

CHAPTER 10 – BUSINESS ZONE

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10 BUSINESS ZONES

10.1 Introduction

Feilding is the largest township in the Manawatū District and plays an important role as a rural service centre. District residents and visitors value the unique character and identity of Feilding and it is important that the Business **Zones** maintain and enhance this.

The Business **Zone** is separated into two distinct zoning areas to provide for a range of activities to meet the needs of the community while retaining the unique character and identity of Feilding.

The Inner Business **Zone** relates to the central heart of the Feilding town centre. This **zone** seeks to retain the existing boutique-scale and character of the town centre and includes the area bounded by Warwick Street, Grey Street, part of Denbigh Square and Eyre Street. Compatible commercial and community activities are provided for throughout the **zone**. In addition to this, **dwelling**s are provided for above first-floor level to promote a diverse range of uses within the **zone**. The **zone** seeks to create an interesting and pleasant **environment** for pedestrians and to encourage pedestrian movement.

The Outer Business **Zone** relates to the area adjoining Inner Business **Zone**. This **zone** provides for larger scale activities that require larger **building** footprints than the Inner Business **Zone**. The **Zone** also provides for a specific area of **large format retail activities**.

Appendix 10a - Feilding Town Centre Design Guide accompanies this chapter and has been developed to provide design direction and standards for development within the Feilding town centre.

This chapter is intended to be read in conjunction with the chapters that apply Districtwide such as Chapter 4 – Historic Heritage.

10.2 Resource Management Issues

The following resource management issues have been identified in the Business **Zones**:

1. The desire to maintain the boutique-scale and unique character in the heart of the town centre.
2. To ensure new **buildings** achieve good urban design and are complementary to the design and character of existing **buildings**.
3. To provide for a wide range of activities recognising the role of Feilding as a rural service centre.
4. To ensure that the scale and intensity of proposed activities are appropriate for the Business **Zones**.

5. To provide for **large format retail** development that does not detract from the design and character of the existing town centre core.
6. The need to retain a compact, well designed town centre and avoid the unplanned sprawl of business activities into residential and industrial areas.
7. The need to manage any potential **reverse sensitivity effects** at the Business **Zone**/Residential **Zone** interface.
8. The need to manage any potential adverse **reverse sensitivity effects** where **dwellings** are provided within the Inner Business **Zone**.
9. The occurrence of vacant land in the Inner Business **Zone** resulting from the demolition of **buildings**.

10.3 Objectives and Policies

Objective 1

To encourage and provide for a range of compatible activities that recognise Feilding's role as a rural centre and retain the existing **amenity values** of the town centre.

Policies

- 1.1. To require activities in the Inner Business **Zone** to be of a form and scale which fits with the existing surroundings.
- 1.2. To provide for **buildings** with larger footprints in the Outer Business **Zone**.
- 1.3. To restrict **Large Format Retail activities** to a specific location within the Outer Business **Zone**.
- 1.4. To require any **dwellings** in the Inner Business **Zone** to be located above ground floor level and have appropriate acoustic insulation.
- 1.5. To manage any potential **reverse sensitivity effects** of **dwellings** in the Inner Business **Zone** by requiring appropriate privacy, sunlight and acoustic mitigation.
- 1.6. To ensure that any potential adverse **effects** from activities in the Business **Zones** are managed to avoid, remedy or mitigate adverse **effects** in the Business **Zones** and on residentially-zoned land adjacent to the Business **Zones**.

Objective 2

To retain the high concentration of **buildings** with significant historic heritage values that create the character and identity of Feilding.

Policies

- 2.1. To require all new development in the Inner Business **Zone** be designed to complement and where possible, retain the existing town centre character by including the following features:
 - a. be built to the front and side **site** boundaries to ensure a continuous built edge.
 - b. maintain a rectangular shape with tall proportions that includes a ground floor, upper floor and parapet that hides the roofline behind.
 - c. include facades with recessed and projected bays or other architectural detail to create vertical division
 - d. to require facades to be finished in a colour to complement the **streetscape**, highlight architectural features and enhance the form of the **building**
 - e. to require clear glazed front windows on the ground floor.
 - f. to require windows above ground floor level to be located symmetrically.
 - g. to require main entrance doors to be oriented to the street, recessed and glazed with a solid base stall board.
 - h. incorporate skyline features such as parapets, cornices, classical gable elements or similar features to create visual interest.
- 2.2. To encourage the retention of the existing street facades of **buildings** with significant heritage values where these **buildings** are proposed to be demolished.
- 2.3. To ensure **additions and alterations** to existing **buildings**, and construction of new **buildings** do not compromise the context, setting and **streetscape** values of the existing town character and **buildings** with significant heritage values, through managing **building** bulk and **height**.

Objective 3

To ensure development in the Business **Zones** achieves a high level of amenity and active street frontages.

Policies

- 3.1. To require **building** design that is high quality and complementary to the surrounding **environment**.
- 3.2. To avoid featureless walls by requiring window and door openings on the street edge to ensure active street frontages.
- 3.3. To require ornamentation and other detailing to complement the **building** style.
- 3.4. To ensure signage is limited to identifying the business location and/or the product or service provided on the **site** and is complementary to the **building** style which it relates.
- 3.5. To encourage the landscaping and screening of **sites** to enhance the amenity of the Business **Zones**.

Objective 4

To ensure, where **building** demolition is necessary for public safety, that any resulting vacant land does not detract from the character and amenity of the Inner Business **Zone**.

Policies

- 4.1. To encourage the prompt redevelopment of **sites** where a **building** is completely demolished.
- 4.2. Where immediate redevelopment of a **site** is not possible, the **site** must be landscaped, grassed or sealed and maintained to create a pleasant open space until a new **building** is constructed.

10.4 Rules

INNER BUSINESS ZONE

10.4.1 Permitted Activities - Inner Business Zone

The following are **permitted activities** in the Inner Business **Zone** provided that they comply with the standards in Rule 10.4.2 below:

- a. Alterations and additions to the interior of any existing **building**
- b. **Commercial services**

- c. **Community facilities**
- d. One **dwelling** per **site**, where located above ground floor level
- e. **Entertainment facilities**
- f. **Maintenance and minor repair of buildings**
- g. Partial or complete demolition of any **building** where the work is required to make the **site** safe after an accidental fire, flooding or earthquake event.
- h. **Retail activities**
- i. **Seismic strengthening**
- j. **Visitor accommodation**, where located above ground floor level.

10.4.2 Inner Business Zone – Standards for Permitted Activities

For the Inner Business **Zone**, the **permitted activities** specified above must comply with the following standards:

a. **Height**

The maximum **height** for any **building** in the Inner Business **Zone** is 9m.

b. **Yards**

- i) All **buildings**, adjoining land zoned Residential, must comply with a setback for all **yards** of 4.5m.
- ii) All other **buildings** must be built to the front and side boundaries of the **site**.

c. **Screening**

Any **site** boundary with an adjoining Residential zoned **site** shall be screened to a **height** of 1.5m with a solid wall or closed board fence.

d. **Building frontages**

The street frontage(s) of all **buildings** must:

- i) include a ground floor, upper floor and parapet or other skyline feature that hides the roofline behind.
- ii) be constructed with recessed and projected bays or other architectural detail to create vertical division in the façade.
- iii) be constructed of materials and be of an external colour that is complementary to the **streetscape** and surrounding **buildings**.

