and variety to the footpath environment; complex fascia relates building to verandah and emphasizes transition role of space beneath



Modulated hierarchy of fascia elements (perhaps responding to a significant point of entry) and vertical modelling of verandah emphasize variety of form and suggests a transition role of the space beneath



Modelled fascia elements restore a lost sense of continuity of detail prevalent in earlier times, and re-establishes the response to building forms



Unadorned slab verandah canopy achieves minimum goals of shelter, but lacks sense of response to the building above or the idea of the verandah as a transition space



INCREASINGLY SYMPATHETIC

Generally inappropriate

INCREASINGLY UNSYMPATHETIC



## UNDER-VERANDAH

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**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 complement the design of the building in which they are set**

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Shopkeepers need to make their whereabouts known and to display their merchandise. All this helps to create the busy, colourful and vibrant atmosphere we associate with shopping streets.

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.

A traditional feature of shops which has increasingly been disregarded is the use of the recessed entrance porch. Formerly Karangahape Road consisted predominantly of small specialist shops with the entrance porch being particularly appropriate to this type of retail use. The entrance porch is a welcoming gesture; it is a space of human scale providing a transition or pause between the bustling dynamic street space and the quieter static shop space. It encourages window shopping without disruption to the pedestrian flow along the footpath, and allows a greater window display area to attract customers.

A close succession of these recessed entranceways and small-scale shop fronts provides a three dimensional vitality and rhythm to the streetscape allowing the pedestrian to feel involved in the street-side activities.

Off-street Plazas or other landscaped areas may be appropriate within the Precinct, but should not detract visually or spatially from the continuity of street-edge frontages along Karangahape Road.



**Such spaces should be placed behind frontage elements on the frontage so as to maintain this important continuity of built form below and especially above the verandah level**



Surprisingly, a large number of retailers in Karangahape Road maintain recessed entrances, perhaps having recognised its value. Currently many shop owners use the entrance porch to display goods in the open, making a major contribution to the market-place atmosphere associated with Karangahape Road



Windows incorporated glazing bars at door height, the space above being decorated or used for signage. This resulted in the whole shopfront being broken up into easily perceived visual units, giving it a relaxed and intimate feel.



Along with the recessed entranceway, the Karangahape Road shopfronts of the past incorporated other details of human scale, such as the door and the window. Doors were often of domestic scale and design, many examples of which remain in use.



# DESIGN GUIDELINES:

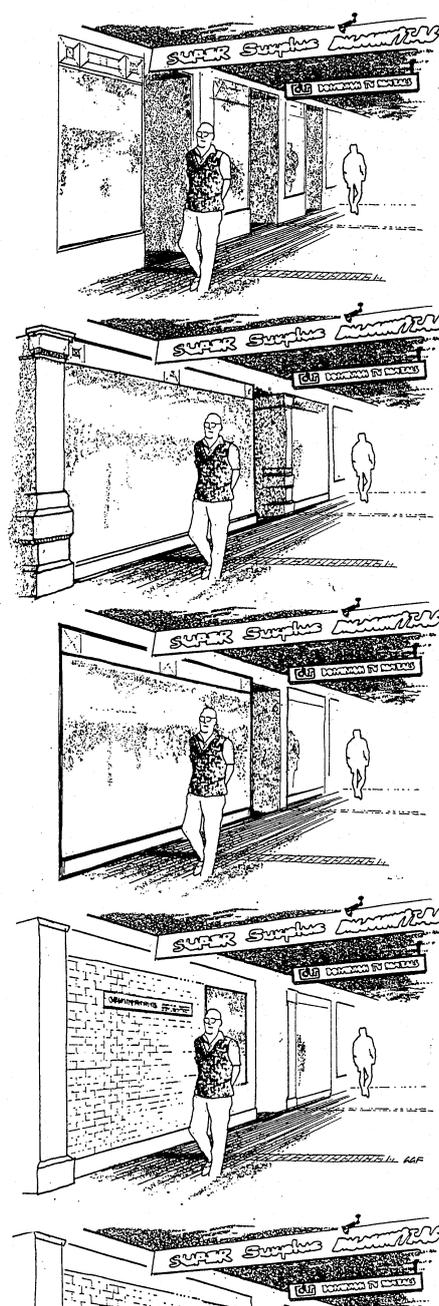
## Under-Verandah

Small retail units (or small frontage units to larger retail floorspace) re-establishes a reference to rhythm of original subdivision pattern and provides a comfortable scale to frontages

