



## 9 BUSINESS

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## 9

### 9.1

#### 9.1.1

## BUSINESS

### INTRODUCTION

#### Description of Business Activities

Business activity enables people and communities to provide for their needs through employment and the provision of goods and services.

Business activity in the District comprises a range of activities such as retailing, offices, business and financial services, manufacturing, warehousing, factory shops and associated service space and parking. Business activity is primarily concentrated in distinct areas within the District.

The main business areas in the District and their main type of business activity are:

- (a) Orewa - retail and mixed business activity;
- (b) Whangaparaoa - retail, mixed business and light industrial activity;
- (c) Silverdale - industrial, mixed business and a small area of retail activity;
- (d) Helensville - retail and industrial activity;
- (e) Kumeu-Huapai - industrial, mixed business, and a small area of retail activity;
- (f) Warkworth - retail, industrial and mixed business activity;
- (g) Wellsford - retail, industrial and mixed business activity.

There are also smaller centres on the Hibiscus Coast at Red Beach, Brightside Road, Hilltop, Manly and Gulf Harbour. Other smaller centres in the west and north of the District include Snells Beach [see Special 20 (Mahurangi East Seaside Village Centre) Zone], Matakana, Leigh, Waimauku, Dairy Flat, Riverhead and Coatesville.

#### 9.1.2

#### Trends in Business Activity

Demographic and technological trends, including an ageing population, reducing numbers of persons per household and the substitution of machines for labour, are significantly changing the face of business activity. Employment levels per household are falling, while jobs in secondary industry in particular have nearly halved in relative terms, in the 20 years to 1996. Employment growth has exceeded household growth (in the same period) only in personal, business, financial, insurance and property services, and to a lesser extent in retailing, accommodation, recreational and prepared food services.

These trends have been felt in Rodney District, but with variations from the national and regional pattern, identified below:

- (a) The active workforce living in Rodney District has grown along with household formation, as regional growth pressures and greater mobility make Rodney an increasingly attractive place to live for many of those



employed to the south.

- (b) Job growth (ie. workplaces) within the District also increased in line with household formation, until 1996. This mainly reflected atypical results in manufacturing and construction jobs (which increased numerically and fell only slightly in proportionate terms), offsetting a significant fall in primary industry job opportunities.
- (c) Major increases in personal, business and related services and, to a lesser extent, in retailing, prepared food and accommodation services, reflected the NZ labour force trends and offset other industry categories with declining job importance.

In the context of the District's extraordinarily high rate of population and household growth, particularly on the Hibiscus Coast, these trends have resulted in some very substantial growth pressures on business centres and areas. In many cases the existing centres and areas are not well placed to respond to those pressures because of various environmental constraints (eg. access difficulties in Orewa, land stability problems at Silverdale, flooding and lack of reticulated sewerage at Kumeu). Also, although job growth has generally maintained pace with the rate of resident labour force growth, commuting has grown even more rapidly, because of the reducing proportion of home-based workers.

Other important trends which influence business activity in Rodney District include:

- (d) Major changes occurring in retailing formats eg. "Big Box" or "large format" retailing; the decline of neighbourhood shops in favour of retailing oriented around service stations, "motorway service centres" and vehicle oriented "power centres".
- (e) People are increasingly mobile and prepared to drive further to shop, which is significant for Rodney, given the major new roads proposed or under construction.
- (f) Some shopping is increasingly being seen as a social and leisure activity and higher levels of amenity value within shopping centres are accordingly expected.
- (g) A "blurring" of the distinction between business activities which are based on retailing and those based on manufacturing. Industrial activities and services however continue to play an important role in business areas.
- (h) Rodney being increasingly influenced by retail facilities beyond its borders eg. development at Albany and in Waitakere City (eg. "Westgate" and "West City") which can have implications for its pattern of town centres, particularly High Density Centres, and the transport network.
- (i) Changing patterns of smaller scale shopping have reduced the amount of shopping space that can be economically supported by any one community and retailing in small centres is being "squeezed" by large "discount destination stores" and high quality malls.





- (j) Over the next decade, notwithstanding trend (i), there will be a sufficient increase in consumer spending in the Hibiscus Coast area to justify expanded business areas, mainly retail space, either in a new centre or as an expansion to an existing centre.
- (k) A potential and desire for tourism to play an increasing role in the economy of the District. It is considered that there is potential for areas such as Orewa Beach to expand their role as tourist destinations.
- (l) A trend toward "mixed use" activities in business areas, where residential and commercial activities occur in the same location, frequently with commercial activity at ground level and residential on upper storeys.
- (m) Some forms of light manufacturing and horticulturally based export industry are finding Rodney an attractive location, although infrastructural limitations are beginning to impact adversely on this perception.
- (n) The timber industry may be an important activity in the District in the future, as the large timber resource comes on stream.



## 9.2

Issue  
9.2.1

Amenity values

### RESOURCE MANAGEMENT ISSUES

Several resource management issues related to business activity have been identified and a summary of each is presented below.

**The amenity values of town centre business areas may be adversely affected by some forms of development within the town centre.**

Town centre business areas are often significantly different from the other business areas in the District such as those devoted to manufacturing, storage and the like. The amenity values are generally of a higher quality and these areas generally have the following characteristics:

- (a) are community focal points and social centres;
- (b) provide shopping, household and personal professional services, bars and restaurants;
- (c) include pedestrian focused areas and typically involve "human scale" development with pedestrian comfort, convenience and safety being paramount concerns;
- (d) can include shopping precincts and malls, buildings built to the footpath with glazed display window frontages, overhead verandahs, and quality foot paths and lighting;
- (e) minimal conflict with traffic, a sense of safety and security provided by the built form and the intensity of use, low noise and odour levels;
- (f) are increasingly becoming "mixed use" areas with residential activity locating in order to be close to the facilities provided;
- (g) are also often the focal point for tourism services. [\[Amendment 140\]](#)

The community places considerable importance on the amenity values possessed by town centre business areas. These values can be eroded by the introduction of buildings and activities not in keeping with a pedestrian focused human scale environment. Such activities may include those which have adverse effects resulting from:

- (a) the excessive interruption of footpaths and overhead verandahs by streets, vehicle crossings and parking areas;
- (b) large expanses of bare walls that adjoin pedestrian oriented streets or interrupt the retail frontage; or
- (c) large expanses of parking or loading facilities at street level on pedestrian oriented streets.

The potential for tall buildings to overshadow existing public spaces, create uncomfortable 'wind environments' at street level, or to detract from existing levels of "privacy" on adjoining property are also matters which can adversely affect established amenity values, especially in respect of smaller centres located close to residential areas. [\[Amendment 140\]](#)



*Historical values*

The Elizabeth and Queen Street areas in Warkworth, and areas of Helensville have a special heritage character with a high streetscape amenity value which is worth protecting. [Amendment 144]

*Building design*

Buildings have the potential to detract from the amenity values of a town centre (particularly "visual amenity values" and "character") unless adequate attention is paid to detailed design. For example, lack of facade articulation (relief and variation provided by windows, changes in materials, balconies etc.) can result in buildings which exaggerate the actual size of the building relative to other surrounding buildings. The exterior cladding, eg. Highly reflective materials, can detract from the level of visual amenity experienced within a town centre business area by hiding the underlying form of the building and elements which give it a human scale. The design of the roof line and rooftop facilities such as plant rooms can also create a cluttered appearance and detract from the visual appeal of a building.

*Issue*  
9.2.2

**The role of the town centre business areas as dominant community focal points can be eroded by the dispersed location of retail activities in other non-retail business areas resulting in:**

- (a) a loss of important amenity values in the town centres;**
- (b) reduced services for the District's communities in the town centres;**
- (c) transportation inefficiencies.**

*Town centres important*

The District's different communities place a high value on the functions and community focal points provided by its town centres. Significant emphasis is given to the need for the District Plan to recognise that such centres could be adversely affected by new retail oriented business development occurring outside such centres. [Amendment 140]

*Town centres may be adversely affected*

Some businesses which draw large numbers of customers, particularly retailing, and which therefore tend to support town centres, may seek to establish in other business areas notwithstanding (or perhaps because of) the lower environmental standards and expectations in such areas. This could result in the creation of additional retail areas with adverse effects on established town centres, such as:

- (a) eroding the functions and amenity values of the town centres, particularly the pedestrian retail cores;
- (b) undermining the ability of centres to provide convenient and efficient services for residents and visitors by limiting the range of services provided in the town centres;
- (c) requiring people to make additional vehicle trips to carry out all their activities.
- (d) the inefficient use of existing infrastructure in the town centres.

The Regional Policy Statement acknowledges that a range of business activities, including a limited range of retail (particularly large format retail) activities are



ill-suited to locating in town centres, in particular High Density Centres, and Intensive Corridors due to form, scale or customer base.

Increasing populations will create an increased demand for commercial, particularly retail, activity. The availability of retail activities is particularly important to provide for the community's wellbeing by ensuring that consumers have ready access to a choice of goods and services. There is a wide spectrum of retail activities in terms of form, scale, function, transportation effects and customer base. Whilst the majority of commercial activities will continue to locate in town centres, particularly High Density Centres, a town centre location may not always be suitable for all types of retail activities due to a number of factors including their function, as well as site requirements and size. It may therefore be appropriate in a number of circumstances, to locate such activities along Intensive Corridors and elsewhere in business zones, subject to ensuring any adverse environmental effects are appropriately managed.

*Issue*  
9.2.3

**The amenity values and environmental quality of residential, rural and open space areas may be adversely affected by business activities, through inappropriate building scale, visual impact, noise, dust, odours, glare, overshadowing, encroachments on privacy and traffic.** [Amendment 140]

*Business interface*

The interface between business and residential and rural activities is the point where the effects of business activities are often most keenly felt. In particular, business activities can affect the amenity values of residential areas which have a greater intensity of activities being undertaken.

Most of the business areas in the District adjoin or are adjacent to residential or rural areas. Business growth and development could create more interface situations. Further, the location of business activities throughout residential and rural areas has the potential to result in significant adverse effects on the amenity values and character of those areas.

Potential adverse effects can arise from the scale, intensity and nature of the development and can be increased by high numbers of vehicle movements and extended hours of operation. The adverse effects which can be generated vary depending on the nature of the business activity, ie. whether it is retailing or industry, but can include noise, vibration, air pollution, dust, odour, glare, visual impacts and traffic effects. Similar effects could also occur where business areas are adjacent to rural areas, particularly countryside living areas which have a greater intensity of development.

*Scale*

Out of scale business buildings and activities can have adverse effects on residential amenity especially where small town centres are surrounded by residential development. In particular taller buildings over 9 metres in height in the smaller town centres can be out of character, and not be in keeping with the expectation of surrounding residents. [Amendment 140]

*Shadowing*

Tall buildings located within business areas have the potential to generate shadows and restrict the access of daylight to adjacent residential areas and parcels of public open space. This can significantly detract from the amenity values of the residential or open space land affected.