- iv) contain clear glazed windows for at least 70% of the total ground floor front wall area.
- v) have symmetrically located windows above ground floor level.
- vi) have ground level **building** entrances that are recessed and with solid base stall boards of between 300-600mm in **height**.
- vii) clearly display the date (year) of the construction of the **building**.

e. Verandah Cover

All **buildings** fronting the red line identified on Figure 1 below must provide a verandah and supporting poles along the full width of the **building**. The verandah must be set back 0.5m from the kerb line and must be of a **height** that relates to adjacent verandahs to ensure continuity of cover.



Figure 1 - Verandah Area

f. Signage

Any signage erected in the Inner Business **Zone** must:

- i) be limited to identifying the business location and/ or the product or service provided on the **site**
- ii) be of a style, size and colour that is complementary to the **building** style
- iii) be located on or beneath the verandah fascia.

g. Vehicle access to **sites**

For **sites** located within the verandah area, vehicle access to the **site** must be from the rear of the property to ensure a continuous **building** façade is achieved.

h. Noise

Compliance with Rule 3C.4.1.

i. [DELETED PC 55]j. [DELETED PC 55]

k. Parking

Compliance with Rule 3B.4.5.

l. Visibility at Railway Crossings

Compliance with Rule 3B.4.3 and Appendix 3B.5.

m. Access

Compliance with Rules 3B.4.2 and 3B.4.3.

n. Glare

Compliance with Rule 3B.4.4.

o. **Signs in the Inner Business Zone**

- i) Compliance with Rules 3E.4.1 and 3E.4.2.

The only **signs** permitted on any part of a legal **road** in the Inner Business **zone**, are:

- a. **Signs** located above the footpath or carriageway, provided that no part of such **signs** shall be less than 2.5m above the footpath or 5.5m above the carriageway.

p. **Dwellings and Visitor Accommodation**

Dwellings and Visitor Accommodation must meet the following standards:

i) Noise insulation

Any **habitable room** in a **building** used by a **noise sensitive activity** within the Inner Business **Zone** shall be protected from noise arising from outside the **building** by ensuring the **external sound insulation level** achieves the following minimum performance standards:

Bedrooms $D_{nT,w} + C_{tr} > 30$ dB

Other Habitable Spaces $D_{nT,w} + C_{tr} > 25$ dB

Compliance with these performance standards will be achieved by ensuring bedrooms and other **habitable rooms** are designed and constructed in a manner that accords with an acoustic design certificate signed by a suitably qualified acoustic engineer stating the design as proposed will achieve compliance with the above performance standard.

ii) Ventilation

Where bedrooms with openable windows are proposed, a positive supplementary source of fresh air ducted from outside is required at the time of fit-out. For the purposes of this requirement, a bedroom is any room intended to be used for sleeping. The supplementary source of air is to achieve a minimum of 7.5 litres per second per person

q. **Seismic Strengthening**

Seismic strengthening where the strengthening work does not:

- i) Result in structural alterations to the external appearance of the **building**
- ii) Result in any existing openings (doors and/or windows) being obstructed

10.4.3 Restricted Discretionary Activities - Inner Business Zone

The following are **restricted discretionary activities** in the Inner Business **Zone**:

- a. Any activity, specified in Rule 10.4.1 above, that does not comply with one or more of the standards in Rules 10.4.2 a-o.

For this activity, the **Council** has restricted its discretion to considering the following matters:

- scale and location
- **building** form (design and materials)
- traffic and pedestrian safety
- noise
- continuation of **streetscape** character
- signage

In determining whether to grant a resource consent and what conditions to impose, the **Council** will, in addition to the objectives and policies of the Business **Zone**, assess any application in terms of the following assessment criteria:

- i) Whether the application will result in any adverse **effects** on **amenity values** of neighbouring properties or the character of the Inner Business **Zone**
 - ii) Whether the application remains consistent with the intention of the standard(s) it infringes.
 - iii) Whether the application will result in any adverse **effects** on **streetscape** character
 - iv) The extent to which there will be adverse **effects** where an application does not meet two or more standards.
- b. The construction of any new **building**

For this activity, the **Council** has restricted its discretion to considering the following matters:

- Demonstrated compliance with the Feilding Town Centre Design Guidelines (Appendix 10A)
 - scale and location
 - **building** form (design and materials)
 - relationship to adjacent **buildings**
 - design and appearance of verandah
 - contribution to **streetscape** character
 - signage
- c. External additions or alterations to an existing **building**

For this activity, the **Council** has restricted its discretion to the following matters:

- demonstrated compliance with the Feilding Town Centre Design Guidelines (Appendix 10A)

- scale and location
- **building** form (design and materials)
- relationship to adjacent **buildings**
- design and appearance of verandah
- contribution to **streetscape** character
- signage

d. Demolition of any **building**

For this activity, the **Council** has restricted its discretion to the following matters:

- mitigation of adverse visual **effects** from vacant land

In determining whether to grant a resource consent and what conditions to impose, the **Council** will, in addition to the objectives and policies of the Business **Zone**, assess any application in terms of the following assessment criteria:

- i) The extent to which the proposed mitigation will minimise adverse visual **effects** from vacant land

e. Formation of vehicle crossings onto **roads**

For this activity, the **Council** has restricted its discretion to the following matters:

- traffic and pedestrian safety
- continuity of the **streetscape** character

The **council's** assessment will include consideration of the following matters:

- i) Whether the vehicle crossing will result in adverse **effects** on **streetscape**.
- ii) Whether the vehicle crossing will result in pedestrian safety concerns.
- iii) The extent to which the traffic generated by the activity adversely affects the safety and capacity of the adjacent **road** network.

10.4.4 Discretionary Activities - Inner Business Zone

The following shall be **discretionary activities** in the Inner Business **Zone**:

- a. **Education facilities**
- b. **Seismic strengthening** that does not meet the performance standards for a permitted activity

- c. **Tourist facilities**
- d. **Visitor accommodation**, not provided for as a permitted activity.

10.4.5 Non-Complying Activities - Inner Business Zone

Any activity in the Inner Business **Zone** that is not specifically provided for as a permitted, restricted discretionary, or discretionary activity is a non-complying activity.

OUTER BUSINESS ZONE

10.4.6 Permitted Activities - Outer Business Zone

The following are **permitted activities** in the Outer Business **Zone** provided that they comply with the standards in Rule 10.4.7 below:

- a. The construction of any new **building** associated with a permitted activity
- b. Internal and external **additions and alterations** to an existing **building**
- c. **Ancillary activities**
- d. Car parking
- e. **Commercial services**
- f. **Community facilities**
- g. **Education facilities**
- h. **Entertainment facilities**
- i. **Funeral parlour**
- j. **Large format retail** within the specified **Large Format Retail** overlay (see [Figure 3](#) (below) for detail)
- k. **Light Industry**
- l. **Maintenance and minor repair of buildings**
- m. **Motor vehicle** sales and services
- n. Partial or complete demolition of any **building** where the work is required to make the **site** safe after an accidental fire, flooding or earthquake event.

