



401 - 403 PARNELL ROAD, PARNELL, AUCKLAND

HERITAGE ASSESSMENT AND IMPACT STATEMENT

04/02/2020



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TABLE OF CONTENTS

1	INTRODUCTION	4
	Subject and Purpose of Report	4
	Legal Description	4
	Heritage Protection	5
	Commission and Authorship	5
	Information Sources	5
2	HISTORICAL ACCOUNT	5
3	SPECIAL CHARACTER AREAS	6
	Historical	7
	Physical and Visual Qualities	7
	Built Form	8
	Architectural Values	10
	Urban Structure	11
4	THE BUILDING AS CONSTRUCTED	11
	Physical Description	11
	The Art Deco Style	11
	Description of the Surrounding Streetscape	13
5	ASSESSMENT OF HERITAGE VALUES	16
	Statement of Significance	16
	Significance of Elements	16
6	CURRENT PROPOSAL	17
	Introduction	17
	Planning of New Building	17
	Preservation of Existing Façade	17
	Architectural Style	18
7	IMPACT ON CHARACTER VALUES	19
	Summary Table of Impact on Heritage Values	20
8	AUCKLAND UNITARY PLAN RULES	21
9	CONSULTATION WITH AUCKLAND COUNCIL	23
10	CONCLUSION	24

1 INTRODUCTION

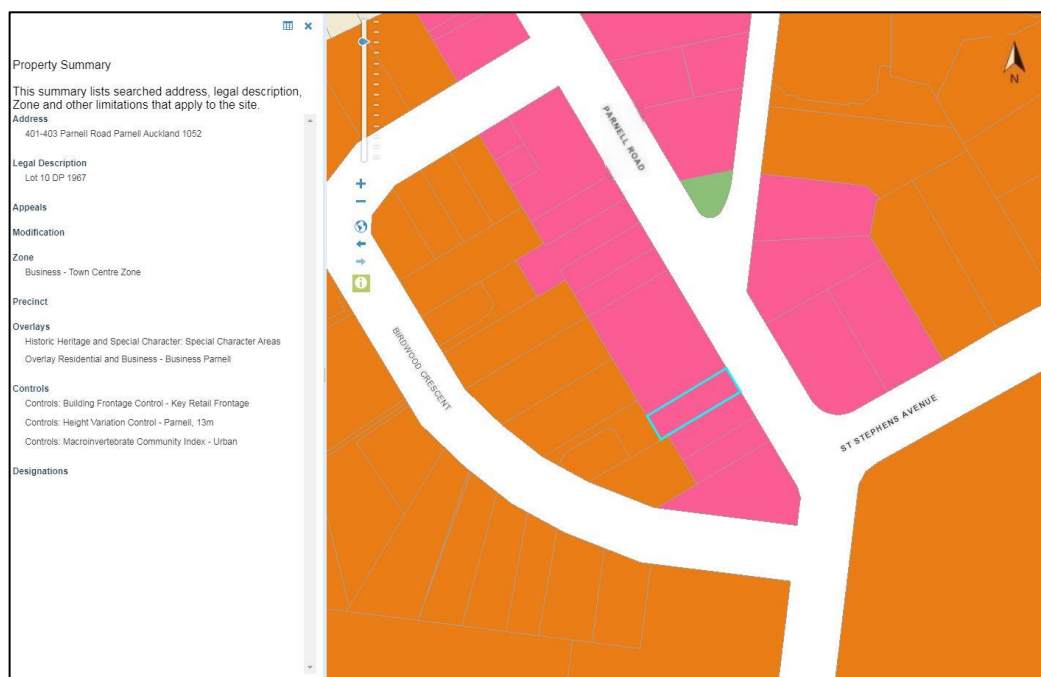
Subject and Purpose of Report

This report concerns a proposal to partially demolish an early 20th century commercial building located at 401 - 403 Parnell Road, in Parnell, to accommodate the construction of a new six-storey residential apartment block.

The existing building is a Character Supporting building located on the southern end of the Special Character Area of Parnell. It is a single storey reinforced concrete structure housing two shops, whose glazed frontage is constructed to the front boundary line and footpath.

Under the Auckland Unitary Plan, any additions and alterations to existing character defining and character supporting buildings must be compatible with and respect the special character and existing scale of development.

This report is in the form of a Heritage Impact Assessment. It includes a brief account of the history of the site and a description of the building and its heritage values. It then provides an outline of the proposal and assesses its impacts on the special character values of 401 - 403 Parnell Road and its surrounds.



Property data from Auckland Unitary Plan. The property is outlined in blue fronting Parnell Road.

Legal Description

The land on which the building currently stands is described as Lot 10 DP 1967.

Heritage Protection

Auckland Unitary Plan

401 - 403 Parnell road is identified as a Character Supporting Building, located within the Special Character Areas Overlay – Business: Parnell. It is not registered as a heritage item in the Auckland Unitary Plan Schedule of Historic Heritage.