*Privacy*

Tall buildings located in close proximity to residential areas can also reduce the



	<p>level of privacy currently enjoyed within these areas. Occupants of tall buildings may be able to obtain previously unavailable views into the private open space of the adjoining residential properties or land uses.</p>
Noise	<p>An issue which has arisen in the District in places such as Orewa and Gulf Harbour, is that of noise, particularly loud music from bars and restaurants. Loud noise can affect people's health, especially if it results in sleep deprivation. Noise, vandalism and anti-social behaviour from people congregating outside premises on closing has also been an issue. These actions impact on the amenity values of the adjacent residential and business area.</p>
Smoke and odour	<p>Smoke and odour from business activity are also effects which can impact on the amenity value of an area.</p>
Traffic effects	<p>Traffic effects can include congestion, parking problems and reduced pedestrian safety.</p>
Open space	<p>Where business activities are adjacent to open space areas (reserves) the issue of maintaining the amenity value of the open space also arises. Keeping esplanade areas clear of business activities is an issue at both Silverdale and Kumeu. Dumping, storing and burning of material has occurred on the esplanade reserves.</p>
Issue 9.2.4	<p><b>Amenity values within business areas may be adversely affected by activities through visual impact, noise, dust, odours and traffic.</b></p>
Amenity values	<p>Apart from the amenity value issues relating to town centres raised in Issue 9.2.1 and between business areas and residential or open space areas (Issue 9.2.3), there is an issue concerning amenity values within other business areas.</p> <p>The maintenance and enhancement of the amenity values of such areas is also important to the community and to the businesses themselves. Other retail and service areas should also maintain amenity values, including urban form and in particular the character of the streetscape, the appearance of the site from public areas and the relationship between the buildings and to areas of open space.</p> <p>Issues relating to amenity values have been identified as weaknesses in some business areas in the District, particularly those relating to parking, access, and the amenity values and quality of public space in the centres.</p>
Effects on businesses	<p>Businesses activities themselves, such as those which generate high levels of noise, dust or odour, may adversely affect other businesses in an area, for example retail activities. There are clearly differing levels of effects generated which may not be appropriate in all business areas of the district. Retail areas, whether pedestrian oriented or not, generally have a higher level of amenity values. Lower environmental qualities are found in business areas devoted to manufacturing, warehousing, storage, transportation, wholesale supply depots and the like.</p>
Movement	<p>The movement of people and vehicles is also an issue which can impact on the safety and amenity values of business areas which are not pedestrian oriented. Poorly designed parking areas, and entry and exits are an example. Similarly traffic congestion on adjoining roads can impact on safety and amenity values, by making it difficult to get to the business activities.</p>



<p><i>Issue</i> 9.2.5</p>	<p><b>The sustainable management of business areas with a low level of amenity values can be adversely affected by the location of activities requiring higher levels of amenity value and safety for customers.</b></p>
<p><i>Differing levels of amenity value</i></p>	<p>Some business activities, such as industries and those which do not have large numbers of customers visiting the site, do not need to maintain a high level of amenity values. Some business activities, mainly industries, can also involve potentially objectionable or noxious processes. These may involve the use of dangerous chemicals or processes or produce objectionable smells or noise. Such industries may be unable to, or it may be unreasonable to expect them to, achieve the higher levels of amenity value required or expected by activities such as residential activities or business activities which attract high numbers of people, eg. retailing.</p>
<p><i>Reverse sensitivity</i></p>	<p>Some "people intensive" business activities, including residential activities, may be tempted, perhaps by lower land values or environmental standards, to seek to locate in business area's described above. If such activities involve significant retail development, and/or generate significant numbers of people, conflicts can arise with the other businesses in the area. The conflicting standards required by the "people intensive" activities would undermine the areas suitability for activities requiring lower levels of amenity value, which they are intended to accommodate. This situation is often referred to as "reverse sensitivity".</p>
<p><i>Issue</i> 9.2.6</p>	<p><b>The quality of air, water and soil may be adversely affected by business activities.</b></p>
<p><i>Water quality</i></p>	<p>Business activity, particularly industrial activities, can have adverse effects on water quality, air quality and soils.</p> <p>Most water pollution caused by business activities occurs from contaminants entering the stormwater system. Poor yard practices, accidental spills and lack of awareness in the workforce of the environmental consequences of their actions are the main causes of water pollution. Other significant causes of pollution are inappropriate storage of products, new industries moving into premises which are unsuitable for their operation, illegal stormwater connections and inappropriate methods for disposal of industrial wastewater.</p> <p>In situations where business land is immediately adjacent to a water body the land edge can be used for storage of equipment and substances and generally as a "back yard," which can result in pollution and litter.</p> <p>Water quality issues are also dealt with in <i>Chapter 19 - Utilities and Chapter 20 - Hazardous Substances and Contaminated Sites</i>.</p>
<p><i>Air quality</i></p>	<p>Air pollution from business activities can affect public health, cause local nuisances and detract from the amenity value of an area. At present there are few business activities in Rodney District which give rise to significant air pollution. However, Silverdale's location in a valley results in poorer pollution dispersal during temperature inversions.</p> <p>The main air quality issue arising from business activity in the District is smoke and odour from backyard burning of rubbish. This is more of a nuisance and an amenity issue than a significant health and safety issue. Fumes and odour from spray painting and fibre-glassing operations are other reported sources of</p>



*Soil contamination*

*Issues from other chapters*

nuisance. The use of hazardous substances always creates the potential for accidental discharges to the atmosphere which could be a health hazard to neighbouring residents.

This is dealt with in *Chapter 20 - Hazardous Substances and Contaminated Sites*.

**Readers should note that issues from the following chapters are also relevant:**

*Chapter 5 - Natural Hazards*

*Chapter 13 - Future Development and Structure Plans*

*Chapter 18 - Urban Land Modification and Vegetation*

*Chapter 19 - Utilities*

*Chapter 20 - Hazardous Substances and Contaminated Sites*

*Chapter 21 - Transportation and Access*

*Chapter 22 - Financial Contributions and Works*

*Chapter 23 - Subdivision and Servicing*



## 9.3

Objective  
9.3.1

### OBJECTIVES

**To maintain and enhance the amenity values of town centre business areas.**

*(This objective relates to Issues 9.2.1 and 9.2.2 )*

Objective  
9.3.2

**To maintain the capability for town centre business areas to act as community focal points and mixed use areas including residential activity.**

*(This objective relates to Issues 9.2.1 and 9.2.2)*

Objective  
9.3.3

**To avoid, remedy or mitigate the adverse effects of activities occurring in business areas on the amenity values of adjoining areas.**

*(This objective relates to Issue 9.2.3)*

Objective  
9.3.4

**To maintain or enhance the amenity values within business areas to a level appropriate for the type of activity being carried out and the location and context of the business area. [Amendment 140]**

*(This objective relates to Issues 9.2.1, 9.2.4 and 9.2.5)*

Objective  
9.3.5

**To avoid, remedy or mitigate the adverse effects of sensitive activities in business areas on activities with lower amenity values provided for in the zone and on adjoining existing activities.**

*(This objective relates to Issues 9.2.1, 9.2.3, 9.2.4, 9.2.5 and 9.2.6)*

Objective  
9.3.6

**To reduce vehicle trip generation, duration and length resulting from business activities.**

*(This objective relates to Issues 9.2.2, 9.2.3, 9.2.4 and 9.2.6 )*

Objective  
9.3.7

**To ensure safe and efficient access for bicycles, motor vehicles, passenger transport and pedestrians to and within areas where business activities occur.**

*(This objective relates to Issues 9.2.1, 9.2.4)*

Objective  
9.3.8

**To maintain and enhance the quality of the natural environment in and adjoining areas where business activities occur.**

*(This objective relates to Issues 9.2.1, 9.2.2, 9.2.3, 9.2.4, 9.2.5 and 9.2.6)*

Objective  
9.3.9

**To maintain and enhance the existing special heritage character of the northern part of the Helensville Town Centre in particular the:**

- Detached nature of retail/service buildings in this area.
- The substantial trees and open landscaped areas in this area.
- The traditional terrace shops.





- The individual and precinct value of heritage buildings.

*(This objective relates to Issue 9.2.1)*

**Explanation & Reasons**

*The Council recognises the special heritage character of the northern part of the Helensville Town Centre area based on detached buildings with commercial or retail businesses. Many of these buildings are scheduled heritage buildings that are important in forming the town's character. It is also important to maintain the significant trees and heritage buildings in this area.*

*Contrasting to this are a number of retail premises where the shop fronts are located right on the street boundary. It is important to allow these businesses to remain. [Amendment 144]*

**Readers should note that Objectives from the following chapters are also relevant:**

- Chapter 5 - Natural Hazards*
- Chapter 13 - Future Development and Structure Plans*
- Chapter 17 - Cultural Heritage*
- Chapter 18 - Urban Land Modification and Vegetation Protection*
- Chapter 19 - Utilities*
- Chapter 20 - Hazardous Substances and Contaminated Sites*
- Chapter 21 - Transportation and Access*
- Chapter 22 - Financial Contributions and Works*
- Chapter 23 - Subdivision and Servicing*

Objectives from other chapters



## 9.4

Policy  
9.4.1  
Town centres

### POLICIES

**Business activity, particularly high customer generating retail activity, should be encouraged to locate in town centres, particularly High Density Centres; to the extent that such activities serve the function, role and amenity of town centres. Business activities are enabled in other business areas where these would not:**

- (i) generate adverse effects which would compromise the function and the amenity values of town centre business areas which act as community focal points; or**
- (ii) compromise the achievement of Strategic Policies Urban Structure 2.6.5 of the Regional Policy Statement.**

#### ***Explanation and Reasons***

*This policy seeks to achieve Objectives 9.3.1, 9.3.2, 9.3.6 and 9.3.7.*

*Significant dispersal or relocation of high customer generating retail activities has the potential to have adverse effects on the amenity values and functions of town centres.*

*The pedestrian retail core environments, with heritage values in some centres, create the main focal points of the District's communities. It is important that these areas do not lose their character through inconsistent core development patterns, or through the dispersed location of high customer generating activities in other areas. However, this does not preclude the development of new centres as part of a broad growth strategy to accommodate population growth in the District.*

*In small business centres the scale of development should be consistent with the centre's function as a local community focal point. [Amendment 140]*

*Commercial activities outside of identified town centres have the potential to create adverse effects. These include effects on the transport network, nearby living environments, economic effects on existing town centres (where such effects go beyond trade competition and would be of a scale that they affect the function and amenity of such centres), and also in terms of reverse sensitivity effects where an agglomeration of retail activity in an industrial zone may place pressure on permitted industrial activities to reduce their level of effects.*

*This policy gives effect to the Regional Policy Statement. The Regional Policy Statement states that commercial activities that are best suited to locate and develop in High Density Centres should be encouraged to do so within those areas and where appropriate, are to be enabled in Intensive Corridors. Outside of High Density Centres and Intensive Corridors, in particular along other corridors and in neighbourhood centres, commercial activities are enabled where such activities would not compromise the achievement of a compact sustainable urban form and sustainable urban land use intensification.*

*There are currently no Intensive Corridors identified in Appendix 13B of the Plan.*

*The Rodney District Plan identifies a number of centres which in the Regional*



Policy  
9.4.2  
Low amenity values areas

context would be considered to be town centres or neighbourhood centres. However in the context of the Rodney district these centres play an important role to accommodate commercial activity in appropriate locations. The District Plan encourages commercial activity in town centres but does not seek to elevate all of them to High Density Centres within the Regional context. This managed flexibility gives effect to the Regional Policy Statement in the specific context of Rodney district.

The policy also recognises there is a range of business activities, including a limited range of retail (particularly large format retail) activities, which due to form, scale or customer base are ill-suited to locating in town centres. These include activities that require extensive land, have noxious emissions, contribute to reverse sensitivity problems and create adverse effects on the environment. Such activities should be encouraged to locate in business areas that are zoned specifically for such activities so that adverse effects can be adequately avoided, remedied or mitigated.

**Business activities or areas which:**

- (a) do not need to maintain a high level of amenity values; or**
- (b) have the potential to cause objectionable or noxious effects or be dangerous;**

**should be located separately from those business activities which do require a high level of amenity values or which are sensitive to the effects in (b).**

**Explanation and Reasons**

*This policy seeks to achieve Objectives 9.3.1, 9.3.2, 9.3.3, 9.3.4 and 9.3.8.*

*Some business activities, such as industries and those which do not have large numbers of customers visiting the site, do not need to maintain a high level of amenity values. It is therefore appropriate that they are located separately from those activities which do require a high level of amenity values so that they do not have to comply unnecessarily with the higher standards required of high customer generating areas.*

*By separating industries from more sensitive activities the potential adverse effects can be avoided. More sensitive activities are therefore protected and industries are able to operate more effectively, unencumbered by standards appropriate for activities requiring higher levels of amenity value. More noxious industries will still have to avoid adverse effects on the environment, but the standards will not be as demanding as those for higher amenity value areas.*

Policy  
9.4.3  
Traffic operation

**Business activities which attract large numbers of vehicles should be appropriately located having regard to the objective of reducing cumulative vehicle trip generation, duration and length.**

**Explanation and Reasons**

*This policy seeks to achieve Objectives 9.3.1, 9.3.2, 9.3.3, 9.3.4, 9.3.6, 9.3.7 and 9.3.8.*

*Some business activities have a significant influence on the number and pattern of vehicle trips within the District. The location of business activity can influence the extent to which people use vehicles, and the distances and time involved in vehicle*



use will in turn affect vehicle emissions (to air and water). Typically, agglomerations of speciality shops, supermarkets, large format retail stores and department stores are all forms of retail activity which are high generators of vehicle traffic. The co-location of some high traffic generators can lower the incidence of single purpose shopping trips and reduce the necessity to travel from one retail outlet to another by motor vehicle to accomplish a relatively small number of tasks.

Also activities which rely on freight facilities should be located close to freight corridors and major freight routes to provide ease of access and avoid heavy traffic having to pass through other activity areas, particularly residential areas.

The dispersal of business activities within residential areas needs to be carefully considered in this context. While a mix of small scale business activities with no significant adverse effects on residential amenity may provide highly accessible facilities for residents and so reduce vehicle reliance, retail activities which generate a high number of trips in vehicles should typically be located elsewhere.

Similarly, the location of high trip generating business activities in areas of the district which are otherwise rural and some distance from population centres should be discouraged.