- o. **Retail activities**
- p. **Rural and Animal Services**
- q. Saleyards (located at All DP 3797, All DP 6178, Lots 145,152,153,154, Pt Lot 146 DP 19)
- r. **Seismic strengthening**
- s. **Visitor accommodation**

10.4.7 Outer Business Zone - Standards for Permitted Activities

For the Outer Business **Zone**, the **permitted activities** specified above must comply with the following standards:

a. **Height**

The maximum permitted **height** for any **building** in the Outer Business **Zone** is 9m.

b. **Yards**

All **buildings**, adjoining land zoned Residential, must comply with a setback for all **yards** of 4.5m.

c. **Building footprint**

Buildings in the Outer Business **Zone** must not exceed a **building footprint** of 800m²

d. **Building frontages**

Publically visible **building** façades must include doors, windows, **building** modulation or other architectural detail for no less than 60% of the total façade measured from one **site** boundary to another.

e. **Screening**

Any **site** boundary with an adjoining Residential **zoned site** shall be screened to a **height** of 2m with a solid wall or planted with dense vegetation growing to 2m in **height**. Any planting must be regularly maintained. Any plants that perish must be replaced immediately.

f. **Landscape and Screen Planting**

- i) every 5 car park spaces provided must be separated by a 2m x 2m landscaping box with planting that is maintained.

- ii) where 20 or more car parking spaces are provided, all parks must be bound by a 1.5m wide **landscape strip** that must be planted with low shrubs and groundcover below 0.75m in **height** and regularly maintained. Any plants that perish must be replaced immediately.

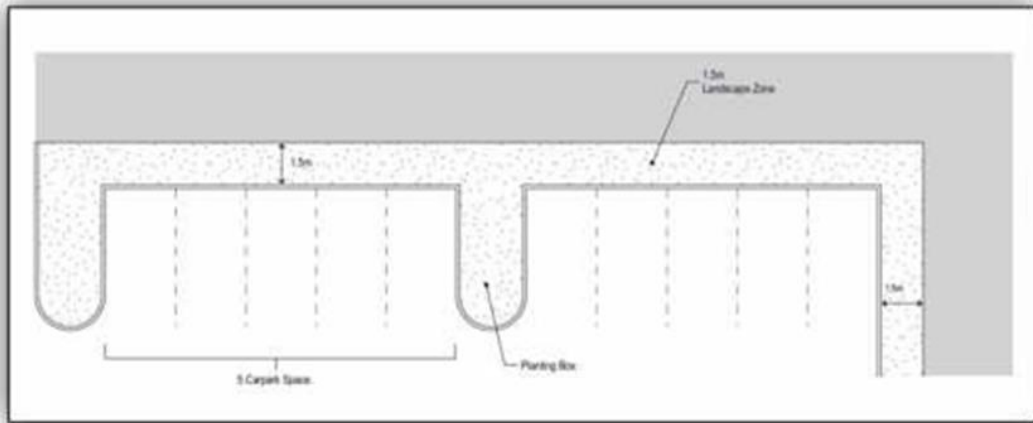


Figure 2 - Outer Business landscaping example

g. Outdoor Storage

Any outdoor storage area must be screened from view by either a closed board fence or wall of not less than 2m in **height** or dense planting capable of growing to 2m in **height**. Any planting must be regularly maintained. Any plants that perish must be replaced immediately.

h. Noise

Compliance with Rule 3C.4.2.

i. [DELETED PC 55]

j. [DELETED PC 55]

k. Parking

Compliance with Rule 3B.4.5.

l. Visibility at Railway Crossings

Compliance with Rule 3B.4.2 and Appendix 3B.5.

m. Access

Compliance with Rule 3B.4.2 and 3B.4.3.

n. Glare

Compliance with Rule 3B.4.4.

- o. **Signs in the Business Zone**
 - i) Compliance with Rules 3E.4.1 and 3E.4.2.
 - ii) **Signs** located above the footpath or carriageway, provided that no part of such **signs** shall be less than 2.5m above the footpath or 5.5m above the carriageway.
- p. **Large Format Retail overlay**
 - i) The **gross floor area** of any **building** within the **Large Format Retail** Overlay must be 2000m² or larger
 - ii) The **road** frontage(s) of all **sites** within the **Large Format Retail** Overlay that are not occupied by **site** access must be landscaped and maintained for a depth of at least 2m.
 - iii) All vehicle access to **sites** from State Highway 54/Aorangi Street, must be left turn in, left turn out only.



Figure 3 – Large Format Retail Overlay

- q. **Seismic Strengthening**

Seismic strengthening is a permitted activity only where the strengthening work does not:

- i) Result in structural alterations to the external appearance of the **building**
- ii) Result in any existing openings (doors and/or windows) being obstructed

10.4.8 Restricted Discretionary Activities - Outer Business Zone

The following are **restricted discretionary activities** in the Outer Business **Zone**:

- a. Any activity, specified in Rule 10.4.6 above, that does not comply with one or more of the standards in Rules 10.4.7 a-o.

For this activity, the **Council** has restricted its discretion to considering the following matters:

- scale
- **building** form (design and materials)
- location
- traffic generation, **site** access and parking
- noise
- screening/storage/landscaping

In determining whether to grant a resource consent and what conditions to impose, the **Council** will, in addition to the objectives and policies of the Business **Zone**, assess any application in terms of the following assessment criteria:

- i) Whether the application will result in any adverse **effects** on **amenity values** of neighbouring properties or the character of the Outer Business **Zone**
 - ii) Whether the application remains consistent with the intention of the standard(s) it infringes.
 - iii) The extent to which there will be adverse **effects** where an application does not meet two or more standards.
- b. Demolition of any **building**

For this activity, the **Council** has restricted its discretion to the following matters:

- mitigation of adverse visual **effects** from vacant land

In determining whether to grant a resource consent and what conditions to impose, the **Council** will, in addition to the objectives and policies of the Business **Zone**, assess any application in terms of the following assessment criteria:

- i) The extent to which the proposed mitigation will minimise adverse visual **effects** from vacant land

10.4.9 Discretionary Activities - Outer Business Zone

The following shall be **discretionary activities** in the Outer Business **Zone**:

- a. **Accessory buildings**
- b. **Assisted living accommodation**
- c. **Dwellings**
- d. **Home occupations**
- e. **Industry**
- f. **Seismic strengthening** that does not meet the performance standards for a permitted activity
- g. **Service Stations**
- h. **Supermarkets**
- i. **Tourist facilities**
- j. **Visitor accommodation**

10.4.10 Non-complying activities - Outer Business Zone

Any activity in the Outer Business **Zone** that is not specifically provided for as a permitted, restricted discretionary, or discretionary activity is a non-complying activity.

Appendix 10.1 - Feilding Town Centre Design Guidelines

Feilding Town Centre Design Guidelines

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01 Introduction

The introduction to Feilding Town Centre Design Guidelines provides an explanation as to its purpose, relationship to the District Plan and design process.