Heritage New Zealand Pouhere Taonga

The building is not listed as a Historic Place by Heritage New Zealand Pouhere Taonga. Although the present building was constructed in the 20th century, there may have been earlier human activity on the site. However, any evidence of this would almost certainly have been obliterated by the construction of the present building. The place is therefore unlikely to be considered an archaeological site by Heritage New Zealand Pouhere Taonga.

Commission and Authorship

DPA Architects have been engaged by Archavium Ltd to prepare the following Heritage Assessment for 401 - 403 Parnell Road, in Parnell. It was written by Dave Pearson, principal of DPA Architects and Candace Bower of DPA Architects; heritage and conservation architects of Devonport, Auckland.

Information Sources

Research for the Historical Account was derived from Schedule 15 Special Character Schedule, Statements and Maps of the Auckland Unitary Plan.

2 HISTORICAL ACCOUNT ¹

The town of Auckland was established as a tented camp in 1840 by Lieutenant Governor Hobson, following permission from Apihai Te Kawau of Ngāti Whātua. Development soon followed, with the first land sales and first substantial houses being constructed south of what is now Shortland Street. Before long, the demand for land saw the early settlement of Parnell as Auckland's first suburb outside the central city, with Parnell Road one of the earliest established suburban commercial main streets within the Auckland region. Māori communities of the region played a significant role in Auckland's early development, conducting large-scale trade and providing the bulk of produce and labour.

Parnell developed rapidly during the 1850s and 1860s with the establishment of several churches and schools, as well as new houses and shops being built in and around Parnell Road. Houses in the early 1860s – 1880s in inner city suburbs such as Parnell were usually small and closely spaced in narrow hilly streets. Fences were generally timber, with low pickets to the front boundary and higher close boarding on other boundaries. Early houses were typically small wooden cottages, adapted from English Georgian cottages to timber construction, similar to those found in colonial America.

¹ Auckland Unitary Plan, Schedule 15 Special Character Schedule, Statements and Maps, accessed via https://unitaryplan.aucklandcouncil.govt.nz/pages/plan/Book.aspx?exhibit=AucklandUnitaryPlan_Print

Parnell soon became a sought-after location for its pleasant aspect and views of the harbour, as well as its good road access to the city. By the late 19th century, Parnell Road was dominated by retail and other small businesses, with residential development predominating near the top of the hill.

The first horse-drawn trams (1884-1901) from Parnell to the city were replaced with a new electric tram from 1902 and consolidation of the commercial and retail area became substantial from the early 1900s to the 1940s, during which time Parnell became Auckland's largest inner-city suburb.

The commercial area along Parnell road developed in support of the surrounding residential neighbourhood with a significant grouping of 19th and early 20th century buildings demonstrating a progressive and ongoing development from its initial establishment in the 1840s.

