



Pokeno Countdown UD Assessment

29 July 2019

GHDWOODHEAD
creativespaces

Landscape Architecture
Interior Design
Urban Design
Architecture
Planning

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On behalf of Waikato District Council

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Appendix 1 Curriculum Vitae – Lauren White

1.0 Introduction

This urban design assessment is prepared on behalf of Waikato District Council and concerns the proposal to construct and operate a supermarket at 58 Great South Road, Pokeno.

This assessment has been based on application documents lodged with Waikato District Council in early May 2019, with particular reference to the architectural drawings and the Urban Design Statement (dated 1 May 2019), both prepared by ASC architects.

This assessment is also informed by numerous meetings with the applicant prior to lodgement of the resource consent application, along with subsequent correspondence after lodgement of the application.

I am familiar with the site and the wider Pokeno context, and have undertaken numerous site visits during the course of the pre-application stage.

2.0 Context

The site is located in the centre of Pokeno, opposite the existing retail activity on Great South Road. It is currently vacant and relatively flat, sloping to the east, away from Great South Road.

Great South Road, as it passes through the centre of Pokeno carries significant volumes of traffic, particularly heavy vehicles associated with the truck stop and other industrial uses in the area. This traffic has always been a characteristic of Pokeno and a challenge to the amenity of the town centre. Indeed, Pokeno's sense of place has over time, and to varying degrees, always been associated with the concept of rest and refueling.

As well as an ongoing function as a rest and refueling stop, the function of the town centre is also to support the ever growing residential community that has established over the last 10 years or so. To that end, it represents the heart of the Pokeno community, both past and present.

From an urban design perspective, relevant contextual characteristics for the site include:

- 60m frontage to Great South Road;
- frontage and potential vehicle access from Wellington St (currently unformed);
- a variety of land uses along Great South Road, including retail activity, truck stop, motel, residential use, and historic sites;
- a range of buildings which vary in design, age and materials and are generally small scale and appropriate to the rural town location;
- variable urban conditions and interfaces along Great South Road, including single and double storey buildings, varying building setbacks and verandah provision;
- location directly opposite the main shopping activity;
- views across the site from Great South Road to surrounding rural landscape;
- visual and aural effects from volume and heavy nature of traffic along Great South Road
- adjoining residential land at the rear boundary of the site
- level change, falling away from the Great South Road frontage

3.0 District Plan Urban Design Drivers

The site is located in Pokeno's Business Town centre zone and its development is subject to a discretionary activity status, and therefore assessed against design criteria contained in Appendix 29.2 Business Zone (Pokeno) Design Assessment Criteria.

It is also subject to a Town Centre Overlay Area, a Main Frontage Control Line and an Amenity Planting Requirement. The District Plan also has a Pokeno Town Centre Design Guide - addressing Architectural Form, Materials and Signage.

Appendix 29.2 Business Zone (Pokeno) Design Assessment Criteria sets up a clear expectation of urban design outcomes for the site and its immediate context of Great South Road. This is an urban design driven document and includes a number of design elements to promote clearly identified urban design outcomes. In summary, these include:

- strong spatial definition of Great South Road through very limited permitted building setbacks and a continuous building facade
- high pedestrian amenity along Great South Road with weather protection provided by continuous verandahs over the footpath and vehicle access from alternative/side streets;
- verandahs also desired along Wellington Street;
- consistent building scale with a general character of 2-3 storeys;
- pedestrian entry points to be clearly identified and facing primary roads;
- avoidance of solid walls and requirements for glazing to buildings along Great South Road to promote visual interest and surveillance;
- landscaped car parking areas that are safe and easily understood and screened from adjacent residential use.

In summary, Appendix 29.2 anticipates a small scale "main street" retail centre between Market Square and Cambridge Street, which includes this site. Images therein illustrate a potential supermarket sleeved with small scale retail fronting directly onto Great South Road with verandahs. The design explanation describes the desired perimeter block development where *"development should be built to as much of the road frontage as possible, thus enclosing and concealing car parking and service areas to the rear. This is known as perimeter block development, whereby buildings are built to as much of the length of the site's road boundaries as possible, and on-site car parking and open space is generally behind buildings"*.