Purpose

This document has been developed to provide direction to those undertaking development in the Feilding town centre. The design guidelines apply to the area shown in the diagram to the right.

Feilding's town centre has a special sense of place which is derived from its history and development over time.

The purpose of the design guidelines is to maintain and enhance the qualities of the town centre that make it special.



Diagram 1 showing extent of the area to which the Design Requirements apply (shaded yellow)

District Plan Relationship

The design guidelines work in conjunction with the rules and standards in the Manawatu District Plan. The requirements provide specific design direction, in addition to the more generic rules that apply through the underlying zones of the town centre as a whole.

The generic rules of the District Plan Business Zones will set the types of uses allowed, 'bulk and location' rules such as height limits and parking standards.

The design guidelines set out in this document are a more specific set of requirements that look to manage development change in a specific area of the town centre (indicated in the diagram above).

The design guidelines document replaces the Operative Manawatu District Plan *APPENDIX 1H Guidelines for Redevelopment* (December 2002).

How should the Design Guidelines be used?

The design guidelines should be used by town centre property owners, architects, planners, engineers from the earliest stages of the design process. It will also be used by Council in its assessment and decision making on applications for resource consent for town centre development.

It is recommended that the design process be undertaken in consultation with the Council to ensure that any opportunities and constraints are recognised from the outset and the design and approval process is as efficient as practicable. A process for this is recommended below.

Design Process

To achieve the best outcomes in terms of design effectiveness and process efficiencies, the applicant and / or their advisers should consider the process described in the diagram 2 below.

Each of these process steps is detailed below. These are not intended to be prescriptive or necessarily complete in every sense, but are common to best practice design processes:

1. Research

- Be familiar with your site and get as much information as you can e.g. aerial photos, cadastral plans, titles, underground services, any historical information about the buildings or site. Council can help you with identifying sources.
- Read the design guidelines to understand what Council considers to be important in the design.
- Look at the District Plan to understand the resource consent requirements in terms of landuse activities, and bulk and location requirements.
- Consider who the professionals are that you may need. Council strongly advocates that for a new building or substantial changes to an existing building that the developer engages a registered architect. A good architect will know who else will be needed to assist in terms of structural design e.g. to provide specialist seismic design or strengthening options, survey or other engineering services. A planning consultant may also be required to coordinate and put the required consent application to Council.
- A conservation architect may also be needed if the development site has a scheduled building (refer to District Plan for the schedule of these).
- Each of these professional groups has institutes and lists of people in your area to contact.



Diagram 2.

2. Communicate

- Meet with a Council planning officer (ring and make an appointment) to discuss your ideas. It may be that you need to meet with several different officers (e.g. to help with infrastructure enquiries).
- There are specific requirements that need to be satisfied with a resource consent application. Council will advise you of their information needs at your first meeting. Make a list of the questions you would like addressed in the meeting. You may be able to send these questions to the Council prior to the meeting, to allow officers to prepare. This will also assist in knowing which officers are likely to be needed.
- Council will also provide technical assistance for owners of Heritage Buildings (refer to District Plan for list) in the town centre through its Design Panel. Council will make external expert urban design, architect and structural engineer advisers available for consultations to discuss options for development.
- Consider your neighbours' interests. Do you know what their plans are? There may mutual benefits to you and your neighbours if there are shared development interests.
- Recognise that the Council may need to process your application through a publicly notified process. It is usually good practice to know your neighbours' interests prior to that process. Often there can be ways of adjusting design to reduce or eliminate issues.

3. Assess

- If the site has an existing building there will be a range of options for its reuse and adaptation. Council encourages existing or prospective owners of older buildings to thoroughly assess options for strengthening and reuse, especially if the building is a scheduled building (refer to District Plan for schedule).
- Assess the District Plan provisions and the design guidelines thoroughly to understand these and their intent.
- Other technical and statutory requirements will need to be given consideration e.g. the Building Act 2004.
- If you are using a professional like an architect and/or planner they should do this with you. It is very useful to have this as background to support your consent application.



Feilding Hotel, 9 Manchester Square (constructed 1875-1910)

4. Design options

- Having understood the site and building (if applicable), design concepts for the new building or extension can be developed.
- It is advisable to visit the Council again with a few options and get officers advice and comments. They will have thoughts on how well the options satisfy the design guidelines and District Plan rules.
- As noted under Communicate, Council has engaged a design panel that can provide advice to developers and may also be used to review design proposals, as they bring expertise that is not held within Council.

5. Document

- At your first meeting, Council officers will have advised you of the information that they require from you.
- It is important to follow this advice as Council will continue to ask for further information until it is satisfied that everything is complete – this will take time and may add to processing costs for your application.
- Include as much information as you can with your application, including any information you have gathered.
- A design report will need to be submitted which demonstrates how the proposal satisfies all of the design guidelines in this document. Commentary and an objective assessment is not just a tick box exercise. Council can provide some a sample of design report for you to use as a gauge as to what is required.
- The process of documentation is usually best undertaken by a professional as they understand the Council requirements and can provide an appropriate level of assessment.
- Submit the documentation to Council for consideration.



Feilding Totalisator, 47 South Street (constructed 1917)

02 Context

This section of the design guidelines characterises the Feilding town centre. This background assists you to understand what has influenced the town centre over time. It also identifies the unique qualities of the town centre that need to be maintained and enhanced. The purpose of the design guidelines is to encourage development that will contribute to it positively.

The requirements in this document recognise that there are significant heritage values in the town centre. It also recognises that development can be undertaken, having regard to these values, while still being reflective of good urban design principles.

Introduction

Feilding is the largest town in the Manawatu District. The town centre has a high concentration of late Victorian and early Edwardian buildings. Its history is dominated by agriculture and boasts one of the largest saleyards in the southern hemisphere. A number of national breeders associations built their head offices in the town and historic uses of many of the scheduled heritage buildings reflect this agricultural background.

The qualities of the town's layout, intactness of its buildings and the built form give the town high urban design and architectural values.

The town centre's heritage values are important to its character and 'sense of place'. Retaining where possible, existing heritage buildings is an objective of the District Plan. The Council recognises there will be challenges in retaining some buildings particularly given the changes to Building Act requirements with respect to seismic strengthening and the economic implications of this work. Any changes to buildings in Feilding may be recognised in the future as a significant period in the town's history.

The design guidelines are a mechanism to ensure that development during this period is viewed positively given the quality of the town centre that results.

It is essential that any new buildings should be designed to be sympathetic with and enhance the existing character and values of the town. New buildings should not replicate the existing but be of their own time, be of high quality design and make a contribution to modern architecture.

History

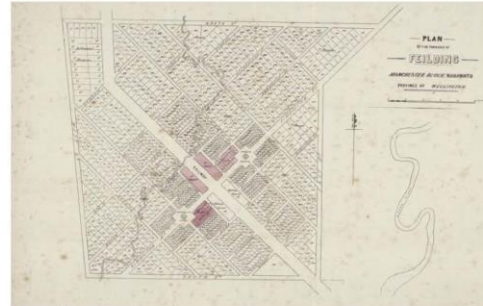
The town of Feilding was founded in 1874 and is named after Colonel William Henry Adelbert Feilding. Colonel Feilding was a director of the London-based Emigrants and Colonists Aid Corporation Ltd. Set up to assist people out of work to immigrate to New Zealand. He came to New Zealand to negotiate the purchase of 106,000 acres of land, now known as the Manchester Block, from the Wellington provincial government in 1871. (McKinnon, 2012)

The town was planned at the time of settlement with a symmetrical layout either side of the railway line. The current layout of the town follows the original plan closely. Two squares, Denbigh and Manchester, were proposed that were joined by Kimbolton Road. The siting of the railway and the courthouse have both retained their planned locations.

