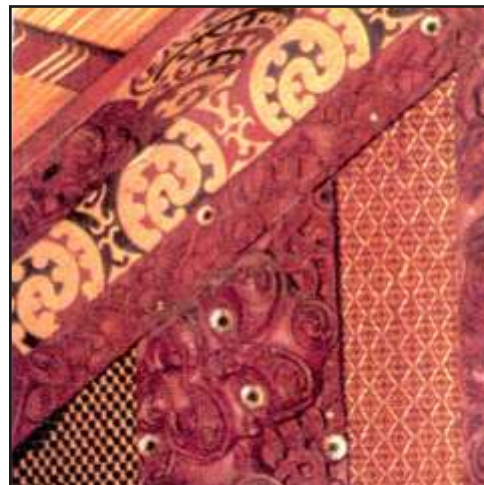




Edwardian Influences



Maori Influences



Streetscaping

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### For painting buildings in an Edwardian colour scheme:

Colours of the period were of natural materials sourced from the area where the building was located:- creamy or grey stones, red brick. In terms of paint, dark greens and reds and maroons with dark browns were used.

Simpler houses tended to use a three colour palette with light weatherboards, dark trim and a different dark colour for the window sashes and doors, while complex detailed building styles also picked out trim and framing elements. Verandah posts had brackets and mouldings of opposite colour to their brackets, doors had the panels a lighter colour than the styles and rails and gable framework was an opposite colour to the filigree detail between. Roofs were in dark reds, dark greens and greys. Similar features are emulated in some hotels, such as the Princes Gate.



Princes Gate.



The Millennium



RAVE Centre



The Library

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2003

This 1923 building was painted in corporate colours

Future?

A colour scheme which still retained the product branding but respected the era of the building and it's central location could have been achieved



10180-Bond and Bond.psd



☹ The bright paintwork and advertising obliterates the building's detailing



☺ Subtle colour differentiation highlights the features on this building.

## SITE LAYOUT

### Location on Site

#### Explanation

The design and placement of individual buildings should acknowledge and recognise their physical context. This includes the place that the building occupies within the street and within the CBD as a whole. The building should also address the public environment.

#### Key Principles

Concentration of buildings for actual vitality and perception of vitality  
Special consideration of corner sites due to their prominence and the double street frontage

#### Rules

R8.2.2, R6.2.3.1. Boundary setbacks (buffers) are not required in the Commercial A and B Zones (with the exception of the Commercial B Zone bounded by Fenton, Te Ngae and Ti Streets) and Resort areas covered by this publication.

#### Recommendation

- Build to the street frontages with carparking to the rear of the site.
- Place major entry doors and windows to the street frontage.
- Avoid the creation of narrow spaces between buildings which can encourage the criminal element and/or detract from feelings of pedestrian safety.
- Plan for landscaping: soft landscaping and trees add quality and enhance a sense of place.
- Take into account where Council has placed the on-street carparking and vehicle crossovers.
- Consider the sides and backs of buildings: these facades should bare some relationship to the front, especially where visible from the street.
- Ways of addressing a corner site include a tower, a double gable, a negative or recessed corner or a hinge element. These elements are more appropriate for larger buildings.



😊 Building to the front boundary creates an attractive environment for pedestrians



☺ Landscaping in front of a building which is setback

☺ The Lakes Care building successfully incorporates a corner feature





A well used service lane. A total of 248 lots are affected by the service lane requirement and of these, lanes have been acquired from 71 lots or 30% as at December 2002

## SITE LAYOUT

### Vehicle Access

#### Explanation

Vehicle Access has impacts on the pedestrian experience of a street and is significant for safety reasons. Council has made provision for service lanes for the CBD. The purpose of these is to provide a way for service delivery vehicles to access the rear of buildings and to provide access to off-street carparking.

Vehicle crossings over formed pavements, except for access to service lanes are not encouraged and a specific application to Council is required. These vehicle crossings can negatively impact on pedestrian safety and the safety of vehicles using the road networks, as well as reduce the amount of angle parking available on the street.

Planning has been put into the design of paving panels and any new vehicle crossings must take this into account.

#### Key Principles

Safety for pedestrians and road users  
Connection  
Convenience

#### Rules

Rule R12.1.1.24 Vehicle crossings over formed pavements, except for access to service lanes, are restricted discretionary activities.

R8.1.1.16 Amendments (additions and/or deletions) to the service land network are discretionary activities.

#### Recommendations

- Avoid vehicle crossings over formed pavements.
- In situations where Council approves vehicle crossings over pavement, conditions requiring reformatting or adjacent footpath panels and strengthening of the pavement may be required.

## Parking

### Explanation

Adequate parking for a building can enhance the range of end uses for the building. Parking is not a requirement for buildings within the Commercial A (CBD core) zone unless the building is for tourist accommodation. Parking can enhance the desirability of a building for a potential tenant, particularly if there is staff parking, however poorly placed carparking, such as in front of a building, can detract from the pedestrian experience and reduce vibrancy in the city.