It also anticipates the delivery of a supermarket in this location and states *"Even large stores such as supermarkets (often characterised by blank walls, car parking to the street edge etc) can and should be built to the key street boundary or boundaries and integrated with streetscape through using well glazed and modulated façades at the frontage. This can be created by including small tenancies with active frontages at the critical street edge"*.

Appendix 29.2 does however recognise that *"certain proposals will not achieve absolute accordance with all criteria. Where necessary, in regard to a criterion demonstrably not met, the applicant shall explain with reference to the explanation for the particular design element:*

- *whether site constraints inhibit the ability to address the criterion, and/or;*
- *how the intention of the criterion is met by the proposal, and/or;*
- *whether the proposal represents a better design solution than that suggested by the criterion*

This provides appropriate flexibility to landowners and Waikato District Council, allowing deviation from the desired design outcomes if sufficiently justified.

The Pokeno Town Centre - Architectural Form, Materials and Signage Design Guide (adopted by WDC in September 2015) also illustrates the intended urban design outcomes along this section of Great South Road. This design guide has been adopted by WDC and is intended to supplement the Waikato District Plan requirements in order to realise the Pokeno community's aspirations for a well-designed, coherent and visually attractive town centre.

Key design principles aiming to respect Pokeno's small rural town character are contained in this document and are relevant to this site and Great South Road. These include:

- *reflecting Pokeno's heritage as a small countryside town*
- *creating streetscapes made up of fine grain buildings;*
- *varying building heights;*
- *using weatherboard, plaster and steel;*
- *using traditional pitched or hipped roof shapes;*
- *using traditional shop fronts; and*
- *using appropriate colours and finishes.*

Appendix 16.3 – Waikato Urban Design Guide – Town Centres and **Appendix 16.8 – Pokeno Character Statement (both 2018)** are both non-statutory documents but can be considered relevant as other matters. The Pokeno Character Statement includes specific recommendations for this part of the town as follows:

- *Encourage infill development to create a more continuous, consistent and active retail offering along Great South Road;*
- *Encourage new development that is sympathetic to the surrounding rural context and existing main street built form;*
- *Promote Pokeno as a destination in its own right, rather than a place to pass by; and*
- *Provide opportunity for the development of a train station and park and ride facility.*

In response, the guidelines focus on the provision of small scale active retail frontages along both sides of Great South Road, and the definition of the street space, with parking located to the rear of buildings. In addition, reference is made to the Pokeno Town Centre – Architectural Form, Materials and Signage Design Guide (2015).

The most relevant recommendations of the more general **Waikato Urban Design Guidelines – Town Centres (2018)** seek to:

- integrate new development with its town centre context, by recognising existing scale, building mass and form of new development,
- include a variety of materials and colours as appropriate;
- recognise corners as potential visual references/landmarks;
- provide a continuous built form, active primary frontages and clear pedestrian entries along streets;
- adopt universal design principles for public open spaces along with landscape treatments which are hard-wearing, easy to maintain, and safe;
- provide landscaping for at-grade car parking areas and minimise vehicle-pedestrian conflict;
- ensure loading and service areas are screened from public view.

4.0 The Proposal

The proposed supermarket measures approximately 3000m² in gross floor area and is supported by service areas and landscaped car parking.

It is understood that an earlier resource consent application was granted for a supermarket on the site, which included a number of smaller “sleeved” retail uses fronting Great South Road.

This proposal was never implemented due to the supermarket operator’s desire to build a larger supermarket in this location. The original proposal was for a smaller store. This requires additional car parking and together with service areas, occupies the full site.

5.0 The Pre-app Process

The applicant has actively engaged in urban design issues and outcomes during the pre-application stage. This engagement occurred through both formal meeting at Waikato District Council, as well as “off line” urban design meetings and phone conversations.

This has resulted in:

- a clear understanding of the applicant’s design drivers and operational constraints;
- a collaborative approach to finding agreed solutions;
- compromises on both sides; and
- an amended design solution better meeting the outcomes expected in the District Plan.

6.0 Design Development

The proposal sites the supermarket towards the rear of the site and locates car parking to the front. This constitutes a significant departure from the urban design outcomes anticipated by the District Plan.