The first settlers arrived from Great Britain on 22 January 1874. As the farmland hadn't been surveyed when the first immigrants arrived, the township was established first with cottages being constructed on one acre of land each. Tenants became the owners of the property after 3 years of rent payments. In 1874 "the township of Feilding at present consists of a weatherboard store, an accommodation house (in course of erection), a few bark huts, some tenets, and a long barracks, also built of bark and capable of house about a dozen families. Parties of the immigrants who had already arrived were at work clearing roads into the bush." New Zealand Mail 1874, (Davies & Clevely, 1981)

Within 3 months of the establishment of the settlement, 40 weatherboard buildings were constructed, a large schoolhouse and a school-master's residence was in the process of construction. (Davies & Clevely, 1981).

A major change to the Square was implemented in 1883 when four kerosene street lamps were installed and kept alight at night for £2 per month. In 1891 footpaths in the centre of the town were paved and trees were planted on Arbor Day around Manchester Square and Kimbolton Road. (Davies & Clevely, 1981)



Plan of the township of Feilding, Manchester Block, Manawatu (1870's)



Photograph of the township of Feilding, Manchester Block, Manawatu (1878)



Photograph of Post Office (190P)

The current built form of the town dates largely from the late Victorian and early Edwardian period, with most scheduled heritage buildings built between 1893 and 1910. However, several notable buildings were built in the immediate post-war period and 1960s.

In 1886 Feilding became linked with Wellington by the Manawatu Wellington Railway Company's Wellington-Longburn Line. The first railway station was built in Feilding in 1887 but was replaced in the same location in 1960 following a fire (Davies & Clevely, 1981). The first purpose-built Post Office was built in 1902 and this was replaced in 1949, also on its original site, following earthquake damage to the earlier building in 1942. (Bowman & Burr) After many years of public agitation and fundraising, the Feilding Community Hall was opened in 1956.

By 1877 Feilding had a population of 1600, 4,500 by 1921 and 13,887 in 2006. (McKinnon, 2012)



Photographs of Manchester Square, Feilding 1900 (above) and 1905 (middle) and 1910 (bottom)



Aerial photograph of Feilding (1975)

Building Styles

Most of the existing buildings were built between 1893 and 1910 (late Victorian, early Edwardian). This was a period when Classical architecture was popular especially for commercial buildings. Classical architecture was originally that of Greece and Rome. It was based on the use of strict proportions, symmetry of facades and the use of "orders", a column design with a base, capital (top) and an entablature (the section of building supported by the column). There were five main orders and each had its own specific detailing.

The columns could be free standing, attached or part of the wall of the building. The entablature usually had a moulding called an architrave, then a frieze and above that was a cornice projecting beyond the wall, often with supporting brackets. Above the entablature was usually a parapet, which usually had turned balusters and a central pediment, a small decorative gable either curved or triangular. These basic Classical elements were usually repeated around openings and other parts of the building to enliven the façade.

Different variations of Classical architecture were used in Feilding. These included Italianate, Baroque, Free Classical and Stripped Classical. The Italianate style was loosely based on Italian palaces of the 15th and 16th century especially those in Florence and Rome. It was a most popular style for shops in New Zealand in the mid Victorian to early Edwardian period. Feilding has only two examples of the style.

Unusually in New Zealand, most older buildings in Feilding were designed in the Baroque revival style. This used Classical elements in a very ornate and highly decorative way. Early Baroque style (called Mannerist) architecture exaggerated parts of the building. Commonly pediments were curved and detailing such as exaggerated stone joints and garlands were popular. Free Classical architecture used the standard elements, but in a non-standard way. Stripped Classical omitted much of the decoration but retained the symmetry and proportions. Art Deco was a form of Classical architecture but with stylised, geometric decoration.

Feilding has few modern buildings but even these refer to Classical architecture in their elements and proportions and could be seen as an even more stripped form of the Stripped Classical style.



Feilding Community Centre, 21 Stafford Street (constructed 1910)

Heritage Buildings

The District Plan has identified buildings with significant heritage values to ensure the values can be understood and protection where possible, and decisions about their development made accordingly. These buildings are detailed below.

Buildings may not physically demonstrate all of the values for which they have been scheduled. There are association and use values as well as physical character values that make the building's collective contribution to the Feilding town centre's character.

Many were built by important people in the history of the town, such as Mayors, while others are good examples of architectural styles, were designed by important local architects or were built by a highly regarded builder. A number are rare or unique in New Zealand for their age, use or where nationally important organisations were founded.

The physical qualities of heritage buildings can be used in new buildings without mimicking the old styles. It is these qualities that are represented in the design guidelines.

Those buildings already registered by the NZ Historic Places Trust or proposed for scheduling include:

- **84 Aorangi Street (Feilding Civic Centre)**, built 1957, good example of Modern Movement architecture, built following extensive public fund-raising
- **52 Fergusson Street (Former Bank of New Zealand)**, built 1965, good example of the Modern Movement architecture, the 3rd BNZ on the site since 1879, important landmark
- **57 Fergusson Street (Gracie Building)**, built in 1904, a good example of Mannerist Baroque, it was built as an hotel for Joseph Darragh
- **62 Fergusson Street**, built in 1900, a good example of Free Classical
- **86 Fergusson Street (Keith Smith Jeweller)**, built in 1926, a good example of Stripped Classical, was built for Barraud and Abraham
- **93 Fergusson Street (Fergusson Buildings)**, built 1910, as a drapery for Joseph and William Bramwell, both Borough Councillors
- **97 Fergusson Street (Leader and Watt)**, built circa 1900, a good example of Free Classical, was built for Haybittle grocery and hardware
- **101 Fergusson Street (Turner's Gifts and Luggage)**, built 1893, good example of Free Classical, was built by William Wilkinson who built most of the town
- **103 Fergusson Street (Turner's Gifts and Luggage)**, built circa 1910, good example of Free Classical, was built by W Wilkinson



Photograph of 52 Fergusson Street - Modern Style (1965)



Photograph of 93 Fergusson Street - (1910)