**Activities and buildings in business areas located near residential, rural or open space areas, should be sited and designed so that adverse effects on:**

- (a) **visual amenity values, including the location, design and scale of buildings and the appearance of the site;**
- (b) **the landscape;**
- (c) **direct sunlight and daylight admission between sites and to open space and residential areas;**
- (d) **privacy;**
- (e) **traffic movement;**
- (f) **the acoustic environment;**
- (g) **air quality, eg. from dust and odour;**
- (h) **the compatibility of building scale between business and surrounding residential areas; and**
- (i) **lighting.**

**are avoided, remedied or mitigated.**

[Amendment 140]

**Explanation and Reasons**

*This policy seeks to achieve Objectives 9.3.3, 9.3.7, and 9.3.8.*

Policy  
9.4.4  
Effects on adjoining areas



Policy  
9.4.5  
Noise effects

*Business activities have the potential to have adverse effects on the amenity values of adjacent areas. Factors such as the scale and intensity of development, the design and external appearance of buildings and site layout can have an effect on the visual amenity values and access to direct sunlight of neighbouring sites.*

*The traffic generation and movement associated with business activity can have a significant effect on adjacent activities, particularly residential areas. Congestion, noise and parking difficulties can have an adverse effect on the amenity values of adjacent areas.*

**Activities and buildings in business areas should be sited, designed and operated to avoid, remedy or mitigate adverse noise effects:**

- (a) within the area, to a level appropriate to the function of the area; and**
- (b) in adjacent areas, to a level which avoids an adverse effect on the health of their residents or users, or on their amenity values.**

[Amendment 140]

***Explanation and Reasons***

*This policy seeks to achieve Objectives 9.3.1, 9.3.3, 9.3.4 and 9.3.6.*

*Some forms of business activity, particularly industry, can generate noise. It is reasonable to expect that a higher level of noise will be experienced in an industrial area than, for example, in a retail area, and that a higher level of noise is acceptable in industrial areas. However, noise above certain levels can reduce the amenity values of sites within business areas. It is therefore important to set controls on permissible noise levels to maintain the amenity value of more sensitive business areas, for example retail areas, particularly if a mix of activity such as residential activity also occurs in the area.*

*The effects of noise from business activities on neighbouring areas, particularly residential areas, is a more significant issue because of the potential health effects from, for example, sleep deprivation. It can also significantly reduce the amenity values of neighbouring areas. It is therefore important that the level of noise emitted, and the hours in which it is emitted, from business areas does not adversely affect the health and amenity values of neighbouring areas. However, it must be recognised that living close to a business area will result in a higher noise environment than for more distant areas.*

Policy  
9.4.6  
Traffic effects

**Activities and buildings in business areas should be located and designed in such a way that potential adverse effects on the transport network, particularly traffic movement, efficiency and safety and adverse effects on pedestrians and passenger transport users are avoided, remedied or mitigated, including:**

- (a) the location and design of vehicular access and manoeuvring areas; and**



(b) the location and design of parking areas.

(c) the location and design of access routes and facilities for transport modes such as walking, cycling and passenger transport.

[Amendment 140]

**Explanation and Reasons**

*This policy seeks to achieve Objectives 9.3.1, 9.3.2, 9.3.3, 9.3.4, 9.3.6 and 9.3.7.*

*Business activity can be a high generator of both total and peak flow traffic. This can produce significant adverse effects on the roading network by affecting safety and the efficient flow of traffic. Maintaining the safety of road users is concerned with minimising crashes, fatalities and injuries. Adverse effects on the efficient flow of traffic result in congestion and delays to trips. Congestion is a significant cost to businesses. It is therefore important that business activity is located and managed in a way that ensures the safe and efficient use of the transport network. In particular, the location and design of vehicular access points and parking areas can influence the extent to which adverse effects on traffic and pedestrian safety and the roading network occur.*

*Cycling, walking, and passenger transport can be provided for in the design and layout of business areas to improve their accessibility to users who do not have access to private vehicles including the young, elderly, poor and disabled. This can improve the viability of alternative modes of transport and so reduce the number of vehicle trips and therefore adverse effects from traffic such as noise, congestion and emissions.*

**Buildings, car parks and other structures in business areas, should be designed and located in a way which avoids, remedies or mitigates adverse effects on, and where possible enhances the amenity values of those areas, in respect of:**

(a) visual amenity values, including the location, design and scale of buildings and the external appearance of sites;

(b) the landscape;

(c) admission of direct sunlight and daylight to areas of open space; to a level appropriate to the function of the area

(d) the character of the centre, particularly where the building, carpark or structure is within the small business centres policy area.

**Explanation and Reasons**

*This policy seeks to achieve Objective 9.3.4.*

*Activity in business areas, should have regard to the amenity values of the area. All business areas attract customers and some care should be given to the street frontage and appearance of the sites. However, this should be to a level consistent with the function of the area. [Amendment 140]*

Policy  
9.4.7  
Business areas



Policy  
9.4.8  
Effects on water

**Business areas should be developed and activities sited, designed and operated so as to avoid discharges which would have adverse effects on the quality of groundwater, rivers and coastal waters.**

***Explanation and Reasons***

*This policy seeks to achieve Objective 9.3.8.*

*It is important to maintain and enhance water quality for its intrinsic and habitat values, and to protect the health of other users of the water, whether it be for domestic water or recreation. The location of business areas in relation to water bodies and the way the activities are designed, eg. site layout, and carried out on site can significantly impact on the water quality of adjacent water bodies.*

Policy  
9.4.9  
Effects on air quality

**Activities in business areas should be sited, designed and operated so as to minimise discharges to the air which have an adverse effect on air quality.**

***Explanation and Reasons***

*This policy seeks to achieve Objectives 9.3.1, 9.3.3, 9.3.4 and 9.3.8.*

*Some business activities can emit, or have the potential to emit, discharges to the atmosphere which can be dangerous to people's health. This applies to those who work in or visit a business area and also those who live close by. It is therefore important that business activities which have discharges to the atmosphere, mainly industries, are located, designed, and operated in such a way that the potential adverse effects on the environment are avoided, remedied or mitigated.*

Policy  
9.4.10

**In order to recognise the valuable physical resources, in terms of infrastructure, heritage and commercial and community facilities and services as a whole, retail and other community activities in Helensville should be avoided outside the Retail Service Zone.**

***Explanation and Reasons***

*This policy seeks to achieve Objective 9.3.2*

*There is an existing oversupply of retail space available within the Retail Service Zone in Helensville. Retail development outside this zone will further exacerbate the adverse effects of empty shops and under investment in the town centre. The Industrial Zone allows for various forms of retail and community facilities which can be appropriate in some locations. However in Helensville the Industrial Zone is near the edge of the town centre and therefore the location of these activities can undermine the Town Centre. [\[Amendment 144\]](#)*

Policy  
9.4.11  
Heritage Policy Area

**By providing the Helensville Heritage Policy Area in the north Helensville Town Centre area that:**

- **Protects as a precinct and individually, the heritage buildings in the Helensville Heritage Overlay area.**
- **Includes development controls that are targeted at maintaining the current character of the area.**
- **Protects the large trees in the area that contribute to the character of the area.**



- **Provides appropriate incentives for renovation of buildings in keeping with the heritage values of the Policy Area.**

**Explanations and Reasons**

*This policy seeks to achieve Objective 9.3.9*

*Helensville has a rich history and many heritage buildings, commercial and public, are within or close to the town centre. The main part of the shopping centre is located within Commercial Road. To the north of this are some residential buildings and a number of larger commercial and public buildings. Notable trees such as Norfolk Pines, Pohutukawas, and others contribute to the character of Helensville.*

*The Helensville Town Centre Heritage Policy Area is centred on the main street of Helensville including Commercial Road, Garfield Road (where Commercial Road meets Garfield Road and extends into Bridge Street), Bridge Street and a small portion of Railway Street.*

*The sites within the Helensville Town Centre Heritage Policy Area were evaluated taking into account the criteria outlined in Appendix 17A of the Rodney District Council District Plan Criteria for the Evaluation of Structures and Fixed Objects of Cultural Heritage Significance which provides a set of assessment values.*

*The following categories were assigned in determining the significance of each site:*

- *Establishing Heritage Values*

*These sites have values that define the character of Helensville — they assist in revealing how Helensville was formed. The term value is used as it encompasses more than the building that is presently on the site, it includes the history and other characteristics of the site in their relationship to Helensville and its community.*

- *Supporting Heritage Values*

*These sites have values that assist in identifying the character of Helensville. They may be older buildings that have been significantly altered or sites that have history related to Helensville.*

- *Neutral Value*

*These sites have no particular significance to how the town has evolved.*

- *Intrusive*

*These are sites that detract from the town's heritage values and character.*

*The District Plan provides that the removal of buildings from establishing values sites and supporting values sites are restricted discretionary activities. The erection, addition to or alteration of buildings and accessory buildings on all sites within the Helensville Heritage Policy Area are restricted discretionary activities. Specific assessment criteria are provided for establishing values sites, supporting values sites and other sites. [Amendment 144]*

**In small business centres new development should not be out of scale with or insensitive in character to the centre and surrounding residential environment and where appropriate should enhance the character of the centre.**





**Explanation and Reasons**

*This policy seeks to achieve Objectives 9.3.3 and 9.3.4.*

*There is a range of small centres in Rodney District. This policy seeks that new development recognises the character and scale of these centres and does not detract from those. The purpose of the policy is to avoid, remedy or mitigate adverse effects both within these centres and the surrounding residential areas.*  
[Amendment 140]

9.4.13

**Policies from the following chapters are also relevant:**

- Chapter 5 - Natural Hazards*
- Chapter 13 - Future Development and Structure Plans*
- Chapter 17 - Cultural Heritage*
- Chapter 18 - Urban Land Modification and Vegetation Protection*
- Chapter 19 - Utilities*
- Chapter 20 - Hazardous Substances and Contaminated Sites*
- Chapter 21 - Transportation and Access*
- Chapter 22 - Financial Contributions and Works*
- Chapter 23 - Subdivision and Servicing*



## 9.5

### STRATEGY

The business strategy sets out the overall approach to managing the natural and physical resources in business and adjoining areas in order to promote sustainable management. The strategy derives from the issues, objectives and policies for business areas.

The consequences of applying the objectives and policies are that:

- (a) Town centres retain their community focal point role and their amenity values are maintained and in some cases enhanced.
- (b) The adverse effects of business activities on other land use activities, both within and adjoining business areas are minimised.
- (c) The adverse effects of traffic generated by business activities are managed.
- (d) There is an efficient use of existing infrastructure in the town centres.
- (e) There will be a concentration of activity in town centres and the ability to strategically plan and provide for public transport and traffic mitigation measures accordingly. There are also correspondingly wider benefits to the entire roading system.
- (f) The adverse effects of business activity on the natural environment are minimised.

Concentrating business activity is a location based approach to manage potential effects of business development. Commercial activities (which include retail and office activities) should be encouraged to develop in town centres. This means that town centres have the ability to retain and enhance their community focal point role and to be developed with a higher level of amenity values than, for example, industrial areas.

This approach gives effect to the Regional Policy Statement. Commercial activities that are best suited to locate and develop in town centres, particularly High Density Centres, are encouraged to do so within those areas. Outside of town centres, commercial activities are enabled where such activities would not compromise the achievement of a compact sustainable urban form and sustainable urban land use intensification.

The Regional Policy Statement also enables commercial activities to locate in Intensive Corridors. There are currently no Intensive Corridors identified in Rodney. A plan change will be required to identify any Intensive Corridors in the future. Such a plan change will amend either Schedule 1A of the Regional Policy Statement or Appendix 13B of this Plan to classify the Intensive Corridor, and will amend the approach in the Business Chapter to reflect the policy direction of the Regional Policy Statement in relation to Intensive Corridors.

The Regional Policy Statement recognises there is a range of business activities, including a limited range of retail (particularly large format retail) activities which due to form, scale or customer base are ill-suited to locating in High Density Centres and Intensive Corridors. Locating commercial activities outside of these commercial areas should be enabled having regard to a number of matters, including whether they would compromise the achievement of a



compact sustainable urban form and sustainable urban land use intensification. These include activities that require extensive land, have noxious emissions, contribute to reverse sensitivity problems and create adverse effects on the environment. Such activities should be encouraged to locate in business areas that are zoned specifically for such activities so that adverse effects can be adequately avoided, remedied or mitigated.

In small centres a special small business centres policy area has been identified in order to maintain their scale and character. [\[Amendment 140\]](#)

The identification of Pedestrian Town Centre Areas, with a package of rules relating to retaining frontage, and control of outdoor yard type activities, such as vehicle sales yards, are approaches which can contribute to retaining and providing shop and street frontage and maintaining both core pedestrian amenity values and more cohesive centres. A key concern is also the safe and efficient movement of people and vehicles. In the case of Orewa, a special Orewa Town Centre Policy Area has also been identified. This enables intensive development, including mid-rise development, which is intended to allow people to live in the town centre and thus add to its vitality.