The first urban design statement was tabled alongside the architectural drawings at a **pre-application meeting in late February 2019**. With the proposal to locate the supermarket to the rear of the site and employ a landscape strip along Great South Road, the Great South Road frontage condition quickly become the primary urban design issue to be resolved. The urban design statement (dated 20th February 2019) addressed and justified the significant deviation from the District Plan as follows:

- The siting of the supermarket towards the rear of the site and resultant lack of an active retail frontage is acceptable due to the heavy traffic along Great South Road and likelihood that a high quality “high street” cannot be achieved;
- the existing streetscapes in the town centre are varied;
- the absence of a double sided active street is impractical for Pokeno and there are other examples of successful small towns with a single sided commercial strip;
- the significant value of having the supermarket right in the middle of town (and not on the outskirts where people have to drive to it) and functioning as an anchor to other smaller retail activity needs to be balanced with achieving the anticipated urban design outcomes;
- the proposal to include a landscaped strip along the Great South Road frontage will complement the space around the World War 1 memorial to the north, can continue to the south to link to the open space where the market is held and establish a street interface/condition which can be applied to other challenging sites, for example the service station;
- the landscaping solution along Great South Road will provide a visually interesting space

- the landscaping strip will provide a good outlook for existing shops on the western side of Great South Road;
- the signage canopy for the supermarket will provide a reference point and signal the civic quality of the plaza which it shelters;
- the space provides opportunity for interpretive displays and/or local artwork; and
- the space will reinforce the small public space over the road and provide opportunities for social interaction.

In summary the applicant's urban designer argued that *"the proposal for a strong and interactive green edge to the street, strengthened by the vertical landmarks of the canopy and sign, and contributing a new civic space that will become a community focus, is a better solution than the District Plan version of an enclosed street."*

Whilst the urban design statement did not expressly explain the operational requirements of the supermarket, it is understood that there are a number which constrain the design response, namely:

- the economic/market feasibility of the operator establishing supporting smaller retail offerings;
- the economic constraint to utilising underground car parking and loading in this small town location;
- the operator's need to have customer car parking located to the front of the supermarket and opposite the side that accommodates loading activity;
- the location and efficient arrangement of loading activity away from the road frontages of Great South Road and Wellington Street; and
- the desire to separate customer vehicle traffic and loading/servicing vehicles to minimise potential conflict.

Recognising that whilst some supermarket operators can utilise underground car parking and supporting retailers to deliver more "main street" retail conditions (particularly in constrained city centre locations), it is accepted that this is not a feasible solution in this small town location. As such, and recognising the validity of many of the points outlined in the applicant's urban design statement, it was agreed that a landscaped open space was an acceptable solution to the Great South Road frontage.

That said, it was considered that the proposal did not adequately meet the intentions of the District Plan with respect to two key qualities, both of which could be achieved through a landscaped approach, namely:

- spatial enclosure of the street; and
- activation or inhabitation of the frontage.

It was recommended that the applicant revise the landscaping design to better achieve these outcomes, potentially by:

- increasing the number and scale of specimen trees along the frontage to better enclose the street space, essentially replacing what should be a building line with trees;
- exploring opportunities to increase other vertical elements (poles, signs etc.) to reinforce the sense of spatial enclosed and continuous streetscape;
- explore further opportunities to extend the weather protection/canopy along the frontage, thereby acknowledging the site's responsibility to provide pedestrian amenity;
- explore opportunities to increase the level of *inhabitation* of the frontage space through additional places to sit, play etc.

Other urban design issues of discussion included:

- the Wellington Street frontage and need for additional landscaping, particularly specimen trees; and
- the landscaping buffer to adjacent residential property on the rear boundary.