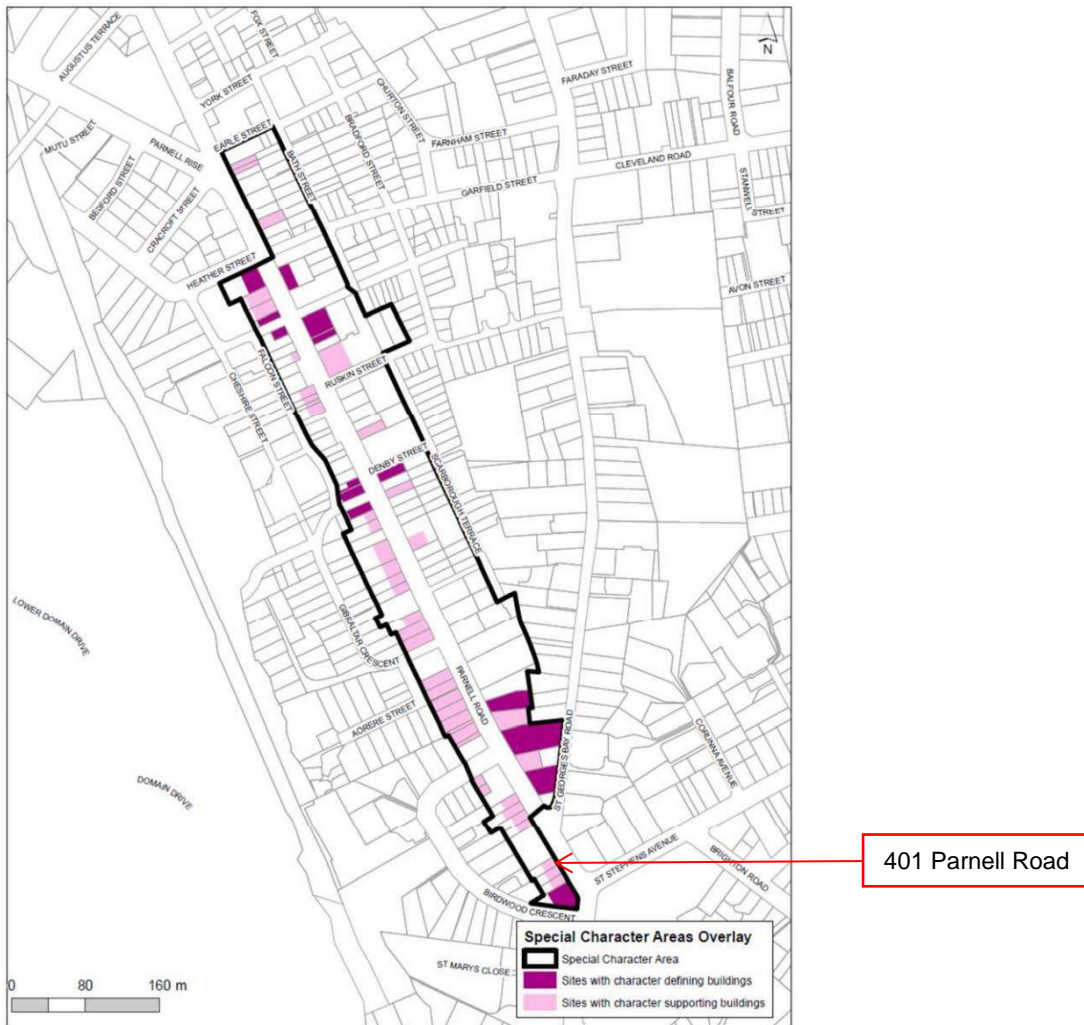
3 SPECIAL CHARACTER AREAS

Special character areas are designated areas within the Auckland Unitary Plan which seek to retain and manage the character of traditional town centres and residential neighbourhoods. They are underpinned by key values which set out and identify the overall notable or distinctive aesthetic, physical and visual qualities of the area and their community associations.

The management of Special Character Areas is achieved by enhancing existing traditional buildings, retaining intact groups of character buildings, and by designing compatible new building infills and additions that reinforce the predominant streetscape character rather than detract from it.

The special character of Auckland's residential and business special character areas involve a combination of elements including the urban structure, buildings and their relationship to one another, the street and open spaces.

401 Parnell Road falls into the ambit of a Special Character Area – Business. The area reflects late 19th and early 20th century development along Parnell road which included commercial, residential, civic and community buildings. The key values that contribute to its designation as a special character area are outlined below.



Special Character Areas Map: Parnell.

Source: Auckland Council, The Auckland Unitary Plan

Historical

The area collectively reflects an important aspect, or is representative, of a significant period and pattern of community development within the region or locality.

As the first suburb established outside of the city (c1840s), Parnell is one of the oldest suburban commercial main streets within the Auckland region and grew to be a significant thoroughfare connecting Auckland City to the eastern suburbs and southern provinces.

The valued collection of commercial, early residential and public buildings articulates the historical pattern of development in the area from the late 19th to early 20th century and underpins the relationship of Parnell Road to the surrounding residential neighbourhood which it supports.

Physical and visual qualities

The area collectively reflects important or representative buildings, types, designs, styles, methods of construction, materials and craftsmanship, urban patterns, landscape, and streetscape qualities.

The collection of significant buildings demonstrates the physical and visual qualities of progressive and ongoing development from the 1840s.

These buildings range from Auckland's oldest residence, Hulme Court (1843), through to early 20th century public buildings such as the Parnell Library and Hall, (1923).

Built form

Period of development

The built fabric, including the buildings, street layouts and urban form, demonstrates a period of development within Auckland ranging from the 1840s to the 1940s.

Scale of development

Special character buildings are typically one and two storeyed, though some are as high as four-storey. Commercial buildings generally have parapet walls which visually appear to increase their scale. Buildings reflect the narrow lot widths that occurred as part of an early period of subdivision.

Form and relationship to the street

Generally, all special character commercial buildings are constructed to the front boundary line and occupy the full width of the site fronting the street. Consequently, there is a continuous and fine-grained building line facing the footpath, illustrating early subdivision patterns and narrow lots.

Residential buildings are set back from the road boundary to varying distances and gabled and hipped roofs add diversity to the general character of building forms.

Major features and buildings

Buildings which 'define' and buildings which 'support' the character of Parnell are indicated in the Special Character Areas Map above. Some of these include:

- 107-111 Parnell Road – Markhams Building (a single storey commercial Art Deco character supporting building)



Character supporting building at 107-111 Parnell Road.

Source: Google maps

- 162-168 Parnell Road – Heards Confectionary Building (a four-storey commercial character supporting building)



Heards Confectionary Building (character supporting building).

Source: Google maps

- 212 Parnell Road – St John the Baptist Church and former Convent (a character defining building and Category A Historic Heritage place)
- Early hotel buildings
- 390 Parnell road – Parnell Library and Hall (a character defining building and Category B Historic Heritage place)
- 350 Parnell Road – Hulme Court (a character defining and Category A Historic Heritage place) and
- 330 Parnell Road – Whitby Lodge (a character defining and Category B Historic Heritage place)



Whitby Lodge (character defining building).

Source: Google maps

Density/Pattern of development

Buildings built up to the street edge create a high density pattern of development. This is contributed to further by the narrow width of early side streets and lanes and little distance between corner buildings. Patterns in density dissipate where 20th century buildings are generally set within larger sites.

Building types

The variety of building types include commercial buildings, houses, apartments, hotels, a church and a library from the late 19th – early 20th century, as well as houses from as early as the 1840s. A number of houses have been adapted for commercial and retail use, whilst maintaining their residential form.

