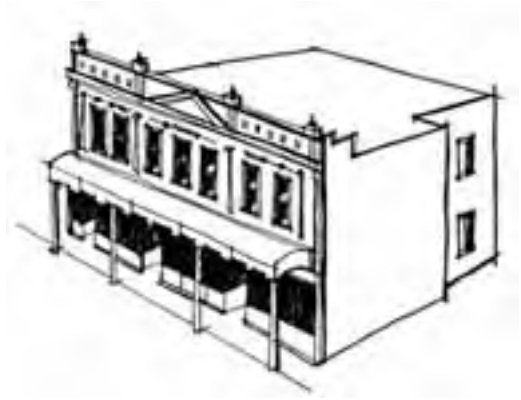


NEWTOWN SUBURBAN CENTRE DESIGN GUIDE – TABLE OF CONTENTS

1.0	Introduction	Page 2
2.0	Intention of the Design Guide	3
3.0	Analysis	4
4.0	Objectives	5
5.0	Guidelines	6
	• Street Alignment/ [Street Edge Definition] ^{PC40}	6
	• Building Width	6
	• [Building Height] ^{PC40}	6
	• [Side Elevations] ^{PC40}	6
	• Shopfronts	6
	• Verandah[s] ^{PC40}	7
	• Windows	8
	• Parapet, Freize and Pediments - Proportions	9
	• [Visual Richness/Design Detail] ^{PC40}	9
	• [Ground Level Activity] ^{PC40}	9
	• [Additions/Alterations to Non-Character Buildings] ^{PC40}	9

1.0 Introduction

Of all of the suburban centres in the city, only Newtown retains a significant proportion of turn-of-the-century (commercial) buildings. [Clustered around Riddiford Street, these buildings]^{PC40} gives a distinctive character to the centre which the Council seeks to maintain and enhance.



2.0 Intention of the Design Guide

As specified in the District Plan rules, the design, appearance and siting of all new building development within the Newtown Suburban Centre Character Area is a Controlled Activity. The Design Guide offers guidance to those wishing to undertake new building development or refurbish existing building within the boundaries of Newtown Suburban Centre Character Area, as defined on the Map.

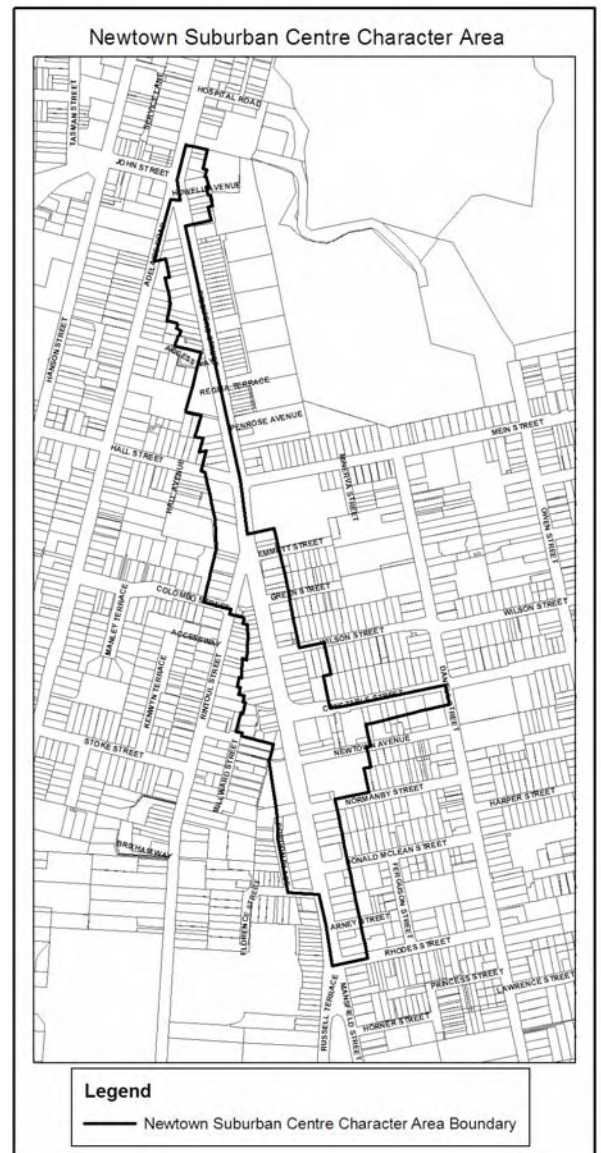
This Design Guide aims to identify predominant physical patterns and significant features of the Newtown Suburban Centre Character Area and encourage ways in which new development can enhance those patterns and contribute positively to the character of the area.

Applicants are required to demonstrate (through the detailed design of new development) a commitment to maintaining and extending the present and intended character of the Newtown Suburban Centre Character Area. Provided that this intention is supported and the design guidelines are followed, designers have a degree of flexibility in the preparation of development proposals. It should be noted that this Design Guide aims to facilitate a creative interpretation of the major underlying themes and patterns that define the special character of Newtown Suburban Centre, rather than imposing a particular building style or suggesting a reproduction of heritage.

