

APPENDIX F

PROPOSED DISTRICT PLAN OBJECTIVES AND POLICIES ASSESSMENT

4.5 Business and Business Town Centre Zones

4.5.1 Objective – Commercial function and purpose

Commercial activity is focused within a differentiation of commercial zones and development (comprising the Business Town Centre Zone, the Business Zone, the Business Zone Tamahere and neighbourhood centres).

4.5.2 Policy – Commercial function and purpose

(a) Commercial activity develops in a way that:

- (i) Ensures the business town centre within each town is maintained as the primary focal point for retail, administration, commercial services and civic functions;
- (ii) Provides for larger scale commercial activities within the Business Zone;
- (iii) Provides for small scale convenience retail and community activities within the Business Zone Tamahere and neighbourhood centres.

The proposed commercial development is complementary to the proposed Business Zone in which the site is subject to, and the purpose and function of the zone. The proposal exhibits a high-quality commercial development within an area identified as suitable for commercial expansion.

The proposal supports the commercial viability of the Te Kowhai settlement and complements the existing commercial development to the south.

Although the proposal comprises a level of small-scale retail, it is considered that the overall design and composition of the proposed tenancies supplements the smaller country settlement, and allows smaller business owners to operate within the town.

4.5.4 Policy – Commercial purpose: Business Zone

(a) The role of the Business Zone is to support the local economy and the needs of businesses by:

- (i) Providing for a wide range of commercial activities; and
- (ii) Providing for commercial activities at a scale that supports the commercial viability of towns and villages; and
- (iii) Ensuring that commercial activities complement and support the role of business town centres.

4.5.8 Policy – Role and function of the Business Zone

(a) Ensure the role of the Business zone is complementary to the Business Town Centre Zone by:

- (i) Enabling a wide range of commercial activities including large format retail activities within the Business Zone; and
- (ii) Discouraging small scale retail activities, administration and commercial services within the Business Zone.

4.5.25 Objective – Business Zone - Character

The commercial scale, form of buildings and character of the Business Zone is maintained.

4.5.26 Policy – Landscaping of onsite parking areas – Business Zone

(a) Provide a degree of amenity for onsite parking areas within the Business Zone by ensuring a planting strip is established and maintained.

The layout of the commercial development has been designed to supplement the surrounding area, providing a compliant front yard setback and building height. In addition, sufficient space has been provided onsite to allow for landscaping to be

4.5.27 Policy – Front setback – Business Zone

<p>(a) Ensure buildings within the Business Zone are designed and setback from roads by:</p> <ul style="list-style-type: none"> (i) Retaining the predominant building setback within the street; and (ii) Allowing sufficient space for the establishment of landscaping on the site. 	<p>achieved, particularly along the boundaries and within the car parking area.</p>
<p>4.5.28 Policy – Height: Business Zone</p> <p>(a) Ensure the height of new buildings is complementary to, and promotes, the existing character of the Business Zone and adjoining residential and village zones.</p>	
<p>4.5.30 Objective – Business Zone and Business Town Centre Zones – Amenity</p> <p>The amenity values of residential activities within, and activities in, adjoining zones are protected from the adverse effects of developments and activities in the Business and Business Town Centres Zones.</p>	
<p>4.5.31 Policy - Reverse sensitivity</p> <p>Reverse sensitivity within Business and Business Town Centre Zones is managed by ensuring residential activities and development are acoustically insulated to mitigate the adverse effects of noise.</p>	<p>The proposal has been designed in accordance with the receiving land use; comprising both residential and commercial. The centre has been assessed in terms of potential noise generated from the proposal has been determined to comply with the proposed Business Zone. As such, the proposal is not considered to result in any reverse sensitivity effects.</p>
<p>4.5.32 Policy – Adjoining site amenity</p> <p>(a) Maintain amenity of adjoining Residential or Reserve-zoned properties by:</p> <ul style="list-style-type: none"> (i) Requiring buildings within the Business and Business Town Centre Zones to be setback from boundaries adjoining Residential and Reserve-zoned land; and (ii) The progressive reduction in the height of buildings in Business and Business Town Centre Zone the closer they are located to boundaries adjoining Residential or Reserve Zoned land. 	<p>The commercial activity will occur during daytime and evening hours thereby avoiding effects during times of day that are especially sensitive for residential activities. In recognition of the potential effects on adjacent residential activities, the building has been sited to provide generous separation distances while parking and service areas will be screened from view by a combination of fences and dense planting. Boundary interfaces have been a particular focus to ensure an aesthetic suitable for the locality in which is presented. As much as possible, the applicant has attempted to ensure that the site development reflects and maintains the character of this isolated settlement.</p>
<p>4.5.35 Policy – Noise</p> <p>(a) Adverse effects of noise generated within the Business Town Centre and Business Zone on sensitive land uses are minimised by:</p> <ul style="list-style-type: none"> (i) Ensuring that the maximum sound levels are compatible with the amenity values of adjacent Residential Zone or Village Zone; (ii) Limiting the timing and duration of noise-generating activities, including construction and demolition activities; (iii) Maintaining appropriate setback distances between high noise environments and sensitive land uses; and (iv) Limiting the timing and duration of servicing and operation of commercial activities; 	<p>The proposed signage is considered complementary to the overall development, and allows patrons to have advanced warning of the subject sites location; minimising conflict between road users and customers. The freestanding sign will not be illuminated with flashing lights of be a nuisance to road users, nor will it mimic any road sign. As such, it is considered the proposed signage is typical of a commercial venture and will be of a low impact design.</p> <p>All outdoor storage will be confined within each tenancy or within the communal refuse area, and will be screened from all adjoining properties. The</p>