Visual coherence

There is strong visual coherence within the main commercial area owing to similarities in age, scale and design qualities of the buildings. A more varied pattern of development exists to the south and contributes to an understanding of the area's development.

Architectural values

Styles

Buildings in Parnell demonstrate a range of Victorian, Edwardian and early 20th century architectural styles including Italianate, Inter-war Classical, Stripped Classical and Gothic Revival. Residential styles include late Georgian Regency as well as Victorian and Edwardian. Modern architecture supporting the context of the Special Character Area includes the award-winning Geysers Building.

Materials and construction – built fabric

Early commercial buildings comprise timber, brick or plastered brick construction. Facades are generally modulated horizontally or vertically with pilasters, lending a significant vertical

proportion to two-storied buildings. Houses include plastered masonry, stone and timber framed and clad construction.

Urban structure

Subdivision

The fine-grained subdivisions for residential and commercial lots in Parnell generally began from the 1840s onwards and determined the roads to either side of Parnell Road. The narrow width, at times less than 10m, indicates these early patterns of subdivision.

Road pattern

The earliest roads all ran along ridge lines and included Parnell Road (20 meters wide), St Georges Bay Road and St Stephen's road. These, along with secondary roads and lanes (7-10 meters wide), were formed as part of early subdivisions and were determined according to the sloping topography.

Streetscape

There is a vibrant mix of retail, dining, office, service and residential use focussed on Parnell Road, with a positive relationship between the public and private realm and interaction with the street. There is generally consistent streetscape rhythm marked by individual developments and repetitive shopfronts. Variation to streetscape character exists where recent office and apartment buildings are located, or where car parking and landscaped areas have been formed between buildings.

Vegetation and landscape characteristics

Small reserves, street trees and cultural plantings associated with early dwellings contribute to the distinctive character of the area. There are a number of views to the slopes of the Auckland Domain, and a protected viewshaft over much of Parnell Road to the Auckland War Memorial Museum.

4 THE BUILDING AS CONSTRUCTED

Physical Description

The present building at 401 - 403 Parnell Road is a single storey Art Deco styled commercial building constructed of reinforced concrete, with an existing façade that is approximately 9m wide. A simple stepped parapet wall serves to visually enhance the building's scale and to conceal the flat roof behind from street view. A suspended awning shelters two glazed shop fronts below, both of which are accessed via a recessed entry way. Typical Art Deco motifs of horizontal bands formed in plaster are evident on the surface of the parapet. The name MARRIOTT'S LIMITED has also been formed in plaster.

The Art Deco Style

The introduction of the Art Deco style in the 1920s indicated the shift from the ornate decorative styles of Victorian and Edwardian architecture to one of more functional yet sophisticated progress.



401 Parnell Road, Parnell.

Source: DPA Architects, 2019

The style was initially identified as 'Moderne' and later known as Art Deco, short for Arts decoratifs and took its name from the 1925 Exposition Internationale des Arts Decoratifs et Industriels Modernes. As its name suggest, the style was essentially a decorative style which displayed a range of decorative elements which might include geometric shapes, horizontal bandings, zig-zags and sunbursts. Stylised classical details would also often be incorporated into an Art Deco building.

Art Deco architecture became popular throughout western Europe in the 1930s. In New Zealand, Art Deco flourished from the early 1930s until after World War 2. Towns in New Zealand where the style is particularly prevalent included Napier, which was rebuilt after the 1931 earthquake, and Ranfurly in central Otago.

Later the style became more contemporary and was characterised by smooth surfaces, large areas of glass, steel framing and chrome and cubic forms with limited mouldings or adornment.

Architectural features of the Art Deco style typically included:

- parapet walls,
- seemingly flat roofs, not visible from the street,
- textured masonry walls with rounded corners or semi-circular curves,
- windows arranged in horizontal bands flush with the wall surface, and windows and doors without external facing boards,
- a shallow recessed porch with a flat projecting canopy,
- abstract decorative motifs formed in plaster on the surface of the stucco. These included horizontal and vertical bands, chevrons, zig-zags and wave patterns.

Although the building in question is a modest structure, Art deco details include the stepped parapet with its horizontal bandings.

Description of the Surrounding streetscape

The following section provides a brief description of architectural styles to be found in the immediate surrounding streetscape of 401 – 403 Parnell Road.

Adjacent to and immediately north of the subject site is a contemporary mixed-use retail and apartment block at 381 – 395 Parnell Road known as 'The Ridge'. The four-storey building is constructed to the street frontage and features structural steel framing with a mix of tiled cladding to the ground floor and aluminium composite panelling to the upper storeys.

Retail shops on street level are sheltered by a staggered awning running the length of the building, while residential apartments on the upper levels feature aluminium framed glazing with timber shutters and balustrades.



'The Ridge' contemporary apartment block (outlined in red) immediately north of the subject site.
Source: DPA Architects, 2019

Adjacent to and immediately south of the subject site is a Character Supporting Building at 407 – 411 Parnell Road. Similar in style and form to 401 Parnell Road, the early 20th century commercial building presents elements of Art Deco style through its modulated parapet wall and subtle horizontal bands. It accommodates commercial tenancies including a grocer, laundromat and restaurant.