The co-location of some high traffic generators can also lower the incidence of single purpose trips and reduce the need to travel from one outlet to another.

A location based approach also enables the protection of the amenity values of areas of non-business activity, particularly residential areas. By concentrating business activity in specified locations the effects of activities have to be dealt with only at the business/residential interface and appropriate controls can be used to avoid, remedy or mitigate any adverse effects.

The concentration of more noxious industrial activities into specific locations also enables the management of the effects of these activities on people and the environment.



## 9.6

### 9.6.1

#### 9.6.1.1

## IMPLEMENTATION

### District Plan Regulatory Methods

#### Zones

The Business Zones identify the business areas in the District in which different sets of rules apply to address the issues identified and to achieve the objectives set out in section 9.3 and the policies set out in section 9.4.

Three Business Zones apply, namely the:

- (a) Retail Service Zone;
- (b) Mixed Business Zone; and
- (c) Industrial Zone.

These are described in detail in section 9.8 Description of Zones.

In addition to the three Business Zones above, in chapter 12 — Special Zones, a specific business zone has been prepared for the Snells Beach commercial and industrial areas entitled “Special 20 (Mahurangi East Seaside Village Centre) zone”. It addresses the specific needs of this local area and is designed to ensure that a high standard of development is achieved.

The zones reflect the methods designed to achieve varying levels of acceptable environmental effects in relation to a number of matters. These include:

**Amenity Values** - Activities which could have adverse effects on amenity values are limited in the Retail Service Zone, and rules are included which identify Pedestrian Town Centre Areas to ensure that a high standard of pedestrian amenity value is achieved within town centre business areas.

In smaller centres (in the Retail Service Zone and Mixed Business Zone) a special small business centres policy area has been identified in order to maintain intact the scale and character of these centres.

[\[Amendment 140\]](#)

**Air Quality** - Activities with the potential to involve discharges to the air are primarily limited to the Industrial Zone, and activities which could be adversely affected, for example, those involving a large number of people, are managed in this Zone. It is not the intention to duplicate the functions of the Auckland Regional Council, which is responsible for the control of discharges to the air. The intention of identifying such activities is to manage the consequences of those adverse effects on other more sensitive activities as well as the effects of the more sensitive activities on the industrial activities (reverse sensitivity).

**Scale and Intensity of Development** - Lower height limits are imposed in the Retail Service Zone to ensure that a lower scale of development occurs.

**Visual Amenity Values** - A higher level of amenity planting is required in the Mixed Business Zone, compared with the Industrial Zone.

**Traffic Generation** - Activities which generate large volumes of traffic, such as Drive-through Activities, are limited within the Retail Service Zone to ensure



9.6.1.2

that the road network can accommodate the traffic and that the activity does not have an adverse effect on pedestrian amenity values.

Noise - The noise controls are set out in Chapter 16 - General Rules. The maximum noise levels allowed in the Retail Service Zone are lower than those in the Mixed Business Zone, which are in turn lower than those allowed in the Industrial Zone. These noise levels reflect the desired amenity values within each of the areas delineated by the business zones.

#### **Effects Based Activity Types**

Permitted Activities within the business zones are those which, provided they comply with specified development controls and performance standards, are unlikely to generate adverse effects on the environment.

Restricted Discretionary Activities are those which are likely to be appropriate in the zone provided that certain elements which may generate adverse effects can be adequately addressed. The Council has restricted its discretion when assessing resource consent applications to these elements. After considering these elements the Council may grant consent (with or without conditions), or refuse consent. For example, activities which can be noisy and operate late into the night are Restricted Discretionary Activities where they seek to locate adjacent to residential areas. This will enable their effects, particularly noise, to be assessed and appropriate controls to be put in place to protect the amenity values of the adjoining residential areas. [\[Amendment 101 — Decision — Not operative\]](#)

Discretionary Activities are those which may be appropriate in a zone but have the potential to have adverse effects on the environment. For example, yard type activities in the Retail Service Zone are discretionary because of the possible effect on pedestrian amenity values. Activities which could be adversely affected by locating in a particular zone are also discretionary. For example, activities which involve gatherings of a large number of people are discretionary in the Industrial Zone because of their potential sensitivity.

Any activity which is not a Permitted, Restricted Discretionary or Discretionary Activity is a Non-complying Activity. These are activities which are specifically considered inappropriate in a zone because of their potential adverse effects on the environment. However, a resource consent can be sought for such activities and they will be assessed against the objectives and policies in the Plan and the relevant matters set out in the Act.

9.6.1.3

#### **Development Controls and Performance Standards**

These are the rules which apply to the development of buildings and structures and the activities within the business zones. They are intended to ensure that activities achieve the environmental standards desired in each zone and between the business zones and other activity zones, particularly residential zones.

Development controls include height and height in relation to boundary limits and yard and landscaping requirements, to ensure that the scale, location and appearance of buildings do not generate adverse effects on the amenity values of adjoining sites. Rules relating to pedestrian shelter, continuous frontages and limiting bare walls, applying in the pedestrian town centre areas of the Retail Service Zone, aim to protect pedestrian amenity values.



9.6.1.4

Performance standards, for example noise rules, aim to ensure that the activities which occur do not create adverse effects on the environment. These are set out in *Chapter 16 - General Rules*.

### **Structure Plans and Comprehensive Development Plans**

Structure Plans and Comprehensive Development Plans are used as a regulatory method to guide development of "greenfield" or undeveloped areas. They can establish a pattern of land use and a transport network which will ensure that the adverse effects of development are addressed in advance of development occurring.

### **Financial Contributions**

Financial contributions, dealt with in detail in *Chapter 22 - Financial Contributions and Works*, are an important method for ensuring that some of the environmental effects of business development are able to be dealt with, by obtaining money and works from developers as development occurs.

9.6.2

### **Other Regulatory Methods**

The Council will continue to use bylaws to control the management of a range of adverse effects on the environment in business areas including the use of management and enforcement regimes to mitigate the adverse effects of traffic and car parking.

9.6.3

### **Other Methods**

9.6.3.1

#### **Education**

This method encompasses the publication of state of the environment reports, information pamphlets and design guidelines, and the holding of public meetings and urban design workshops. Essentially, it involves advising developers and other resource users to act in a manner which is environmentally responsible and which achieves the resource management objectives and policies set out in the Plan. An example is the "Centre Plans" approach which Rodney District Council has adopted for many of its business areas.

9.6.3.2

#### **Provision of Works and Services and Land Acquisition**

The Council may carry out works and services or acquire land to achieve its resource management objectives. For example, the Council may implement streetscape improvements or purchase land to create a park in order to enhance the amenity of business areas. It may purchase or provide land and buildings for public car parking. Capital works and land acquisition need to be signalled in the Council's Annual Plan, with significant long term expenditure being dealt with in a Strategic Plan. These processes are open to public debate and are subject to a political process rather than the legal process involved in the preparation of a District Plan.

9.6.3.3

#### **Financial Incentives**

The Council may continue to participate (subject to the annual plan process) in funding infrastructure in business areas to increase their attractiveness. It is also likely to continue to support existing business associations "main street"



## 9.7

programmes and “self help” schemes.

### **ANTICIPATED ENVIRONMENTAL RESULTS**

The anticipated environmental results from the implementation of the above objectives, policies and methods are:

- (a) Town centres which retain their ability to act as community focal points.
- (b) A concentration of business activities in established or specifically identified new business areas, such as town centres, particularly High Density Centres, or Intensive Corridors, and appropriately in other business areas.
- (c) Business areas with amenity values appropriate to their function; in particular, town centres which are visually pleasant and provide easy pedestrian movement and areas of open space.
- (d) A high standard of amenity values in areas adjacent to business areas, particularly in relation to noise, odour and visual amenity values.
- (e) Business areas which are safe, accessible and easy to move around in.
- (f) Natural water quality not diminished by business activities.
- (g) A high standard of air quality.
- (h) A competitive and efficient economy.



## 9.8

### DESCRIPTION OF ZONES

This section contains objectives and policies for specific zones which are additional to those in section 9.3 and 9.4. It also provides zone descriptions.

#### 9.8.1

#### Retail Service Zone

##### 9.8.1.1

##### Retail Service Zone Objectives

Objective  
9.8.1.1.1

To maintain and enhance the amenity values of the Retail Service Zone, particularly pedestrian town centre areas.

*(This objective relates to Issues 9.2.1 and 9.2.4 )*

Objective  
9.8.1.1.2

To protect and enhance the special values existing in the Warkworth town centre, in particular the unique character that results from the small and fine grained nature of the core retail area, the historic qualities of the town centre and the location of the town adjacent to the river.

*(This objective relates to Issue 9.2.1 )*

Objective  
9.8.1.1.3

To enable mixed use development in town centre areas including residential development.

*(This objective relates to Issue 9.2.1)*

Objective  
9.8.1.1.4

To discourage the development of large format bulk retail activities within the Matakana Village Overlay Area in order to protect the low scale informal character of Matakana village.

Objective  
9.8.1.1.5

To encourage high quality buildings and signage that complements and enhances streetscape, the Matakana village character and pedestrian amenity in the Matakana Village Overlay Area.

Objective  
9.8.1.1.6

See also the Objectives in section 9.3

##### 9.8.1.2

##### Retail Service Zone Policies

Policy  
9.8.1.2.1

Buildings, carparks and other structures should be designed and located in a way which does not have adverse effects on and maintains and enhances the amenity values of the Retail Service Zone, particularly pedestrian town centre areas, in respect of:

- (a) pedestrian accessibility and convenience;
- (b) visual amenity values, including location, design, external appearance and scale of buildings;
- (c) the landscape; and
- (d) direct sunlight and daylight admission to areas of open space.

*(This policy seeks to achieve Objective 9.8.1.1.1)*

Policy  
9.8.1.2.2

Buildings, carparks and other structures in the Orewa Town Centre Policy Area should not exceed 30 metres in height and should be designed and located in a way which minimises the adverse effects on, and maintains and enhances:





- (a) the landscape values of the area, in particular views to and from the sea and beach;
- (b) the amenity values of the area, in respect of:
  - (i) the wind environment, particularly at street level;
  - (ii) direct sunlight and daylight admission to areas of open space within the Policy Area and to adjoining sites;
  - (iii) the level of privacy enjoyed by established residential activities undertaken within these areas and on adjoining sites.

[Amendment 101]

[Amendment 141]

*(This policy seeks to achieve Objective 9.8.1.1.1)*

Policy  
9.8.1.2.3

Any new building, redevelopment of an existing building, within the Orewa Town Centre Policy Area which exceeds a height of 10.5m should provide for a mix of activities that demonstrate consistency with the relevant objectives and policies of the Auckland Regional Policy Statement (ARPS) (for avoidance of doubt — including any operative amendments to the ARPS) and reflect an appropriate regard for other non-statutory regional documents in regard to the intensity and mixture of uses that are to be provided.

[Amendment 101]

Policy  
9.8.1.2.4

In the Small Business Centres Policy Area new development including buildings should not be out of scale with the intended function of the centre or insensitive in character to the centre and surrounding residential environment. Where the existing character of the centre is inconsistent with the objectives and policies of this chapter or a relevant adopted structure plan, new development including buildings, should enhance the character of the centre.

*This policy seeks to achieve Objectives 9.8.1.1, 9.8.2.1.1 and 9.8.2.1.2.*

[Amendment 140]

Policy  
9.8.1.2.5

Development in town centres, including Schedule 1A areas listed in Appendix 13B Chapter 13, should include mixed use development with residential development above ground floor level where practicable.

Policy  
9.8.1.2.6

Activities which have a yard or outdoor storage or display area, including those involving motor vehicles, should not generally be located in the Retail Service Zone.

*(This policy seeks to achieve Objective 9.8.1.1.1)*

Policy  
9.8.1.2.7

Activities which have the potential to cause objectionable or noxious effects or be dangerous should generally not be located in the Retail Service Zone.

*(This policy seeks to achieve Objective 9.8.1.1.1)*

Policy  
9.8.1.2.8

Within the Warkworth Town Centre Policy Areas the scale and character of buildings, and the frontage and floor area of business premises shall be managed so as to:

- (a) protect and enhance the human scale and the fine grained nature of the Warkworth town centre area.



Policy  
9.8.1.2.9

- (b) recognise the different amenity values in different parts of the centre;  
and
- (c) complement large format retail and trade supplier activities in other suitably zoned Warkworth locations.

*(This policy seeks to achieve Objective 9.8.1.1.1 and 9.8.1.1.2)*

See also the Policies in section 9.4.