Where appropriate modelled structural or decorative references to the frontage above (especially where glazed verandahs are used) re-establishes limited aspects of possible original ground level character

Mixed size of frontage units with fully glazed windows maintains interest, and offers a firmly established retail sense to the frontage

Solid materials with minimal glazing to street frontage communicate introverted messages to the street and compromise retail interest and sparkle



DEASINGLY SYMPATHETIC

INCREASINGLY UNSYMPATHETIC

Generally Inappropriate



# SIGNS

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

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Signs on frontages or fascias are not isolated entities; they are part of the building frontage. It is accepted that signs are an essential part of the commercial character and activity of city centres, but a balance can and should be achieved between commercialism and architectural and streetscape quality. In Karangahape Road signage is a significant part of a vibrant, colourful and mildly haphazard street image, but this should not be encouraged to the extent that appreciation of a frontage's architectural qualities are unduly compromised.

The Auckland City Consolidated Bylaw 1991 (Part 27 - Signs) regulates the design and placing of signs. One of the primary aims of [this guideline](#) is to encourage signs to be seen as an integral part of a frontage and to encourage good design practice.

There are many examples in Karangahape Road where signs detract from the visual appearance of building frontages, particularly above verandah level. There are others which are unobtrusive and sympathetic with the architectural pattern of the buildings.



**Signs sympathetic with the architectural pattern of the building**



**An unobtrusive verandah fascia sign which does not detract from the visual appearance of the frontage and streetscape**





**A clutter of signs and symbols detracting from the visual appearance of the buildings above verandah level**



**Obtrusive signs completely hiding the architectural features of the frontage**

Signs other than those associated with shop fronts are normally placed high on the elevation or windows of upper floors.



**The choice and size of lettering is sympathetic to the style and proportions of the frontage**



**This gold leaf sign is particularly well related to the style of building and to the window proportions**

Under the verandah it is not intended to prescribe design guidelines for signs, because in the majority of cases the under-verandah signage is not read as part of the overall building frontage.





**Signs under the verandah are of mixed size, shape, colour, illumination and materials; these form an integral part of the vibrant and colourful atmosphere of Karangahape Road**

Signs erected at right angles to the building, on or above the verandah can have limited visual impact on the appearance of the frontage when viewed individually from directly across the street.

However the proliferation of these signs, when viewed from an oblique angle, can have an aggregate impact of obscuring architectural features of the frontages, detracting from the overall visual appearance of the buildings and streetscape.



**A projecting sign viewed from directly across the street (see page 11 for oblique view)**



**A proliferation of projecting and “free standing” signs above verandah level, unsympathetic to the form and character of the building, verandah, and to each other**



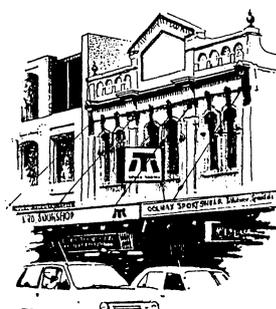
# DESIGN GUIDELINES:

## Signs

Carefully integrated signage or logos are visually clear but can simultaneously be a positive addition to the frontage



Restrained projecting sign achieves advertising clarity without disrespect toward the architecture, especially when seen from directly across the street



Raised sign respects the exposure of the building frontage, but can compromise the architectural integrity as an obtrusive addition to a sensitive element of the frontage



Large and obtrusively designed sign is totally inconsiderate toward the integrity of the frontage behind it



CREASINGLY SYMPATHETIC



Generally inappropiate

INCREASINGLY UNSYMPATHETIC



# GLOSSARY