- **71 Fergusson Street (Dominion Building)**, built circa 1910, good example of Free Classical, was tenanted by the former Mayor S James Tingey a chemist
- **1 MacArthur Street (Terry Urquhart Law)**, built 1901, good example of Italianate, was built as an office for the Colonists Land and Loan Co, then became the BNZ and finally lawyers offices
- **33 Kimbolton Road (White House - Medical Centre)**, built in 1915, good example of Arts and Craft and the previous and current building have been doctor's consulting rooms since 1889
- **37-41 Kimbolton Road (New World building)**, built in 1912, the founding branch of the NZ Farmers Co-op, and its head office
- **35 Kimbolton Road (former Rangitikei Club)**, built 1911, good example of Free Classical
- **85 Kimbolton Road (Bin Inn)**, built circa 1900, a good example of Free Classical, built for Alfred Eade
- **14 MacArthur Street and 79-81 Kimbolton Road (former New Zealand Farmer's Motor Co)**, built in 1907, the original NZ Farmers Motor Co, one of the earliest vehicle garages in NZ, as well as where the NZ Motor Trade Association began
- **4 Manchester Square (Visique)**, built 1904, good example of Edwardian Baroque, built as shops with offices above for solicitor Alfred Richmond and land agent Arnold Atkinson
- **9 Manchester Square (Feilding Hotel)**, built 1875-1910, good example of Edwardian Baroque, was built as an hotel
- **8 Manchester Street (former Post Office - My Farm)**, built 1949, second Post Office on the same site, good example of Modern Movement architecture and of the Public Works Department designs
- **52-58 Manchester Street (Spillards)**, built 1901, good example of Edwardian Baroque, built as shops for Austrian jeweller James Hugil
- **60-62 Manchester Street (Williamson building)**, built 1901, good example of Free Classical, built as shops with offices above for Archibald Williamson by William Wilkinson
- **68 Manchester Street (JD's Linen)**, built 1901, shops with offices above Free Classical, built as shops with offices above for Archibald Williamson by William Wilkinson
- **70 Manchester Street (The Shed Hair Co)**, built between 1897 and 1930s, good example of Art Deco, built for Edmund Goodbehere by William Wilkinson
- **72 Manchester Street (Lotto shop)**, 1897, Free Classical, built for 2 women, Mrs Frederick and Mrs Woodlams by William Wilkinson



Photograph of 5 Goodbehere Street - (1901)



Photograph of 14 MacArthur Street - (1907)



Photograph of Art Centre, 35 Kimbolton Road (formerly Rangitikei Club) - constructed 1911



Photograph of 8 Manchester Street - (1949)

- *Manchester Square (Carthews building)*, built between 1887 and 1902, good example of Free Classical, built as shops with offices above for Mayor William Carthew
- *81 Manchester Street (Focal Point)*, built 1893, good example of Simplified Classical, R Hannah and Co were the first tenants
- *50 Manchester Street (Denbigh Hotel)*, built between 1874 and 1910, good example of Italianate, built as an hotel
- *10-11 Manchester Square (Aymler building - Feilding Information Centre and MP of Rangitikei office)*, built 1906, good example of Free Classical



Photograph of 50 Manchester Street, Denbigh Hotel - (1874- 1910)

- *22-26 Stafford Street (Romney House)*, built in 1964, built for the national head office of the Romney March Sheepbreeders Association, based in Feilding between 1905 and 2007, a good example of Modern Movement architecture
- *21 Stafford Street (Feilding Community Centre)*, built in 1907, good example of Edwardian Free Classical and is unique as the first community centre in New Zealand



Photograph of Feilding Civic Centre, 84 Aorang Road (constructed 1957)

- *39-41 Fergusson Street (McKinnons building)* built in 1923, a locally rare example of an Arts and Crafts style building
- *25 Kimbolton Road (Feilding Club)* built in 1897, representative example of a Victorian Club building
- *47 Manchester Street (Lawries building)* built in 1917, significant as the first branch of the NZ Farmers Co-operative Distributing Co, now PGG Wrightson
- *75-77 Manchester Street (Wild at Heart/Striped Marlin)* built in 1916, unusual neo-classical inspired Art Nouveau style building
- *91 Kimbolton Road (Feilding Court House)* built in 1909, significant for its historical associations, original design and contribution to the streetscape
- *71 Kimbolton Road (former Feilding Jockey Club - John Key Law House)* built in 1916, locally significant for historical associations with local horse racing and former Mayor Edmund Goodbehere
- *42 Manchester Street (Feilding Livestock Centre)* high regional significance for social and historical values
- *47 South Street (Feilding Totalisator)* built in 1917, national significance for social, historical, cultural, architectural and technological values
- *14 MacArthur Street/79-81 Kimbolton Road (former NZ Farmers Motor Co)* built in 1907-1912, associated with the earliest vehicle use in the Manawatu

Changes to scheduled heritage buildings

The design guidelines provide the basis for development in the Feilding town centre. These will apply if a heritage building is altered or is to be replaced. There are specific guiding principles below that need to be considered in the design and decision making process in regard to heritage buildings which are scheduled in the District Plan.

Generally, visible external work to heritage buildings should be limited to repairs, maintenance, restoration or reconstruction, as defined by the ICOMOS NZ Charter. The use of appropriately qualified and experienced people to guide and carry out all work is highly encouraged and is consistent with the Charter.

A conservation plan for each heritage building is desirable as this will set out the parameters for change while respecting heritage values. Where a conservation plan has not been written, the following should guide additions and alterations.

Routine repairs and maintenance are encouraged. When carrying out repairs and maintenance, the main principles are:

- to maintain rather than repair
- to repair rather than replace
- where replacement is essential, the use of materials that match the original as closely as possible is required

Restoration and reconstruction to enhance authenticity is encouraged. When restoring or reconstructing, it is important to research the original form, materials and details of the building. Restoration or reconstruction should be based on verifiable evidence from early photos, drawings or other reliable documentation.

Where you are unable to find any useful evidence, any alteration to a part of a building which is not authentic, should be of a design based on a simplified modern interpretation of what was common in the period.

Reconstruction of brick chimneys is encouraged as these were important elements on the skyline.

Restoration of original colour schemes is encouraged.

When adapting the exterior of a building, the main principle is to have an understanding of the heritage values, fabric and spaces of the building and aim for their retention in any proposed work. This can be achieved by:

- retaining, repairing and maintaining all significant external fabric
- avoiding removal or obscuring of significant external fabric, elements and features
- respecting the building style, form, planning, materials, craftsmanship, scale and patina

When additions are proposed, these should:

- be on elevations not visible from the street
- avoid additions on significant elevations, even if they are not visible from the street, including the roof
- be compatible with the architectural character of the building
- not dominate the original building
- not contrast harshly with original materials, building or roof form, proportions, colour, or scale

- maintain the same orientation, proportions and rhythm of building composition
- if a large addition, separate it from the original building
- not negatively affect the setting of or views to or from the building
- should be of a design based on a simplified modern interpretation of the original, not replicating the original

Where the removal or replacement of non-original elements is proposed, this should be designed to restore or reconstruct original external elements. Removal of original elements should be avoided. Removing sections of wall beneath original windows to create a higher opening should be avoided on elevations visible from the street.

Existing Built Character

The essential characteristics of the original town plan have been retained in the Feilding we see today. The squares remain distinctive - Manchester Square particularly so.

The built form that creates the 'enclosure' of the square as a space and gives scale to the town centre streets is also largely retained as can be seen by photos circa 1910.

Most buildings are two storeys usually retail/commercial services on the ground floor. Many of first floor office spaces are currently vacant

The retail shop front design is typical of the period with shopfronts all glass above a small plinth known as a store board.