**Explanation and Reasons**

*This explanation and reasons relate to Policies 9.8.1.2.1 to 9.8.1.2.7.*

*Maintaining and enhancing the amenity values of town centre business areas, requires consideration of the desirability of having intimate spaces and attractive retail frontages needed for a lively pedestrian environment. The extent to which a retail area is accessible and enables ease of pedestrian movement within it, contributes to its amenity values. Features such as verandahs and covered connections between buildings can also contribute to amenity values.*

*The amenity values and vibrancy of town centres can also be enhanced by enabling people to live in them. This provides housing and living choices, activity after hours, increases security and enables development that intensifies the town centres. While it is desirable to enable residential development and mixed use in the town centres, it is also important that residential activity does not inhibit retail and other commercial activity at ground level and thus compromise street frontage objectives, hence the encouragement of residential development to above ground level.*

*The location, scale and appearance of buildings are important to providing high amenity values to pedestrian oriented town centres. The relationship between buildings and areas of open space is also important to ensure the areas of open space are attractive to use. Carparking areas need to be well located, designed, signposted and landscaped to add to the amenity value of a business area.*

*In the Orewa Town Centre Policy Area it is important to ensure that the adverse effects of taller buildings are avoided such as wind and shading effects and effects on the wider landscape.*

*The historical establishment of the Warkworth town centre has resulted in a fine grained retail area (i.e. generally small boutique shops with narrow frontages) with a human scale that contributes strongly to the unique amenity values and characteristics associated with this area. Whilst it may be appropriate to construct buildings with larger floor areas, it is the length of frontage and floor area of individual business activities that contributes to or impacts upon, these characteristics i.e. narrower frontages and smaller floor areas either as separate buildings or as a business premises within a larger building.*

*The establishment of large format retail activity within Warkworth town centre may impact on the viability of other suitably zoned Warkworth locations that have been specifically identified for large format retail activities, such as at Woodcocks Road and the Grange site on State Highway 1.. However it is also recognised that high pedestrian generating anchor stores with larger gross floor areas may be appropriate within the identified 'Core Expansion Area' at Warkworth in order to provide economic vitality to the adjoining core retail area (Policy Area A). The establishment of any such stores in the identified core expansion area (Policy Area*



'C') will however require careful consideration to ensure that they contribute positively to the economic vitality of the town centre without detracting from the unique character, fine-grain nature, and heritage values of the Warkworth town centre.

In terms of the fringe area (Policy Area B) in the Warkworth town centre, it is anticipated that a mix of business activities, including offices, visitor accommodation, and retail will locate in this area.

The location and screening of storage and loading areas is also an important element in maintaining amenity values as these can appear untidy and cluttered, particularly waste storage areas.

To maintain amenity values, particularly the pedestrian values of much of the Zone it is also important to control activities such as yard type activities which do not retain built frontage.

Activities which have the potential to have adverse effects on the amenity values or the environmental quality of the Zone, such as effects on noise or air quality, also need to be managed, for example, industrial activities.

Policy  
9.8.1.2.10

Development on Lot 1 DP 57182, Pt Allot 15 Psh of Okura SO 892, Pt Allot 15 DP3450 and Allot 335 Psh of Okura SO 56846, which front the northern side of the Hibiscus Coast Highway, should include landscaping and building designs that create an urban environment of high visual quality, acknowledging that the area functions as a 'gateway' to the Hibiscus Coast urban area. Of particular importance is managing the visual integration of buildings and structures in a way which enhances the adjoining reserve and river frontage and 'gateway' entrance from the motorway along Hibiscus Coast Highway to the Silverdale Town Centre.

Policy  
9.8.1.2.11

Development on Lot 1 DP 57182, Pt Allot 15 Psh of Okura SO 892, Pt Allot 15 DP3450 and Allot 335 Psh of Okura SO 56846, should not have direct vehicle access off the Hibiscus Coast Highway and that access should be provided via the internal roading network

**Explanation and Reasons**

These policies seek to achieve Objectives 9.3.1, 9.3.2, 9.3.3, 9.3.4, 9.3.6 and 9.3.7. This explanation and reasons relate to Policy 9.8.1.2.7 and Policy 9.8.1.2.8.

The sites fronting Hibiscus Coast Highway near the motorway interchange are high profile sites and development of them will play a strong part in defining the gateway entrance and peoples perception of the Hibiscus Coast. Design and landscaping of the sites and interfaces with the Hibiscus Coast Highway are critical to achieve continuity of the intended gateway entrance from the motorway interchange to the existing town centre. The area near the East Coast Road intersection with Hibiscus Coast Highway has a high traffic throughput and once developed, the sites will become the first glimpse of a Hibiscus Coast Settlement when viewed from the south. The sites currently have riparian vegetation as a backdrop and it is important to ensure that any future commercial development of the sites is sensitive to this environment. In order to create a high quality urban environment and for reasons of traffic safety and pedestrian flow, it is inappropriate to allow direct access from the sites to Hibiscus Coast Highway. It is expected that internal roads will service the sites from a main intersection and a left-in-left-out intersection with Hibiscus Coast Highway.



Policy  
9.8.1.2.12

To manage the effects of development on Lot 1 and Part Lot 3 DP 370122 Woodcocks Road, Warkworth, to ensure that landscaping and building design creates an urban environment of high visual quality. Of particular importance is managing the visual integration of buildings and structures, and providing areas of pedestrian interest in a way which enhances the adjoining Mahurangi River environment. Subdivision and land use activities should also be carried out in a manner which avoids the adverse effects of stormwater runoff on receiving environments.

**Explanation and Reasons**

*This policy seeks to achieve Objectives 9.3.1, 9.3.2, 9.3.3, 9.3.4, 9.3.6, and 9.3.7. This explanation and reasons relate to Policy 9.8.1.2.10.*

*The Retail Service Zone which applies in Woodcocks Road, Warkworth, borders the Mahurangi River which has a high level of visual appeal and amenity values. Design and landscaping of buildings, roading, and carparking on the site are critical in achieving positive relationships with the Mahurangi River, and the associated public realm, in the longer term.*

Policy  
9.8.1.2.13

Within the Matakana Village Overlay Area the floor area of retail development should be in keeping with the small size of typical retail shops within the village.

**Explanation and Reasons**

This policy seeks to achieve Objective 9.8.1.1.4.

Matakana functions as a small local service and tourism centre, consisting of low rise small scale building. Over recent years Matakana has built on its heritage as a market town for the sale of locally grown food produce, crafts and artworks. Large format buildings have the potential to adversely impact on the small rural town character. This type of development is not appropriate for Matakana, and is more suited to nearby Warkworth which services a much large catchment.

Policy  
9.8.1.2.14

The architectural style of buildings should create a 'rural' or historic character rather than a modern commercial appearance with a hard urban edge.

**Explanation and Reasons**

This policy seeks to achieve Objective 9.8.1.1.5.

Historically Matakana consisted of low rise small scale buildings constructed in local materials and had a distinctive 'small country town' character. Recently Matakana has built on its heritage as a market town for the sale of locally grown food produce, crafts and artworks. The appearance of buildings is important in providing high amenity values and future development should be given careful consideration. There is potential for this character to be progressively eroded by new development that has a more urban or suburban style that is out of character with the built form that has evolved in Matakana. This policy ensures that new development is of a high quality that maintains and enhances the rural village character of Matakana.

9.8.1.3

**Retail Service Zone Description**

This Zone applies to areas where shops, offices and associated commercial services are primary activities including the main town centre business areas.



The range of activities possible in this Zone is wide, to facilitate pedestrian access to a range of services which people may require without the need to use a motor vehicle between shops and services. The wide range also allows activities to change over time with changing market demands.

Within the Zone specific Pedestrian Town Centre Areas have been identified in Orewa, Silverdale, Helensville, Warkworth, Matakana and Wellsford, to which specific Rules apply relating to building frontages, to ensure that a pedestrian friendly environment is maintained.

A special policy area is also identified in the Orewa Town Centre where taller buildings are allowed subject to obtaining a resource consent. The more lenient maximum height applies within the portion of Orewa which is capable of accommodating taller development without detracting from this area's pedestrian scale or causing excessive adverse visual and landscape effects.

In addition to identification as a Pedestrian Town Centre Area, Town Centre Policy Areas have also been developed for the Retail Service Zone in Warkworth to ensure that the special character and amenity values of the town centre area are protected and enhanced through a combination of floor area and frontage length controls.

Policy Area A contains the core of the Town Centre's retailing and related commercial activities and lies in the 'historical' areas near the river. In addition to Policy area 'A', a Core Expansion Policy Area 'C' has been identified to provide the opportunity for the establishment of larger format, high pedestrian generating stores, that will enhance the economic vitality of the town centre area. Policy Area 'B' includes the balance of the existing Retail Service zoned land within Warkworth town centre

The activity status of large format retail activity is different in the Core Expansion Policy Area 'C' from that in the policy areas 'A' and 'B'. The purpose of policy area 'C' is to provide an opportunity for larger format, high pedestrian generating activities to establish in this location where they will have the potential to enhance the economic vitality of the adjoining core area (policy area 'A') in order to support the fine-grained retail activities that contribute significantly to the character of the town centre. Larger format store/s will only be appropriate on sites within the Core Expansion Policy Area 'C' where any building and activities will not adversely impact on the character and heritage values of the town centre, and will not generate other adverse effects that would be considered to be more than minor.

In Policy Area B — the fringe of the town centre area, activities such as offices, visitor accommodation and smaller scale retail activities are considered appropriate. Such activities will be assessed as to the degree to which they complement the character of the town centre as a whole and the economic vitality of the core retail area.

In a wider context, it is anticipated that, in general, larger format retail stores will locate outside of the town centre area in other areas that have been appropriately zoned, such as at Woodcocks Road and the Grange site on State Highway 1.

In the case of Warkworth, in many instances buildings are at least Restricted Discretionary Activities to enable an assessment of their impact and contribution to the unique character of the central part of the town. A large



format retail centre is also located off Woodcocks Road with activities in this centre controlled under the Restricted Activity provisions of *Chapter 14 — Scheduled Activities* in order to protect the ongoing social and economic functioning of the existing Warkworth Town Centre.

The Zone comprises areas of local shops and smaller centres which serve the needs of local residents. It also includes the larger retail cores of the main centres of Orewa, Whangaparaoa, Warkworth, Wellsford, Helensville and Kumeu-Huapai. For Warkworth, the zone includes the larger retail core of the Town Centre, and also the large format retail area located off Woodcocks Road.

## 9.8.2

## Mixed Business Zone

### 9.8.2.1

### Mixed Business Zone Objectives

Objective  
9.8.2.1.1

To enable a range of business activity without generating adverse effects on the function of town centres as community focal points.

*(This objective relates to Issue 9.2.2)*

Objective  
9.8.2.1.2

To ensure that customer oriented business activities are not adversely affected by other activities occurring in the Zone.

*(This objective relates to Issue 9.2.4)*

Objective  
9.8.2.1.3

See also the Objectives in Section 9.3.

Objective  
9.8.2.1.4

To ensure that development in the Matakana Village Overlay Area is appropriate to and blends in with the surrounding streetscape in relation to building height, scale, bulk, materials and finishes.

### 9.8.2.2

### Mixed Business Zone Policies

Policy  
9.8.2.2.1

High customer generating retail activity should generally not be located in the Mixed Business Zone.

*(This policy seeks to achieve Objectives 9.8.1.1.1 and 9.8.2.1.2)* [Decision Report 2007]

Policy  
9.8.2.2.2

Activities which have the potential to cause objectionable or noxious effects or be dangerous should generally not be located in the Mixed Business Zone.

*(This policy seeks to achieve Objective 9.8.2.1. and 9.8.2.1.2)*

### Explanation and Reasons

*This explanation and reasons relate to Policies 9.8.2.2.1 and 9.8.2.2.2.*

*High customer generating retail activity locating in the Mixed Business Zone could generate adverse effects on the function and the amenity values of town centre business areas which act as community focal points. It is therefore necessary to assess such activities to determine if adverse effects could occur.*

*Because the Mixed Business Zone enables a wide range of business activity to locate within it, much of which is people or customer oriented providing goods and*



Policy  
9.8.2.2.3

services, it is necessary to ensure that noxious or dangerous activities do not generate adverse effects on such business activities.

See also the Policies in section 9.4.

9.8.2.3

### **Mixed Business Zone Description**

This Zone applies to business areas where there is a range of commercial, office and small scale industrial activities which require ready access to the public, but which do not need a main shopping frontage or amenity values as high as those in the Retail Service Zone. Small scale retail activity (with a gross floor area up to 600m<sup>2</sup>) and yard based handyman and trade type retailing is permitted. Larger format retailing (with a gross floor area in excess of 600m<sup>2</sup>) is a Restricted Discretionary Activity. This is to enable an assessment of the potential adverse effects on the ability of the town centres to continue to act as community focal points, the effect on the amenity values of town centres, traffic effects and effects on other activities in the Zone.