Character supporting building (outlined in red) immediately south of the subject site.
Source: DPA Architects, 2019

The next building to the south and located on the southern-most corner of the Special Character Area is the Character Defining Building known as the former 'Kemp Department Store' at 413 – 427 Parnell Road. The two-storey 1885 timber building located across the road from the intersection of St Stephens Avenue with Parnell Road presents an Edwardian Italianate style and is an example of New Zealand's Renaissance revival in domestic architecture. The timber detailing features typical Italianate elements including pilasters, pedimented hoods above windows and classical detailing such as corbel mouldings beneath the eaves, decorative window facings and a prominent cornice.



Timber Italianate building on the southern-most corner of the special character area known as the Kemp department store.
Source: Google maps, street view.

North of the subject site are further character supporting buildings in the Victorian style of architecture with elements of classical detailing. The 19th or early 20th Century timber buildings (outlined below in red) include features such as dentil moulds to cornices and corbelled window brackets. Adjacent and further north is a three-storey modern concrete office building, vastly different in style and massing though similar in scale to its neighbouring traditional buildings.



Streetscape north of the subject site with Victorian style buildings and modern office building.
Source: DPA Architects, 2019

At 390 and 394 Parnell Road is the former Parnell Library and Hall, located on the corner of Parnell Road and St Georges Bay Road. The building with a rendered finish was designed by Grierson, Aimer & Draffin, the architectural firm behind the Auckland War Memorial Museum, and constructed in 1924. It is a good example of Classical architecture and is listed as a Character Defining Building. It is included as a Category B Historic Heritage place in the Auckland Unitary Plan and with Heritage New Zealand Pouhere Taonga as a Category 2 Historic Place. Now a private residence and trading warehouse, the building still retains its original civic form and materiality.



Former Parnell Library.

Source: mein-mein – www.flickr.com, cited in Heritage New Zealand Pouhere Taonga, accessed 28 Jan 2020 via <https://www.heritage.org.nz/the-list/details/547>

The variety of 19th and early 20th century buildings and architectural styles along Parnell road, intermingled with new contemporary buildings, infills and adaptive reuses present an eclectic streetscape and developing built fabric which speaks to the historic and growing nature of Parnell as an inner-city suburb.

5 ASSESSMENT OF HERITAGE VALUES

Statement of Significance

401 – 403 Parnell Road is a Character Supporting building that contributes moderately to the character values of the Parnell Special Character Area. It is one of a collection of commercial, residential and public historic and character buildings that illustrates the development of Parnell from the 19th to early 20th century.

The building in question is a typical representative example of an early 20th century Art Deco building through its stepped parapet wall, decorative motifs of horizontal bands and plastered signage to the parapet. It contributes generally to the overall diversity of 19th and 20th century architectural styles that are evident within the area.

Its built fabric, particularly its single storey form, parapet wall and awning and the composition of its two shop fronts with glazed windows and recessed door entries, contributes to the overall rhythm and articulation of the greater street character and is part of the more varied pattern of development that exists towards the southern end of the special character area.

The narrow building width reflects early patterns of subdivision while the glazed shop fronts and street accessibility contributes to an active street front and promotes public interaction between the street and the building.

Significance of Elements

The degrees of significance are based on those used by Auckland Council's Heritage Unit which are "outstanding", "considerable", "moderate", "little" or "none". Some fabric is also considered to be "intrusive".

Considerable heritage value:

- Building facade, particularly parapet wall with decorative Art Deco motifs and "Marriotts Limited" signage to parapet.
- Shop front windows and doors.
- Awning extending over footpath.
- Glazed shop frontage and recessed entryways.

Little or no heritage value:

- Rear of building and interiors



Building composition with parapet wall and glazed shop frontage promoting street activation.
Source: Google maps

6 CURRENT PROPOSAL

Introduction

The project involves the retention and refurbishment of the street façade of the existing Character Supporting commercial building located at 401-403 Parnell Road. The remainder of the existing building will be demolished to enable the construction of a new mixed-use residential apartment block behind.

Planning of New Building

The proposed building is to comprise a total of six storeys. On the ground floor (level 1) will be a vehicle entry leading to a parking area for six cars and a vehicle turntable. The remainder of level one will contain a commercial tenancy and a pedestrian entry leading to stairs and a lift which will service the apartments above.

Above the Level 1, the new building will be set back 1.5 metres behind the existing façade to enable the existing façade and the new building to be differentiated and to provide space between the two. Levels 2 and 3 will comprise a pair of two level apartments. Levels 4 – 6 will each contain single level apartments. Balconies will be provided at each of the levels overlooking Parnell Road to provide an outdoor amenity for the residents and to provide additional separation between the existing and new structures.

The upper level (Level 6) will be stepped back from the levels below to reduce the apparent height of the building. There will be no balconies on the rear façade of the proposed building to protect the privacy of the dwellings located in Birdwood Crescent.

