

# APPENDIX 11

## DESIGN GUIDELINES FOR TRADITIONAL TOWN CENTRES

### Plan change annotations - key



Indicates where content is affected by proposed plan modification x.  
Refer to plan modification folder or website for details.



Indicates where the content is part of plan modification x, which is  
subject to appeal.

Underlined content to be inserted.

~~Struck through~~ content to be deleted.





## DESIGN GUIDELINES FOR TRADITIONAL TOWN CENTRES

CONTENTS.....	PAGE
<b>1.0 Character summaries .....</b>	<b>A4</b>
1.1 Eden Valley (Dominion Road) .....	A4
1.2 Ellerslie .....	A4
1.3 Grey Lynn .....	A5
1.4 Kingsland.....	A7
1.5 Mt Eden Village .....	B1
1.6 St Heliers .....	B4
1.7 Upper Symonds Street .....	C1
1.8 West Lynn .....	C1
1.9 Balmoral.....	C4
1.10 Sandringham .....	C5
<b>2.0 Design Guidelines.....</b>	<b>D1</b>
2.1 Introduction .....	D1
2.2 General character of traditional town centres .....	D1
2.3 Specific character of traditional town centres .....	D2
2.4 Architectural style.....	D4
2.5 Street definition.....	D4
2.6 Site frontages .....	D5
2.7 Active frontages .....	D6
2.8 Building heights.....	D6
2.9 Street corners and intersections.....	D7
2.10 Verandahs.....	D7
2.11 Parapets and cornices.....	E1
2.12 Facade modulation .....	E2
2.13 Walls.....	E3
2.14 Windows .....	E4
2.15 Shop fronts .....	E5
2.16 Materials .....	E5
2.17 Decoration .....	E6
2.18 Colour .....	F1
2.19 Signs .....	F2
2.20 Telecommunications Infrastructure .....	F2
2.21 Glossary.....	F6



## DESIGN GUIDELINES FOR TRADITIONAL TOWN CENTRES

### 1.0 CHARACTER SUMMARIES

#### 1.1 EDEN VALLEY (DOMINION ROAD)

The Eden Valley shopping centre was established in the late 19th century, at the junction of the earliest roads in the area. Valley Road linking Dominion Road to Mt Eden Road was formed on subdivision in the early 1870s. The commercial centre established at this intersection in the 1880s, at the same time as the adjacent residential streets developed. It became the major shopping centre in the area reaching a peak in the 1920s and 1930s. The centre has progressively developed with construction of new building types such as the supermarket, as well as factories and major commercial buildings.

The Valley Road shopping centre has a more typical commercial strip shopping centre character, and demonstrates the development in taste and design of typical suburban centres in New Zealand, from establishment in the Victorian and Edwardian eras through to a peak of development in the 1920s and 1930s. Early commercial buildings are generally two storeyed, and of brick or plastered brick construction and many retain original shopfront and interior detail. It is focused around the intersection of Dominion & Valley Roads which contains two storied late Victorian and Edwardian buildings on its three corners.

The shops built in the late Victorian and Edwardian period utilised timber shopfront joinery, within buildings of either timber or brick. Pilasters often frame the shopfront and continue above veranda height. The shops from the 1920's and 1930's used a greater range of architectural styles for shop fronts including stripped classical, art nouveau, and spanish mission and art deco. New materials such as terrazzo were used on pilasters and stall boards.

The fairly consistent pattern of built development achieved by c 1930 has been subsequently weakened and eroded with the removal of buildings or groups of buildings. Later development is set back from the street edge, and tends to be of a poorer quality. Most recent development has the buildings set back with parking on the street frontage, compromising the pedestrian environment, and weakening the defined edges of the commercial precinct.

### 1.2 ELLERSLIE

Following the break-up of the large farming estates in the vicinity, the Ellerslie estate was purchased by Robert Graham in 1848 who initiated horseracing in 1857 and pioneered the first subdivision into residential lots in the 1880's. The development of the racecourse, zoological gardens, the intersection of the new railway with the main highway to Panmure and Mt Wellington, the station, the Ellerslie Hotel at the junction of the railway and Main Highway formed the core of what was to become the Ellerslie Township in the late 19th century.

The form of Ellerslie commercial centre was fully evident by 1920. The commercial centre, alongside the population of the area, continued sporadic but steady growth through to the 1940's with Ellerslie's immediate environs remaining largely rural in character. During this period, Ellerslie Borough was established and a number of good quality character defining buildings began to appear to the east of the railway station.

