

URBAN DESIGN ASSESSMENT AND PEER REVIEW REPORT



RESOURCE CONSENT APPLICATION GULL SERVICE STATION N, POKENO

PSP NUMBER	PSP18-195	HG PROJECT NUMBER	1021-145623-02
PROJECT AND LOCATION	To construct a 24 hour self-service petrol station at 72 Great South Road, Pokeno.	DATE	2 December 2020
REPORT NAME	Urban Design Assessment Report	STATUS	Final
PREPARED BY	Sam Coles – Senior Urban Designer		

1.0 INTRODUCTION

This report contains an assessment of the proposed Gull Service Station at 72 Great South Road against the relevant sections of the Waikato District Plan (Franklin Section, Operative) and Waikato District Plan (Proposed). As part of this District Plan assessment, the Pokeno Town Centre Design Guide and the Market Square Design Options reports are also assessed and considered relevant. This report also provides peer review comment on the relevant information and urban design comments and conclusions reached in the reports provided by the Applicant, Gull NZ Limited, namely;

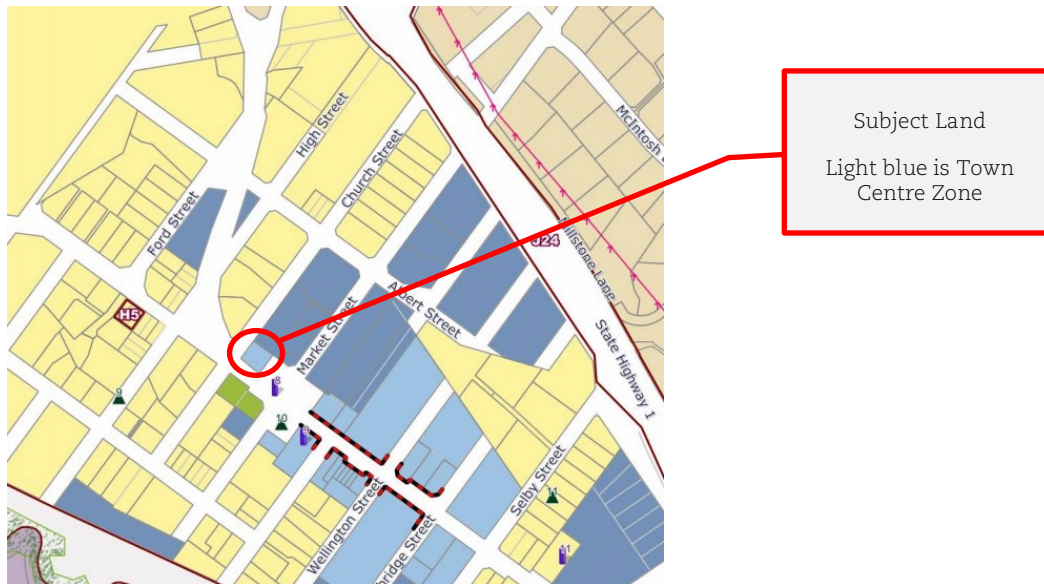
- Site Plans (2998-B01) by Technitrades Architecture (13 November 2020).
- Resource Consent Application Report - Proposed Service Station, Gull New Zealand Ltd, 68-72 Great South Road, Pokeno, Hayson Knell (13 July 2020)
- Gull Fuel Facility, 68 – 72 Great South Road, Pokeno – Urban Design Review; Boffa Miskell (25 May 2020)
- Proposed Fuel Facility , 68-72 Great South Road, Pokeno, Traffic Impact Assessment – Traffic Solutions Limited (Issue C: 4 June 2020)

In addition to the above, comments are made with respect to general urban design best-practice.

2.0 SITE AND CONTEXT

The subject land comprises two sites; 72 and 68 Great South Road, Pokeno. They are both zoned Business Town Centre Zone under the Proposed District Plan.

Fig. 1 Site Plan (Proposed District Plan Zoning; not to scale)



A site visit was undertaken on 20 July 2020.

2.1 POKENO DEVELOPMENT AND FUTURE CONTEXT

The town of Pokeno is undergoing a very significant period of change through residential and business growth. To cater for growth from a resident population of several hundred to an ultimate population of more than 5000, Pokeno's town centre will need to develop in order to respond to this demand and opportunity.

Residents and businesses moving to Pokeno are likely to expect that development of the Pokeno town centre occurs in line with the vision that is set out in the District Plan and other documents such as the Pokeno Structure Plan and Design Guidelines.

2.2 MARKET SQUARE DEVELOPMENT

Market Square is largely undeveloped as a public space at present; the Cenotaph, some green space, public toilets and the Town Hall opposite do provide some civic activity and character. The tall, mature trees next to the cenotaph provide a positive contribution to the amenity of Pokeno town centre and their scale sits comfortably alongside the wide open space of Great South Road and Market Square.

Significant work has been undertaken since 2006 in respect to Pokeno's vision (including the Structure Plan and town centre design concepts). Numerous iterations of this vision have been socialised with development, community and Council stakeholders and published in Council Documents. Pokeno's existing built form and character do not necessarily provide an accurate reflection of the intended future layout and character.

In the future, Market Square is well positioned to become the main civic space within the Pokeno town centre and could be a focal point for significant activity (particularly if the commuter rail service develops as planned). Since Pokeno is bypassed by State Highway 1 and has limited public through-traffic, Great South Rd is in an ideal position to benefit from an

attractive and unique town centre “mainstreet,” which may develop a similar style and layout to nearby Tuakau.

2.3 KEY SITE ATTRIBUTES RELATING TO URBAN DESIGN:

1. The subject land is on a prominent site located at the north-western gateway to the Pokeno town centre. The site is unique in that it actually has three road frontages; a main frontage to Great South Road, a second frontage to Market Street, and a third to Church Street (unformed). Additionally, the site will be visible from its north (rear boundary) since there is a proposed strip of retail shops fronting a private driveway/lane that will abut the subject site (refer #8 below).
2. All traffic arriving to Pokeno from SH1/Great South Rd and Pokeno Road from the west will have a direct view into the site. It is also prominent when approaching from the east since it is on a corner and adjacent to the Memorial Cenotaph.
3. The Pokeno Town Hall is located opposite the site on the southern edge of Great South Rd and is a recognisable civic and community facility. The cross-roads of Great South Rd and Market Street is the location where town hall, cenotaph, public toilets and associated open space define the civic centre of Pokeno.
4. The sites main frontage (30m length) is along the northern edge of Great South Road; a busy main road. There is no formal footpath along this frontage but, in future, a footpath along is proposed to connect Pokeno's main street to the new residential areas west of the town centre. A plan showing the proposed upgrading of Great South Rd with a controlled intersection at Pokeno Rd has been circulated by Waikato District Council.
5. Church Street (along the north-western boundary of the site) is largely unformed though is used as an accessway for the dwelling at 71 Great South Rd, and possibly others. Church Street forms an interface to the residential zoned land that lies immediately to the north west.
6. Market Street, along the site's south-eastern boundary, is an informal public open space with a character defined by a stand of large, mature trees. Land adjacent to market street appears to be vacant or open (perhaps indicating that future development is being enabled).
7. The war memorial cenotaph is a heritage element within Market Street that is a recognisable local landmark. The cenotaph, the group of trees within market square, and the real estate office (heritage cottage) form a trio of heritage items that complement each other in this location.
8. The neighbouring site to the north east, located at 25 Market Street, has been granted a resource consent and is prepared for construction of a row of approximately eight retail shops in a two-storey building. A lane would be located toward the boundary with the subject land and the proposed building, with active frontage, would face south-west, partially fronting Market Street.

Fig. 2 below: Southern elevation of the proposed retail building at 25 Market Street (from resource consent)



Fig. 3 below: Western approach to the site from Pokeno Road showing approximate location of frontages of subject land.



3.0 THE PROPOSAL

As described in the Resource Consent Assessment Report by Hayson Knell, the proposal is:

“• Two underground petroleum storage tanks containing 60,000 litres of fuel each, holding a total volume of 85,000 litres petrol and 35,000 litres diesel. One tank is divided into two compartments.

- 3 fuel dispensers (6 refuelling bays) with individual Gull “winged” canopies*
- Gull pylon identification sign and onsite safety and direction signage*
- IT (electrical control kiosk) shed*
- SPEL interceptor for stormwater treatment*
- Sealed forecourt area and landscaping*
- Associated site infrastructure and earthworks*
- Two vehicle accesses onto Great South Road*
- Air dispenser*

The proposed service station is operated as an unmanned station, restricted to the sale of fuel only. “

It is further noted that, as a result of this proposal being constructed, two existing single-storey buildings on the subject land would be required to be removed. These include a brick residential dwelling at 68 Great South Rd, and a small “heritage” cottage which presently houses a real estate office, at 72 Great South Rd. A stand of mature bamboo planting to the north east of the site will also be removed, opening up the site on that boundary to views toward the north east and to the neighbouring development at 24 Church Street.

4.0 REGULATORY FRAMEWORK

The following urban design guidelines and provisions are considered to be applicable in relation to new development of the subject site within the Pokeno Town Centre.

Operative District Plan – Franklin Section (Business Zone and Pokeno Business Centre Overlay)

Objective and Policy 19.4.2 – Business Centres

- Rules 29.2 (Business Zones) and Assessment Criteria for all new buildings (restricted discretionary activity)
 - 29.2 Business Zone (Pokeno) Design Assessment Criteria

Proposed District Plan (Business Town Centre Zone)

Policy 4.1.8 (“Integration and Connectivity)

- Appendix 3.3 – Waikato Urban Design Guide: Town Centres (2018)

Rule 18.1.3 (RD Activities) assessment criterion

- Appendix 3.3 - Town Centre Design Guidelines

Structure Plans and Design Guides

Pokeno Town Centre Architectural Form, Materials and Signage Design Guide (2015)

- “This design guide is a non-statutory document developed in partnership with the Pokeno community and approved by Council in September 2015. It applies to Business-zoned properties along Pokeno’s main street and those that frame Market Square.
- When assessing applications for resource consent for new developments on these properties (and possibly for extensions to existing ones), the Waikato District Plan requires Council to consider the extent to which the proposed building design conflicts with or compromises the principles or theme contained in this design guide. Its ultimate aim is to ensure that Pokeno’s main street is developed to reflect a village atmosphere.”

Market Square Options Report (May 2014)

- The report seeks to identify the appropriate mechanism to achieving aspirations for Market Square’s development that were workshopped with Council and community stakeholders in 2013.

Waikato District Council Character Statement – Pokeno Town Centre (2018)

- This document incorporates the Pokeno Architectural Form, Materials, Colour and Signage Design Guide.

5.0 DISTRICT PLAN ASSESSMENT

The following documents have been deemed to have relevance in terms of the statutory assessment and responses to relevant matters are tabulated in sections below. The commentary provided in the Hayson Knell and Boffa Miskell Reports have been transposed for the purposes of peer review. The relevant documents are:

- The Operative Waikato District Plan (Franklin Section)
- The Proposed Waikato District Plan (Hearings have been heard in relation to the Town Centre provisions)
- The Objectives and Policies of both the Proposed and Operative Plans; these have been bundled and assessed as a combined table.

5.1 TABLE: ASSESSMENT AGAINST THE RELEVANT PROPOSED DISTRICT PLAN RULES

It is noted that the Activity Status for a Service Station is Non Complying in the Business Zone. It is also noted that service stations are enabled as a restricted-discretionary activity (with no potential for notification) through rule 29.3.4, but only if located outside of the main street area (between Church St and Selby St). This application falls outside of that area and is therefore to be assessed as a non-complying activity in accordance with rule 29.4.A.1.