Preservation of Existing Façade

The existing street façade including the parapet wall and awning of the existing character supporting building be retained and preserved, while the shop front is proposed to be sympathetically reconstructed and reconfigured to support development of the new building to the rear. The southernmost shop front will be replaced by a concealed garage door providing access of off-street parking beneath the proposed new building.

Architectural Style

The existing building has a simple but distinctive architectural style influenced by Art Deco architecture that was in vogue at the time it was constructed. Art Deco features on the building include the stepped parapet and horizontal bandings.

The proposed building takes its architectural cues from the existing building. It will be stylish and contemporary. The building will be distinctive in its own composition, yet supportive and celebrative of the early 20th century character of its historic origins.

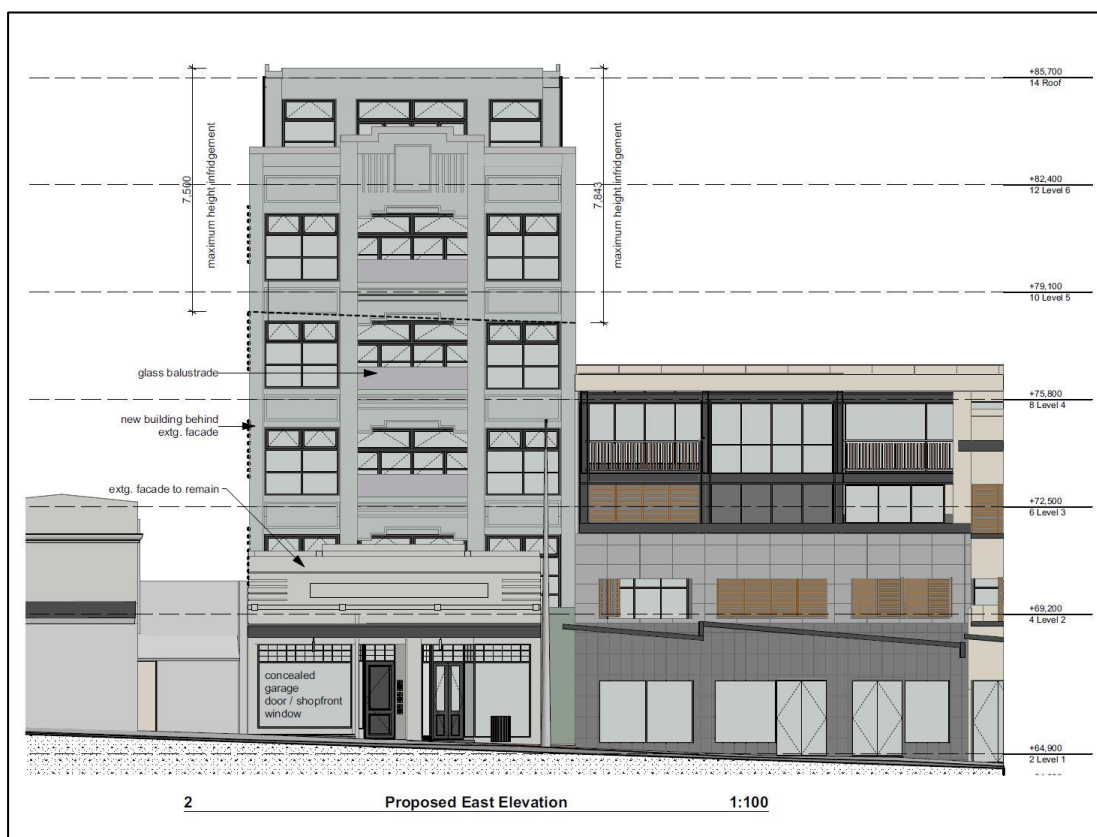
Art Deco styled details on the proposed building include the stepped parapet at the top of the building, the stepped openings to the balconies and the horizontal and vertical bandings on the façade.



Artist's impression of proposed building to the rear of existing early 20th century building façade.
Source: Archavium Limited.



Artist's impression of existing building showing current configuration of shop fronts.
Source: Archavium Limited.



Perspective of east elevation detailing proposed reconfiguration of shop front to Parnell Road.
Source: Archavium Limited.

The rear elevation of the proposed building will incorporate some Art deco elements seen on the front façade, however, as noted there will be no balconies on this façade.

7 IMPACT ON CHARACTER VALUES

- The project involves the substantial demolition of an existing Character Supporting commercial building, although the façade will essentially be retained and refurbished. The demolition of the rear section of the building will not erode the identified special character values of the area, nor will it disrupt the cohesiveness of the streetscape. The retention of the façade as arguably the most significant component of the structure, serves to maintain the continuous fine-grained building line and rhythm of storey commercial shopfronts built up to the street edge along the south-west side of Parnell Road.
- Reconstruction of the shop front within the existing façade and reconfiguration of doorways: The shop front is proposed to be reconstructed in order to enable vehicle entry into a garage at the rear of the site. It is also intended that newer materials be used and that doors are reconfigured to allow for width adjustments for vehicle entry. The proposed reconstruction has been carefully designed to retain the existing visual composition and commercial character of the original shopfronts through the use of sympathetic materials, the continued use of extensive glazing and a discreetly concealed garage door in the appearance of a shop front.