The applicant subsequently amended the design proposal for the landscaped frontage and tabled a revision and associated urban design statement at a **subsequent pre-application meeting on 4 April 2019** to provide:

- a greater definition of the street edge on this side of Great South Road to face the existing good edge definition on the other side of this block, thereby introducing some street enclosure to this portion of Pokeno's "main street";
- pedestrian protection from sun and rain for a good percentage of the frontage, anticipating connection to future development on adjacent sites;
- an attractive and innovative enclosure of the street through the use of layered vertical elements, trees and a densely planted ground plane;
- opportunities for people to inhabit the spaces formed by new paved areas, complete with some sense of enclosure, and protection from street traffic; and
- the possibility of traffic calming and safe pedestrian crossing of the street in a well-defined street corridor.
- Greater spatial definition along Great South was achieved through:
 - additional street trees,
 - "heavier" planting including vertical planting structures/frames; and
 - additional vertical steel structures along the frontage.

As described in the applicants design statement (dated 4 April 2019): "The need for some vertical emphasis has been met by the distinctive support frames which, at least in the oblique view, add a solidity to the street". Greater opportunity for inhabitation, along with higher pedestrian amenity was achieved by:

- extending the canopy along the frontage to function more like a verandah in its orientation rather than just a entry feature for the supermarket;
- increased sun and rain protection;
- increased space for social interaction; and
- more seating.
- In addition, the variation of the canopy, both in plan and in elevation, creates visual interest and draws the eye along the street, further assisting with edge definition.

In summary, whilst I do not agree that this solution offers a *better* urban design outcome than that anticipated by the District Plan, considering the site and operational constraints and the other benefits afforded to Pokeno by the development of a supermarket, I agree with the applicant's urban design statement:

"We consider that, on balance, the proposal for a strong green edge to the street, strengthened by the vertical landmarks of the canopy supports and the sign, and contributing a new covered paved space that will become a community focus, is a good solution for this site."

7.0 Assessment

The applicant has submitted a comprehensive urban design statement to support the resource consent application. Section 10 of this report provides commentary (*restated here in green italic text*) on the proposal's consistency or deviation from the relevant assessment criteria in **Appendix 29.2 Business Zone (Pokeno) as follows:**

*“The criteria for **Design Element 1 : Site Planning** are not fully met, for the reasons explained in section 5 of this assessment.*

In meeting the design and layout framework sought by Woolworths to achieve a successful full scale supermarket within the town centre, it has not been possible to achieve the criteria 1 to 4 covering continuous building frontages to streets, street verandas and generally perimeter block development. The proposed street verandah along the Great South Road frontage is partly meeting some of these criteria as set out in section 9. Criterion 5 suggesting two vehicle access points to parking areas from separate side streets is not met due to the site abutting only one side street. Criterion 7, suggesting no more than one double row of car-parks between building and street is largely un-met, due to the need to aggregate all customer parking in one legible area as near as possible to the building entrance.”

I accept that the supermarket cannot meet the criteria covering the relationship of buildings to the street (Criteria 1 through 4). Due to the operational requirements of the supermarket, these requirements are impractical to achieve. I also accept that the benefits of providing for the location of this use within the town centre and in close proximity to the existing retail focus of the town helps to offsets the lack of street enclosure here. In additional, the applicant's proposal to create a landscaped frontage to the street with some form of spatial enclosure partially meets the intention of these criteria. The canopy functions in a similar way to a verandah buy encouraging occupation of the street space and providing shelter and weather protection.

Furthermore, the alternative solution (although impractical) of locating a supermarket adjacent to the road boundary would not deliver a good urban design solution as the exterior wall of the supermarket along this boundary would be likely solid and provide an oppressive and blank interface with the street. This would be in conflict with other design criteria (e.g. Element 2.2). The supermarket entry would not be clearly facing Great South Road as it turns to address car parking at the side or rear. The set back as proposed provides for views of the rural backdrop to the east from the area of main retail activity.

With respect to Criterion 5, this cannot be achieved due to existing pattern of land subdivision in the town centre.

Again, the location of car parking to the front of the building (and away from service/loading areas) is an operational requirement associated with the supermarket. Again, the benefits of this use to the town centre and the landscaped frontage proposal represents an alternative design which responds to the site location and operational constraints.

Criteria 6 and 8, suggesting public entrances be highly visible from the street, and that outdoor storage areas be screened from view, are both met. Care has been taken with the pedestrian entry location and the canopies leading to it to make it very legible from all viewpoints, and the storage / loading area to the rear of the site is fully fenced and gated.