Rule (Identified by Hayson Knell report)	Assessment of proposal against rule (Hayson Knell)	Urban Design Assessment Comment (Harrison Grierson)
<p>Rule 15.4.3.4 Any sign that is required to meet this rule shall be consistent with the following standards:</p> <p>a) The sign is located so that it does not obscure a road user's view of any road sign, intersection, private entrance, road marking, traffic signal, or pedestrian crossing.</p> <p>b) The sign is constructed and maintained so that it does not present any danger to people or property (e.g. so that it does not collapse or blow over).</p> <p>c) The sign is removed when the purpose of it has been served.</p> <p>d) The sign, if located on property adjacent to a zone which is subject to Rule 15.4.3.3, meets the following standards:</p> <p>i) The sign is illuminated only during the hours of operation and does not contain any flashing, intermittent or animated features</p> <p>ii) The height of the sign is not greater than 2m, or if attached to a building no higher than the highest point of that building.</p>	<p>a) Will comply b) Will comply c) Will comply d)] i) Will comply ii) Does not comply</p> <p>The sign is 8 metres in height and is located adjacent to a residential zone, opposite Great South Road and Church Street and subject to Rule 15.4.3.3. The effect of this non-compliance has been assessed in the assessment of effects.</p>	<p>8 metres is a significantly larger sign than 2m so there will be a noticeable visual effect arising from the sign proposed, as compared with a permitted sign.</p> <p>Policy 15.4.1.3 (3) states that signs must be in keeping with the character and amenity values of the surrounding environment.</p> <p>There are several aspects of the surrounding environment that need to be given consideration;</p> <ol style="list-style-type: none"> 1) Scale of the trees adjacent to the site 2) Site width and overall size/scale of development 3) The proposed activity on the site and intended viewing audience for the sign. 4) The size, location and appearance of other signs within the locality, eg the town hall and GAS petrol station 5) The Cenotaph 6) The overall scale and openness of the space around Great South Road (width of road) 7) The proposed sign's potential viewing catchment and the type of view) 8) The overall design of the sign and its visual impact 9) The hours of operation (24 hours, in this case) 10) Views from residential zoned land. <p>In addition to the above, there is a consideration of the ability to provide a practical alternative within the site and</p>

Rule (Identified by Hayson Knell report)	Assessment of proposal against rule (Hayson Knell)	Urban Design Assessment Comment (Harrison Grierson)
		<p>the need for a sign to be seen by a specific audience from a specific location.</p> <p>It is not clear from the application documents whether or not any residential zoned land (and, particularly, existing dwellings) would be able to see this sign.</p> <p>Given all of the above considerations, the proposal for an 8m sign is not appropriate for this location, primarily because of the scale which is deemed to be more appropriate to the needs of a passing motorist (travelling at high speed and/or a long distance away) and does not contribute a suitable character for a town centre (where the views of pedestrians and local businesses are of importance). Pylon signs are present within Pokeno currently but are at a smaller (and more appropriate) scale.</p> <p>The character of the sign is also at odds with the surrounding and planned character of Pokeno because it features a large illuminated 'blade' sign and graphic, instead of a more traditional framed sign with a simpler graphic. This style of sign does not comfortably with the existing cenotaph and town hall or with the proposed retail shops at 24 Market St.</p>
29.5.2 Building Location (2)	Not assessed.	<p>The site's frontage to Church St is subject to a Front yard control line (6m setback). The explanation for this setback includes:</p> <ul style="list-style-type: none"> • "leave space for landscaping so that the amenity of these roads for the travelling public and the community as a whole is maintained." • Service station forecourt canopies can be set back 1m but should not detract from the purposes of the front yard. <p>The proposed 1m hedge and lack of a building or canopy technically meets the requirements of this rule however the intent of the rule to provide amenity is not met.</p>
29.5.8 Vehicle Crossings and Driveways	<p>Does not comply (width of crossings)</p> <ul style="list-style-type: none"> · The Great South Road frontage is over 30 metres long providing for two crossings. · The 2 proposed vehicle crossings have widths of 6 and 7 metres. · In excess of two metres is provided between the two crossings. · The proposed crossings will comply with the construction standards. 	<p>Two wide vehicle crossings, formed along the Great South Road frontage would adversely impact the future amenity and function of any pedestrian & cyclist facilities along the north eastern edge of Great South Road. The vehicle crossings could also have an adverse impact on any future intersection at Church Street/Great South Rd, and to Market Square (further development of Market Street with a pedestrian-focus)</p> <p>It is recommended that the Transport Assessment be reviewed considering pedestrian and cyclist (and micro-mobility device) usage.</p>
29.5.10 Outdoor Storage Areas	<p>Not applicable</p> <p>No outdoor storage areas are provided for un-manned service stations.</p> <p>The bin shown on the plans is the spill response kit.</p>	<p>The forecourt area will include several bins and ancillary objects including the spill response kit, and the small rubbish bins and water containers that are associated to the pumps. This may meet the definition of Outdoor Storage items. Whether they do or not, the visual effect should be considered. Vegetation and low fencing could be utilised to screen these from public views. It is noted that the Spill response kit is enclosed by some landscaping.</p>

Rule (Identified by Hayson Knell report)	Assessment of proposal against rule (Hayson Knell)	Urban Design Assessment Comment (Harrison Grierson)
29.5.11 Amenity Planting on Certain Properties 1. AREA: The area of land to be planted out must be equivalent to the length of the identified boundary (minus any vehicle crossings/driveways) multiplied by 1.5, provided that no more than 50 per cent of the boundary may be subtracted as 'vehicle crossing'.	1 and 2 Will Comply The area identified as an Amenity Area on the district plan maps is at the boundary of Church Street. The length of the boundary is 25.59 metres. $25.50 \times 1.5 = 38.39$ metres of planted area. Less than 50% of the boundary will be used for vehicle access.	The boundary identified on the Plan is the Church Street Boundary. The quantum of 25.59m ² of planting described in the Hayson Knell assessment does not appear to be located along the Church Street boundary which is 25.5m and is shown with approximately 900mm width of planting. The 8m tall Gull plinth sign is shown within this frontage area and should be designed in a way that will not conflict with the purpose of the amenity planting (eg, it should not have a wide concrete base or have a sign area that extends to the ground). A smaller gull sign could be considered or the sign could face the Great South Road frontage to achieve better amenity.
2. LOCATION AND DESIGN		Rule 29.5.11.2 is not very definitive on where the planting should be located. There are no buildings proposed on the site so is assumed that planting must therefore be located along the boundary. Generally the proposed planting would be located around the edges of the site including along the rear boundary (north) and within the eastern boundary (Market St). Planting in these locations would not contribute significantly to public amenity or provide a screening or softening effect to Church Street. A key public interface – Great South Road frontage -is shown with only a very small area of planting (approx 11sqm and a depth of 0.6m) comprising low-growing species (<1m height at maturity). This frontage would be a suitable location for increased landscaping to soften the site and provide some amenity.
3. EFFECT REQUIRED AT ZONE INTERFACE	3. Complies The site does not adjoin a zone boundary.	Church Street is a zone interface with residential on the north-western side and the subject site to the south-east. It is worth noting the requirement for planting to achieve a "significant screening effect" - low grasses and shrubs as proposed will not achieve this. Tall hedges and trees would be appropriate (height up to the level of pumps and equipment and other activity on site). The large trees located around Church Street may offer partial screening to the higher parts of the proposal including the 8m-tall sign.
4. EFFECT REQUIRED AT FRONT BOUNDARIES	4. Complies The proposed boundary landscaping provides for the visual transition to the landscape character of the adjoining Church Street and Market Square. Landscape screening of these boundaries is unnecessary. Landscape character is considered further in the assessment of effects.	Church Street is a front boundary, as is Great South Road and Market Street. Suitable planting in these locations would supply some public amenity. The location of the majority of the planting on the site as proposed would be at the rear of the property and planting down the eastern boundary (interface with Market Square) will be screened behind a fence (referring to fence recommended in the Urban Design Assessment by Boffa Miskell). Suitable planting to achieve screening, softening and good public interface could comprise some larger specimen trees (canopy-forming) combined with solid hedges (low, where necessary to achieve vehicle sightlines) combined with fences. Taller trees near the frontage may also provide some verticality and substance that enhances the frontage of the site and compliments the scale and function of Great South Road. Further, trees could be placed to the rear of the site would have some benefit in softening the overall appearance/backdrop to the service station.
29.6.6 Maintaining amenity plantings	Will Comply	A condition of consent would ensure compliance with this rule.

5.2 TABLE: ASSESSMENT AGAINST THE RELEVANT PROPOSED DISTRICT PLAN RULES

Rule (Identified by Hayson Knell report)	Assessment of proposal against rule (Hayson Knell)	Urban Design Assessment Comment (Harrison Grierson)
<p>14.12 Transportation Policy - 1 Vehicle access for all activities. 14.12.1.1 e) On a site with legal access to two roads, the activity only accesses the road with the lower classification in the road hierarchy in Tables 14.12.5.5 and 14.12.5.6 (where the roads have the same classification, access is only to the road with the lower average daily traffic movements);</p>	<p>e) Does not comply The existing development has two accesses Market Road (via Market Square) and Church Street (unformed). Both accesses will be removed and replaced by two accesses off Great South Road.</p>	<p>This rule is not complied with and discussion/assessment is not provided in the application documents to suggest why this rule should be ignored.</p> <p>The Traffic Assessment focuses wholly on the effects of vehicular traffic and does not assess any potential effects on pedestrian and cyclist movements.</p> <p>The Traffic Report described Church Street as a "paper road" but it is noted that it is a legal road, has several property accesses taken directly from it; and it is within a rapidly-developing suburb where paper roads could be expected to be turned into 'physical roads' or formally accessways (this appears to be happening in relation to the new Countdown site). On matter (e) it must be considered that Church Street may be formed with kerb & channel & footpath at any time in the future (it is noted that land adjacent to Church street is currently on the market, and other land has recently sold and has been consented for development). On this basis, the proximity to the vehicle crossing with Church Street and the relationship between the crossings/traffic movements and footpaths should be assessed.</p> <p>It should also be considered that, as a site zoned Pokeno Town Centre, the expectation of the Great South Road frontage would be to have a footpath along both sides (noting that, typically, footpath upgrade works occur in response to development of sites adjacent or nearby the street).</p> <p>Configuring the subject land such that vehicle access is from Church Street could reduce or remove vehicle crossings to Great South Road, which would result in better public amenity and transport function of Great South Road.</p>
<p>The following is a Land use - Effect rules of 18.2 18.3.4 Display windows and building façades (a) Any new building façade, or alteration of an existing building façade, must comply with the following conditions: (i) Not be set back from the road boundary; and (ii) Provide display windows comprising at least 50% of the building façade.</p>	<p>Does not comply</p>	<p>The intended land use outcome is for a built frontage (façade) to the street (not setback from the street) and with substantial glazing (to encourage activation and legibility of the site). The proposal is, therefore, contrary to the rule. An open site will not achieve a built frontage and, further, removal of existing building façades (especially the real estate office) represents a significant reduction in the amount of built frontage that exists on the site at present. Built frontage is an important attribute of a Town Centre environment as it provides amenity, activation, legibility and contributes to an overall sense of place. Too much open space along street boundaries will degrade the potential to achieve a strong sense of place within the Pokeno town centre. There are already open spaces adjacent to Market Street, therefore the cumulative effect of a further reduction in outdoor space would be very noticeable in this location.</p>

