2.18 COLOUR

Throughout the traditional town centres colour has been used to decorate buildings externally, contributing much to the character of the streetscape.

Many frontages are in fairly subdued colours while some display a greater use of strong contrasting colours. A frontage may be unified through the use of subdued colours or be given a sense of individuality by emphasizing architectural features in contrasting colour. The use of colour can further distinguish one building from the next.

Colour used on frontages should be considered as a whole, integrating under-verandah shop fronts with the frontage above. Much of the street-level character derives from brightly coloured signs and shop displays and it is appreciated that individual shopkeepers and businesses use colour and detail to attract custom.

Originally, many plastered frontages within the traditional town centres were unpainted, but a surface of this type does not weather well in Auckland's humid climate, becoming a dull grey over the years.

Frontages were often painted to refresh buildings and improve their appearance, adding considerably to their "street appeal".

Colour was also used for separate tenancies to provide further vertical emphasis along the street.

In the Victorian and Edwardian period building colour was limited by the restricted range of colours then available. These were mainly muted "earth colours" such as rich brown, red brown, purple brown and dark green and a few lighter shades including pale grey, pale green, light stone and light brown. A rich and lively effect was produced by using these colours in varying combinations.

Bright colours using modern paint pigments should be used with restraint as they lack the subtlety evident in the original colours, especially if used in large areas of frontage.

A polychrome colour scheme is in keeping with the spirit of Victorian and Edwardian architecture, and can be used to emphasise the visual hierarchy of a facade. This period produced frontages of great interest and colour variety through the juxtaposition of the basic wall surface with plaster decoration and varying window designs.

A monochrome colour scheme conceals the richness of varying materials and structural image.

Therefore use colour to further emphasise the diversity and complexity of traditional streetscapes.

2.19 SIGNS

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.

Signs on frontages or fascias are not isolated elements; they are part of the building frontage. It is accepted that signs are an essential part of the commercial character and activity of town centres, but not at the expense of streetscape quality.

The Auckland City Consolidated Bylaw 1998 (Part27 - Signs) regulates the design and placing of signs .The areas covered by the character overlay are 'special character areas' for the purposes of administering the provisions of the Bylaw.

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 the town centres 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.

Therefore, all signs should be designed as an integral part of the building frontage, related to and not obscuring, or in conflict with other architectural elements.

2.20 TELECOMMUNICATIONS INFRASTRUCTURE

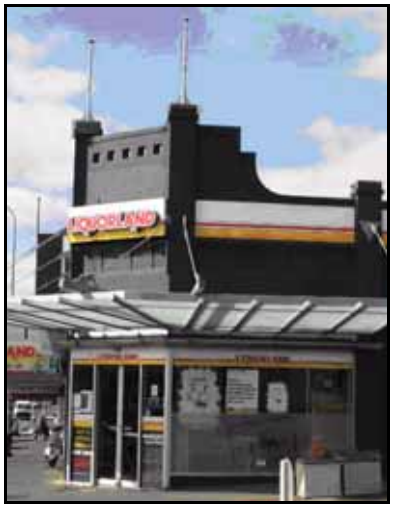
Advantages of wireless technology include, for example, provision of choice in using a cellular phone and fast connection to the internet. Accommodating the evolving technology is essential for the economic development of the city.

The technology is continually developing and the council encourages service providers to constantly seek to reduce the scale and visual obtrusiveness of structures associated with the rovision of telecommunication facilities.

Why is this important?

Telecommunications equipment, antenna and their supporting structure can dominate views within streetscapes and detract from views of streets and of particular buildings. Protecting the character of heritage buidings and streetscapes is particularly important. These guidelines are intended to encourage careful consideration of the type, location and size of telecommunications equipment within traditional town centres to reduce their visual obtrusiveness as far as possible.

Telecommunications equipment can be sensitively designed and positioned to minimise visual and physical impacts and this approach is encouraged.



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Antenna have been successfully disguised to look like flag poles or colour-matched and mounted to the parapet and facades of these historic commerical buildings.

Where the installation of telecommunications infrastructure departs from these design guidelines, this does not automatically imply that there will be significant adverse visual and/or amenity effects. Such effects will be considered on a case by case basis.