I agree with the above statement as the entry to the supermarket is clearly facing Great South Road and servicing is screened at the rear.

Criterion 9, which calls for stormwater treatment, has been met. A combination of low impact and reticulated systems will provide suitable quality treatment and detention as required. The system is a

treatment train arrangement with some stormwater being collected and allowing recharge of groundwater, the rest being treated and disposed of to the Helenslee Stream.

Criteria 10 and 11 do not apply to this site.

I agree that Criterion 9 has been met, and that Criterion 10 and 11 do not apply to the site.

*The criteria for **Design Element 2 : Building form, public interface, external appearance** are more fully satisfied.*

Criteria 1, 2, 5 and 7, suggesting visual interest and articulation of the building form, with the principal pedestrian entrance clearly identified and larger truck/loading doors concealed have been satisfied through the measures set out in sections 6 and 7.

The setback of the supermarket building allows it to present its primary frontage to the street, with the pedestrian entry point, primary signage and elevation features adding visual interest to people on Great South Road

Criterion 3, expecting large roof areas to be visually broken-up, has been partly met by the variation in parapet height and wall panel variation. However, the small-scale gable roofs and parapets portrayed in the Design Guidelines are not appropriate for a building of this scale and type.

The small scale frontages are appropriate if located directly adjoining or close to the road boundary. With the building set back from the road, this criterion is less relevant.

Criteria 4 and 6 that call for building frontages on the street and to address the corner architecturally have not been met. The corner pylon sign partially addresses the signalling of the corner, but does not conform to criteria 8, which suggests only signs attached to the building are acceptable. Again, the proposed street verandah and associated vertical structures goes some way to establishing a built street edge as called for by criterion 4.

The proposal to provide a landscaped open space interface will encourage activation and inhabitation of the street edge, qualities which are sought by the assessment criteria in this design element. The proposal will not deliver the physical built form defined by the criteria, but will contribute to the activation, interest and surveillance/safety of the street space.

The proposal does respond to the corner of Great South Road and Wellington Street, but in a different way to that anticipated by the criteria. The corner sign helps to signal the corner and is consistent with the character of the town centre derived from other signage and uses which reflect the thoroughfare, rest and recovery aspect of the town.

The criteria for Design Element 3 : Open space, parking areas and landscaping are largely satisfied by the proposal.

The carpark has been well-designed to provide a legible and easily understood layout (criterion 6), with good visibility into it from the streets (criteria 2 and 3) and a safe pedestrian route through it (criterion 5). It is not visible from residential areas (criterion 7).

The proposed landscaping is of a high quality and accessible (criterion 1) and Criterion 4 is not applicable to the site.

Assessment criterion 1 through 5 are relevant for the design of public open spaces, and can be applied to the design of the landscaped frontage. In that regard, the landscaped area is well designed, accessible and will be overlooked by active frontages on the other side of Great South Road. There are no possible entrapment spots and due to the clear line of sight from the road, will be safe. It provides safe routes for pedestrians and reinforces this will landscaping materials.

The fencing and planting along the rear boundary screens the loading/servicing areas from the adjacent residential activity and thereby meets the intention of Criterion 7.

The applicant's urban designer has also assessed the proposal against the **Waikato Urban Design Guidelines - Town Centres (2018)** and again, the applicant's commentary is reproduced in *green italics* below:

I note that, in Section 3, they emphasise existing context analysis and consultation with neighbours and Council. I consider this has been thoroughly worked through, with discussions around such matters as the future street network, the location of the market, and the future of the residentially zoned land to the north-east all having been resolved to the extent currently possible.

I agree that an acceptable level of contextual analysis has been undertaken and the applicant has engaged with Council staff and consultants on many occasions to understand the current development context. Recognition of the heritage features of the town has been made, along with potential solutions for Great South Road upgrades and pedestrian facilities. Whilst I have had no involvement in the community consultation process, I understand that Waikato District Council officers and the community in general are supportive of the proposal to establish a supermarket in Pokeno.

The guidelines then, in section 4, suggest a small-scale, fine-grained architecture, again with a strong contextual emphasis, which is largely irrelevant to the proposal. Not only is the existing architectural context at Pokeno very weak, but this approach fails to appreciate what the future context may be like, and how buildings like supermarkets may fit into it.