Activities which have the potential to have adverse effects on the amenity values or environmental quality of the Zone, or its interface with other Zones, require a Discretionary Activity resource consent. These include industrial activities capable of producing adverse effects on air quality and on other activities in the Zone.

This Zone includes land in the business areas of the main urban centres and several smaller centres in the rural area.

Policy  
9.8.2.2.4

New buildings in the Matakana Village Overlay Area shall achieve a high quality architectural design that represents a rural village character rather than that of an urban commercial environment.

### **Explanation and Reasons**

*This policy seeks to achieve Objective 9.8.2.1.4.*

*Matakana fulfils the function of a small local service centre, with primary service available at the nearby district centre of Warkworth. As the town has grown, new service industries have developed including timber and building supplies, concrete supplies and vehicle and machinery servicing. These activities manifest in large buildings, typically sheds which have the potential to adversely affect the character of the village.*

*Whilst these light industrial activities are important in servicing the local catchments needs, it is important that buildings reflect that of a rural town and not one of an urban commercial environment.*

## **9.8.3**

## **Industrial Zone**

9.8.3.1

### **Industrial Zone Objectives**

Objective  
9.8.3.1.1

To enable business activities which do not require high levels of amenity value, and to ensure that such business activities are not adversely affected by activities seeking to locate in the Zone which do require a high level of amenity values and safety for customers.

*(This objective relates to Issue 9.2.5)*



*Objective*  
9.8.3.1.2

See also the Objectives in section 9.3.

9.8.3.2

### **Industrial Zone Policies**

*Policy*  
9.8.3.2.1

High customer generating retail activity and activities involving the assembly of large numbers of people should generally not be located in the Industrial Business Zone.

*Policy*  
9.8.3.2.2

Activities which are likely to require high levels of amenity values and activities which are sensitive to the effects of the expected range of industrial activity in the zone should generally not be located in the Industrial Business Zone.

*(This policy seeks to achieve Objective 9.8.3.1.1)*

### **Explanation and Reasons**

*It is important to ensure that activities which involve gatherings of people, for example, places of assembly, restaurants and childcare facilities, are not placing themselves in a situation where they will be subject to the effects of industries which are allowed to locate in the Zone. Such a mix of activities can result in unreasonable expectations being placed on industrial type activities to meet levels of amenity value which are not required in an area identified for industrial type activity. The term "reverse sensitivity" is used to refer to the effects of the existence of sensitive activities on other less sensitive activities in their vicinity, particularly leading to restraints on the carrying on of the less sensitive activities. Sensitive activities should not be located in the Zone unless the sensitive activity protects itself from potential effects from industrial type activities.*

*Policy*  
9.8.3.2.3

See also the Policies in section 9.4.

9.8.3.3

### **Industrial Zone Description**

This Zone applies to business areas where a range of industrial activity including warehousing, processing, and a range of commercial services could occur. Because of the industrial nature of the activities which can occur, a lower standard of amenity values is acceptable compared with the Retail Service and Mixed Business Zones.

Where Industrial Zones are adjacent to Residential, Rural or Open Space Zones, Rules are included to ensure that the adjoining residents are protected from the adverse effects of activities which are allowed to occur. For example, higher noise standards and greater landscaping is required. Within the Zone lower standards are required, for example, no yards or landscaping are required between industrially zoned sites.

This Zone applies to the main industrial areas in the District at Silverdale, Warkworth, Wellsford, Kumeu-Huapai and Helensville.





## Rule 9.9

### Rule 9.9.1 Activities in Business Zones

#### Rule 9.9.1.1

### Rule 9.9.2 Activity Tables

## ACTIVITY RULES

### Activities in Business Zones

Activities in the Business Zones shall comply with the following:

- (a) All Permitted Activities in the Activity Table in Rule 9.9.2 shall comply with Rule 9.10 Development Controls and Performance Standards, any additional Development Controls and Performance Standards for Particular Activities in Rule 9.10.7, and any other relevant Rule in the Plan.
- (b) All Restricted Discretionary Activities in the Activity Table in Rule 9.9.2 shall comply with Rule 9.10 Development Controls and Performance Standards, **except** where the activity is Restricted Discretionary because of non-compliance with the Development Controls and Performance Standards, and any additional Development Controls and Performance Standards for Particular Activities in Rule 9.10.7, and any other relevant Rule in the Plan.
- (c) All Restricted Discretionary Activities in the Activity Table in Rule 9.9.2 shall be assessed against those matters over which discretion is retained, set out in Rule 9.12.
- (d) All Discretionary Activities in the Activity Table in Rule 9.9.2 will be assessed against the criteria set out in 9.13 Discretionary Activities: Assessment Criteria, and any other relevant Discretionary Activity Assessment Criteria in any other chapter of this Plan, and the relevant matters set out in section 104 of the Act.

### Activity Tables

#### Activity Table 1

In the following table:

- P** = Permitted Activity
- RD** = Restricted Discretionary Activity
- D** = Discretionary Activity
- NC** = Non-complying Activity
- NA** = Not Applicable

**Note:** Words in Capitals are defined in *Chapter 3 - Definitions*



ACTIVITY	BUSINESS ZONES		
	Retail Service	Mixed	Industrial
Any Permitted or Restricted Discretionary Activity in this Table that does not comply with the Development Controls in Rules 9.10.1 (excluding sites in the Small Business Centres Policy Area), 9.10.2, 9.10.3, 9.10.6 and 9.10.7.1 and 9.10.8. <a href="#">[Amendment 144]</a> <a href="#">[Amendment 140]</a>	RD	RD	RD
Any Permitted or Restricted Discretionary Activity in this Table that does not comply with the Development Controls in Rules 9.10.1 on sites in the Small Business Centres Policy Area). <a href="#">[Amendment 140]</a>	NC	NC	NC
Any Permitted or Restricted Discretionary Activity in this Table that does not comply with the Development Controls and Performance Standards in Rules 9.10, <b>except</b> Rule 9.10.1, 9.10.2, 9.10.3, 9.10.6 and 9.10.7.1	D	D	D
Any activity not listed in this Activity Table	NC	NC	NC
The ERECTION, addition to or alteration of BUILDINGS and ACCESSORY BUILDINGS for any Permitted Activity in this Table, except in the Matakana Village Overlay Area.	P	P	P
The ERECTION, addition to or alteration of BUILDINGS and ACCESSORY BUILDINGS for any Permitted Activity in the Matakana Village Overlay Area.	RD	RD	NA
The ERECTION, addition to or alteration of BUILDINGS and ACCESSORY BUILDINGS for any Restricted Discretionary Activity in this Activity Table	RD	RD	RD
The ERECTION, addition to or alteration of BUILDINGS and ACCESSORY BUILDINGS for any Discretionary Activity in this Activity Table	D	D	D
The ERECTION, addition to or alteration of BUILDINGS exceeding a height of 10.5 metres in the Orewa Town Centre Policy Area shown on the Planning Maps <a href="#">[Amendment 101]</a>	RD	NA	NA
Internal alterations and the redecoration, repair and/or insignificant alteration of any existing fabric or detailing carried out in a manner and design and with materials similar in appearance to those originally used of BUILDINGS and ACCESSORY BUILDINGS for any Permitted, or Restricted Discretionary Activity on SITES in the Helensville Town Centre Heritage Policy Area in Appendix 9E. <a href="#">[Amendment 144]</a>	P	NA	NA



ACTIVITY	BUSINESS ZONES		
	Retail Service	Mixed	Industrial
The ERECTION, addition to or alteration of BUILDINGS and ACCESSORY BUILDINGS for any Permitted, or Restricted Discretionary Activity on SITES in Warkworth specifically identified on Planning Map 54	RD	RD	RD
The ERECTION, addition to or alteration of BUILDINGS and ACCESSORY BUILDINGS for any Permitted, or Restricted Discretionary Activity on SITES in the Helensville Town Centre Heritage Policy Area in Appendix 9E not provided for as a permitted activity. <a href="#">[Amendment 144]</a>	RD	NA	NA
The ERECTION, addition to or external alteration of BUILDINGS and ACCESSORY BUILDINGS within the Small Business Centres Policy Area for any Permitted, Restricted Discretionary or Discretionary Activity in this Table except for the following works: <ul style="list-style-type: none"> <li>• Redecoration, maintenance or repair.</li> <li>• Alterations not visible from a road, public space or residential zones.</li> <li>• Alterations that do not increase the building height or increase the floor area by more than 15m<sup>2</sup>.</li> <li>• Chimneys, exhaust vents and mechanical equipment not visible from a road.</li> </ul> <a href="#">[Amendment 140]</a>	RD	RD	NA
The following additions to or external alterations of BUILDINGS and ACCESSORY BUILDINGS within the Small Business Centres Policy Area for any Permitted, Restricted Discretionary or Discretionary Activity in this table; <ul style="list-style-type: none"> <li>• Redecoration, maintenance or repair.</li> <li>• Alterations not visible from a road, public space or residential zones.</li> <li>• Alterations that do not increase the building height or increase the floor area by more than 15m<sup>2</sup>.</li> <li>• Chimneys, exhaust vents and mechanical equipment not visible from a road.</li> </ul> <a href="#">[Amendment 140]</a>	P	P	NA
The DEMOLITION or removal of BUILDINGS <b>except</b> those protected by any Rule in this Plan	P	P	P
The DEMOLITION or removal of BUILDINGS on sites identified as value establishing or value supporting in the Helensville Heritage Policy Area in Appendix 9E. <a href="#">[Amendment 144]</a>	RD	NA	NA



ACTIVITY	BUSINESS ZONES		
	Retail Service	Mixed	Industrial
Carparking areas ancillary to a Permitted, Restricted Discretionary or Discretionary Activity	P	P	P
Carparking areas and carparking BUILDINGS other than those ancillary to a Permitted, Restricted Discretionary or Discretionary Activity <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	RD	D	P
CHILD CARE FACILITIES <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D
COMMERCIAL SERVICES <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	P
DAIRIES <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	P
DRIVE-THROUGH ACTIVITIES <b>except</b> on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE <b>and except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2) and the Matakana Village Overlay Area.	RD	P	P
DRIVE-THROUGH ACTIVITIES on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2) and the Matakana Village Overlay Area.	RD	RD	RD
DRIVE-THROUGH ACTIVITIES on SITES located within the Matakana Village Overlay Area.	NC	NC	NA
EARTHWORKS and the ERECTION of any BUILDINGS on land at Snells Beach, Silverdale North, Silverdale South and Waimauku and identified as Restricted Activities 301, 309, 310 and 314 respectively in the Planning Maps and <i>Chapter 14 - Scheduled Activities</i>	RD	RD	RD
EDUCATIONAL FACILITIES <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D
ENTERTAINMENT FACILITIES <b>except</b> on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE <b>and except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D



ACTIVITY	BUSINESS ZONES		
	Retail Service	Mixed	Industrial
ENTERTAINMENT FACILITIES on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE (See also Activity Table 2)	D	D	D
FIRE SERVICE EMERGENCY SERVICES	RD	RD	RD
FUNERAL PARLOURS <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D
GARDEN CENTRES	D	P	P
Grazing of animals	P	P	P
HEALTH AND WELFARE SERVICES <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D
HIRE PREMISES	NC	P	P
HOSPITALS <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2) and the Matakana Village Overlay Area.	P	D	NC
HOUSEHOLD UNITS <b>except</b> those ancillary to a Permitted, Restricted Discretionary or Discretionary Activity in this Table (excluding sites in the Small Business Centres Policy Area B). <a href="#">[Amendment 140]</a>	P	D	NC
HOUSEHOLD UNITS at a standard of not less than 275m <sup>2</sup> site area per household unit in the Small Business Centres Policy Area B, <b>except</b> those ancillary to a Permitted, Restricted Discretionary or Discretionary Activity. <a href="#">[Amendment 140]</a>	RD	D	NA
HOUSEHOLD UNITS ancillary to a Permitted, Restricted Discretionary or Discretionary Activity in this Table not exceeding one per SITE	P	P	P
INDUSTRY not involving discharges to air categories listed in Appendices 9A (Part A) or 9B (Part B)	D	P	P
INDUSTRY involving discharges to air categories listed in Appendix 9B (Part B) <b>except</b> vehicle wreckers	NC	D	P
INDUSTRY involving discharges to air categories listed in	NC	NC	NC