5.3 TABLE: ASSESSMENT AGAINST THE POLICIES AND OBJECTIVES OF BOTH PLANS

RELEVANT OBJECTIVES AND POLICIES AND ASSESSMENT OF EFFECTS	Urban Design Assessment comment (Harrison Grierson)
Topic: Business Centre Function and Amenity	
Operative District Plan	
19.4.2 Objective - Business Centres To support the defined business 'centres' of Tuakau and Pokeno as the foci of pedestrian- oriented retailing and allied business activities for the district.	It is not known if "allied business activities" technically includes unmanned service stations; the use and its focus on providing fuel to vehicles passing through Pokeno, are not closely allied to a pedestrian-oriented retailing environment. The proposal is not consistent with the objective of a "pedestrian-oriented" centre since it is "not a pedestrian destination" and does not contribute or support any pedestrian amenity. It is recognised that the site has no footpath but that a footpath may be provided at any time in future (as it is within the Town Centre Zone).
Policy 1. That the business centre of Tuakau and Pokeno be defined (on planning maps) for the purpose of applying development Rules which are intended to: <ul style="list-style-type: none"> maintain and improve pedestrian shopper amenity and convenience; ensure adequate on-site parking and loading provision; and safeguard the character of the built environment. 	The proposal is not consistent with this policy. It does not safeguard the character of the built environment because it proposes a reduction in the built environment and removal of two buildings. The activity of an unmanned service station does not support or define character or maintain or improve pedestrian shopper amenity or convenience.
Policy 5. That the full range of business, community and recreational activities be provided for in central areas subject to the potential they have for generating adverse effects.	Proposal is consistent with this policy in that it is a business activity (though an automated sale of one item is not very relatable to a typical business activity). It should be acknowledged that the proposal may impact on the potential for recreation and community activities to flourish on the adjacent Market Square land.
Policy 6. That the movement function and the visual appeal of the key roads serving the Business Zone be protected and enhanced.	The proposal is not consistent with this policy. The visual appeal of the key roads (Great South Road) will not be protected or enhanced. There will be a reduction in built frontage, of landscaped area, and of character (heritage cottage). The movement function of Great South Road (for vehicles, pedestrians and cyclists) will be reduced by the two proposed vehicle crossings.
Proposed District Plan	
4.1.7 Objective – Character of towns Development in the Residential, Village, Industrial and Business zones is attractive, connected and reflects the existing character of towns.	The existing character of Pokeno is diverse and does include truck stops and industrial uses that could be considered unattractive, however they do contribute to a countryside "service town" character. However, as stated in multiple planning documents (including the Pokeno Town Centre Character Statement) that a character of 'countryside heritage' and 'traditional styles' is valued by the community. The application documents provide no indication of how the proposal would reflect this character or embody any design aspects that reflect Pokeno's character (the Gull design proposal appears to be a generic design utilised across many Gull sites nationwide). Despite a minimal amount of landscaping along public edges, the proposal is considered to result in a reduction in overall character and is therefore contrary to this Objective.
4.1.8 Policy – Integration and connectivity (a) Ensure effective integration within and between new developments and existing areas, including in relation to public open space networks and infrastructure by: <ul style="list-style-type: none"> (i) Providing good access to facilities and services by a range of transport modes through the provision of integrated networks of roads, public transport, cycle, and pedestrian routes; (ii) Providing a range of supporting local community facilities and services for residents' daily needs; (iii) Setting aside land for neighbourhood centres and parks identified in town-specific Master Plans or Structure Plans, to enable their future development; (iv) Applying the following design guidelines and town centre character statements to influence the manner in which development occurs: 	(i) The integration of the site with Market Square will not be achieved; an inaccessible boundary is proposed. No integration of the site with adjacent land has been proposed (noting that there is a service lane being proposed along the northern boundary of the site, within the 25 Market Street development). (iv) The Town Centre Design Guidelines apply to the frontage / interface between the subject site and Market Square.
C.Town Centre Guidelines (Appendix 3.3). 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)	(Refer separate table; Appendix 3.3 assessment at Section 4 of this report)
4.5.2 Policy – Commercial function and purpose (a) Commercial activity develops in a way that: <ul style="list-style-type: none"> (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 proposal is consistent with this Policy, though as an unmanned service station offering only one item for sale (fuel), the "commercial function" is limited when compared with a retail, commercial or administrative use.

RELEVANT OBJECTIVES AND POLICIES AND ASSESSMENT OF EFFECTS	Urban Design Assessment comment (Harrison Grierson)
<p>4.5.3 Policy – Commercial purpose: Business Town Centre Zone</p> <p>(a) The role of the business town centres in Raglan, Huntly, Ngaruawahia, Te Kauwhata, Pokeno and Tuakau is strengthened by ensuring that:</p> <p>(i) They are recognised and maintained as the primary retail, administration, commercial service and civic centre for each town; and</p> <p>(ii) The scale of commercial activities supports their continued viability as the primary retail, administration and commercial service centre for each town; and</p> <p>(iii) Enhances their vitality and amenity while providing for a range of commercial and community activities and facilities.</p>	<p>A service station does not improve the range of commercial activities in the town centre, given there is already a service station approx 90m away on the same side of Great South Road, plus a truckstop nearby. The proposed service station only offers one item for sale and being unmanned would not contribute to town centre vitality through community engagement.</p>
<p>4.5.12 Objective – Business Town Centre - Character</p> <p>(a) The commercial and mixed use character of Raglan, Huntly, Ngaruawahia, Te Kauwhata, Pokeno and Tuakau town centres is maintained and enhanced.</p> <p>(b) The Business Town Centre Zone is promoted as a community focal point.</p> <p>(c) Development of town centres is designed in a functional and attractive manner serving the needs of the community.</p>	<p>The proposal is consistent in that it is a commercial use.</p> <p>In relation to matter (b), the area adjacent to Market Square includes the only public civic spaces within Pokeno Town Centre; development of a "non pedestrian activity" which primarily services motorists passing through Pokeno does not contribute to the Town Centre as a community focal point.</p> <p>In relation to matter (c) the proposal is arguably unattractive (the applicant's urban designer has deemed that a high, solid screening fence and hedge are necessary to mitigate the visual effects of the proposal). The proposal is largely functional with a very minimal amount of landscaping proposed to mitigate visual effects, and apparent effort to respond to the local character of the site through aesthetic treatments that reflect the site and its heritage and landscape context.</p>
<p>4.5.13 Policy – Town centre built form</p> <p>(a) The scale and form of new development in the Business Town Centre Zone is to:</p> <p>(i) provide for a safe, accessible, compact and attractive town centre environment;</p> <p>(ii) facilitate the integration of retail shopping, administration and commercial services, residential, civic and community activities;</p> <p>(iii) reflect the role and character of the business town centre;</p> <p>(iv) increase the prominence of buildings on street corners;</p> <p>(v) maintain a low rise built form and small scale, pedestrian focussed retail activities; and</p> <p>(vi) manage adverse effects on the surrounding environment, particularly at the interface with residential areas.</p>	<p>The proposal is contrary to elements of this policy, specifically items (a)(i) and (iv) and (v).</p> <p>(iv) The site is on a street corner, and on the corner of Market Square (a pedestrian-focussed public space) and there are no buildings proposed to increase the prominence of this street corner or provide a marker as an entry-point (or 'book end') to the town centre.</p> <p>(v) A low rise building form/scale is not being maintained. A "no rise" building form is proposed.</p>
<p>4.5.18 Policy - Pokeno Town Centre</p> <p>(a) Development maintains and enhances the role of the Pokeno Town Centre by:</p> <p>(i) Maintaining wide footpaths, prioritising and providing for pedestrian movement and safety;</p> <p>(ii) Maintaining a pedestrian focus by discouraging vehicle access across footpaths;</p> <p>(iii) Providing for an appropriate building scale with narrow frontages; and</p> <p>(iv) Protecting and enhancing the character of existing buildings through new built form being consistent with the outcomes of the Town Centre Character Statement for Pokeno Town Centre (Appendix 10.4), in particular by:</p> <p>A. Providing transparent façades and window displays at ground level;</p> <p>B. Providing continuous suspended verandahs sheltering footpaths;</p> <p>C. Providing parking, loading and storage where rear access to buildings exists;</p> <p>D. Encouraging the preservation and promotion of cultural features.</p> <p>E. Promoting active street frontages by developing up to the street boundary; and</p> <p>F. Ensuring built form is consistent with Waikato District Council Pokeno Town Centre Architectural Form, Materials and Signage Design Guide, and in particular section 6 (Architectural Style, Materials and Appearance).</p>	<p>The proposal is contrary to this elements of this policy, specifically:</p> <p>a(i) and (ii); proposal has vehicle crossings that may introduce safety issues with foot traffic using the site; it is considered that development of site within the Town Centre Zone should be compatible with wide footpaths that have pedestrian priority.</p> <p>(iii) appropriate building scale is not maintained; frontage is not narrow (is becoming wider than existing).</p> <p>(iv)A-F: Protection of character of existing buildings is not being maintained - character building is being removed. None of these aspects A-F have been incorporated to the proposal. No recognition has been given to this policy through the design outcomes embedded in the proposal. In particular, D (loss of heritage features) represents a lost opportunity to provide a suitable design response.</p>
<p>4.5.21 Policy - Corner buildings – Business Town Centre Zone</p> <p>(a) Ensure buildings within Business Town Centre Zones positively reinforce corner locations through:</p> <p>(i) Building design;</p> <p>(ii) The position of the building on the site;</p> <p>(iii) Architectural details; and</p> <p>(iv) Having prominent building entrances.</p>	<p>The proposal is contrary to this policy- no buildings are proposed. The wording of the policy is important: <u>Ensure buildings within Business Town Centre Zones positively reinforce corner locations.</u></p> <p>Even without a building it would be possible to reinforce the corner position/s by use of hard landscaping, tall elements, trees, etc to achieve more prominence.</p>
<p>4.5.22 Policy – Landscaping - Business Town Centre Zone</p> <p>(a) Within the Business Town Centre Zone and outside of the pedestrian frontage areas, ensure that landscaping contributes to the adjacent streetscape.</p>	<p>The proposal includes a minimal amount of soft landscaping along Great South Road (low height species) and hard landscaping is limited to vehicle crossings and hardstand areas only plus one paling fence. Along Church Street and Market Street, more substantial landscaping is proposed, but overall the proposal falls short of being considered a "contribution" to either of its three adjacent streetscapes.</p>
<p>4.5.24 Policy – New buildings: Business Town Centre Zone</p> <p>(a) New buildings within the Business Town Centre Zone are consistent with the Waikato District Council Urban Design Guidelines Town Centres (Appendix 3.3),...</p>	<p>Appendix 3.3 has been assessed separately – refer to Section 4.6 of this report.</p>
<p>4.5.36 Policy – Signage</p> <p>(a) In the Business Town Centre and Business Zone provide for:</p> <p>(i) The establishment of signs where they are associated with the activity carried out on the site on which they are located;</p> <p>(ii) Public information signs that are of benefit to community well-being; and</p> <p>(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>	<p>The proposed signage is consistent with matters (a)(i) to (ii). In relation to matter (iii), the location and appearance of the sign will make it very prominent when viewed from Great South Road and when approaching the intersection of Pokeno Road / Great South Road. The scale and design of the sign will not complement the landscape (trees) or the nearby buildings (including the Town Hall).</p> <p>It is considered that the sign will detract from the visual amenity of the surrounding environment, though this effect is not very significant when compared to other signs and built form within the Pokeno Town Centre. It is</p>