Entries are usually recessed with angled or straight glazed flanking walls matching the shopfront. Generally the buildings that contribute positively to the character of the town:

- are built to the street boundary
- are rectangular with elongated or tall proportions
- are designed based on Classical styles, many of which are highly detailed
- express corners - especially important at the external and internal corners of Manchester Square
- have horizontal or stepped parapets hiding the roof behind
- parapets are ornate, divided into sections and originally many had balled finials, obelisk designs or pediments on piers
- have simple or ornate pediments
- have verandahs (unadorned or decorated posts, with or without fascia and with or without brackets)
- can be long and narrow or very wide in tenancies occupying several sections or a whole block
- are of different heights, with little or no alignment of parapets or even shopfronts
- are constructed of masonry with rendered details

It is this built character that the design guidelines seek to reflect in new construction or adaptation of existing buildings.

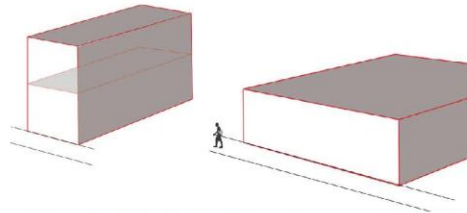
03 Built Form

Built form means the principal shapes and positioning of buildings on their sites. The built form determines the character of the street as public space. The character of the Feilding town centre's streets benefit from the containment and typically continuous frontages provided by two storey buildings which line up on the footpath boundary.

- BF1 Shape - Buildings are to be rectangular shaped - taller than they are wide. Several rectangular shaped buildings can be joined to make a block, or a block built as one, but the shapes should remain visually clear;
- BF2 Location to front - Buildings are to be positioned so their front walls abut the footpath boundary;
- BF3 Continuity - Buildings are to extend across the full width of the site frontage to ensure that the street's 'built' edge is continuous (with the exception of walking access connections as noted in BF 7);
- BF4 Roofs - Building roof forms are to have a medium to low angled pitch of 35 degrees or less (not including verandahs) and are not curved;
- BF5 Openings - Buildings are to have door and window openings to the street, not blank walls [refer also to Facades for details];
- BF6 External corner expression - Buildings on external corners are to be visually emphasised with architectural elements such as taller forms, or parapets, cornice, pediment or similar features that wrap around the building;

good

poor



Individual buildings should be taller than they are wide, or if joined as a block, expressed as separate forms. Two storey buildings rather than one storey buildings give better containment to the street space. Long low building shapes with no horizontal breaks should be avoided. As described in the photograph below (left) there is a 'rhythm' of tenancies along a typical town centre street that generates a diversity and flexibility in business offerings, and an interesting, attractive environment that attracts people to the town.

good

poor



The Darragh building (example on the left) is a good example to show that although built as one block, the rectangular shapes are visually clear and there is a frequency or rhythm of tenancies along the street. In contrast the poor example (right) has no breaks in its long horizontal form, has blank walls with no windows, is built back from the footpath boundary and is not appropriate in the town centre.

good

good

poor



The corner is expressed well, with a taller element (example left) and the shape of the building and cornice detail (example centre). The poor example (right) has no elements that highlight the corner and has blank walls at street level.

BF7 Walking access lanes - Buildings should be built the full width of the site (refer to BF 3). The exception is if there is a need for a walking lane that connects street to street, or to rear parking. The maximum width for these lanes is 5 metres and they are to be straight. Building edges to the lane are to have ground level openings (windows/doors) and/or other surface treatment (e.g use of materials with texture, sculptural elements, recessive and projecting elements). There is to be no less than 50 metres of continuous built street frontage between each lane.

good

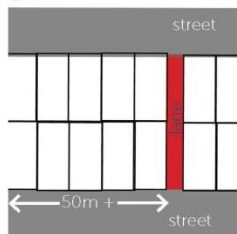


Diagram in plan view - no less than 50m continuous built street frontage between walking lanes.

BF8 Vertical expression - Building facades are to show a vertical hierarchy of a base (ground floor), a middle (upper floor) and a top (parapet, cornice, pediment);

BF9 Modulation - Building facades are to show vertical divisions by the use of bays formed by projecting and recessive elements.

good



poor



Lanes are to have visual interest in terms of material use, activities that 'front' to them, windows and doors - they present an opportunity for a more public space that is sheltered, smaller scale and offers a different experience than streets.

good



Vertical hierarchy of a base, middle and top is expressed in the size and shape of openings and balconies.

good



The good example above shows modulation created by a series of structural bays - highlighted in the dark colour in this instance. The bay 'modules' continue up the building to the top.



In plan view, modulation can be seen as a series of bay modules formed by projecting and recessive elements.

04 Facades

The facade is the face of a building which is exposed to a street. Streets are public spaces where the town centre’s buildings are seen and interacted with. Accordingly the qualities of these facades are influential to the way in which people perceive and experience the town centre.

F1 Openings - Buildings are to have symmetrically located windows above ground level and main doors at ground level orientated to the street (i.e not the side or back). Buildings that have more than one frontage (i.e corner) are to include windows and doors on both edges if there is an appropriate length of frontage;

F2 Visual permeability - Windows and doors in the facade are to be frequent - the ground floor window area (which can include glazed doors) is to be no less than 70% of the total ground floor wall area. The glazing is not to be blocked out with opaque or reflective film, or other treatment that obscures the visual connection from the outside into the building;

F3 Verandah - Buildings are to have a verandah attached that extends over the footpath and the full length of the building frontage. The verandah is to be supported by posts on the outside line of the kerb, have a fascia depth of no more than 450mm, and not obscure windows or architectural details. Bullnose verandah styles are acceptable, but awnings are not. Verandahs should complement the building style to which it is attached;

F4 Parapets/ skyline - New buildings are to incorporate skyline features such as parapets, cornices, classical gable elements, column caps and flagpoles or similar features to create visual interest on the skyline;

good



The facade of the Feilding Hotel is a good example as its openings are placed symmetrically, and as a corner building it has doors to both frontages

poor



poor



The frontage of the example above (left) has insufficient (none) window area (as well as being unsuitable given its lack of corner treatment). The example right has good window area, but this is 'blocked out' with opaque film (as well as having an inappropriate facade cladding material)

good



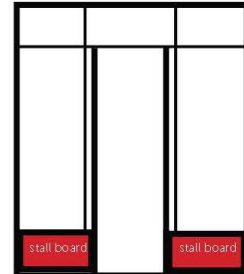
poor



The verandahs of the BNZ building (left) are good as they extend the width of the footpath and are supported by posts. Although a modern interpretation, the BNZ example also shows a parapet line and extended vertical structural features at the corners. The building entrance is emphasised with a change in verandah height. The example on the right is poor as it has no verandah and has no parapet features.