In this way, the proposed shopfront will be successful in maintaining and promoting an active street front while the concealed garage door will work to mitigate any potential negative impact on the pedestrian environment. The recessed door entries will be retained, as will the original presentation of small paned windows to the upper panels of the shopfront. Half of the shopfront will continue to be utilised as a commercial tenancy thereby continuing the ongoing use of the place in its historic context.

- Construction of new six-storey residential apartment building: Much of the special character of the area arises from the historic development of Parnell Road from the 19th and early 20th century to the present day. According to its historical summary in Schedule 15 of the Auckland Unitary Plan, the area “developed to serve the surrounding residential neighbourhood... and retains a significant relationship with the surrounding residential area”.

In tune with this special character value, the new proposal of intensified residential development within a commercial envelope will work to further enhance the positive relationship between the public and private realm and illustrate a continuation in patterns of urban development into the 21st century. The new residences will produce greater foot traffic which in turn, will encourage the ongoing use of surrounding character supporting and defining buildings within the special character area, and the continued activation of commercial buildings to the streetscape.

The new building will be contained within the boundaries of its original lot width of approximately 10 metres and will therefore highlight the early patterns of subdivision within the area. The site is restricted to a height control of 13 metres comprising 11 metres of occupiable building height and two metres height for roof form. While the new building is proposed to exceed stipulated heights, the historic scale of the original building is given precedence by setting the new building back some 1.5 metres from the original early 20th century façade. The top level is then set back a further three metres to reduce the new building’s apparent height. The rhythm and diversity of the streetscape will be maintained, and indeed enhanced, through the continuation of the Art Deco architectural style across the façade of the new building.

Summary Table of Impact on Character Values

The table below summarises the proposed works and their assessed impact on the special character values of the area.

Proposed Works	Impact on fabric	Impact on character values	Mitigation
Partial demolition of character supporting building at 401 – 403 Parnell Road	Much original fabric will need to be removed	Fabric to be removed makes little contribution to the special character values of the area	Existing façade to be retained
Reconstruction of shop front to existing façade including new concealed vehicular access and	Some original fabric will be removed and replaced	Some impact on authenticity of early 20 th century commercial shop front.	Half of the shop front will continue to be used in its historical capacity as a commercial tenancy.

reconfiguration of pedestrian door access.		Some disruption to quality of pedestrian environment.	Recessed doorways and extensive glazing will be retained, encouraging the continued activation of the building frontage to the street. The proposed vehicular access is discreetly concealed and minimises disruption to the pedestrian environment
Construction of new six-storey residential apartment block	-	New building exceeds scale within streetscape	Building will be set back to give precedence to scale of original façade and existing rhythm and diversity of streetscape. Dominance will be minimised by the architectural presentation of the new building which will continue to employ the Art Deco style.

In summary, the substantial demolition of the existing Character Supporting building at 401 Parnell Road, the removal and replacement of original fabric to the shop front and the erection of a new six storey building behind the retained façade will have an impact on the character of the Parnell Special Character area.

The impact will be mitigated by the general retention of the facade, the continuing use of part of the ground floor as a commercial tenancy, the stepping back of the new building and its Art Deco influences which will enhance the architectural character of Parnell Road.

Although the new building will be taller than its immediate neighbours, it is considered that it will not look out of place. It is noted that there is at least one other six storey building in the area at 258 Parnell Road and a number of five storey buildings, particularly towards the lower end of Parnell Road.

Overall, it is considered that the proposed development will have a minor effect only on the character of Parnell Road.

8 AUCKLAND UNITARY PLAN RULES

Whilst not individually listed as a Historic Heritage Place, 401 Parnell Road is scheduled within the Auckland Unitary Plan as a Character Supporting Building within the Special Character Area of Parnell. The rules governing activities for Special Character Areas are found in Section D18 Special Character Areas Overlay.

Section D18 Special Character Areas Overlay

In section D18, 401 Parnell Road is identified as a site with a character supporting building. A character supporting building is defined as follows: makes a moderate contribution to the character of the area. The building should contribute to the appearance, quality, and identity of the area and should be consistent with the values of character-defining places.

D18.3 Policies

Special Character Area Overlay - Business

Policy 8

This policy requires all development to have regard to the special character values and context of the area in which the place is located.

Policy 10

This policy sets down guidelines around the demolition or removal of character defining and character supporting buildings. It stipulates that the activity must not degrade the special character values of the area or disrupt the cohesiveness of the streetscape including links with scheduled historic heritage places.

Policy 11

This policy discourages the removal or substantial demolition of buildings that contribute to the continuity or coherence of the special character area as identified in the special character area statement.

Policy 13

This policy sets out the requirement for additions and alterations to existing character defining and character supporting buildings, to be compatible with and respect the special character and existing scale of development.

Policy 14

This policy determines the need to encourage the ongoing use and maintenance of buildings in special character areas.