ACTIVITY	BUSINESS ZONES		
	Retail Service	Mixed	Industrial
Appendix 9A (Part A)			
INDUSTRY involving the storage and use of HAZARDOUS SUBSTANCES	See Rules in <i>Chapter 20 - Hazardous Substances and Contaminated Sites</i>		
OFFICES ancillary to a Permitted, Restricted Discretionary or Discretionary Activity	P	P	P
OFFICES which are not ancillary to a Permitted, Restricted Discretionary or Discretionary Activity <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D
OUTDOOR RECREATION on RESERVES excluding buildings except for goal posts, seating, and fencing	P	P	P
PLACES OF ASSEMBLY <b>except</b> on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE <b>and except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D
PLACES OF ASSEMBLY on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE ( <b>see also Activity Table 2</b> ).	D	D	D
REFUSE TRANSFER STATION and RECYCLING STATIONS	NC	NC	D
RESTAURANTS (excluding DRIVE-THROUGH ACTIVITIES) <b>except</b> on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE where the RESTAURANT is open to the public between the hours of 11.00pm – 6.00am <b>and except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D
RESTAURANTS (excluding DRIVE-THROUGH ACTIVITIES) on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE where the RESTAURANT is open to the public between the hours of 11.00pm – 6.00am <b>and except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	RD	RD	D
SHOPS with a GROSS FLOOR AREA of 600m <sup>2</sup> or less <b>except</b> SHOPS for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools <b>or</b> SHOPS with OUTDOOR DISPLAY or storage areas in the Retail Service Zone <b>and except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2) and the Matakana Village Overlay Area.	P	P	NC



ACTIVITY	BUSINESS ZONES		
	Retail Service	Mixed	Industrial
SHOPS with a GROSS FLOOR AREA greater than 600m <sup>2</sup> <b>except</b> SHOPS for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools <b>or</b> SHOPS with OUTDOOR DISPLAY or storage areas in the Retail Service Zone <b>and except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2) and the Matakana Village Overlay Area.	P	RD	NC
SHOPS for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools <b>except</b> SHOPS with OUTDOOR DISPLAY or storage areas in the Retail Service Zone <b>and except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2) and the Matakana Village Overlay Area.	P	P	P
SHOPS with OUTDOOR DISPLAY AREAS or storage areas in the RETAIL SERVICE ZONE	NC	NA	NA
SHOPS for the sale of any goods manufactured on the SITE provided that the retail sales area does not exceed 25% of the GROSS FLOOR AREA set aside for manufacturing, or 250m <sup>2</sup> , which ever is the lesser <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2) and the Matakana Village Overlay Area.	P	P	P
SHOPS in the Matakana Village Overlay Area with a GROSS FLOOR AREA of 200m <sup>2</sup> or less <b>except</b> SHOPS for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools <b>or</b> SHOPS with OUTDOOR DISPLAY or storage areas in the Retail Service Zone	P	NC	NA
SHOPS in the Matakana Village Overlay Area with a GROSS FLOOR AREA between 201 - 350m <sup>2</sup> <b>except</b> SHOPS for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools <b>or</b> SHOPS with OUTDOOR DISPLAY or storage areas in the Retail Service Zone	RD	NC	NA
SHOPS in the Matakana Village Overlay Area with a GROSS FLOOR AREA greater than 350m <sup>2</sup> <b>except</b> SHOPS for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools	NC	NC	NA
SHOPS in the Matakana Village Overlay Area for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools <b>except</b> SHOPS with OUTDOOR DISPLAY or storage areas in the Retail Service Zone	D	P	NA



ACTIVITY	BUSINESS ZONES		
	Retail Service	Mixed	Industrial
SHOPS in the Matakana Village Overlay Area for the sale of any goods manufactured on the SITE provided that the retail sales area does not exceed 25% of the GROSS FLOOR AREA set aside for manufacturing, or 250m <sup>2</sup> , which ever is the lesser	D	P	NA
SHOWROOM and SHOW HOME SITES	D	P	P
Storage, renovation and sale of recycled or second-hand BUILDINGS	NC	NC	P
TAKEAWAY FOOD BARS <b>except</b> DRIVE-THROUGH ACTIVITIES <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	P
TRANSPORT CENTRES <b>except</b> on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE	D	P	D
TRANSPORT CENTRES on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE	D	RD	D
VISITOR ACCOMMODATION <b>except</b> in the Warkworth Town Centre Policy Areas (see Activity Table 2).	P	P	D
VEHICLE SALES AND HIRE PREMISES	D	P	P
Vehicle Dismantling and Storage	NC	NC	RD
WORKROOMS (including kitchens) provided that each WORKROOM is incidental to a shop of which it forms a part and serves that shop only	P	P	P
District Wide Activities	<b>Refer to Chapter 16 - General Rules</b>		
EARTHWORKS and Vegetation and WETLAND MODIFICATION Activities	<b>Refer to Chapter 18 - Urban Land Modification and Vegetation Protection</b>		
Transport Activities	<b>Refer to Chapter 21 - Transportation and Access</b>		
Use and Storage of HAZARDOUS SUBSTANCES	<b>Refer to Chapter 20 - Hazardous Substances and Contaminated Sites</b>		





ACTIVITY	BUSINESS ZONES		
	Retail Service	Mixed	Industrial
UTILITIES	Refer to <i>Chapter 19 - Utilities</i>		



## Activity Table 2 — Warkworth Town Centre — Gross Floor Area and Frontage Types

**Note:** These provisions are in addition to Activity Table 9.9.2 — Activity Table 1 which should be referred to in the first instance.

In the following table:

- P** = Permitted Activity
- RD** = Restricted Discretionary Activity
- D** = Discretionary Activity
- NC** = Non-complying Activity
- NA** = Not Applicable

**Note:** Words in Capitals are defined in *Chapter 3 — Definitions*

ACTIVITY	Retail Service
<b>GROSS FLOOR AREA</b>	
<p>1. Individual business premises (either in separate buildings or as separate tenancies within larger buildings) for the activities listed below in the Warkworth Town Centre Policy Areas that are shown on Appendix 9D:</p> <ul style="list-style-type: none"> <li>➤ Carparking areas and carparking BUILDINGS</li> <li>➤ CHILD CARE FACILITIES</li> <li>➤ COMMERCIAL SERVICES</li> <li>➤ DAIRIES</li> <li>➤ EDUCATIONAL FACILITIES</li> <li>➤ ENTERTAINMENT FACILITIES</li> <li>➤ FUNERAL PARLOURS</li> <li>➤ HEALTH AND WELFARE SERVICES</li> <li>➤ HOSPITALS</li> <li>➤ OFFICES which are not ancillary to a Permitted, Restricted Discretionary or Discretionary Activity</li> <li>➤ PLACES OF ASSEMBLY</li> <li>➤ RESTAURANTS (excluding DRIVE-THROUGH ACTIVITIES) <b>except</b> on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE</li> <li>➤ SHOPS <b>except</b> SHOPS for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools <b>or</b> SHOPS with OUTDOOR DISPLAY or storage areas</li> <li>➤ SHOPS for the sale of Builders', Tradesmen's, Engineers', Farmers' and Handymen's Supplies, or Motor Vehicle and Machinery Parts and Tools <b>except</b> SHOPS with OUTDOOR DISPLAY or storage areas.</li> <li>➤ SHOPS for the sale of any goods manufactured on the SITE provided that the retail sales area does not exceed 25% of the GROSS FLOOR AREA set aside for manufacturing, or 250m<sup>2</sup>, whichever is the lesser</li> <li>➤ TAKEAWAY FOOD BARS <b>except</b> DRIVE-THROUGH ACTIVITIES</li> <li>➤ VISITOR ACCOMMODATION</li> </ul>	



ACTIVITY	Retail Service
<b>GROSS FLOOR AREA</b>	
<b>Policy Area A (Core Area) and Policy Area B (Fringe Area):</b>	
(a) With a GROSS FLOOR AREA of 200m <sup>2</sup> or less.	P
(b) With a GROSS FLOOR AREA of 201m <sup>2</sup> - 350m <sup>2</sup> .	RD
(c) With a GROSS FLOOR AREA of 351m <sup>2</sup> or greater.	NC
<b>Policy Area C (Core Expansion Area):</b>	RD
(a) With a GROSS FLOOR AREA of 200m <sup>2</sup> or less	RD
(b) With a GROSS FLOOR AREA of 201m <sup>2</sup> — 350m <sup>2</sup> .	RD
(c) With a GROSS FLOOR AREA of 351m <sup>2</sup> or greater	NC
2. Individual business premises (either in separate buildings or as separate tenancies within larger buildings) for the activities listed below in the Warkworth Town Centre Policy Areas that are shown on Appendix 9D: <ul style="list-style-type: none"> <li>➤ DRIVE-THROUGH ACTIVITIES except on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE</li> <li>➤ DRIVE-THROUGH ACTIVITIES on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE</li> <li>➤ RESTAURANTS (excluding DRIVE-THROUGH ACTIVITIES) on SITES located within 50 metres of a RESIDENTIAL or RURAL ZONE</li> </ul>	
(a) With a GROSS FLOOR AREA of 200m <sup>2</sup> or less	RD
(b) With a GROSS FLOOR AREA of 201m <sup>2</sup> — 350m <sup>2</sup> .	RD
(c) With a GROSS FLOOR AREA of 351m <sup>2</sup> or greater	NC

FRONTAGE TYPES	
Individual business premises for the activities listed above (either in separate buildings or as separate tenancies within larger buildings) in the Warkworth Town Centre Policy Areas that are shown on Appendix 9D:	
<b>Frontage Type 1</b>	
With a frontage of no greater than 6 metres	P
With a frontage greater than 6 metres	RD
<b>Frontage Type 2</b>	
With a frontage of no greater than 12 metres	P
With a frontage greater than 12 metres	RD
<b>Frontage Type 3</b>	
With a frontage of no greater than 12 metres	RD
With a frontage greater than 12 metres	NC



## Rule 9.10

### Rule 9.10.1 Height

## DEVELOPMENT CONTROLS AND PERFORMANCE STANDARDS

### Height

The maximum height of any building shall be:

- (a) Retail Service Zone 10.5m  
except in the Matakana Village Overlay Area
- (b) Buildings or parts of 9m  
buildings which are located in the Retail Service Zone within the Matakana Village Overlay Area.
- (c) Mixed Business Zone 12.0m  
except those buildings or parts of buildings within the Matakana Village Overlay Area which are within 40 metres of Matakana Valley Road
- (d) Industrial Zone 12.0m
- (e) Buildings or parts of 9.0m  
Buildings which are located in the Mixed Business Zone within the Matakana Village Overlay Area and which are within 40 metres of Matakana Valley Road.

The maximum height shall be determined using the rolling height method as defined in Chapter 3 - Definitions.

[Amendment 140]

### Rule 9.10.2 Height in Relation to Boundary

### Height in Relation to Boundary

No part of any building shall exceed a height equal to 3 metres plus the shortest horizontal distance between that part of the building and any site boundary adjoining a Residential, Rural or Open Space Zone except for buildings on 1335 Leigh Road where there shall be no height to boundary requirement.

#### **Explanation and Reasons**

*This explanation and reasons relate to Rules 9.10.1 and 9.10.2.*

*The height of buildings can adversely affect the amenity values of adjoining non-business areas by overshadowing and overlooking. The lower height for the Retail Service Zone reflects the desire to retain a pedestrian related scale to development. It will help ensure that buildings do not have an overbearing effect which could diminish the amenity values of the retail areas. The height limit for the Mixed Business and Industrial Zones would enable a four storey building and other structures. However, these would be in keeping with the amenity values of the District and not have an excessive impact on the visual landscape. The height in relation to boundary Rules complement the height Rules and will help maintain the admission of direct sunlight to adjoining non-business sites.*



Rule 9.10.3  
Yards

Rule 9.10.3.1  
Standards

Yards

Standards

(a) The following minimum front yards shall apply:

- (i) Retail Service Zone Nil – **except** where the front of a site or part of a site at street level is occupied by a carpark or carparking building in which case the yard shall be a minimum of 2m; except further that for the site at 1335 Leigh Road the front yard setback from Leigh Road shall be 6 metres, and the minimum front yard setback from Matakana Wharf Road shall be 6 metres.

[Amendment 140]

- (ii) Mixed Business Zone Nil – for sites opposite a business zone.  
2m – for that part of the site where the front of a site is occupied by a carpark or carparking building. The front of a site should be defined as the first 7.5m of the site from the front boundary.  
3m – for sites opposite any zone other than a business zone for buildings (or parts of buildings) no greater than 9 metres in height.  
7.5m – for sites opposite any zone other than a business zone for buildings (or parts of buildings) greater than 9 metres in height.

- (iii) Industrial Zone 7.5m

(b) Where any Business Zone adjoins a Residential, Rural or Open Space Zone or Reserve the following minimum side and rear yards shall apply to that common boundary:

- (i) Retail Service Zone 3.0m  
except for the site at 1553 Leigh Road where the side yard shall be 1.2m.  
(ii) Mixed Business Zone 6.0m  
(iii) Industrial Zone 6.0m

(c) The following minimum shoreline yards shall apply:

- (i) Retail Service Zone 23.0m, **except** at Warkworth where the shoreline yard shall be 6m.  
(ii) Mixed Business Zone 26.0m  
(iii) Industrial Zone 26.0m

Rule 9.10.3.2  
Use of Yards

Use of Yards



- (a) All yards shall be unoccupied and unobstructed by any buildings, parts of buildings, decks, terraces, steps, storage of refuse, **except** that:
  - (i) eaves may overhang any yard by not more than 0.3 metres;
  - (ii) parking, access and manoeuvring areas may occur in those parts of yards not required for landscape planting in Rule 9.10.4.
- (b) Front yards shall not be used for the storage of materials.
- (c) Boat building, repair and maintenance facilities in existence on 28 November 2000 may be undertaken on a shoreline yard.