RELEVANT OBJECTIVES AND POLICIES AND ASSESSMENT OF EFFECTS	Urban Design Assessment comment (Harrison Grierson)
	<p>noted that lower and smaller signs are provided for other activities in this location; including the existing real estate pylon sign on the site and the pylon sign for the G.a.s. service station.</p>
<p>4.5.37 Policy – Managing the adverse effects of signs (a) In the Business Town Centre and Business Zone ensure that: (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: A. Pedestrians along the footpath; B. Vehicle use of the road carriageway.</p>	<p>The proposal is consistent with this policy (i). I do not consider the proposed Pylon sign to be a distraction or confusing - it is related to the purpose of the service station. The adverse effects in relation to residential amenity (including viewing of the pylon sign across a 24 hour period) are not fully assessed; residential amenity values could be significantly impacted by illuminated signage.</p>
Review of Hayson Knell Comments (Business Centre Function and Amenity):	Peer Review Comment (Harrison Grierson)
<p>Role of Centre The purpose of the business centre of Pokeno is to provide for a "range of business activities."</p> <p>This role is reinforced under the Proposed District Plan in maintaining the town centre as the focal point for the various business activities to support the community.</p> <p>Service stations provide a necessary contribution to meeting the vehicle requirements of the community. Enabling the location of service stations at a range of locations meets the demand and expectation of the community for a readily available service.</p> <p>An easily accessible location provides for refuelling to occur in combination with other trips and avoids inefficient transport movement.</p> <p>The policy framework of both the Operative and proposed District Plans, supported by the design of criteria for town centres, establishes the intent of the business centre or the framework for design of buildings, pedestrian connectivity and visual amenity.</p> <p>The subject site, with its location characteristics at the edge of the town centre and disconnected from the pedestrian environment enable it as a suitable location for a service station.</p> <p>The site is not key to providing for pedestrian amenity and connectivity between business activities in the town centre.</p> <p>The proposal will have a less than minor potential adverse effect on the role and functioning of the business centre of Pokeno.</p>	<p>The purpose (role) of the town centre is defined in the Proposed District Plan:</p> <p><i>"(a) The role of the business town centres in Raglan, Huntly, Ngaruawahia, Te Kauwhata, Pokeno and Tuakau is strengthened by ensuring that:</i></p> <p><i>(i) They are recognised and maintained as the primary retail, administration, commercial service and civic centre for each town; and</i></p> <p><i>(ii) The scale of commercial activities supports their continued viability as the primary retail, administration and commercial service centre for each town; and</i></p> <p><i>(iii) Enhances their vitality and amenity while providing for a range of commercial and community activities and facilities."</i></p> <p>"Range of activities" is not being expanded since there are already service stations in Pokeno (including across the street, approx 60m away). It is questionable whether or not a new service station provides a necessary contribution to the community of Pokeno (certainly, the sole function of dispensing fuel through an automated system does not seem to offer much in the way of community engagement or employment).</p> <p>It is correct to state that the site is at the end of the town centre. However, the location at the end of the town centre is still very prominent (it has high profile as a "gateway"), and it is important to amenity and the recognisable civic centre and open space (Market Square). Further, it is important to connectivity because all traffic and pedestrians arriving from the north west will be directed past the site's main frontage. Connectivity does not only apply between businesses within the town centre, it also applies to people walking and cycling to and from the town centre.</p>

RELEVANT OBJECTIVES AND POLICIES AND ASSESSMENT OF EFFECTS	Urban Design Assessment comment (Harrison Grierson)
<p>Character and Amenity</p> <p>The site adjoins the permanent open space area of Church Street (unformed) to the west and Market Square and Market Street to the east. There is no residential zone land adjoining the site.</p> <p>The functioning of a service station necessitates ease of vehicle access and for re-supply by tanker. Whilst this functional response to the design is reflected by the proposal, proposed design elements provide for the site to visually merge with the open space adjoining. These comprise landscaping of the external boundaries and absence of large structures and buildings.</p> <p>The open space character of the adjoining land and low density of the site are the most visually dominant characteristics. Existing, well established planting in the Church Street and Market Square area provide key visual amenity to the immediate area. The low visual impact of the proposal will enable these existing visual characteristics to remain.</p> <p>The provisions of the District Plan focus upon the contribution of built form to the visual and pedestrian amenity of the town centre. The location characteristics described support an alternative approach in order to maintain the existing visual amenity character.</p> <p>Alternative commercial development of the site, having more substantial built form would need to sensitively manage the visual character of the open space adjoining the site.</p> <p>As the site is disconnected from the business area to the east, little benefit to the function of the town centre would be gained from attempting to provide for pedestrian amenity at the site frontage.</p> <p>The effect of the proposed reduction in the front yard control applied to the Church Street frontage is mitigated by the visually open character of the developments. The absence of large built form on the site allows the landscape elements of Church Street and Market Square to visually blend across the site and continue to contribute to the visual amenity of the area.</p> <p>The proposal will have a less than minor potential adverse effect on the character and amenity of the area.</p>	<p>I disagree that the proposed will 'visually merge' with its immediate surrounds. Those spaces are characterised by very large mature trees set within open lawn; a very different character to that of a service station forecourt fringed by rows of low planting.</p> <p>The intent of the objectives and policies is not to achieve an 'open space' character or low density; they aim to achieve prominence to frontages and corner sites through built form and activation of public interfaces.</p> <p>It is not considered that open-ness of the proposal is a positive attribute.</p> <p>The large scale and height (estimated 15m+) of the existing trees in Church Street and Market Street, plus the backdrop of some bamboo planting form a visual relationship with each other and balance the scale of the openness of the streets.</p> <p>It is agreed that, while the site is presently disconnected from business land to the east, it is not likely to remain so in the near future, as significant development is occurring within Pokeno and to the west of the subject land. The proposed commercial/retail development at 25 Market Street would substantially increase pedestrian activity near this site.</p> <p>Enhancing pedestrian amenity to all sites within the Town Centre will support a better and more attractive environment that supports the role of the Business Town Centre.</p>
Topic: Sensitive Environments	
Operative District Plan	
<p>19.4.3 Objective - Adverse Effects</p> <p>To protect the Residential Zone and other sensitive areas or resources from the adverse effects of business activities.</p> <p>Policy 3. To monitor the effects of business activities on residential areas, particularly traffic and noise, and to:</p> <ul style="list-style-type: none"> • revise the provisions of the zone if residential amenities are not adequately protected, and • investigate road design changes for individual stretches of road where through-traffic associated with business activities is having an adverse impact. 	<p>There are few direct adverse effects on residential activity that result from this proposal. The main effects would be indirect; loss of character, lack of alignment to future upgrades and intentions for the Town Centre.</p> <p>Note: This policy seems relevant in that the proposal would result in increased through-traffic and will relate to a stretch of road which may be adversely impacted. This is a matter to be determined by a transport engineer.</p> <p>From an urban design perspective, the future potential for a footpath along the frontage of the site, and for an upgrade to Market Street and Church Street should be factored in when making any consideration about traffic or access suitability. Key traffic assessment questions that should be considered:</p> <ul style="list-style-type: none"> • What ability to reconfigure access might exist if the current proposal is constructed and, in future, a footpath or other configuration of surrounding streets occurs? • Is Church Street a more suitable alternative access point when all design aspects are considered and weight up? • If Market Square is upgraded and becomes a busy environment, would the vehicle movements be in conflict with this? • Are truck movements likely to happen outside of sensitive hours, for example when school opens and closes, or on Sundays during market day, or when commuters may be walking to the future train station?
<p>Policy 4. Due consideration be given to environmental and health impacts, sustainability and long term planning.</p>	<p>The long-term use of the service station should be considered due to potential shifts in vehicle fuel to electricity or similar. The potential for adaptive reuse of a service station site is limited; the numerous underground tanks, any potential soil remediation and a lack of buildings will not facilitate easy and rapid change of the site into other commercial activities.</p>
Topic: Traffic	
Operative District Plan	

RELEVANT OBJECTIVES AND POLICIES AND ASSESSMENT OF EFFECTS	Urban Design Assessment comment (Harrison Grierson)
<p>9.3.1 Objective - Minimise Conflict To minimise conflict between the movement and access functions of roads and ensure, as far as practicable, that activities are compatible with the predominant function of the roads they front.</p>	<p>As the main road within the Pokeno Town Centre, a predominant function should be considered to include pedestrian movement. Design of vehicle crossings should consider its impact on pedestrians given that a footpath could be formed at any time within Great South Road. Suitable vehicle crossing design should be considered.</p> <p>An example of this is given at Gull Pukekohe which has a vehicle crossing finished in exposed aggregate concrete to match the adjacent footpath and has cobbled strips to identify the crossing.</p> <p>The potential future movement function of Great South Road and Church Street may be conflicted but this has not been assessed in the applicant's Traffic Report.</p>
<p>Policy 2. That the effects of the subdivision, use and development of land are assessed in terms of the road hierarchy to determine and ensure the compatibility of activities with the roads they front or rely upon for access.</p>	<p>The compatibility of large vehicle crossings onto a road ("main street") within a Town Centre is questionable. It is worth noting the NZTA Waka Kotahi proposed One Network Framework for classifying roads would likely classify Great South Road (Pokeno Town Centre section) as a "Main Street" (and not as an "Arterial").</p>
<p>Policy 6 That all activities be required to provide off road parking and loading facilities and to have access points (vehicle crossings) which comply with the Council's minimum standards for same.</p>	<p>It is noted that a 7m width (at boundary, expanding to 9.3m at the kerb) is overwidth but it is considered that this alone would <u>not</u> have a significant effect on overall pedestrian amenity in this context, compared with a crossing of complying width.</p>
<p>Policy 7. That the plan uses front yards in all zones to assist in minimising conflict between roads and land use activities.</p>	<p>The proposal is consistent with this Policy. There are no particular conflicts between the road and land use activities with respect to urban design. Future use of the Market Square environment (for example during a busy market day) may be a factor in determining truck movements - but not enough detail is known about Market Square's potential form and function for this aspect to be assessed.</p>
<p>9.3.2 Objective – Safety To ensure a safe roading network.</p>	
<p>Policy 3. That all persons and agencies ensure, as far as practicable, that road furniture, signage and vegetation is located, designed and maintained so as not to cause road safety problems, including visual obstruction or distraction.</p>	<p>The proposal is consistent with this policy, from an urban design perspective; signage, lighting, movement of people and vehicles, loading, etc are not unexpected activities within a town centre.</p>
<p>Proposed District Plan</p>	
<p>6.5.1 Objective – Land transport network An integrated land transport network where: All transport modes are accessible, safe and efficient; and Adverse effects from the construction, maintenance and operation of the transport network are managed.</p>	<p>The application does not address this objective - only vehicles have been discussed in the Traffic Report. It is recommended that the Traffic Report be reconsidered to include pedestrian and cyclist movements, since both modes may be significantly increasing in volume in the near future, in response to the ongoing development of Pokeno.</p>

RELEVANT OBJECTIVES AND POLICIES AND ASSESSMENT OF EFFECTS	Urban Design Assessment comment (Harrison Grierson)
<p>6.5.2 Policy – Construction and operation of the land transport network</p> <p>(a) Promote the construction and operation of an efficient, effective, integrated, safe, resilient and sustainable land transport network through:</p> <p>(i) Corridor, carriageway and intersection design which is appropriate to the road function as specified in the road hierarchy and in accordance with relevant guidelines;</p> <p>(ii) The appropriate design and location of sites accesses;</p> <p>(iii) Traffic signage, road marking, lighting, rest areas and parking as appropriate;</p> <p>(iv) Provision for pedestrians and cyclists that addresses accessibility, including off-road facilities and connections;</p> <p>(v) Corridor and carriageway design which is sufficient to enable provision of public transport;</p> <p>(vi) Provision for other infrastructure, including where suitable low impact design stormwater facilities;</p>	<p>The application does not address this Policy in detail. In relation to</p> <p>(i) - The relevant guidelines including the Pokeno Structure Plan, the Town Centre Design Guidelines and Market Square Options assessment could be considered relevant.</p> <p>(ii) The appropriateness of site access has only been discussed in relation to vehicular movements, not pedestrians or other modes.</p> <p>A couple of the statements within the Traffic Impact Report require further explanation, namely:</p> <p><i>"Customers' vehicles left turning into the site can do so directly, using the existing left turn slip lane to decelerate in partially, to minimise obstructing through traffic flow on the road."</i></p> <p>Given that the entrance to the site is proposed from the north-western vehicle crossing only, there appears to be slip lane that would enable vehicles to decelerate as described in the Applicant's comments. The Traffic Impact Report may need to be reviewed with this in mind.</p> <p><i>"It also shares its western boundary with the Church Street road reserve, although Church Street does not physically exist."</i></p> <p>Church Street is a legal road and several properties are located along it (though few appear to take access from Church Street). The traffic impact report should consider the relationship between the proposed vehicle crossing (western entrance) and the existing intersection at Church Street, and consider the likelihood that Church Street may be upgraded in future (formed kerb and channel and footpath) as development occurs. It appears there will be a conflict in the proximity of the proposed vehicle crossing with this intersection.</p> <p>(iv) Provision for pedestrians and cyclists has not been considered in the application - there are a few opportunities to improve this. This includes shelter, vehicle crossing design, etc.</p> <p>(v) Public transport has not been considered in the application - construction of additional vehicle crossings to Great South Road will impact future options for bus stops in this location, for example those servicing Market Square or the Town Hall.</p>