The guidelines should be considered in conjunction with other operational requirements and standards set out in the District Plan. Visual and amenity considerations need to be balanced against the functional requirements of achieving a telecommunications network and the ability to secure suitable sites.

A. Choosing a site

The aim is to locate telecommunications antennas and cabinets in a manner where they will not be incompatible with character and visual amenity. The appropriateness of location is determined by:

- The character of the receiving environment, including its visual complexity and the location of key views;
- Characteristics of the viewing audience including viewing numbers, the transience of the viewer, viewer expectations;
- The location of key gateways to the centre

B. Site layout

The aim is to locate structures on a site in a manner that views from key viewing points are minimised. The structure should be subservient to other built elements on the site and in the immediate vicinity.

- Relationship to surrounding activities/viewing audience
    - The viewing audience for the site should be identified and the location of the telecommunications structure located in a manner to minimise visibility from the key audience.
    - In a commercial strip shopping centre the primary viewing audience is those walking and driving along the mainstreet. Infrastructure should be located behind buildings fronting the street to minimise the impact. Where the site interfaces with a residential area, telecommunications structures should be located so that they do not dominate views from primary living spaces.
    - The location of structures should also take account of any key public views to heritage features.
- Relationship to other built elements on the site
    - Telecommunications structures should be located on the site in a manner that they are subservient to other built elements on the site.
    - Where a site contains upright elements such as light standards or building elements such as lift structures, antennas can be attached to these existing structures in a manner that is not obtrusive.
    - Cabinets can be screened from public view and from neighbouring sites by locating them behind existing buildings and where necessary providing fencing or planting of a style compatible with surrounding environment.
- Design of the structure
    - The aim is to integrate the structures with their surrounding environment. This can be achieved through a number of design elements such as height, proportions, co-location, colour, disguise and screening.
    - Height and proportion
        - The ability to provide good coverage by providing height for antennas and dishes needs to be balanced against the obtrusiveness of the structure in the surrounding environment. Structures should not appear in clear contrast with other visual elements on the site and in the immediate neighbourhood.
    - Co-location and cumulative effects
        - Co-location of facilities is generally encouraged, particularly where the site can visually accommodate change of the nature proposed. The benefits of co-location need to be balanced against the resulting requirement to provide more bulky structures.
        - Buildings with strong angular design elements with some height can provide a useful base to attach a number of telecommunications antennas.

However it is important that the number of antennas attached to the structure does not overwhelm and visually dominate the building. The number of antennas that a building can visually accommodate will depend on the building's scale, the strength and boldness of the building's design and the ability to assimilate the telecommunications facilities into the building's architecture.

- Where practical, the location of antennas structures below the building roofline is encouraged. Screening that does not interrupt signal reception and is visually compatible with the building form and materials can be used to visually integrate the telecommunications equipment with the building.
- Where antennas are located above the roofline they should be located away from the primary building facade.
- Where a building is new, the accommodation of antennas in the building form in an integrated manner is encouraged at the time of building design.

Refer to diagrams one and two

- Colour
  - If antennas are attached directly to buildings, the same colour finish can be used to camouflage the structure.
  - For free standing structures a matt pale grey colour is considered to be the most recessive.
  - The colour finish of cabinets should also be considered. Recessive colours that blend in with the surrounding environment are encouraged. In particuarly visually sensitive locations special colour finishes may be necessary.
- Disguise
  - Clever disguise features can be utilised to integrate a telecommunications facility with its surrounding environment. However, such mechanisms should be used with great care. There is the danger that a disguise may draw a greater level of attention to the structure if it is not authentic.
  - Appropriate disguises may include light standards that are compatible with others in the vicinity, signage support structures, where signage is established on the site.
- Cabinets
  - Where possible cabinets are encouraged to be located inside existing buildings. Where this is not possible, they should be located adjacent to existing buidings away from public view and screened from neighbouring properties. Screening may consist of planting or fencing that is visually compatible with other features on the site.
  - Where telecommunications facilities are co-located on a site, if technically feasible, the cabinets should be clustered together.

Diagram 1 Location and Design

- If practicable set telecommunications antenna back from parapets to screen views from the street.
- If practicable, keep the height of the top of the equipment as closely as possible to the height of the roof ridge, to minimise impact on views from the footpath level and views along the street.
- Disguise or colour match facade mounted equipment to minimise visual impact.

