

CASE STUDY

# Rangiora Social Housing Development

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# Project Overview

## Rangiora Social Housing Development

Corner High & White Streets, Rangiora, North Canterbury

Developer	Kāinga Ora / Housing NZ
Architect	Rohan Collett
Builder	Home NZ

Range of products utilised



SBU Representatives	Mike Templeton – Dulux Paints Specification Consultant
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# Background

Specification support for the social housing development was tailored to meet the client's needs for colour and design ideals.

The Rangiora social housing project was the redevelopment of an existing site, replacing nine 1950's houses with twenty-eight one-bedroom units.

The project is the largest redevelopment undertaken by housing New Zealand in North Canterbury. As part of Housing New Zealand's commitment to modernise and increase social housing within the community, the primary demographic for this project was single persons aged 55 and over.

"The key design intent was to revive and destigmatise medium-density social housing developments by creating contemporary homes that integrate harmoniously with their low-density residential surroundings."

## The Challenge

The key challenge was to choose a colour palette which would fit with the contemporary look and feel of the homes.

### Protection and aesthetic appeal

The key design objective was to revive and remove the stigma around medium density social housing developments by creating contemporary homes that integrate harmoniously with their low-density residential surroundings.

### Exterior weather protection

External elements need high-performance protection from the elements – whether extreme temperatures, humidity, wind, rain, hail or sunshine.

### Long-lasting, low-maintenance solutions

Finishes, fixtures and fittings must be high quality and durable, minimising repair and maintenance requirements.





“Colour played a significant role in achieving this.”

“A variety of colours were employed to encourage visual integration with the wider residential area by helping it take on the appearance of a private rather than a public scheme. The colours were specifically selected for their positive impact on the proposed occupancy demographic, based on research, as well as for their enduring aesthetic appeal and to encourage easy navigation through the site.”

**Rohan Collett**  
Rohan Collett Architects

## The Solution

Finding a solution that appealed to the target demographic while meeting the design objectives was key.

### Easy sample ordering

With project specifiers able to order physical samples, textures, colours and finishes could be viewed on site prior to application, assisting with decision making.

### Inspiring colour palette

Colour played a significant role in achieving the solution. A consistent colour palette was chosen to achieve a high degree of coherence to acknowledge the civic importance of the site and inspire a shared sense of identity among its residents, it was used with purposeful irregularity to avoid a visual result stigmatised by uniformity. The colours were specifically selected for their positive impact on the proposed occupancy demographic. The palette included enough colour contrasts to avoid monotony, but tonally, the colours were similar – slightly muted and natural. The units at both entrances were painted white to retain a visual dialogue with nearby local landmarks like the Plough Hotel and St Johns Anglican Church.

The other boundary units were painted in a variety of block colours to reduce the perception of the overall scale to that of the surrounding houses.

The colours inspire a number of positive psychological responses within the target demographic: Pioneer Red is visually stimulating, New Denim Blue is relaxing and serene, Desert Sand is warm and secure, and Titania is clean and bright. Collectively this palette is modern, enduring, and aesthetically appealing, prompting a sense of pride and ownership amongst occupants.

### Durable exterior protection

Dulux® Weathershield® was used to provide durable barrier protection against dirt and UV damage for home exteriors. It provided an aesthetically pleasing outcome while improving surface washability.

### Consultation and collaboration

Reviewed from an operational and construction perspective so that only the most effective coating solutions were implemented and programmed.

### Attractive and durable solutions

Project solutions needed to be both protective and aesthetically pleasing. Dulux's construction solutions offer a range of textures, finishes and colours that maintain visual appeal while providing outstanding protection and longevity.



## Products Specified

### Exterior fibre cement sheet



- Dulux® 1Step® Prep
- Dulux Weathershield®

### Timber substrates

Fascias, barges, facings etc.

- Dulux 1Step Prep
- Dulux Weathershield

### Timber substrates

New fences, pergolas, etc.

- Cabot's® Deck Clean
- Dulux Timbacryl®

### Exterior Steel New Handrails



- Dulux Protective Coatings Luxaprime
- Dulux Super Enamel

## Project Outcomes

**Dulux Colour Awards 2020 NZ Grand Prix winner**

**NZ Property Industry Awards 2020**

Excellence in the multi-unit residential category

**NZIA Canterbury Awards 2021**

Winner Housing – Multi Unit Award



# Backing the Experts™

At Dulux®, we leverage our deep expertise to support architects, interior designers, builders and engineers to design and build with confidence.

More than 100 years of experience across Australia and New Zealand and an unrelenting focus on quality and innovation allows us to back the experts with premium products, industry-leading service and trusted end-to-end advice.

**“We’re here to help our partners to imagine and create better places and spaces to live, work and play.”**

**Philip Vodanovich**  
National Commercial Manager



## Quality

Our products are formulated using advanced chemistry and science to deliver highly technical construction solutions that exceed expectations.