- F5 Shopfronts and entries - Building entries and shopfronts are to be glazed and recessed with bays - these are to have a solid base 'stall board' of 300-600mm in height;
- F6 Detail and ornament - Building facades are to include ornamentation and detailing which complements the building style;
- F7 Materials - Building facades are to have detail and depth - not be a flat plane. Materials should contribute to the compositional theme of the building and be used to enhance the form of the building including its modulation, vertical hierarchy and decorative elements;
- F8 Colour - Building colours, whether a painted finish or natural materials, are to highlight features such as joinery, decoration or modulation of the building form. This is often done by using a base colour for the body of the building and two or three contrasting colours to highlight features; and
- F9 Lighting - Buildings are to have lighting to highlight building facade features and/or provide under verandah light to the footpath.

good



Recessed entrances with glazing atop a solid stall board make a special feature of the entry point and create interest on the street.

good



good



The two examples (above) show a combination of modern materials (plastered concrete, tiles and brick) to create visual interest - the colours and detail are comparable to traditional materials. The modern example on the right uses colour in materials to highlight traditional vertical and horizontal form modulation.

good



The example (above) shows lighting used on the facade to highlight the continuous building line, and depth of features such as windows and pediment lines. Internal lighting highlights the shop content and reflects light to the street.

good



good



good



poor



The examples (above left) show detailing in facades - typically a name or date feature, and the materials and openings (such as windows) have some depth to them which generates shadow lines and visual interest. The two examples on the right contrast with each other - the good example has a solidity and realness to form with a finesse to the detailing. The poor example looks 'fake' - it uses sheet product material and the details are bulky.



05 Strengthening and Restoration

Some older buildings in the Feilding town centre have heritage values and are scheduled in the District Plan.

Principles that apply to alterations and additions to heritage buildings are described in the Context section under the heading Changes to Heritage Buildings. These are to be referenced in considering changes to heritage buildings.

Changes to buildings to provide the required restoration and strengthening benefits generate some specific issues which are addressed by the requirements below. If strengthening is impracticable, the building may need to be demolished in whole or in part.

Where buildings have to be removed, all of the points in design guidelines document will need to be applied to their replacements.

- SR1 Internal strengthening - The preference for building strengthening is for it to be internalised. Strengthening beams or floors are to be designed so as not to cut across windows and internal space proportions are to be maintained;
- SR2 External strengthening - If external strengthening has to be used avoid the street facade if possible, or at least do not obscure features such as windows or modulation; and
- SR3 Facade retention - Retaining a building's street facade is preferable to its demolition. Where the facade is retained, new structure behind is to fit the facade features - window and door openings are to be reused and not blocked in, new structure is to remain below the facade height, and original floor heights are to be repeated.



The two examples of internal strengthening above (top) are good as they utilise strengthening columns and beams that sit away from windows (top left) and are not obscuring the proportions of internal spaces (top right). The example directly above is poor as the cross brace is clearly cutting across the window space.



The two examples of external strengthening above contrast. The poor example (left) has cross braces (painted green) that run diagonally counter to the building's modulation. The good example (right) has a portal type bracing that fits with the door and window frame proportions and is painted the same principal white colour to de-emphasise it.

06 Signs

Signs on buildings are important to the function of the town centre. Signs assist customers and can be used to highlight the goods and services on offer at that site. It is important to the town centre’s visual coherence that signs remain subordinate to the overall street scene and their size relates to their purpose. Their placement and design should contribute positively to the character of the town centre.

- S1 Purpose - Signs on buildings are to be for the purpose of identifying the business location and/or the products and services it sells. Signs or billboards that advertise products or services not available on the site it is attached to are not acceptable;
- S2 Style - The style of the sign, its lettering type and colour is to complement the building style;
- S3 Location - Signs are to be located on a verandah fascia or under the verandah. Signs on facades above verandah height are not to project above the building parapet or out from the frontage. Signs should not obscure windows or doors; and
- S4 Branding - The use of the whole building as a ‘sign’ to brand the building through block colour is not acceptable.

good



poor



The above example (left) is good because the signs clearly identify the building and businesses within its, but are discreet and do not extend to the area above the verandah or interrupt the facade details. The example above (right) is poor as the sign is not advertising products available on site and it obscures building facade features.

poor



poor



The above examples are poor as the signs project above the parapet (left) or the building frontage (right) and facade features.



The above examples are poor as the buildings are ‘branded’ with a dominant block colour and use the whole building as a sign.

07 Car Parking and Servicing

Car parking is an important amenity for the town centre. If parking is well located it will provide ready access to the shops, services and social amenities of the town centre, while retaining the town centre character.

Similarly servicing provision needs to be provided for to ensure that goods can be delivered and dispatched.

The small town scale of Feilding means that parking will typically be on streets, or in on-site parking areas. The location and design of surface car parking areas and service/loading areas can generate issues which are addressed by the requirements below.

P1 On-site parking - Surface carparking is to be located behind the building it serves, not on the street frontage;

P2 Trees and planting - Surface car parking areas are to include trees and low level planting (1 tree per 5 parking spaces);

P3 Porosity - Surface carparking areas are to utilise porous pavement materials such as permeable pavers, concrete or asphalt;

P4 Internal Parking - Carparking within structures is to avoid directly fronting to streets. Parking should be located at the rear of the building with access at the rear; and

P5 Servicing Bays - On-site loading bays are not required. Most town centre business can be serviced from the street. If dedicated on-site service bays are provided they are to be located to the rear of the building they service with access from the rear.

poor



good



The example above (left) is poor because it is one large asphalt surface area. The example above (right) is good because it has the parking area interspersed with trees and low level planting which provides visual relief, shade and shelter for pedestrians as well as reducing heat gain in vehicles.

good



good



The above examples of unit pavers are good examples of surface types that can provide for stormwater runoff to at least in part be reduced in quantity. These materials also can be used to reduce the visual dominance of large open surface car parking areas. This can include paving whole areas with these unit type paving modules, or asphalt areas with insets of pavers in bands.

poor



The above example of parking which is directly visible from the street frontage is poor as the cars dominate the street space and create gaps in the 'active' street frontage that would normally be provided by business tenancies.

08 Glossary of Terms

Architrave	The lowermost element of a Classical entablature. Also used when describing a moulded surround to an opening, such as a door or window.
Balusters	a decorative post supporting a railing, usually turned with curves
Conservation plan	a document that identifies the cultural heritage value of a building and which recommends policies to care for the building to retain those values
Cornice	the upper part of the entablature, which is a stylization of the eaves of a temple. Cornices can also be added over windows and doors
Elements	parts of a building
Entablature	the upper, horizontal part of the Classical order supported by the column and is divided into the architrave, frieze and cornice
Fabric	material used to construct, line or clad a building
Finials	a pointed vertical element at the top of a roof, usually the top of the gable
Frieze	the middle part of the entablature
Garlands	a decorative wreath or festoon of flowers, foliage or fruit tied with ribbons
Obelisk	originally Egyptian, a tall, four sided monument which narrows towards the top which is formed by an elongated pyramid
Order	the arrangement and decoration of base (pedestal), column and horizontal top (entablature) of the five main designs on which all Classical architecture is based. These are the Tuscan, Doric, Ionic, Corinthian and Composite orders.
Parapet	a horizontal, low, solid or pierced plain or decorated wall on the edge of a roof or balcony
Patina	the change brought on materials by age
Pediment	originally the triangular end or gable of a temple with shallow sloping or curved cornices meeting in the centre but which can also be used over windows and doors
Spaces	rooms