### Key Principles

Vibrant streetscape

### Rules

R8.1.1.13, R8.1.1.14, R6.2.5.1. On-site carparking is a controlled activity in the Commercial B zone if it is accessory to activities carried out on the site. Provision of carparking is a requirement in the Commercial B zone and for some activities in the Resort A zone. Parking which is not accessory to an activity is a non-complying activity.

### Recommendation

- Ensure parking doesn't dominate.
- In the highly pedestrianised areas, access parking at the rear of building. Over time, the construction of Council's service lane network will facilitate this.
- Consider constructing parking on a second floor. Underground parking may be hazardous due to geothermal issues.
- If parking is at the front of the building, soften this with landscaping and coloured pavers which co-ordinate with the streetscaping works in terms of Rotorua's colour themes and the type (species/size of plants) of street planting.
- Talk with Council staff about using paving colours and layout styles that tie in with the paving and streetscape themes already developed.



Although parking is in front of the building, co-operation with Council has resulted in a paving style, which reflects Council's theming and a softening effect from trees within the property boundaries

# Signage

## Explanation

Signage on verandahs will require, initially, consent of the landowner. In this case the landowner is Council as the sign is on airspace above the road.

A sign is made up of both background and lettering. Consider both these elements when designing a sign. The background may be the building where cut-out letters are used.

## Key Principles

Less is More  
Identify the purpose of the sign  
Compliment building  
Co-ordinate signage  
Avoid gimmicks

## Rules

NB: Always refer to the District Plan and Council Bylaws in relation to signage requirements. These requirements relate to aspects such as size, location and illumination.

## Recommendations

Compliment the design, style, colour, scale, form and elements of the structure.

### Design:

- If the sign is of a simple form, with clear lettering and located well, it will be easy for pedestrians to locate your shop. Clear concise lettering is simple and easy to read.
- It is more effective to have dark or bright letters on a neutral background than a coloured backdrop to the sign.
- Use logos only where they are strongly identified with the branding of the shop.
- Consider the era of the building. For pre 1930s buildings, the following is recommended:
  - signage symmetrical around a central axis;
  - signs rectangular or following shape of architectural surface;
  - dark letters on a light background;
  - use direct or indirect lighting rather than illuminated signage.



☺ Signage shape, lettering and colours appropriate to the building's character



☹ The size, and shape and position of this signage does not respect the era of the building it is on, and obscures the attractive building detailing.

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☺ The co-ordinated use of simple signage, a good window display and a colour scheme which is carried through to the entire building results in a very attractive shop

☺ Easy-to-read signage and co-ordination of fascia and under verandah signage and sandwich boards



- For 1930s to 1950s buildings:
  - relief signage
  - direct or indirect lighting rather than illuminated signage.
- Do not obscure structural elements or features of the building. Signs should not cover windows, cornices or protrude above or below the face of verandahs and other architectural features.

#### Size:

- Consider the purpose and context of the sign. Is the purpose of the sign to be visible for approaching drivers, or to be visible to pedestrians ?
- The squarer the letters (i.e where the width and depth dimensions of the letters are equal), the easier the letters are to read.
- Consider the size and bulk of the building - a small sign for a building with many design features, a larger sign for a plainer contemporary style building.

#### Clutter:

- Cluttered signage is difficult to read and hinders rather than enhances the potential customer's ability to find your shop.
- Avoid conflict with other signs on adjacent buildings.
- Co-ordinate all signage on the building, including between different tenancies by clearly identifying where the signage will go so that tenants can comply. This includes the signs that hang from the verandah (consistent size and hanging height) as well as the signage on the building facade and verandah edge.
- Too many or too big signs compete for attention and cancel each other out.

#### Location of Sign:

- Shop and office signs should be located as close as possible to the building entrance point.
- Avoid obscuring the building signage by poorly placed under verandah signage.
- Locate the signage directly affixed to the building, although avoid covering attractive building detailing.

#### Lighting:

- Do not use illuminated signage on the verandah.
- Avoid internally illuminated signage on the building.

#### Construction of Signage:

- Bolting the signage to the verandah/building can allow water to enter, resulting in damage/weakness at a later date.
- Signage needs to be sufficiently strong to withstand strong winds or vandalism.

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☺ Corporate signage which respects the era of the building it is on by the use of highlighting paintwork and a thoughtful verandah front sign which refers to the buildings detailing



☺ Effective signage for a recent building



☹ This signage is out of scale with the building it is on

☹ The elaborate structure for the sign does not enhance the streetscape



☹ One building, but an opportunity lost to co-ordinate the verandah signage

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1992

Signage clutter is reduced



2003

In addition to design elements that contribute to a good urban form, there are other aspects that a developer may want to consider.

## Adaptable Buildings

### Explanation

The uses of buildings within the City change over time. A building which was once a shop can become an office or a doctor's surgery. The District Plan governs the range of uses of a building or activities. Activities which are not permitted will need a resource consent.