The built form character of the existing town centre is not well established. There is a wide variety of conditions along Great South Road, including small scale shops built close to the street boundary, other medium scale commercial activity (e.g. motel) as well as large expanses of frontage broken by the truck stop, market area and other undeveloped sites. The length of Great South Road in the town centre and the nature of traffic along it, means that it is unlikely that buildings with the scale and form recommended by Section 4 can be achieved along the full length. Whilst the District Plan's Appendix 29.2 identifies the frontage between Market Square and Cambridge Street as the most appropriate location for small scale development/verandahs etc, this condition will likely be established in pockets along Great South Road, responding to the nature of land ownership, parcel size and market trends. Indeed, should the passenger railway service be reinstated, buildings with the scale and form sought by this guideline may best be established along Market Street or Marlborough Street, connecting to the station, and away from heavy traffic on Great South Road.

In section 5, the interface of buildings and streets are addressed, and that issue in relation to the proposal has been well-canvassed above.

The reasons for the departure from this requirement has been fully justified in the applicant's urban design statement and the proposal for the landscaped frontage provides some mitigation for the lack of building frontage along the road.

Landscape is covered in Section 6, and I consider the proposal meets the guidelines set out. The landscape is fully accessible, durable, well-lit and planting is designed to avoid 'dark areas'. Plant are low-maintenance and hardy native species.

The proposal provides a safe and landscaped public open space that encourages activation of the street space and is overlooked by existing retail on the other side of the road.

Section 7 covers movement and access, and the proposal meets all the guidelines listed in 7.3. The movements of vehicles and pedestrians onto and around the site have been carefully considered to avoid conflicts between the different users, and a legible, well-lit movement pattern for each is established.

The pedestrian circulation pattern set up by the proposal responds to the current nature of pedestrian activity in the town centre and also provides flexibility for the future. The location of the main pedestrian entry (in line with potential pedestrian crossing and refuge) is logical and the linear nature of the canopy and landscaped space provides opportunity for other connections, both across the road

and in the north-south direction. Potential conflict between pedestrians and service vehicles has been minimised and the car parking area is well landscaped.

Mixed-use town centre development is promoted in Section 8 and, while the concept is supported, living accommodation in particular on the supermarket site is not appropriate.

Whilst residential activity and other commercial activity associated with the supermarket is not considered feasible at this time, there is still the long term potential to repurpose areas of car parking to accommodate other uses, should changes in technology and/or transport render some or all of it unnecessary.

And finally, in Section 9, Environmentally Sustainable Design is suggested. Woolworths incorporate low-energy-use plant and equipment into their buildings, including efficient refrigeration and air-conditioning systems, and LED lighting throughout.

The applicant has not assessed the proposal against the recommendations contained within the **WDC Character Statement - Pokeno Town Centre (2018)** which addresses desired outcomes for Pokeno more specifically. However, this statement is not a statutory document and the issues raised therein, along with the site specific design challenges and deviations have been addressed through other documents. Whilst the outcomes around small scale retail, active frontages etc. are not achieved, by locating the large building to the rear of the site, the proposal is sympathetic to the existing building scale and form of the street. This also allows views from that portion of Great South Road out towards the rural context to be retained. Lastly, the establishment of a supermarket reinforces Pokeno as a destination for its rural catchment, rather than just a place to pass by.

With respect to the **Pokeno Town Centre – Architectural Form, Materials and Signage Design Guide (2015)**, the applicant’s urban designer has advised through email correspondence that:

“This document expands on the Appendix 29.2 Design Assessment Criteria in the District Plan and, in my view, adds little substantive information apart from the suggested colour palette. I note that the colour of the proposed supermarket building fits within this colour palette.

However, I don’t consider the document changes my assessment that, in respect of this site, the wider benefits of having the supermarket in the centre of town outweigh the District Plan’s aspirations for a more traditional town center.”

I concur that this document aligns with and extends the intentions of Appendix 29.2 through the focus on small scale buildings along the Great South Road frontage, with traditional and varied roof forms, colours and materials. A supermarket development cannot practically deliver on the majority of these built form outcomes, and setting the large format building back from the street and employing a landscape approach to the frontage provides an acceptable alternative.