(v) Requiring acoustic insulation for dwellings within the Business Zone and Business Town Centre Zone.	proposal is not likely to result in any odours that could be considered offensive to the adjoining sites.
<p>4.5.36 Policy – Signage</p> <p>(a) In the Business Town Centre and Business Zone provide for:</p> <ul style="list-style-type: none"> (i) The establishment of signs where they are associated with the activity carried out on the site on which they are located; (ii) Public information signs that are of benefit to community well-being; and (iii) Establishment of signage to support the commercial function and vibrancy of the zones with controls on the size, location, appearance and number of signs to ensure they do not detract from the visual amenity of the surrounding environment. 	
<p>4.5.37 Policy – Managing the adverse effects of signs</p> <p>(a) In the Business Town Centre and Business Zone ensure that:</p> <ul style="list-style-type: none"> (i) The location, colour, content, and appearance of signs directed at traffic are controlled to ensure signs do not distract, confuse or obstruct motorists, pedestrians and other road users; (ii) Signs that generate adverse effects from illumination, light spill, flashing or reflection are avoided; (iii) the placement of signs do not obstruct the free movement of: <ul style="list-style-type: none"> A. Pedestrians along the footpath; B. Vehicle use of the road carriageway. 	
<p>4.5.38 Policy – Artificial outdoor lighting</p> <p>(a) In the Business Town Centre and Business Zone ensure that:</p> <ul style="list-style-type: none"> (i) Artificial outdoor lighting enables night time work, recreation activities, outdoor living, transport and security; (ii) The intensity and direction of artificial lighting avoids significant glare and light spill to adjacent sites; and (iii) Artificial outdoor lighting is installed and operated so that light spill does not compromise the safe operation of the transport network. 	
<p>4.5.39 Policy – Outdoor storage</p> <p>(a) The adverse visual effects of outdoor storage in the Business Town Centre and Business Zone are mitigated through appropriate location, screening or landscaping.</p>	

<p>4.5.40 Policy – Objectionable odour</p> <p>(a) Within the Business Town Centre Zone and Business Zone ensure that the adverse effects of objectionable odour from activities do not detract from the amenity of other sites.</p>	
<p>4.5.41 Policy - Earthworks</p> <p>(a) Ensure that the adverse effects of earthworks in the Business Town Centre Zone and Business Zone on adjoining properties and water bodies, are managed to minimise the adverse effects and sediment of dust and stormwater runoff.</p>	
<p>4.5.42 Policy – Adjoining site amenity</p> <p>(a) Maintain amenity of adjoining properties by:</p> <p style="padding-left: 40px;">(i) In the Business Zone:</p> <p style="padding-left: 80px;">A. Requiring buildings to be setback from boundaries adjoining all zones except Industrial and Heavy Industrial Zoned land;</p>	