The illustrations in the guide are intended to further clarify principles outlined in the text, and are not intended to represent actual design solutions.

No precise formula exists for ensuring the skilful and innovative design of buildings. The provisions of this Design Guide require that particular character elements be respected. Applicants must demonstrate that the provisions of this Design Guide have been acknowledged and interpreted and their objectives satisfied.

[In considering design proposals not envisaged by the guidelines, or where there are issues of interpretation, the Council will consider the design excellence of the proposal and the degree it meets the intention and objectives of this Design Guide.]^{PC40}



3.0 Analysis

The basic roading pattern and layout of Newtown dates from the original town plan for Wellington drawn up for the New Zealand company in 1840. Commercial development first established on Riddiford Street and continued to grow as Newtown became the access route to Wellington's southern suburbs. When tram lines were extended to the southern and eastern suburbs in the early 1900s this gave impetus to development and strengthened the linear form of the commercial centre.

While many of the individual buildings within the area are not of any particular merit, collectively they form a streetscape with distinctively special qualities. These qualities include generally small 2 to 3 storey narrow buildings with minimal separation distances, built on the street edge.

Most of the buildings have publicly used ground floor frontages generally treated as bays with recessed entrances. Verandahs with supporting poles are typical feature of the shopfrontages creating a sense of enclosure and enhancing the pedestrian character of the street.

Parapets are another repeatable characteristic and a prominent feature of the existing building frontages which contribute to the area's distinctive silhouette line.

The existing buildings within the area use a variety of materials including timber, plaster, and brick. Colour has been used generally to emphasise design features and enhance detail.

Today the Newtown Centre reflects a variety of building styles including buildings from 1930 through to the present day set amongst the predominant background of 19th century shopfronts. [There is a particularly prominent concentration of old buildings with a distinctive continuity of shopfronts along Riddiford Street, between Emmett Street and Newtown Avenue.]^{PC40}

Notable turn-of-the-century buildings include Castles the Chemist (139 Riddiford Street), the Ascot Theatre (181-189 Riddiford Street) and the Ashleigh Court Hotel (112-122 Riddiford Street).



4.0 Objectives

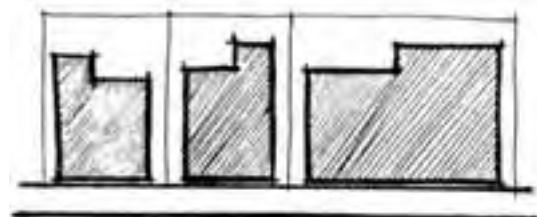
- O1** To maintain and enhance the existing character of the Newtown Suburban Centre in recognition of its history, unique physical qualities and perceived value to the local community.
- O2** To ensure that the distinctive streetscape characteristics - such as scale and grain of development, enclosure of public space and treatment of street frontages are respected and enhanced by new development.
- [O3** To continue the existing variety of use and diversity of street activity.]^{PC40}

5.0 Guidelines

G1 *Street Alignment / [Street Edge Definition]^{PC40}*

The buildings within the Newtown Suburban Centre [Character Area]^{PC40} exhibit a continuous alignment with the street edge and a notable consistency of street edge definition.^{PC40} To reflect this predominant pattern new buildings should be [aligned with the street edge]^{PC40} and built to the street boundaries.

[Developments, which for some reason might require frontage setbacks, should not compromise existing continuity of street edge definition and pedestrian shelter (see also G46 Verandahs). In such cases, alternative means of maintaining the existing pattern (e.g. use of landscape and/or architectural features) should be considered and incorporated as an integral element of the design proposal.]^{PC40}



G2 *Building Width*

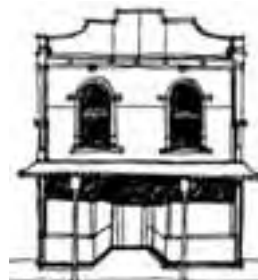
New buildings should be designed to recognise the predominant pattern of building width, ranging from 4 to 7 metres, which reflects the original pattern of subdivision. Any building with a width over 7 metres should be articulated in such a way as to present the appearance of a pair or group of independent buildings.



[G3 *Building Height*

New development should be designed to reflect the predominant pattern of two to three storey high buildings. Where a new single storey building adjoins existing taller buildings, proposals should consider the use of higher parapets or other architectural features to approximate more closely the predominant height of neighbouring facades.

New buildings on corner sites should reinforce existing patterns of building height and street edge definition.



G4 *Side Elevations*

Most side elevations are not seen from the street. However, adjacency of undeveloped sites and/or height differences between neighbouring buildings can make building corners, side elevations or parts of them visible from the street. To enhance the collective quality of the street, all visible parts of new buildings should be treated in a consistent manner as an integral part of the overall building design.^{PC40}

G[5]^{PC40} Shop Fronts

Shop fronts in Newtown are generally formed as bays with shop entrances recessed, either centrally or to one side. New development should respect this pattern.

G[6] Verandahs^{PC40}

Verandahs were developed to provide shelter for pedestrians on the street. One of the most distinguishing features of Newtown is the use of verandah posts. These give a feeling of enclosure to pedestrians on the street as well as adding character by way of detail to the facades. They also offer an opportunity for decoration.