5.4 TABLE: ASSESSMENT AGAINST BUSINESS ZONE (POKENO) DESIGN ASSESSMENT CRITERIA (APPENDIX 29.2)

Relevant Design Element & Guidelines	Assessment of proposal against guideline (Hayson Knell)	Urban Design Assessment comment (HG)
• Site Planning (Design Element 1)		
<p>1. The Great South Road boundary of any site between Market Square and Cambridge Street should be lined by continuous building frontage to provide pedestrian amenity adjoining the road.</p>	<p>- The subject site is located at the northern most end of the design area. The provision of building facades and verandahs will serve no purpose in providing for pedestrian amenity. With Church Street and residential zoning to the north, there is no continuation of business activities to connect. The proposed service station is not a pedestrian destination (Point 1-3)</p>	<p>The proposal is not consistent with this criterion, because no building frontage is proposed facing Market Square. The intent of the rule is for a continuous frontage and the proposal provides no frontage at all, so there is a significant gap between the expectation of criterion 1 versus the proposal.</p> <p>Development of business-zoned land along Church Street and Market Street, including the eight retail units proposed for 25 Market St, would be expected to occur and attract greater numbers of pedestrians to Market Street, so the frontage is of some concern to pedestrian amenity. A veranda and attractive building façade (frontage) on the subject land would frame Market Square. Without buildings fronting it, Market Square would be difficult to recognise as a square (form) and would not be perceived as a significant destination.</p> <p>It is correct to say that the service station is not a pedestrian destination, and that makes it inappropriate for a location that is intended to be a pedestrian destination.</p>
<p>5. If possible, two vehicle access points on different roads (other than Great South Road between Market Square and Cambridge Street) should be provided for car parking areas.</p>	<p>- The presence of vehicle access directly onto Great South road will, for the same reasons as not providing for verandah coverage, not detract from existing or future pedestrian amenity (Points 4-6)</p>	<p>The statement that the subject land is disconnected from the pedestrian environment of the town centre is partially correct. The lack of a footpath and the under-development of Market Square at present do not encourage people to walk along Great South Rd along the frontage of the subject site.</p> <p>Effects arising from the vehicle crossings are not only aesthetic (visual effects) but would include consideration of pedestrian safety and convenience. Residential land to the west of the town centre has grown significantly, and Pokeno School is located to the west as well. Pedestrian connections between those places and the town centre should be supported; at the very least, further barriers to pedestrian movement shouldn't be proposed.</p>
<p>7. If buildings cannot be built to all road boundaries (other than identified parts of Great South Road, where this is expected), attractively landscaped areas should be provided between the building and the open road frontage. If possible, the use of such areas for parking should be limited to not more than two rows of car parking to avoid adverse effects on the streetscape and pedestrian amenity.</p>	<p>- The presence of low-level perimeter boundary landscaping, and the absence of large built forms better provides for both the visual integration of the open spaces of Church Street and Market Square across the subject site and the visual amenity of the streetscape (Point 7)</p>	<p>Criterion 7 appears to address the setback of buildings from the street (noting the phrase "between the building"), and does not suggest that a site without buildings is a reasonable response. The proposed forecourt would introduce a very wide space (28m) between Great South Road and the nearest (propose) building, at 25 Market St; this is a much larger and less-open space than would result even from the uppermost threshold of two rows of car parking (approx 18m). Utilising the site as a means to "visually-integrate" Market Square with Church Street does not seem like a useful outcome in the town centre and the proposed landscaping solution would not achieve that anyway (since Market St and Church St are characterised by lawn and tall trees).</p>
<p>8. Outdoor storage should be avoided or concealed from view from public roads by internalisation within or by the configuration of the building, (preferred), or by screen fencing.</p>	<p>- There is no outdoor storage proposed. The bin shown on the plan is the spill response kit. (Point 8)</p>	<p>Outdoor storage of bins, carwashing equipment, spill response kit, etc) will be present on the site. Screening landscaping and fencing proposed may not be effective in obscuring these items from public view.</p>
• Building Form, Public interface and External Appearance (Design Element 2)		
<p>1. When viewed from the road or any public space, buildings should create visual interest through articulation, openings, and variation, and should be in accordance with any design theme that has been developed for the area.</p>	<p>The location of the subject site is at the northern most end and disconnected from the town centre by the presence of Market Square and Market Street. This feature supports the suitability of the land for a service station. The absence of built form on the site is not considered to detract from the intended character or visual amenity of the town centre.</p>	<p>The Pokeno Town Centre Character statement provides a design theme for the area but it does not appear to have been considered in the design of the Gull sign which is a typical Gull design used in other service stations.</p> <p>The location of the site at the edge of the Town Centre places it in a relatively prominent position; The subject land fronts Great South Road and Market Street so has a high degree of visual profile within the public realm. There is some visual dynamism provided in the layout of the forecourt and through activity generation on the site, though it does not reflect any design theme and therefore would not offer any visual interest to the public realm surrounding the site.</p> <p>The statement by Hayson Knell that the site would not detract from visual amenity because it is at the end of the town centre does acknowledge that the proposal <i>would</i> detract from the</p>

		<p>intended character or visual amenity of the town centre if it were located on a different site (perhaps across the street).</p> <p>With respect to pedestrian amenity the lack of a footpath on the north-eastern side of Great South Road outside of the subject site makes this issue less significant at present, but pedestrians walking along Great South Road (using the footpath adjacent to the town Hall) or crossing the street would still have their visual amenity affected by the service station development). In future it should be anticipated that a footpath along the site frontage would be provided.</p>
2. Solid blank walls on or facing a road frontage should be avoided.		<p>The proposal is not consistent with this guideline - a solid fence (1.8m high) with screening hedge (3.0m high) is proposed as the frontage to Market Street. The explanation of this guideline states: "As a guide in respect of Criterion 2, "blank" areas of facade (i.e. without windows, doors, or other penetrations) facing a road should not exceed 4m in any direction. If it is not feasible or practical to include windows and doors, architectural modulation through recesses, rebates, expressed columns etc should be used in preference to "flat" treatments such as applied colour".</p> <p>The combination of fencing and landscaping proposed for the Market Street boundary will provide little to no modulation; combinations of fencing and landscaping could be used more effectively to achieve some consistency with this guideline. Solid walls and high fences are undesirable in town centres because they offer poor surveillance and activation and are visually uninteresting.</p>
4. Buildings should front directly onto or face onto roads and concentrate main entries and windows along roads or road-facing frontages.		<p>Relevant due to the statement "Buildings should front or directly face onto roads..."; The proposal is that no building will front onto roads.</p> <p>The intent of this criterion is to improve activation and passive surveillance of the street, to make it more attractive, functional and safe as a town centre environment. The proposal does not align well with the criterion in this respect.</p>
6. Buildings on corners should utilise design features which emphasise and address the corner.		<p>The pylon sign located on the corner of the site (Church Street / Great South Road) would provide some height definition to that corner. The corner of the site at Great South Road/Market Street will not be provided with any height definition and as a result would not create a strong degree of legibility to the corner of the block, or achieve a balance to the scale of the Market Square space.</p>
8. Signage should be designed to fit with the building, be located on the buildings rather than on freestanding signs, and should not extend above the eaves or parapets. (Refer to Part 15.4 of the Plan)		<p>The proposal for a pylon sign is not consistent with this objective. It is noted that there are no options for attaching signs to buildings as part of this proposal, but a sign could be proposed that aligns to the eave/parapet height of nearby buildings; the Town Hall for example. The existing pylon sign associated with the Real Estate office is of a more sympathetic form and scale to the built form of Pokeno. The service station at 62 Great South Road also has a smaller pylon sign.</p>
• Open Spaces, parking area and landscaping (Design Element 3)		
2. Open spaces should have active edges, should be overlooked by windows from buildings on the same site or other sites in the Business Zone, and should be visible from roads.		<p>The proposal is not consistent with this guideline; active edge to Market Square (open space) is not being provided; a solid boundary fence and screening hedge is proposed instead. The amenity and vitality of Market Square would be compromised as a result of this boundary treatment.</p>
6. Parking and movement layouts should be designed for safe and effective movement of vehicles through an easily understood layout with appropriate surface markings and signs.		<p>The proposal is consistent with this guideline.</p>

5.5 TABLE: ASSESSMENT AGAINST POKENO VILLAGE MARKET SQUARE OPTIONS REPORT

MARKET SQUARE - Relevant Matters	Urban Design Assessment comment (Harrison Grierson)
Introductory Comments	
An earlier option for the redevelopment of the Market Square which had been produced as part of the Pokeno Town Centre had received significant local support.	It is considered that the future likelihood that Market Square becomes a focal point (pedestrian focus) within the Pokeno town centre should be factored in when making any assessment of development on the subject site. Boffa Miskell prepared a high level concept for the land as part of the Pokeno Town Centre Strategy (2008).
Key Context Matters:	
- The village is undergoing significant change.	Change is evident and the expectation of change should be taken into account when planning and assessing new activity in the Town Centre. The Market Square Options report is one of several documents that indicate the development intentions of this locality.
- There is a significant network of Paper Roads; these must be retained.	This has relevance to Church Street (a legal road, not a paper road) and suggests that should be retained. A proposal for land along Church Street therefore should ensure that access is compatible with a future role for Church Street as a street. The proposed vehicle crossings may create some access issues for Church Street in future – this matter should be addressed in the Traffic Report.
- Great South Road passes through the centre of the village. It is of significant heritage interest being the key route from Auckland to the Waikato.	Great South Road's heritage value has not been considered in the application document. Removal of heritage building (real estate office) may have a detrimental effect to the general heritage value of the route. New development should respond to the heritage context of Great South Road, to continue supporting its placemaking role in Pokeno. Any development along the site does have some benefit in supporting the 'main road' status of Great South Road so, in this respect, the proposal is partly consistent with this matter.
- Existing Commercial uses are centred around Great South Road and form the heart of the village. These are very close to Market Square.	The role of Great South Road as the "heart of the village" suggests a design response should reflect this status; this is supported by the Zone and Character Statements (which relate mostly to street frontages along Great South Road and small parts of side streets). Land outside of the "heart" tends to be zoned Business and has fewer design controls.
- Market street, which joins Great South Road in The Square is a key access to the potential train station	Key access to the train station suggests a higher number of people and cars using the area in future, and this should be considered in a traffic assessment. It is noted that the Auckland-to-Hamilton passenger rail service was funded in 2019 by the Government and work is set to begin during 2020. Greater pedestrian activity will increase the potential benefits or adverse effects to pedestrian amenity in future arising from development on sites adjacent to Market Street.
Key Matters (Outcomes) of Preferred Option	
- Can be brought forward in stages; opportunity to upgrade setting of Cenotaph prior to 2015 100th Anniversary of ANZAC Day.	Upgrade the immediate area adjacent to the cenotaph in future (eg through a street realignment and increase to the public open space) should be considered from a traffic and heritage perspective. From an urban design perspective, "setting" should be considered to include the surrounding built environment, not just the existing carriageway.
- Provides all year venue for the market should this relocate by providing hard surfaced area and some permanent stalls (which shield views of boundaries of the square)	An upgrade to market square would likely bring a lot of people to the space on market day. The effect of additional vehicle movements would present a conflict to the use of this space. The proposed frontage (small landscaped area and vehicle crossings to Great South Road, plus a high fence along Market Street) is not an attractive or appropriate frontage for a public plaza/market space.
- Creates an area that could be used in conjunction with historic cottage should this undergo a change of use	The historic cottage is noted in the design as a feature and a potential contributor to the quality of the preferred design option for Market Square. Removal of the cottage would have a detrimental impact on the preferred design for Market Square.
- Improves setting of Cenotaph	The setting of the cenotaph presently includes the surrounding streets, open spaces with large established trees, and the nearby buildings including the Town Hall and real estate office ("heritage cottage"). This setting would be changed as a result of the service station being constructed. I consider the service station would contribute less to the setting of the Cenotaph than what is on site at present.