8.0 Response to Submissions

A number of submissions have been received, of which two have particular relevance to urban design outcomes.

Submission No. 15 – Pokeno Community Committee

This submission requests the *retention of car parking* on Great South Road on the basis that their removal would adversely affect the on-going operation of other town centre businesses. I understand that the existing car parks along the site frontage are informal and not lawfully established. The proposal includes the establishment of new parallel public parking on Wellington Street to replace some of those lost due to development. The provision of supermarket car parking also provides supermarket customers with the ability to access other town centre businesses.

However, in my opinion, the provision of parallel car parking adjacent to the proposed landscaped frontage would be beneficial as these parked cars would function as an additional buffer between the pedestrian environment and the moving vehicles. However, at this time, the exact location of the

pedestrian crossing is unknown, along with the wider potential upgrade approach of Great South Road (dependent on potential bypass etc.), and as a result, the provision of street parking cannot form part of this application.

This submission also argues that the proposed sign is too high, exceeds the permitted height and is not consistent with the signage guidelines (presumably the Pokeno Town Centre – Architectural Form, Materials and Signage Design Guide (2015)). The permitted height of a free-standing sign is 2m, and the proposed pylon sign is almost 8m in height. Whilst this is significantly higher than permitted, this sign is relatively consistent with the varying height of the proposed canopy structures and does serve to identify the street corner. Considering the maximum permitted building height in the town centre is 12m, the height of this sign is acceptable. With respect to its inconsistency with the signage guidelines, these guidelines include two principles specific to signage as follows:

Principle 9 – signage should be integrated into the design of the building, namely within/on verandahs, fascias, elevations etc. This principle also acknowledges that signs in other locations should sympathetically integrate with the design of the building.

Principle 10 – signage should not dominate windows and allow people to see into units which provide passive surveillance of the street.

The proposed signage on the supermarket is integrated with the building façade and its green colour generally consistent with those suggested by the guide. The free-standing pylon sign is consistent in colour and material with both the supermarket building and the pedestrian canopy and it allows sightlines across the site and Great South Road.

Another issue raised by this submission is the location of the proposed pedestrian plaza and the “heart of the town centre”. I agree that the pedestrian amenity along Great South Road is currently challenging due to the frequency and heavy nature of traffic. Whilst the existing perceived centre of the town is arguably the street environment around the dairy, café and Pokeno Bacon, up to the public toilets and community hall, this may change in the future should further retail development occur along side streets and/or if a passenger railway station is re-established. However, all district plan directives and guidelines point to the recognition of Great South Road as the primary shopping and pedestrian priority street and the proposed pedestrian plaza is consistent with this, both in location and linear form. The grid street pattern of the town centre offers opportunities to deliver more public space in response to the location of future public destinations/attractions and the provision of the proposed plaza does not undermine this.

The authors of this submission request that the canopy and pedestrian plaza be extended south and around the corner with Wellington Road. As proposed, the canopy and seating area responds to the location of the entry to the supermarket and potential location of the pedestrian crossing across Great South Road, which would need to be away from the corner/intersections with Wellington Street and Marlborough Street. This potential crossing location also responds to the location of existing public space and seating facility outside Pokeno Bacon.

Submission No. 16 – John and Helen Clotworthy, Pokeno Bacon

This application also requests the retention of on-street car parking along Great South Road and this point has been addressed above. Similarly, the potential location of the pedestrian plaza has also been addressed as part of the response to Submission No. 15.

9.0 Conclusion

Whilst many urban design outcomes outlined in the District Plan are not delivered, the proposal represents an acceptable urban design solution for the site and I recommend that the application be approved.