The construction of the first section of the Southern Motorway took place in the 1950s, effectively dividing Ellerslie into two distinct entities and eliminating its status as a main road strip-shop commercial development. What emerged was a suburban town-centre constricted from major growth by its suburban setting and three physical boundaries; the Ladies Mile Ridge, the Southern Motorway and the new Ellerslie-Panmure Highway on/off ramp.

Several good-quality buildings in the town centre are concentrated at this intersection and it is these which define and support the character of the township. Most buildings are post-war utilitarian constructed of painted concrete blockwork and frontages of glass and aluminium joinery. Several of the character defining buildings are rendered and painted brick and some early structures of timber construction. The majority of the buildings are one and two storeyed. Main Highway has the greatest level of enclosure as the street frontages and the verandah are continuous on both sides of the street block, with the exception of the public urban space and the War Memorial Hall.

Although there is a contrast between the commercial core with its continuous facades and verandahs, and the single residential properties on the side streets, which tend to be set back from the street boundary the overall character of the centre is one of integration and compatibility. In general the buildings successfully create the public realm and create a human scale environment.



**1.3 GREY LYNN**

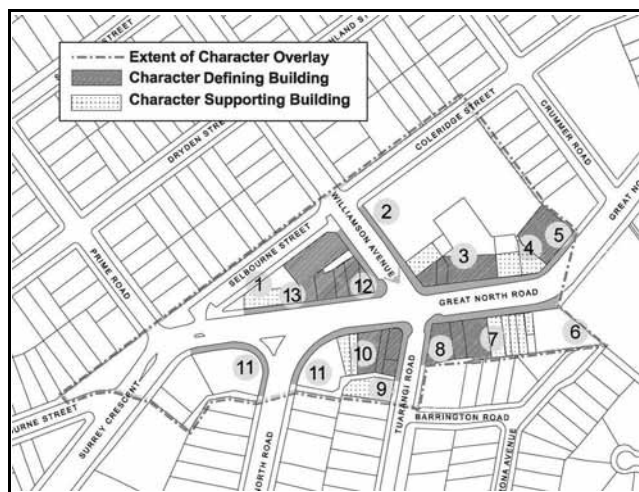
The Grey Lynn shopping precinct developed in the early decades of the twentieth century along Great North Road near the junction with Williamson Ave, two of the major roads defining the south east edge of the Surrey Hills residential estate. The Arch Hill hotel at the corner of Great North and Tuarangi Roads was built in the early 1880s and formed the commercial heart of the community, which expanded progressively as the residential population increased and public transport was developed.

Surrey Crescent shopping centre is strongly defined by the consistency in age of its existing built development, which occurred largely in the 1920s and 30s. Commercial buildings are generally two storeyed and of brick or plastered brick construction. Some retain original shopfront and interior detail. The location of houses, the library, St Josephs Convent and the Catholic church close to the shops reinforce the understanding of the place as an important early centre. The Catholic church is a very significant modern landmark building.

**Recommendations to maintain / enhance character**

- Recognise and respect the qualities of the underlying landscape context, urban structure and built environment.
- Surviving early buildings are a primary asset of the centre, and sympathetic treatment will provide a high quality identity, reinforcing the unique qualities of the centre. Buildings identified as "character defining" should be retained, conserved and adapted for ongoing use in preference to redevelopment.
- Generally any redevelopment should be encouraged to build up to the street frontage with servicing and parking at rear. Reinforce key street corners in terms of built development and use. The existing character of particular blocks should guide any redevelopment:
  - Generally 1 and 2 storeyed scale of commercial buildings, with predominantly plastered brick construction and timber construction.
  - Configuration of shopfronts and verandahs and survival of original detail, including interior detail, to a number of buildings.
  - Relatively narrow lot widths.
  - Mix of commercial, residential and church uses within or close to the mainstreet commercial core, which give the centre a unique character.
- Restrained use of planting and street furniture to minimise clutter to footpaths in retail core, allowing for merchandise to spill out.

- Improve understanding of the Maori and European history of the area, potentially through a heritage walk brochure, interpretive material within or about key buildings, and potentially on site markers.
- Foster close relationships with iwi to understand and respect Maori values, the people and history associated with the area in all ongoing work.