## Transformation

Our coating solutions offer colours, patterns, textures and finishes that transform surfaces while providing long-lasting durability.



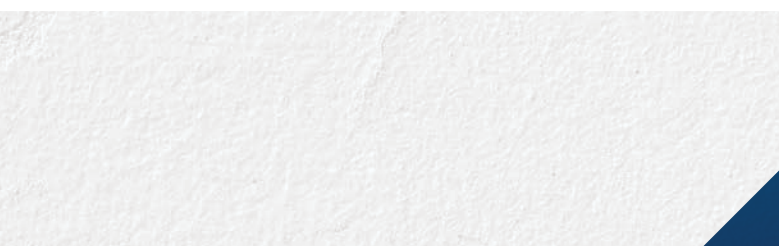
## Reliability

Our solutions offer proven and reliable performance, giving you the confidence of straightforward application and the high level of protection required.



## Expertise

Our responsive team provides specialist product support, technical assistance and expert problem solving when and how you need it.



# Our Brands

Dulux® brands have been trusted for generations.



## Dulux Interior and Exterior Paints

From Wash&Wear® to Professional SteriGuard®, our high-performance paints and coatings are tailored to meet the New Zealand market's unique needs. *Dulux* paints offer standout results across an extensive range of more than 1000 colours from the *Dulux* Colours of New Zealand® range.



## Dulux Powder Coatings

*Dulux* offers a wide range of premium powder coatings in Australia and New Zealand. Its extensive range of standard and custom architectural coating solutions are backed by extensive testing that ensures exceptional product performance and durability.



## Dulux Protective Coatings

Dulux Protective Coatings offer high-performance protection for metal and concrete assets including buildings, infrastructure, facilities, plant and equipment. Our tailor-made coatings and maintenance systems ensure your assets are effectively protected, even in the most demanding conditions.



## Dulux Avista® Concrete Coatings

*Dulux Avista* offers professional decorative concrete solutions for new and existing concrete areas. Suitable for indoor and outdoor applications, our decorative surface products add colour, texture and patterns to driveways and concrete spaces in commercial projects.



## Dulux Acratex® Coatings and Cladding

*Dulux Acratex* provides high-build facade coating systems for residential and commercial projects. Designed with the New Zealand built environment in mind, *Dulux Acratex* render coatings and external cladding solutions add style, protection and durability to diverse construction and maintenance projects.



## Specialized Construction Products

As a New Zealand-based manufacturer, Specialized has a clear understanding of the demands of tomorrow's buildings and the diverse weather conditions our buildings face. The cladding and plastering products that have been designed and developed, including several BRANZ appraised systems, provide the very best in cavity-based building envelope solutions for New Zealand conditions.



## Fosroc Construction Solutions

Fosroc delivers world-class solutions for a broad range of above or below ground construction and maintenance projects including waterproofing, concrete repair, grouts, sealants, protective coatings and industrial flooring.



## Porter's Paints® Decorative Finishes

*Porter's Paints* decorative finishes combine the latest technology with traditional methods and the finest raw materials to provide a superior finish. From modern paints to lime and cement-based products and reactive metallic finishes, our proprietary tinting system creates beautifully rich and unique colours.



## Dryden® Wood Oil Solutions

*Dryden* provides a range of premium wood oil solutions for timber. There is also a comprehensive range of specialist cleaning and coating products for a variety of applications.



## Intergrain® Timber Finishes

*Intergrain's* High Performance Timber Finishes include a range of premium stains, oils, clear finishes and flooring clears, which are easy to apply and deliver a professional finish that preserves, protects and enhances timbers natural beauty.



## Dominator® Garage Door Systems

The *Dominator* brand has pioneered a new standard in commercial and residential garage door systems. This standard is proudly represented in the latest range of *Dominator* garage doors and automatic openers. From the revolutionary *Dominator* automatic openers, through to the vast and ever-increasing range of garage doors, *Dominator* can provide the styling, security and reliable performance that all residential and commercial property owners need.



## Garador™ Garage Door Systems

*Garador* provides a wide range of garage door styles, colours and finishes for customers to select from – all smart, stylish & secure. Since 1962, *Garador* has been in the business of residential and commercial garage doors. With the biggest nationwide Dealer network and a dedicated transport fleet, *Garador* covers New Zealand and back up products with expert, reliable service that continues to stand the test of time.



## Admil Sealants and Adhesives

Admil has a range of sealants and adhesives for the construction market including 100% silicone sealants, industrial grade sealants, polyurethanes and construction sealants.



## Selleys® Adhesives, Sealants and Fillers

*Selleys* has a specialised product range of market leading products for the trade. With a breadth of clever solutions in sealants, adhesives, fillers, paint preparation and application, household cleaning, and automotive care products. *Selleys* always strives to prove its slogan true, "If it's *Selleys*, it works."



# Dulux®

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SOLUTIONS

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#### Photography

Lightforge Photography – Dennis Radermacher

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