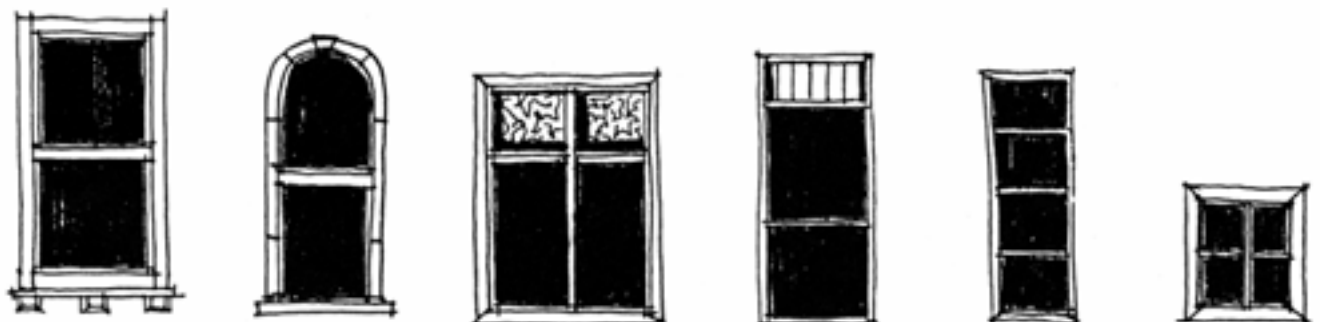
[To maintain continuity of pedestrian shelter, new buildings should provide verandahs.]^{PC40} Verandah posts should be considered as an integral part of the verandah design. The thickness of posts and the spacing between them should reflect existing patterns.

G[7]^{PC40} Windows

One of the most distinguishing characteristics of buildings in Newtown is the size, style and placement of windows above the ground floor level. Windows in the older Victorian and Edwardian buildings tend to be double hung, while those of the inter-war period are usually casement windows.

Windows have vertical proportions, being generally twice as high as wide, and in most cases regularly spaced.

Windows in new buildings or window additions in existing buildings should reflect the existing vertical window proportions and the predominant regular spacing between windows.

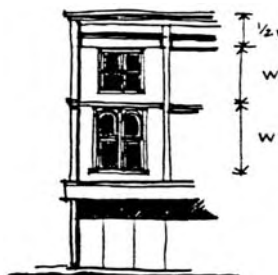
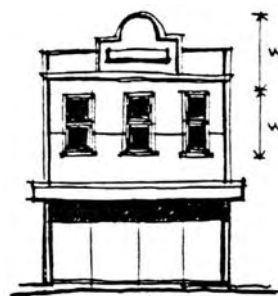


G[8]^{PC40} Parapet, Frieze and Pediments - Proportions

Most buildings in Newtown have parapets. Some buildings also have elaborate frieze areas and pediments reflecting various architectural styles and periods. Although the parapet was often used to advertise a shop's name or wares, it was essentially a design feature to screen the roof behind. Parapets and friezes are generally in proportion to the height of the existing upper storey windows; the most common proportion being at least the equivalent of one window height, although there are occasional examples of one-and-a-half times window height.

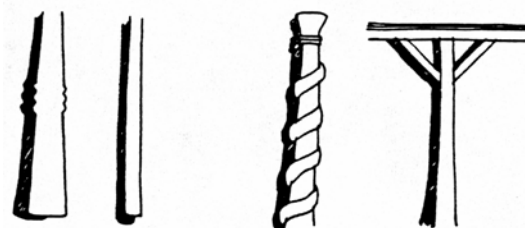
In three-storey buildings, the second and third storeys have similar proportions, the third storey incorporating a parapet, with height approximately half of the window height.

New buildings (where appropriate) should incorporate a parapet with a height in proportion to the predominant pattern of storey and window height.



[G9] Visual Richness / Design Detail

Visual richness, façade relief and three-dimensional design detail are typical features of the street facades of old buildings. To reflect this pattern, new buildings should achieve a complementary level of façade relief and visual complexity. New buildings should incorporate three-dimensional facade detail of quality and scale that reinforces the essential characteristics of the streetscape.



G10 Ground Level Activity

Interactive, publicly used ground floors with shops and other activities are an integral part of the street character. To enhance this pattern, new buildings should provide 'active' street frontages and publicly accessible ground levels that promote street activity.

G11 Additions /Alterations to Non-Character Buildings

Along with the predominant 19th century shopfronts that give the area its distinctive character, there are a number of later date and more recent buildings, some of which do not reflect the essential qualities of the street. Additions and alterations to such 'non-character' buildings present an opportunity to improve their relationship to the collective streetscape

To ensure this, achieving compatibility with the defining characteristics of adjacent old buildings is important. Compatibility does not preclude a range of architectural styles and does not require replication

of the existing building stock. Reference should be made to the scale, façade modelling and design quality of typical buildings, rather than copying stylistic/period detail or reproducing heritage.]^{PC40}