This is due to:

- the value a supermarket brings to Pokeno, with respect to revitalising the town centre, acting as an anchor to attract more visitors as well as servicing the local community who have voiced their support for such an activity;
- the variety in the current Great South Road frontage condition, which includes small scale retail built close to the street boundary, truck stop buildings set back from the street, open spaces with historical value etc.
- the need to accept operational constraints in order to locate the supermarket in the town centre, including the challenge with site size, sleeved retail activity operated by others, the necessary location of customer car parking and loading etc.;
- the absence of another viable location for the supermarket building itself without the placement of a blank facade to Great South Road and/or the location of the supermarket entry away from the primary road frontage (Great South Road);
- the partial spatial definition of Great South Road by vertical elements including specimen trees, vertical climbers and steel structures;
- the promotion of frontage inhabitation through the provision of shelter and seating;
- the linear nature of the canopy which recognises the street frontage not just the supermarket entry;
- the strong entry signal and clear and safe pedestrian access to the front door;
- the screening of loading/servicing space from both Great South Road and Wellington Street;
- street parking and street trees along Wellington Street and the location of the office and on-line pickup which helps to activate that elevation;
- the acceptable landscape solution to screen supermarket (specifically servicing) activity from adjacent residential activity;
- the delivery of Wellington Street which extends the town centre's grid pattern and creates opportunity for further commercial and/or residential activity;
- the views of the rural backdrop to the east that are maintained from Great South Road;
- the absence of vehicle crossings on Great South Road which therefore prioritises pedestrian safety and amenity along this frontage;

With respect to the pedestrian crossing over Great South Road that is indicated on all application drawings, it is understood that WDC have no intention or requirement to construct this crossing as part of the site's development. The entry to the supermarket and its connection to Great South Road is well defined. The linear nature of the canopy along the Great South Road frontage provides flexibility as to the potential location of a pedestrian crossing over it. From an urban design perspective, a pedestrian crossing in the location identified by the applicant is encouraged as it reinforces the connection between one side of the road and the other, encourages occupation of the proposed landscaped space and provides convenient and safe crossing along a pedestrian desire line to the supermarket anchor.



29 July 2019

Lauren White

Technical Lead | Urban Design
BAS MCPUD

GHDWOODHEAD creativespaces

GHDWoodhead creativespaces is part of GHD which is proudly employee owned

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Architecture | Interior Design | Planning | Urban Design | Landscape Architecture

Disclaimer

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|---------------------------|--|
| Date of Birth | April 1968 |
| Nationality | New Zealand Citizen, British Citizen |
| Profession | Urban Designer |
| Current Role | Technical Lead – Urban Design at GHDWoodhead creativespaces |
| Qualifications | Master of City Planning & Urban Design (Distinction), 1992; Bachelor of Architectural Studies, 1988 |
| Associations | New Zealand Planning Institute (associate) Urban Design Forum (member) Auckland Urban Design Panel (chair) Auckland University (Professional Teaching Fellow) |
| Areas of expertise | Structure planning and subdivision design Development feasibility studies, masterplanning and concept development Urban capacity studies Urban design evidence Public Consultation Architectural design Medium Density Housing Urban Design Teaching and Review |
| Work History | |
| Sept 2018 – present | GHDWoodhead creativespaces; Technical Lead - Urban Design |
| 2005 – Sept 2018 | Harrison Grierson; Principal Urban Designer |
| 2001 – 2004 | Independent Urban Design Consultant |
| 1996 - 2000 | Halcrow, UK; Urban Designer |
| 1996 | Arup Economics and planning, UK; Urban Designer |
| 1995 | UNDP; Planner |
| 1993 – 1995 | Burrow Binnie, Swaziland; Physical Planner |
| 1990 | Durban Municipality; Urban Designer |

Lauren applies a holistic view to her work as an urban designer, viewing buildings, places and spaces not as isolated elements but as part of a whole. While her career spans 20 years, for the past 13 years in New Zealand, she has led teams on public and private sector projects that range from architectural design, housing and masterplanning to large growth planning initiatives. As well as a significant body of work in New Zealand, Lauren brings international experience to projects from her work in diverse parts of the world that include the UK, Middle East, South and Central America and Southern Africa, enabling her to produce designs that reflect and enhance the distinctive character and culture of the urban environments in which she works.

For over ten years, Lauren has held a part-time position of Professional Teaching Fellow in the School of Architecture and Planning at the University of Auckland where she contributes to the urban design studio of the Masters of Urban Design Programme – helping to set studio projects, mentoring students and delivering tutorial courses.