### Principles

Adaptability - buildings which can accommodate a range of uses

### Consider:

- Separate entrances to different parts of a building or different levels within a building.
- Higher ceiling heights than may normally be considered.
- Additional sound insulation - will allow for different kinds of uses.
- Consideration of building depth.
- Relationship to street, even if current usage does not require high relationship to street.

## Satellite Dishes

Rooftop equipment including satellite dishes and antennas should be located or screened so that they are not visible from adjacent streets or neighbours. All exposed metal flues, vents or other metal assemblages should be painted in a colour to harmonise with the building's colour scheme.

## Eco-friendly Buildings

### Explanation

Power usage within a building can make up some 15% of a company's overhead operating expenses.

### Principles

Environmental Responsiveness

### Consider:

- The use of Design Briefs for Energy Efficient Buildings - available from the Energy Efficiency Conservation Authority (EECA) - and implementing these within the design phase.
- Ways to improve energy and water efficiency - by siting of building to maximise use of sun.
- Use of recycled building materials, such as recycled timber.
- Taking advantage of natural light for passive solar gain.
- Taking advantage of natural ventilation where possible including opening windows rather than airconditioning.
- Installation of high efficiency appliances that conserve water and reuse rainwater.
- Use of alternative energy sources - such as wood pellets, biowaste.
- Installation of solar panels.
- Encourage recycling and waste minimisation - consider installing recycling facilities within or adjacent to the building.
- Encourage staff to use public transport, cycle or walk to and from work.
- Provision of facilities for cyclists (lockers/secure bike parking).

## CPTED (Crime Prevention through Environmental Design)

### Explanation

Research shows that the majority of all street crime is 'opportunistic'. CPTED seeks to influence the crime committal decision making process by increasing the perception or reality of risk (of being discovered) to criminals and the effort required to commit a crime, and by decreasing the actual and perceived crime rewards and excuse making opportunities.

### Key Principles

Territorial Reinforcement  
Activity and Space Management  
Surveillance  
Access Control

### Suggestions

Clear transitions between public and private spaces: personalise, claim and mark the site by physical or symbolic ownership cues such as lawn strips, entranceways, elevation changes, distinctive paving, gardens and foyers.

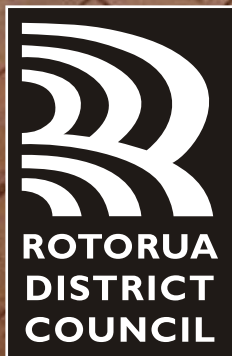
- Design that encourages people to gather in an area e.g. seats outside a building or a sofa in a foyer.
- Create clear sightlines between public and private places.
- Turn ambiguous space (e.g. a carpark adjacent to a service lane) into a well-defined space.
- Ensure environmental maintenance: site cleanliness, ongoing maintenance, rapid repair of vandalism and graffiti, and the removal or refurbishment of decayed physical elements.
- Use good quality, low maintenance materials.
- Landscaping that makes places attractive but does not provide offenders with a place to hide or entrap victims.
- Increase the perception of risk for illegitimate users through surveillance.
- Surveillance can include: orientation, the placement of landscaping, the positioning of paid employees and windows to the rear of a building, lighting, help-phones.
- Lighting can increase pedestrian confidence/activity, reduce fear and deter criminal behaviour, however care must be taken in this area. There is a large variety of lighting means available, which result in quite different outcomes, not all of them desirable, and technical advice from a lighting engineer is recommended. Consider the lux, positioning and type of light to ensure that the lighting used does not create too much contrast or glare, as this can result in unlit areas that assist criminal activity. An even light is desirable. Note that unless other measures are taken to reduce risk to pedestrians, lighting may encourage pedestrians into unsafe areas.
- Identify clear access ways to a site by the use of physical means such as ground markings, prickly shrubs, tiered gardens, entry points and tactile surfaces.
- Restricted access to internal areas or high-risk areas like carparks or other rarely visited areas. This may be through physical barriers such as boomgates. Security guards or building supervisors can monitor access.



😊 Windows at the rear of the building result in surveillance of the carpark



😊 The change in paving colour, small hedge and chain fence clearly demarcate private space.



#### Acknowledgements

All early historic photographs sourced from Rotorua Museum of Art and History Te Whare Taonga o Te Arawa, Rotorua, NZ

'Rotorua City Redevelopment Design Guide' (1993) prepared by Chow: Hill Architects and Colleen Priest Landscape Architects in collaboration with Council. The 'Then' photos are from this guide.

'Rotorua City Design Principles' (2003) prepared by Ingrid Snyman, Policy Planner, and reviewed by Robert Schlotjes, Principal Planner Policy, Rotorua District Council with input into this Document from: members of the public, the NZIA Local Branch, the Chamber of Commerce CBD Design subcommittee, the District Engineer and the Planning Team.

#### For More Information

This document is available at <http://www.rdc.govt.nz>

For further information about application of the Design Principles to a specific application, please contact the Duty Planner at Rotorua District Council, 1061 Haupapa Street, Private Bag 3029, Rotorua. Ph (07) 348 4199 or Fax (07) 350 0191.