- Maintains easy access to potential train station with dedicated route through the square.	Assuming the train station is developed and becomes a key pedestrian/cycle destination, it seems like the most convenient route to the station from Pokeno's north west might be across the front of the subject site. That possibility should at least be considered in the traffic report, with respect to the safety, convenience and design viability of the Great South Road frontage.
Recommendations	
- That local stakeholders and the public be given the opportunity to comment on the preferred option	If local stakeholder input has been involved, it would be worthwhile seeking an updated view of the Market Square development in relation to one corner of it - The subject site - being changed from what seemed to be an active frontage to the future Market Square, to that of a blank fence/hedge.
Layout Plan - potential /intended design outcomes	
Reinstate Market Square as the Civic Focus	It is considered that the future likelihood that Market Square becomes a focal point (pedestrian focus) for the Town Centre should be factored in when making any assessment of development on the subject site.
Potential to reclaim part of the wide road for the square	It seems like the Traffic Report should comment on this. It is important that future access and enjoyment of Market Square is not compromised by new development in the vicinity to it, particularly development with heavy truck movements through the Square.
Consider whether feasible to create concourse by excluding traffic from that part of Great South Road which presently dissects this public asset.	The potential outcome would require a wholesale reconsideration of the role of Great South Road within the Town Centre. While it is not understood how likely this outcome could be, it should be considered that additional vehicle crossings – particularly with heavy truck movements - might create a barrier to this outcome from being achievable in future.
Accentuate historic significance of cenotaph	The cenotaph is a heritage feature which can be subjectively grouped together with other heritage features including the cottage on the subject site and the significant trees within Market Street. Removal of the cottage would therefore diminish the heritage value of this group of features. A heritage assessment would be required to determine the significance of this impact.
Create recreation space and amenity in town heart with playground/rest area/trees	This recommendation has no direct relationship to the proposal but is relevant for consideration since it determines the future of Market Square as a focal point and recreational space; this status for market square would place the subject site in a prominent position (framing market square) as opposed to a more remote location at the 'end' of the Town Centre.
Make available for community events/farmers markets	This recommendation is relevant for the same reasons given above. The intended use of the Market Square for large public gatherings should be a factor when determining the safety and suitability of vehicle crossings (particularly for large trucks). Restrictions, for example on the hours of operation of the vehicle crossings, could be explored as a condition of consent.

5.6 ASSESSMENT AGAINST PROPOSED DISTRICT PLAN APPENDIX 16.3 & 3.3 – WAIKATO URBAN DESIGN GUIDE: TOWN CENTRES (2018)

The Town Centre Design Guidelines are given effect to by Policy 4.1.8 (“Integration and Connectivity) of the Proposed District Plan which states:

- 4.1.8 Ensure effective integration within and between new developments and existing areas, including in relation to public open space networks and infrastructure by:
- (i) Providing good access to facilities and services by a range of transport modes through the provision of integrated networks of roads, public transport, cycle, and pedestrian routes;
 - (ii) Providing a range of supporting local community facilities and services for residents' daily needs;
 - (iii) Setting aside land for neighbourhood centres and parks identified in town-specific Master Plans or Structure Plans, to enable their future development;
 - (iv) Applying the following design guidelines and town centre character statements to influence the manner in which development occurs:
- A. Residential Subdivision Guidelines ([Appendix 3.1](#));
 - B. Multi Unit Development Guide ([Appendix 3.4](#));
 - C. Town Centre Guidelines ([Appendix 3.3](#)).

There are a large number of Outcome and Guidelines. They are fairly simple and explanation is given within the Guidelines document about the intent of each outcome or guideline.

For brevity, a simple scoring of the proposal against each of the provisions; this scoring uses the following methodology:

No = The application provides no evidence of an outcome or attempted outcome that aligns with this guideline.

Partially = The application partially-aligns with this guideline or outcome- or – while the outcome doesn’t align, an appropriate yet unsuccessful design intention has been demonstrated.

Yes = the application demonstrates outcomes that are well-aligned to this guideline.

Table: Assessment against Waikato District Plan Appendix 3.3 – Town Centre Guidelines

DESIGN THEME		Does proposal align?	Comment
3	SITE AND CONTEXT ANALYSIS		
Outcomes Sought	A site and contextual analysis that assists to illustrate how the proposed land use responds to its immediate context – including surrounding buildings, open space and public realm, street networks and other land uses.	No	No site or urban design contextual analysis has been provided with the application.
Guidelines	Identify the development potential of surrounding land and neighbouring sites – reach out to neighbours and Council to discuss shared interests.	No	
	Consider possible options to share driveway access and parking areas with neighbouring sites.	No	
	Identify any opportunities to connect with neighbouring sites' internal lanes – to enhance walkability for pedestrians, and strengthen connections.	No	
	Identify the surrounding character, heritage, cultural elements and values that can be integrated into the building and site composition.	Partially	A minor element of heritage-style fencing was added following a meeting with Council.
	Take into account the wider surroundings, including natural features (topography, vegetation), views to other buildings, parks, river and beach - and consider the opportunities to relate the building and site to these, the street and the public realm.	No	

4	ARCHITECTURAL FORM AND APPEARANCE		Note that this section is being assessed because the provision of quality architecture is considered by the Guideline to be critical to framing the public realm and determining the character of the place.
Outcomes Sought	To encourage new developments that fit within the existing context – of a scale, form and appearance (building articulation) that is appropriate and adds positively to the existing character of the area.	Partially	Character of existing area is relatively undeveloped with several vacant sites occupied by low amenity activities; therefore the proposal is consistent.
	To encourage new developments to sensitively respond to the site and its setting and create a place that is valued and pleasing to the eye	No	
Guidelines	Break up the mass of buildings with large footprints, so the bulk is read as two or more smaller forms that reflect the rhythm and scale of the surrounding buildings and wider town centre - creating a more intimate human scale	No	
	Utilise different façade materials, colours and design elements - such as parapets, fenestration, chimneys, and downpipes - to create modulation that relates the building to the surrounding built context and reinforces the human scale.	No	
	Design buildings with a roof form that responds to the predominant form and character of the area (i.e. traditional pitched roofs with gables, or hipped shapes – with or without traditional parapets)	No	
	Design buildings to respond to the predominant height, scale and form of the area. Along predominantly two-storey main retail streets, a third storey (if permitted through the District Plan) shall be set back from the street elevation to create a consistent street wall height and better integration with adjacent buildings.	No	
	Design facades above ground level to continue the vertical modulation and rhythm of the level below – so that blank walls do not dominate any part of a façade.	No	
	Align horizontal elements in façades to adjoining buildings so there is a continuity in the street façade.	No	
	Design corner buildings to:	No	
	– Be two to three storey, as they become visual references and landmarks in the urban fabric, reinforcing significant street and intersections.		
	– Have their main pedestrian entry fronting the intersection, creating an active public realm.		
	– Ensure the design treatments are continued around both sides of the corner. – Locate any carpark, vehicle access points, loading or service areas at the rear of the site		
5	STREET AND PUBLIC REALM INTERFACE		
Outcomes Sought	To enhance the public realm and improve pedestrian safety and amenity by:		
	– Encouraging buildings to have clearly defined public fronts that address, engage with, and activate adjacent streets and public spaces.	NA	
	– Ensuring main retail streets are edged with a continuous line of building frontages.	No	
Guidelines	Align buildings to sit along the front property line. Variations in setback from the front boundary are appropriate when the resulting setback provides greater accommodation for pedestrian circulation, sidewalk dining areas, enhanced entries, and improves the pedestrian realm. No parking shall be allowed in this front setback area.	No	
	Provide a continuous building frontage for main retail streets and avoid side yard setbacks between buildings, except for sites where an access to the rear or a lane is provided.	No	
	Maximise outlook onto adjacent streets and public open spaces, through considered design of the buildings internal space and maximised façade transparency.	Yes	The open nature of the site provides for some outlook from the site to its surrounds.
	Design the building so that the main pedestrian entry is located along the primary frontage – so that it is clearly visible and conveniently located.	No	
	Locate the most active ground floor uses such as shopfronts, lobbies, and restaurant dining areas fronting the street / public realm.	Partially	The activity is wholly contained within the site (except for access by vehicles).
	Seek to provide a consistency in the alignment and design of the verandahs. Providing variation in materials and transparency for visual interest and daylighting is appropriate.	No	
	Consider the appropriateness of a new verandah when refurbishing character buildings as it could impact building character. If there is not a precedent of a pre-existing verandah, a glass canopy could be a suitable option	No	
	Design signage in a way that does not dominate the façade and the streetscape.	No	The proposed signage (and other branded elements within the site) are a dominant feature of the site's frontage

			and are much larger than a typical retail sign would be.
	Avoid fences along front boundaries of streets within the town centre; where fences are required, limit the height to 1.2m in height, to maintain openness and passive surveillance.	Yes	The current (updated Nov2020) version of the application has low fencing or vegetation surrounding the site. This results in a very open frontage for passive surveillance.
7.2	OPEN SPACE AND LANDSCAPE TREATMENT		
Outcomes Sought	To promote inclusive, accessible, conveniently located and well-designed public open spaces that provide for a range of different activities catering to people of different ages, cultures, abilities and level of fitness		
	To facilitate public places that are safe - integrating Crime Prevention through Environmental Design (CPTED) principles and maximising opportunities for adjacent land uses to activate these spaces.	Yes	Open sightlines contribute to passive surveillance of adjacent spaces.
	To provide landscape design that responds to the characteristics and qualities of the area.	Yes	
Guidelines	Locate buildings to activate or overlook areas of public open space. This will improve the perceived safety and encourage use of these open spaces.	Partially	
	Consider universal design principles when interfacing with areas of public open space so that these areas are accessible to all users – whatever their ability, with equity and dignity	Partially	
	Prioritise high exposure to direct sunlight and shelter from prevailing winds to create appealing places for rest and recreation	No	
	Utilise materials for pavement, street furniture and lights that are difficult to vandalize (anti-graffiti) and easy to maintain.	Yes	
	Avoid "dark areas" (areas that are not overlooked, not well lit, or hidden from view) and blank walls. This combination is likely to attract graffiti and other undesirable activities. Instead, introduce appropriate landscape treatment, lighting, and ensure neighbouring land uses provide windows that overlook and activate these spaces.	Yes	
	Buildings facing a pedestrian lane shall have ground level openings (windows or doors) to provide connection with the public space, and allow natural surveillance of the walkway	NA	
	In dialogue with Council, determine whether lighting of publicly accessible spaces will improve or decrease safe use of the proposed space; where lighting is considered appropriate, provide adequate lighting levels for all users. Refer to the AS/NZS 1158 lighting standards for further guidance	Yes	It is assumed that lighting will be 24-hours and therefore provide adequate standards for CPTED and all users of the service station.
	Plant landscape areas with species that are low maintenance and hardy. Species selection shall provide an emphasis on native or indigenous plants that are appropriate to the site and landscape character of the area.	Partially	Species have not been defined and no assessment of the landscape character of the area has been provided. Original species proposed as part of the design are considered to be 'generic'.
	Select appropriate street trees to enable sunlight penetration on streets and within adjoining public open spaces during winter months.	No	No streetscaping has been proposed as part of this development.
	Ensure that landscaping preserves important views and vistas	Yes	
	Avoid low shrubs or low canopy trees that block sightlines of pedestrians and vehicles	Yes	
7.2	MOVEMENT AND ACCESS		
Outcomes Sought	To promote greater pedestrian movement and limit potential conflicts between pedestrians and vehicles.	No	
	To minimise the visual and amenity impacts of accessways and parking facilities whilst maximising pedestrian safety and street activation (through site configuration and landscape treatment).	No	
	To promote local permeability and integration.	No	
Guidelines	Consider universal access design principles at all stages of development – so that buildings and public spaces are designed to be accessible to all users - whatever their ability, with equity and dignity.	No	
	Design new developments to ensure that any required accessway / parking facility does not visually dominate the public realm or create obstructions in the pedestrian environment.	No	
	Provide vehicular access to new developments from side streets, adjacent alleys, and parallel streets whenever possible.	Partially	Access from a side street (Church St) was attempted but declined by Council.
	Provide landscape treatment for large at-grade car parking areas – with trees selected that provide shade, improve amenity, and assist in visual screening – whilst allowing clear sightlines between pedestrians and vehicles.	Partially	Landscaping is provided around the edges of the site only.
	Encourage accessibility and local permeability through integration with neighbouring developments.	No	