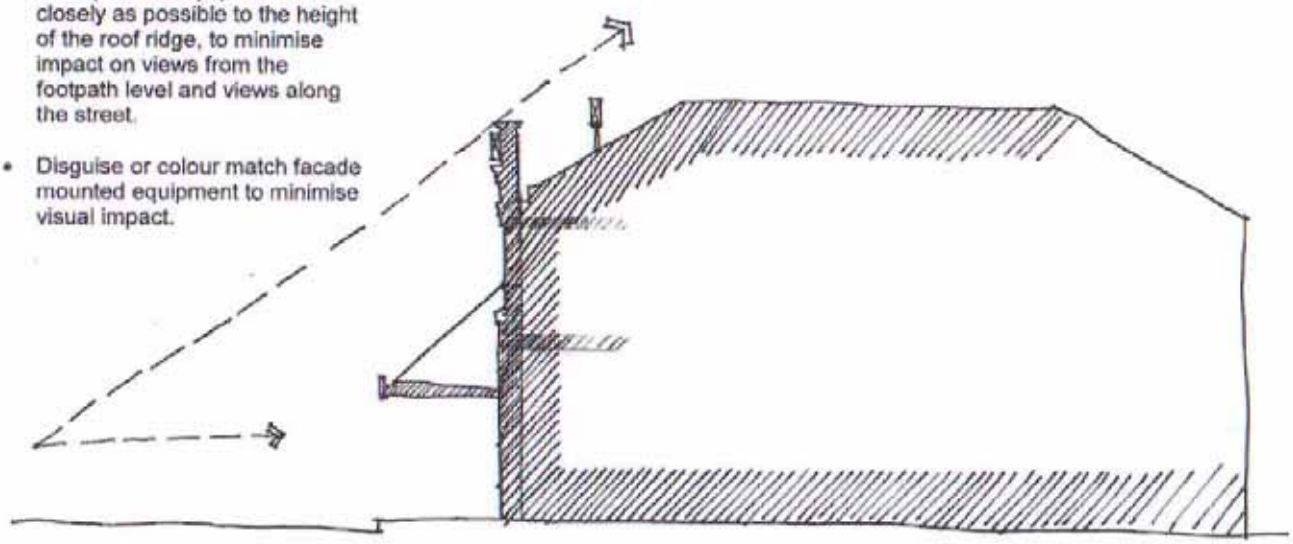
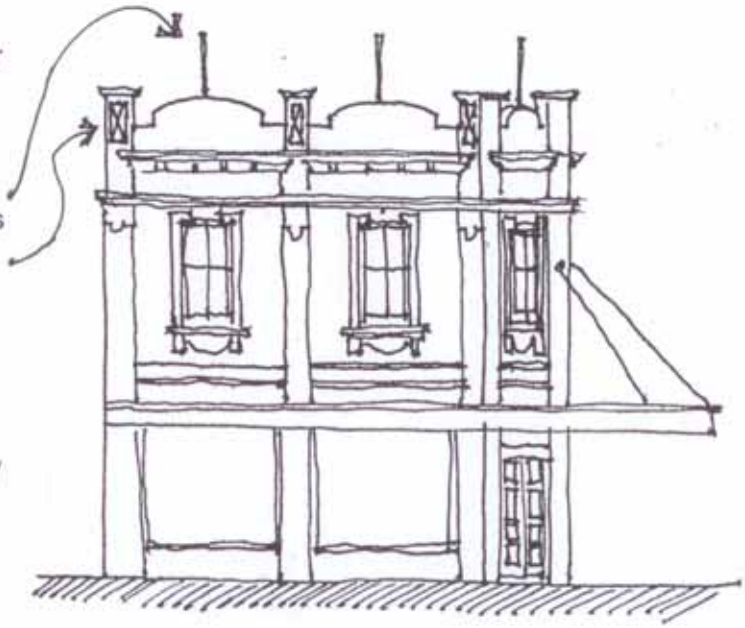
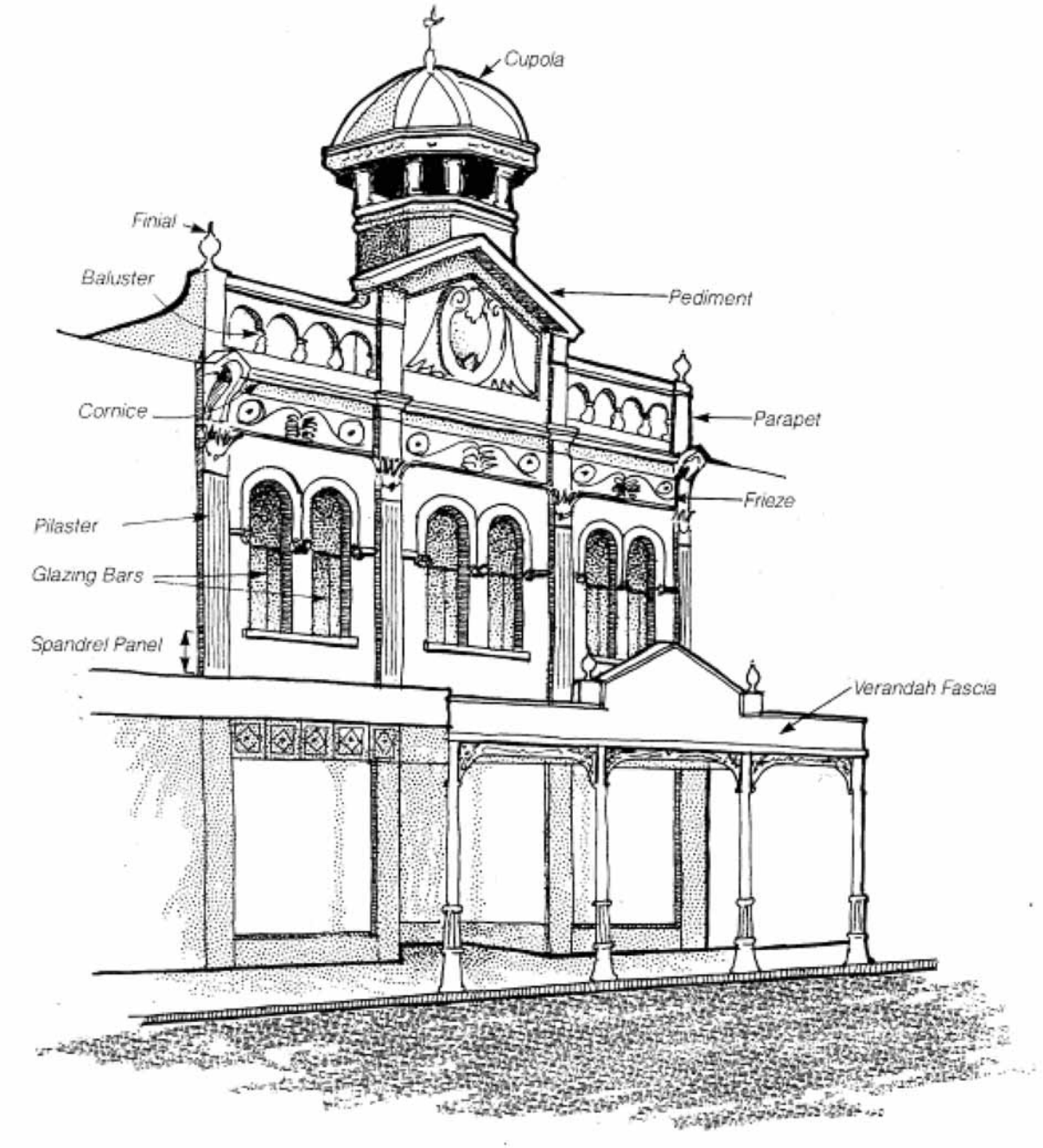


Diagram 2 Location and Design

- Investigate options to determine the approach with the least visual impact.
- Can a number of smaller antenna types achieve a similar result with less impact?
- Can types which can be disguised be used? For example flagpole type or panels fixed to building facades which can be made less obvious by colour matching?
- Locate antenna to compliment the building as a whole. If a building facade is symmetrically arranged, locate antenna symmetrically.



2.21 GLOSSARY



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