1. Angle parking in Selbourne Street and the service lane behind the shops performs an important supporting function for the retail core and should be retained as existing. Street planting provides a contrast to the built character of Great North Road. Retain and conserve early buildings in preference to redevelopment. Encourage sympathetic adaptation of interior of Cameo Theatre if opportunity arises. Café at corner successfully utilises existing heritage building, and enlivens public realm with café seating on pavement.



2. Foodtown wall to Williamson Ave provides opportunities for community artworks. Specimen trees in Coleridge Street provide important contrast to built character of Great North Road.





3. Encourage better connections from Foodtown carpark through to Williamson Ave and Great North Road. Emphasis on maintenance and control of vandalism and graffiti. Potential for co-ordinated mural painting. Relocate rubbish bins from lanes if possible. Improve paving and lighting.



4. Largely intact block of traditional retail buildings built between c1910 and late 1930s. Retain and conserve early buildings in preference to redevelopment.



5. Outside the commercial core - residential character buildings set back from front boundary and more vegetation.



6. Future redevelopment of caryard to build to street frontage. Investigate possible opportunities for small civic space as part of any redevelopment.



7. Intact block of traditional retail buildings built largely in the 1920s. Retain and conserve early buildings in preference to redevelopment.



8. The former Arch Hill Hotel is the earliest building in the centre. Encourage an active use at ground level. Retain angle parking in Tuarangi Road.



9. Mission Hall and Gas Company valve house in Tuarangi Road reinforce historic character of centre. Retain and adapt for ongoing use. Retain angle parking and public carpark in Tuarangi Road.



10. Intact group of buildings built between 1920s and 1950s from Tuarangi Road toward Surrey Crescent. Significant corner building defines main intersection. Retain and conserve early buildings in preference to redevelopment.





11. Lack of definition at corner, emphasises severing effect of intersection. Any future redevelopment to define street edge. Investigate possible opportunities for small civic space as part of any redevelopment.



12. Retain original shopfront and verandah detail where practicable. Encourage use that would provide a more active frontage to key corner tenancy.



13. Intact block of early buildings including former St Columba Church, built in 1909, the Cameo Theatre, and adjacent retail buildings built in 1929. These have been adapted for ongoing use, forming a significant core of heritage fabric in this centre.

## 1.4 KINGSLAND

The portion of New North Road that runs through Kingsland has been developed on the high point of a ridge running in an east-west direction. The ridges and gullies define and influence the resulting urban topography. The major transport routes, both vehicular and rail, are dominant linear elements which further serve to influence the structure of the suburb and generally curtail potential north-south routes through the suburb. The commercial precinct lacks any distinctive vegetation and is devoid of any planting or specimen trees, which gives the area a dominant urban character.

The Kingsland shopping precinct was established in the early 1880s following the opening of the Auckland to Helensville Railway and some of the earliest subdivisions of rural

allotments and residential development in the area. The Kingsland Station was located close to the junction of the two main roads in the area; New North Road and Cabbage Tree Swamp Road, now Sandringham Road, and was close to one of the earliest buildings in the district, the Trinity Methodist Church. A W Page's Store established in 1885, formed the commercial heart of the community, which expanded progressively as further subdivision occurred and public transport developed.

Kingsland demonstrates in its built fabric the progressive development of the area as a residential suburb from the late 19th century onwards. There was a significant period of built development around the turn of the 20th century, and in the 1920s. The area demonstrates the development in taste and design typical of suburban centres in New Zealand, from establishment in the Victorian and Edwardian eras through to development in the 1920s and 1930s. Commercial buildings are generally two storied, and of brick; plastered brick; or timber construction. Many commercial buildings in Kingsland retain original shop front and interior details. The early buildings in Kingsland retain much of their original detail including timber shopfront joinery, tiled recessed entrances, verandahs, as well as original or early interior finishing detail. No commercial buildings have been developed higher than approximately 9 metres in the Kingsland commercial area.

While Kingsland retains a number of character defining buildings, in places the character has been eroded by the pattern and quality of modern development, which is set back from the street front, disrupting the traditional, consistent form.

The centre contains the following scheduled buildings or objects:

- New North Road 460-466 Kingsland: Pages Building
- New North Road 463-475, Kingsland: Portland Buildings
- New North Road 468-470, Kingsland: Page's grain and forage store
- New North Road 478, Kingsland: Kingsland Post Office

[SECTION CONTINUED](#)