	Design vehicle crossings to minimise potential pedestrian / vehicle conflict and clearly give preference to pedestrians over vehicles, giving continuity to the footpath through the design (i.e. levels, materials, surface finishes, colours etc.).	No	Colour and surface treatment proposed in the Nov2020 update to the design includes hatching but does not show any footpath or other pedestrian-oriented surface treatments.
	Provide a clear and direct pedestrian route from on-site parking to the building entry and public walkway. The circulation path shall be direct, continuous, and free of barriers (e.g., site equipment, signage, utility poles, etc.).	N/A	
	Design pedestrian access ways in a manner consistent CPTED principles, facilitating passive surveillance and adequate lighting, with clear sight lines between the public realm and adjoining land uses.	No	
	Design loading and service areas to be concealed from view within the building envelope or, preferably, located to the rear of the site.	No	
	Provide for rubbish storage areas, including an area for recycling, concealed from view from street and from neighbouring properties.	Partially	Low screening hedge on the market St boundary will not be sufficient to screen most views toward the rubbish bin, which is located near to Market St, and hardstand area.
8.3	(NA - covers Mixed residential use)	NA	
9	ENVIRONMENTALLY SUSTAINABLE DESIGN		
Outcomes Sought	To promote designs which reduce potential environmental impacts, create healthy and appealing places of business and are future-facing (anticipating future trends or issues).	No	
Guidelines	Maximise solar access and natural ventilation – minimising the need for energy consumption by reducing reliance on air conditioning and artificial lighting.	Yes	
	Give preference to building materials with thermal insulating properties, produced by low energy means, and using renewable or recyclable resources.	NA	
	Aim to achieve high energy efficient ratings for the development in any accredited system for energy efficient building design and maintenance.	NA	
	Consider the use of porous pavement as a substitute for conventional pavement in low traffic areas such as walkways.	Partially	Scores of 1 have been applied to stormwater runoff because it has been attempted through detention tanks, however the activity precludes the use of bioretention devices or porous surfaces.
	Consider the reduction of water consumption for landscaping through the use of native plants and the collection of rainwater.	Partially	
	Utilise water sensitive urban design techniques to treat stormwater runoff from car parks and passively irrigate vegetation.	Partially	
	Promote building adaptability through the design of flexible internal spaces – with simple, open-plan volumes.	Yes	The requirement under HSNO to remediate the site after 10 years will achieve this outcome.
	Provision of facilities for electric cars, such as charging stations.	No	

5.7 ASSESSMENT AGAINST APPENDIX 16.8 – POKENO CHARACTER STATEMENT

Proposed District Plan 4.5.18 Policy - Pokeno Town Centre gives effect to the (iv) Protecting and enhancing the character of existing buildings through new built form being consistent with the outcomes of the Town Centre Character Statement for Pokeno Town Centre (Appendix 10.4), in particular by:

- A. Providing transparent façades and window displays at ground level;
- B. Providing continuous suspended verandahs sheltering footpaths;
- C. Providing parking, loading and storage where rear access to buildings exists;
- D. Encouraging the preservation and promotion of cultural features.
- E. Promoting active street frontages by developing up to the street boundary; and

F. Ensuring built form is consistent with Waikato District Council Pokeno Town Centre Architectural Form, Materials and Signage Design Guide, and in particular section 6 (Architectural Style, Materials and Appearance).

Special recognition should be given to the fact that the site lies within the Pokeno Town Centre character area and that this document has been consulted on and adopted as part of the regulatory framework of the Waikato District Plan. This document is also able to be considered as “other matters” when making assessments under District Plan.

The Pokeno Character Statement is relevant to this proposal since the subject land abuts (and, therefore, “frames”) Market Square and is shown on the map below.

Fig 4. Location of site within area identified for the application of the Pokeno Character Statement



Table: Assessment against Pokeno Character Statement and Design Guide

1.3 Pokeno Town Centre Guidelines	Urban Design Assessment Comment (Harrison Grierson)
<ul style="list-style-type: none"> Focus retailing activities along both sides of Great South Road and line this street with a continuous and active retailing strip from Market Street to Cambridge Street (see page 3 of Design Guide, Attachment A). 	The proposal is very much <i>inconsistent</i> with this guideline.
<ul style="list-style-type: none"> Design new development along these main retail streets to: <ul style="list-style-type: none"> - Be small in scale (one to two storeys with narrow frontages) - Contain active frontages / transparent facades at ground level - Contain buildings generally built out to the street boundary - Provide clearly visible, conveniently located main building entries - Provide footpaths sheltered by verandahs 	The proposal is somewhat consistent with this guidelines; it is small in scale, has some activity and transparency. It, however, does not contain buildings built out to the street boundary. Footpaths and verandas are not provided (though not necessarily incompatible with the proposal).
<ul style="list-style-type: none"> Locate parking, loading and storage at the rear of buildings wherever practical, and provide vehicle access by a side street or rear lane – to avoid breaks in the continuous retail frontage 	The unmanned service station, from a visual effects perspective, is not very dissimilar to a car park or storage area. Some objects are stored above ground and cars park for short periods of time. On this basis, and due to the vehicle access not being from a side street or lane, the proposal is inconsistent with this guideline.
<ul style="list-style-type: none"> Design built form in accordance with Pokeno’s ‘Architectural Form, Materials and Signage Design Guide’ (appended to this Character Statement as Attachment A) 	The proposal is inconsistent with this guideline – form and materials do not reflect those within Form, Materials and Signage Design Guide.
<ul style="list-style-type: none"> Work with mana whenua to identify and determine sites of cultural significance and opportunities to celebrate / showcase Maori culture through the design of built form, streetscape and public open space. 	No recognition of maori culture appears to have been incorporated into the proposal, or at least has not been mentioned in the application documents.

6.0 URBAN DESIGN PEER REVIEW ASSESSMENT

6.1 PEER REVIEW OF BOFFA MISKELL URBAN DESIGN ASSESSMENT

The following table gives a point-by-point peer review of the Assessment made by Boffa Miskell regarding the urban design aspects of the proposal. Note that the site plan has been adjusted with lower landscaping and boundary fencing around the site since this assessment was written.

Boffa Miskell: Gull Fuel Facility, 68 – 72 Great South Road, Pokeno – Urban Design Review	Urban Design Peer Review comment (HG)
Boffa Miskell have been asked to provide an Urban Design Review, as part of the Resource Consent Application for a proposed new Gull service station located at 68 – 72 Great South Road, Pokeno. This review is as part of a further information request from the Waikato District Council (WDC), and is focused on the urban amenity and character of the proposal, as considered against the Pokeno Urban Design Guide (adopted by WDC in 2015) and the Market Square Development Options report, which are both non-statutory guidance documents.	The level of assessment provided in Boffa Miskell's report is brief and doesn't give a specific assessment against the principles, outcomes and matters raised within the Pokeno Urban Design Guide (adopted by WDC in 2015) and the Market Square Development Options report.
The Pokeno Urban Design Guide (the design guide) provides advice for developers regarding the architectural form, materials and signage that should be used for new business developments within Pokeno's main street. It is recommended that this guide apply to all Business-zoned properties that frame Market Square and those fronting Great South Road between Market Square and Selby Street.	I agree with this statement.
The proposed Gull Fuel Facility site is located directly fronting the North West of the future Market Square site. The design intent as conveyed by the design guide document is that the Market Square is framed by commercial buildings with active building frontages facing inwards towards the square. Due to the nature of the proposed fuel facility design, which is a self-service facility with no actual service station building, this activated frontage is not able to be realised. By its nature, the proposed facility is for use by vehicles only and will not promote any pedestrian movement between the site and the Market Square.	I agree with this statement. Critically Boffa Miskell correctly states that the expectation of those documents (generally) is a pedestrian-focussed edge, framed by buildings.
In order to achieve an end design outcome that will not detract from the intentions of the design guide and future Market Square, the boundary interface between the two activities will need to be carefully considered and designed.	I agree that the boundary interface will need to be carefully considered. The proposed land use is not considerate of the intentions of the design guide and future Market Square and boundary interface treatments alone would not resolve or effectively mitigate this conflict.
Currently no boundary treatment or visual mitigation design proposal has been provided for the site. We also note that the current hard surface design proposed for the site allows for very little space for possible soft landscaping along the common boundary with the Market Square.	A landscape plan was included in the application that shows a number of planted areas with species indicated. However this may not have been available at the time when Boffa Miskell made this assessment. I agree that there is very little space allocated to landscaping; only 1m strips around the frontages with the more substantial landscaped areas restricted to the rear corners of the site.
The preferred design proposal for the proposed Market Square, as identified in the Market Square Options Report (Draft May 2014) below, indicates that the future Market Square would be divided into 4 main quadrants, consisting of a combination of hard paved 'plaza' areas and softer lawn spaces with trees.	I agree with this statement.
It is notable from the concept design that the northern quadrant of the square, which fronts the proposed Gull site, is predominantly a lawn space with the large existing trees proposed to be retained.	I agree with this statement.
These existing trees are likely to provide some visual separation between the proposed fuel facility and the more active plaza areas within the other three quadrants of the Market Square.	I partially agree - some visual separation will occur; views to the service station will be obvious from the western quadrant of Market Square and the Town Hall. The presence of the service station would be obvious to people, due to the wide frontage, the pumps and lighting, and, particularly, the large pylon sign.

It is likely that the green lawn area as indicated on the plan, will likely be used for passive recreation purposes, with groups of users sitting under the trees and around the existing cenotaph which is to be retained	<p>I agree with this statement. The use of this quadrant for passive recreation will not necessarily be prevented as a result of the service station proposal (and its boundary fence and hedge). The effect on the passive recreation opportunities within Market Square is more relevant when considering the intention of the zone to provide for an active or built edge to frame the park, or when considering the existing cottage which is a character-supporting feature. These activities offer better potential for the green lawn area to be an attractive destination, which offers a very different type of experience to people than the other recreational reserves located nearby.</p> <p>CPTED considerations should be taken into account; a solid screening fence facing this green lawn area may become a target for tagging/graffiti. The area under the large trees is not well-lit and would be a place that many people avoid at night due to a high perception of potential danger.</p>
In our view, if the vision of the Design Guide and Market Square concept design document are to be fully achieved suitable visual mitigation along the common boundary between the proposed Gull fuel facility and the future Market Square is required.	I disagree that visual mitigation (a boundary fence) will "fully achieve" the vision of the Design Guide and Market Square concept design document. The vision is more consistent with a "framed" built edge and a pedestrian-focussed environment. Creating a visual and physical barrier that separates the site from Market Square is a poor alternative to an active frontage.
It is our recommendation that in order to suitably mitigate any adverse urban design and visual effects between the site and the Market Square, a combination of suitable boundary fencing and soft landscaping within the development site would need to be installed.	The suggested mitigation will not meet the expectations set down by the Design Guidelines (refer separate assessment of these). The effect from the proposed land use will prevent the development of a town centre consistent with the community supported vision.
We would recommend that the fencing be of a solid lapped timber design (acoustic type timber fencing) at a minimum height of 1.8 meters, stained in a dark grey or black colour to be visually recessive. The fence should be of a high-quality durable design to ensure longevity and the fence palings should face outwards towards the future Market Square.	A solid lapped timber fence (1.8m high) will be visually recessive but would not contribute to the attractiveness or character of the Town Centre. A 1.8m timber fence has a more suburban character (many similar fences are found within the residential parts of Pokeno, including 73 Great South Rd). The choice of fence and hedge also seems at odds with existing fencing on the site (traditional white pickets and a small hedge - some of which would be 'left over' after removal of the cottage). Planted beds along Great South Rd and the Cenotaph also differ in species and style to the proposed planting.
We further recommend that a hedge be planted the full length of the South Eastern site boundary. The hedge should be maintained at a height of 3.0 meters and be a minimum width of 1m wide. Hedging should be of a hardy species suitable for its location and growth conditions.	It is not evident on the application drawing where this hedge would be located (not shown on plans and no space allocated). The hedge would shade the green lawn area of Market Street (as it would be along the northwestern boundary) which would make even darker than it is now, and possibly quite unwelcoming. A 3.0m hedge does not reflect or respond to the surrounding landscape character which is of more open lawn and tall trees, or fairly ornate planted beds.