D18.4.2 Activity Table – Special Character Areas Overlay – Business

Special Character Areas Overlay – Business with identified character supporting buildings

(A18) Total or substantial demolition

The total or substantial demolition of a character supporting building (exceeding 30 per cent or more, by area, of wall elevations and roof area) is considered a Restricted Discretionary Activity.

(A20) New buildings

Any new buildings are considered a Restricted Discretionary Activity

D18.8.2. Assessment Criteria

D18.8.2.2. Special Character Areas Overlay – Business

(1) *For the total or substantial demolition (exceeding 30 per cent or more, by area, of wall elevations and roof area) of a character supporting building:*

(a) Policies D18.3(8) to (14) as relevant, and in addition, all of the following:

(i) whether the proposal significantly adversely affects the built special character of the area, including the contribution the individual building makes to the context, character or cohesiveness of the streetscape;

(ii) the contribution the building makes to adjoining or nearby scheduled buildings and other character defining or supporting buildings or to the wider character area where there are no identified character supporting or character defining buildings, either through the context and the relationship of the building or through the building's mass, height or rhythm of facades;

(iii) whether the existing building forms part of a cohesive group of buildings in terms of similarity of age, scale, proportion or design and the extent to which the building's demolition or partial demolition would detract from the contribution that group makes to the streetscape, the special character and context of the area;

The retention of the façade will preserve the character values of the area and the contribution of the original early 20th century commercial building to the streetscape. The set back of the new building will delineate the distinction between the new and old, and will give precedence to the original building, its historical context and relationship to the street.

401-403 Parnell Road is the first of 3 adjoining character supporting commercial buildings within a block of mixed-use new and old buildings. The retention of the façade will maintain the generally consistent fine-grained building line facing the footpath on the south west side of Parnell Road, and the new build to the rear will further emphasise the early subdivision patterns and narrow lots.

9 CONSULTATION WITH AUCKLAND COUNCIL

The property owner's consultants have conferred extensively with Auckland Council planners and the heritage team since the project was originally proposed.

The original proposal for the site included the complete removal of the existing building and its replacement with an all new, predominantly steel and glass structure of a similar height to the existing mixed use building directly to the north. A resource consent was obtained for the demolition of the existing building and its replacement. However, due to the nature of the site, being only 10 metres in width and the fact that only four storeys could be constructed on the site as of right, the project was considered to not be financially viable.

Consultation was then undertaken with Council officers and a proposal put forward that would see the existing façade retained. The existing facade, however, has a height of six metres which would dominate any building behind that complied with the height controls. The client, however, wishes to construct a building that would have its own identity as a way of attracting potential occupiers and also to contribute positively to the Parnell Special Character area.

A proposal was then put forward whereby a new six storey building would be constructed behind and set back from the retained existing façade. The impact of the additional height of

the new building would be mitigated by the retention and refurbished of the façade of the Character Supporting building which would provide continuity of the streetscape. It is understood that Council would be prepared to support such a proposal

Hence the development now proposed retains and refurbishes the existing façade. To the rear it is proposed to erect a new six storey building which will be set back 1.5 metres to differentiate between the two structures. The top level will be set back again to reduce the apparent height of the new building. The new structure will be contemporary in appearance while also taking design cues from the existing Art Deco inspired building, thus complementing and enhancing the architectural character of Parnell.

10 CONCLUSION

The proposed development will involve the substantial demolition of a Character Supporting building within the Special Character Area of Parnell and the construction of a new six-storey residential apartment block on the site. The existing building is an early 20th century single storey commercial Art Deco building with two commercial tenancies whose glazed shop frontages are accessed via recessed doorways from Parnell Road. The building is constructed of reinforced concrete and features a stepped parapet wall with decorative Art Deco motifs of horizontal bands, set above an awning.

The existing building contributes moderately to the heritage values of the Parnell Special Character Area as one of a collection of commercial, residential and public historic buildings that illustrates the development of Parnell from the 19th to early 20th century.

The partial loss of the existing building will not erode the special character values, as the retention of the façade is a significant factor in preserving the building's contribution to the overall rhythm and articulation of the greater street character of Parnell. The continued use of the ground floor as a commercial tenancy and the presentation of glazed shopfronts will maintain the street activation and an enlivened pedestrian environment.

The proposed new multi storey residential apartment block will exceed the allowable height in the area and the current scale of the immediate streetscape, however the proposed building is sympathetically designed and respects the architectural styles, history and diversity of the special character area in which it is located. It is noted that there is at least one other six storey building in Parnell Road and a number of five storey buildings. The height of the proposed building is therefore not considered excessive.

The proposed development will have some impact on the character values of the area due to the additional height of the new building, however, it is considered that this will be mitigated by the retention of the existing façade which will provide continuity to the area. The new building is also set back from the line of the façade and the top floor is set further back to reduce the proposed building's bulk.

Despite the additional height, the new building will enrich the positive relationship between the public and private realm and be in tune with the historical development of Parnell as a special character area. It will also illustrate a continuation in patterns of urban development of the area into the 21st century.

For the reasons outlined in this report, overall, it is considered that the development will have a minor impact only on the character values of Parnell Special Character area.