In summary, I do not agree that the proposed visual mitigation measures that Boffa Miskell recommended will achieve a sufficient degree of mitigation of the proposal relative to public amenity and the intend outcome of a town centre environment

A fence and hedge will screen the proposal from the neighbouring square immediately to the west but will not screen the proposal from Great South Road or the western quadrant of the Market Square. Screening the activity is contrary to the intentions of the Design Guide which are that buildings 'front' and 'frame' the square. The small amount of landscaping proposed along public edges will not adequately mitigate the loss of a built edge or create a suitably-attractive environment; screening planting and fencing may actually increase some adverse effects on Market Square.

7.0

APPLICANT MEETING AND DESIGN REVISIONS

A meeting with the applicants' planning and urban design consultants was held at Waikato District Council offices on 9 October 2020 and attended by Waikato District Council Planners, urban designer and consultant transport engineer.

A number of issues were discussed at the meeting between the parties, including the issue of misalignment between planning provisions and the service station proposal. The applicant agreed to amend the proposal to improve some of the urban design outcomes. Additionally there was a plan tabled by Waikato District Council showing the proposed upgrade to Great South Road.

Following the meeting, and in conjunction with a 3d site model, we recommended a number of mitigation measures to improve the urban design outcomes of the proposal. These are listed below and a brief comment made to state what (if anything) has been changed in the current version of the proposal to incorporate the recommendations:

Recommendation	Has the recommendation been adopted in the current version of the design?
Provide a service station-style shop with a range of goods for sale to people and focus this toward public street frontages (e.g. some other Gull sites have small takeaway coffee stalls).	No
Retain the cottage on the site to provide built form, activation, heritage and character.	No
Add a canopy structure with veranda-like edge toward Great South Rd and Market Street. Utilise the structure for signage (fascia signage to edge) and ensure that the structure is consistent with the aesthetic of the Pokeno Character guidelines.	No
Relocate one of the vehicle crossings from Great South Rd onto Church Street to improve amenity, safety and legibility along Great South Road.	No
Improve the vehicle crossings and general surface treatment of the forecourt with coloured oxide, pavers, etc to add visual interest and support a future footpath around street frontages (refer Gull Pukekohe).	"Coloured textured concrete" was added to the site plan vehicle crossings only, so this was a negligible change.
Ensure that vehicle crossing details and associated signage responds to a future footpath around the site's frontages.	No; the vehicle crossings may need to be reconstructed following the Great South Rd footpath upgrade.
Design fencing and boundary treatments that visually connect and blend the cottage's surrounds with the public space surrounding Market Square.	Yes - fencing has been changed to picket fence and 1m hedge.
Expand landscaping areas to 1.5m depth around frontages to provide improved public amenity and screening of the forecourt.	No; a 1m depth has been proposed and will offer minimal screening
Redesign the signage and any other visible structures on the site to be in character with the Pokeno Town Centre	Partially – a 6m sign and in a different material and colour has been proposed.

character statement – eg timber structure with traditional colours and smaller-scale pylon sign (eg 6m tall) which relates to the town centre scale (pedestrian-friendly scale).	
Provide a low (picket) fence and hedge to all boundaries (except Church St) to enhance openness, amenity and character.	Partially – the low picket fence has also been shown along Church St (where there is a need for screening to residential properties as opposed to openness).
Use plant and fence styles that complement the surrounding landscaping aesthetic and reinforce the heritage elements of the site and surrounds (flower beds, lawn with trees, hedge, picket fence, etc).	Not defined – some landscape areas are shown but no species or details are provided on the plans.
Use some tall specimen trees to add some scale/height to public edges, corners, edges and for general visual softening.	No
Church Street landscaping to offer more screening (through vegetation height and density) to residential land across the street.	No
Relocate rubbish bins and other utility items to the Church Street or north-west part of the site where they are less visible to the public.	No
Ensure that truck movements can be managed with respect to future market square public use (hours of operation management around market day and school / commuter activities).	No
Demonstrate consideration for future use and adaptive re-use - Provide a site re-use/remediation plan.	Site remediation is already required by other (non-RMA) provisions and will be delivered as part of the proposal.

Recommendations for mitigation measures are intended to be broadly in line with the design outcomes exhibited by other service stations, including Gull sites; the following photographs demonstrate some of these measures:

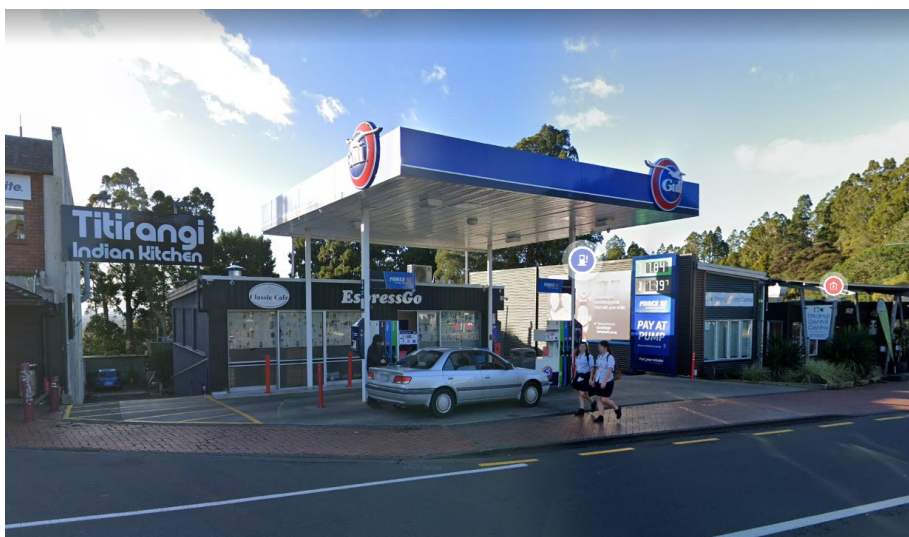
Below: Gull Kaukapapa showing retail, signage and canopy:



Below: Gull Pukekohe showing vehicle crossing and “slip lane” layout:



Below: Gull Titirangi, showing retail, canopy, small-scale signage and integrated footpath design with two pumps on a small site.



Below; Image from 3d design assessment model prepared by Harrison Grierson showing the original Gull Service Station proposal (Great South frontage facing east) and including the proposed retail shops at 25 Market St) behind the site. Note that current version of the Gull proposal (November 2020) has been altered with a small hedge now around the perimeter of the site and a white-coloured, 6m high pylon sign.



8.0 CONCLUSION

The intended Landuse and urban design outcomes for this site, given its zoning and its prominent road frontages, are clearly articulated in the Operative and Proposed Plans; this site is a critical part of a growing town centre. Further detail contained in supporting documents (Design Guidelines and Market Square Options report) have been publicly consulted on and align with this vision for the future of Pokeno Town Centre as a high quality retail and civic space.

Residents and businesses locating to Pokeno would be expected to have some familiarity with the general intentions of these guidelines – i.e. that Pokeno's main street will continue to develop as an urban space with additional businesses, shops and amenities (while keeping a traditional character) in support of public life for the town.

The design intentions within these Plans and other document that relate to the Great South Road and Market Square frontages have some common urban design concepts such as a built edge to the street, improved public amenity and activation of the street interface.

Given the large degree of misalignment between the physical aspects of the proposal and the expectations and provisions, the proposal must be considered to be inconsistent with the urban design objectives, principles and intended outcomes of its zone. This conclusion holds whether the objectives, policies, rules and guidelines are taken as a whole or if they are assessed on a point-by-point basis.

The District Plans and urban design provisions make virtually no allowances for unmanned service stations to locate on this site and the activity itself is generally unable to meet the expectations of the rules and design outcomes. Even a typical service station or yard-based activity would at least have some built form that could be assessed (and would be able to provide some proper activation in the form of a shop front, retail activity, architectural character, etc.

The arguments put forward by the applicant and subsequent amendments to the design proposal are not considered sufficient to adequately mitigate all of the effects on amenity to a degree that makes them less than minor.

Improved landscaping, the addition of structures and careful design of the physical elements of site could be explored in a way that achieves partial consistency with some of the design intentions of this site in an indirect manner (eg by providing height definition to corners through landscaping rather than a building). Even if these improvements were made, however, the proposal would fall significantly short of the expectations for this prominent gateway site on Pokeno's main street.

From an urban design perspective, the effects of this proposal can be summarised under three separate but related categories:

1. Effects on amenity relative to the existing environment of the surrounding land. In relation to this, the effects of the proposal would be limited to transport and visual amenity. The design character of the surrounding sites at present is largely undeveloped and of a low amenity. The service station activity with proposed site landscaping and the signage are relatively consistent with this surrounding context. The service station however does represent a reduction in character, activity and amenity since it removes two buildings (one retail premises of very good character). The cumulative effect of a further service station should be

weighed up carefully in this context as it will have a particularly adverse effect on public amenity.

2. Effects on amenity arising from the **change of activity** particularly the loss of a heritage cottage and active retail shop which provides amenity to Market St adjacent to it. The proposal would significantly reduce the character and heritage value of this this location. The significance of this matter to the public may be best quantified through a public submissions process and regard should be given to the supporting role of this site on the adjacent proposed retail development.
3. Effects on amenity relative to the planned or **anticipated future environment** and character of Pokeno. In relation to this, the planned environment of a commercial 'main street' with high levels of pedestrian amenity would be undermined by the proposal and as such cannot be supported. This is due to the service station's lack of built frontage, vehicle-dominant use, low activation potential and lack of pedestrian amenity. The effects on public amenity in relation to the anticipated future environment adjacent to the site and within the Pokeno town centre are considered to be more than minor.

Vitality and amenity within the Pokeno town centre is dependent on development that contributing to or supports attractive and convenient destinations for people. Upon consideration of the physical context and community supported intentions for the future main street and civic space, the urban form of an unmanned service station is contrary to and in conflict with the intended outcomes, and represents an undesirable land use within a town centre.

8.2 STATEMENT IN RELATION TO OPERATIVE AND PROPOSED DISTRICT PLAN OBJECTIVES AND POLICIES AND APPENDIX 29.2 URBAN DESIGN CRITERIA ONLY

The proposal is contrary to several of the key objectives and policies of the zone that relate to urban design (4.5.12, 4.5.13, 4.5.18 and 4.5.21).

It is considered that the urban design outcomes of the proposal will result in number of adverse effects on the role of the Pokeno Town Centre and on public amenity, and that these effects **are considered to be more than minor**.

9.0 LIMITATIONS

9.1 GENERAL

This report is for the use by Waikato District Council only, and should not be used or relied upon by any other person or entity or for any other project.

This report has been prepared for the particular project described to us and its extent is limited to the scope of work agreed between the client and Harrison Grierson Consultants Limited. No responsibility is accepted by Harrison Grierson Consultants Limited or its directors, servants, agents, staff or employees for the accuracy of information provided by third parties and/or the use of any part of this report in any other context or for any other purposes.

9.2 PEER REVIEW

Should this report be a peer review of the work of another consultant (“the designer”), the following limitations apply:

- The review is limited to only those aspects of the designer’s work specified in the peer reviewer’s scope of engagement.
- The liability for the reviewed work remains at all times solely with the designer.