**Explanation and Reasons**

*This explanation and reasons relate to Rules 9.10.3.1 and 9.10.3.2.*

*Yards help to maintain the amenity values of adjoining sites by providing a degree of separation between business activities and other adjoining activities. The general requirement for no front yard in the Retail Zone reflects the desirability of maintaining a building frontage right up to the street boundary. The requirement for a front yard setback in the mixed business zone, where the site is opposite a zone other than a business zone, is intended to ensure that business activities and structures do not result in an over dominance of the street or a reduction in amenity values. The larger side and rear yard requirements for the Mixed Business and Industrial Zones, compared with the Retail Service Zone, reflect the likely occurrence of activities with greater adverse effects which therefore need a larger buffer.*

*The shoreline yard allows for an esplanade reserve if one does not already exist, and an appropriate rear yard. The yard is intended to ensure that sufficient space is available for public access and to help prevent the adverse effects of business activities on the water quality and natural values of the coast or river. The exception at Warkworth reflects the already highly developed nature of the river edge and areas where open space already exists.*

**Rule 9.10.4  
Landscaping**

**Rule 9.10.4.1  
Landscaping in Yards**

**Landscaping**

**Landscaping in Yards**

- (a) Yards, excluding land in a front yard required for vehicle crossings, shall include a strip planted with trees, shrubs and grass, of the following minimum widths:

YARDS	BUSINESS ZONES		
	Retail Service	Mixed Business	Industrial
(i) Front yard	Nil - <b>except</b> as required by the exception in Rule 9.10.3.1(a)(i) where the planting shall be a minimum of 2m. (See also	Nil — <b>except</b> where a yard setback is required under Rule 9.10.3.1(a)(ii) where the planting shall be a minimum of	Nil - <b>except</b> as required by Rule 9.10.4.1(a)(ii).



	Rule 9.10.4.1(e)).	2m.	
(ii) Front yard on a front site opposite Residential, Rural, Open Space, Retail Service or Mixed Business Zones, or Reserves	Nil <b>except</b> as required by the exception in Rule 9.10.3.1 (a)(i) where the planting shall be a minimum of 2m.	An average of 3m and a minimum of 2m.	An average of 3m and a minimum of 2m.
(iii) Side and rear yards adjoining Residential, Rural or Open Space Zones or Reserves	2m minimum	3m minimum	3m minimum

- (b) The planting in side and rear yards adjoining Residential, Rural or Open Space Zones or Reserves shall comprise plants of which 50% are capable of reaching a height of at least 3 metres.
- (c) For sites in the Mixed Business and Industrial Zones with road frontage, or frontage to an indicative road shown on the Planning Maps, of at least 10 metres width opposite Residential, Rural or Open Space Zones or Reserves, the front yard planting:
- (i) shall include a minimum of one tree, plus one additional tree for every 10 metres of road frontage (eg. 10 metres frontage - 2 trees, 20 metres frontage - 3 trees, etc.);
  - (ii) where three or more trees are required these trees shall not be planted more than 15 metres apart, or closer than 5 metres apart.
- (d) Any trees required by 9.10.4.1(c) shall be of a species capable of reaching a minimum height of not less than 8 metres and shall be not less than 1.5 metres high at the time of planting.
- (e) In the Retail Service Zone, where ground level parking spaces are not enclosed within a building, they shall be screened from the street frontage by a landscape planting area not less than 2 metres wide and except in the Helensville Heritage Policy Area incorporate any combination of walls, fences or hedges between 1 metre and 1.5 metres in height.  
[\[Amendment 144\]](#)
- (f) No security or other fence shall be constructed along the outside boundary of or within landscape planting required in a front yard.



**Rule 9.10.4.2  
Protection and Maintenance  
of Trees**

**Protection and Maintenance of Trees**

- (a) Any landscape planting required by these rules shall be maintained, and if diseased, or damaged, shall be repaired and if dead shall be replaced.
- (b) Any trees required under Rule 9.10.4.1 (b) or (c) shall be located within a planting protection area around each tree, with a minimum dimension or diameter of 1.5 metres.
- (c) No more than 10% of any planting protection area shall be covered with impervious surfaces.
- (d) Planting protection areas and landscaping adjacent to a road boundary, access or manoeuvring area, or adjacent to a carparking area shall be provided with wheel stop barriers to prevent damage from vehicles. Such wheel stop barriers shall be located at least 1m from the trunk of any tree.

**Explanation and Reasons**

*This explanation and reasons relate to Rules 9.10.4.1 and 9.10.4.2.*

*Landscaping is required to provide and maintain the amenity values of business areas particularly adjoining Residential, Open Space and Rural Zones and adjacent public roads. Front yard planting and screening is required in the Retail Service Zone and the Mixed Business Zone where there is ground level parking fronting the street, to minimise the adverse visual affect and the affect on amenity values of the carpark. Front yard planting is not required for in the Mixed Business Zone unless the site is utilised for car parking in the front yard or is opposite a site not zoned for business purposes. This recognises the desirability of a built form right up to the street edge in the Mixed Business Zone, allowing a strong urban environment and an efficient use of business land. Front yard planting is required in the Industrial Zone only where the site is opposite Residential, Open Space and Rural Zones and Reserves. This recognises that a lower level of amenity value is appropriate within the industrial areas, but that it is desirable to reduce the visual impact of such activity from adjacent non-business areas and roads. Rules are also included to ensure the ongoing maintenance and protection of required planting.*

**Rule 9.10.5  
Appearance of Sites**

**Appearance of Sites**

- (a) Prior to the commencement of any activity on any site with a Business Zoning adjoining a Residential Zone, or on a Mixed Business or Industrial Zone site adjoining an Open Space Zone, Reserve or unformed road adjoining the coast or a river, a close boarded fence or wall 1.8 metres in height shall be provided.
- (b) In the Retail Service Zone any storage or service areas (including mechanical, electrical and utility equipment, refuse and recycling activities) not enclosed within a building, shall be fully enclosed and screened from view from public streets, reserves or other public spaces and residential areas by walls not less than 1.8 metres in height.
- (c) Rubbish stored within any building or on any part of a site shall be contained within a purpose made container with a secure cover, which shall be screened from any adjoining Residential Zone, Open Space Zone,





Reserve or other public place.

- (d) On the construction or substantial reconstruction of business floorspace, a suitable area to be used only for the storage of rubbish shall be provided and thereafter used for that purpose.
- (e) Within the Matakana Village Overlay Area all roof top units, lift over-runs, infrastructure services, communication devices and other technical attachments should be concealed and/or treated as part of the overall design of the building.

**Explanation and Reasons**

*The physical appearance of a site can have an adverse visual impact on adjacent residential and open space areas and can adversely impact on the amenity values of such sites. The rules are intended to minimise the adverse visual effects of business activities on adjoining activities by screening along boundaries and areas used for rubbish storage. The rules will also help minimise the effects of noise, dust and litter on adjoining sites.*

**Rule 9.10.6  
Flood Prone Areas**

**Business Activity in Flood Prone Areas**

Buildings or activities shall not be located in an area prone to flooding or containing an overland flow path, as identified in the Land Information Register or in the relevant Catchment Management Plan.

**Explanation and Reasons**

*Buildings and business activities, such as storage yards, located in flood prone areas can be adversely affected by flooding but can also exacerbate the flood hazard. Loose material, such as timber, can float and block flood flow paths making flooding worse upstream.*

**Rule 9.10.7  
Additional Development  
Controls**

**Additional Development Controls And Performance Standards**

The following additional Development Controls and Performance Standards shall apply to the activities and areas specified.

**Rule 9.10.7.1  
Pedestrian Town Centre Areas**

**Pedestrian Town Centre Areas**

Buildings in the Pedestrian Town Centre areas shown in the Planning Maps in Orewa, Matakana, Silverdale, Helensville, Warkworth and Wellsford shall comply with the following Rules:

- (a) the building façade shall occupy a minimum of 70% of the street frontage of the site at ground level;
- (b) where the building façade is set back from the street frontage, it shall be located no more than 5 metres at any point, from the street frontage at the ground level;

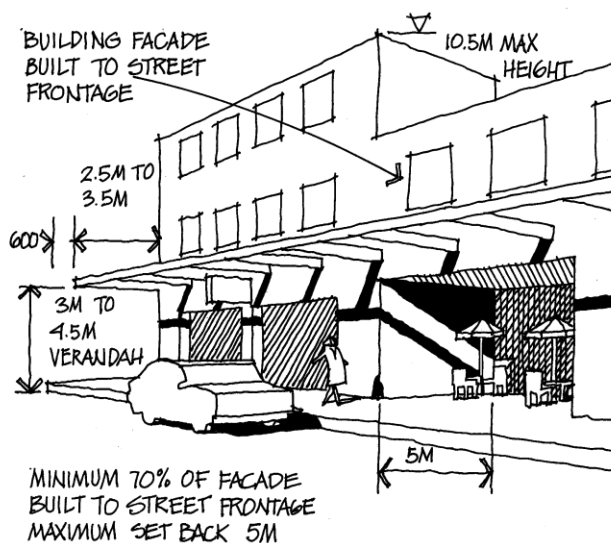


- (c) where the building is set back from the street frontage, the space between the building and the street frontage shall incorporate outdoor dining, display, planting or pedestrian amenities in keeping with the style and standard of any adjacent public improvements;
- (d) building facades shall include façade modulation, articulation or architectural relief at intervals no greater than 10 metres along the street frontage at all levels, eg. a change in building mass, features such as pilasters, entrances, windows, shutters, balconies, changes in surface texture or detail;



ARTICULATE FACADE BY BREAKING IT INTO HUMAN SCALED PARTS

- (e) the minimum height of a building façade shall be 6 metres;
- (f) windows with clear glazing and pedestrian entrances shall comprise no less than 40% of the surface area of the building façade at ground level;
- (g) the ground level floor of buildings at the street frontage shall be no higher or lower than 1 metre from the average ground level along the street frontage;
- (h) any carparking at ground level shall be located behind or within the building and in any case no closer than 6 metres to the street frontage;
- (i) parking and service access shall be provided from the rear of the building or a service lane.
- (j) verandahs or other cover along the full extent of its frontage shall be provided. The verandah shall:
  - (i) be so related to its neighbours as to provide continuous pedestrian cover of the public footpath;
  - (ii) have a minimum clearance of 3 metres and a maximum clearance of 4.5 metres above the footpath immediately below;
  - (iii) have a minimum width of 2.5 metres and a maximum width of 3.5 metres;
  - (iv) be located no closer than 600 millimetres to the kerblines.



### **Explanation and Reasons**

*Within the town centre business areas there are parts where it is particularly important to optimise pedestrian amenity values. These are areas of existing and proposed high levels of pedestrian traffic in the vicinity of commercial shops and services, community services and facilities, and recreational and, in some areas, natural values. The relationship between buildings and public open space can either support or detract from the quality of the pedestrian environment.*

*Locating buildings close to the street with a high percentage of openings (and conversely limited blank walls) is intended to reinforce the existing pattern of development in the town centres, provide for easy pedestrian access to shops and services, provide visual interest for pedestrians from shop fronts, cafes and adjacent activities, and enhance the vitality of both the pedestrian environment and adjoining commercial businesses.*

*Requiring buildings to occupy a high percentage of their street frontage, with parking and service functions located behind or within the building, and be accessed wherever possible from service lanes, is intended to provide a nearly continuous edge of commercial activities and service fronting onto the public open space of the street. The requirement for façade modulation or articulation, is to ensure that the buildings have some human scale features, such as from the provision of a change in building mass, features such as pilasters, entrances, windows, shutters balconies, changes in surface texture or detail. This adds to the pedestrian character of the entire street frontage.*

*Enabling buildings to be set back from a part of the street frontage, is to allow the effective widening of the foot path and extension of the pedestrian environment and to encourage enhancements in the form of seating and outdoor dining areas, display space, supplementary street planting, rubbish bins, mail boxes, phone booths, automatic teller and takeaway windows etc. within this space. This has the added benefits of reduced obstructions on the footpaths, and allowing articulation, eg. periodic offsets or indentations of buildings along the street frontage for visual variety and to avoid creation of a continuous wall of development.*

*A height minimum has been applied to the base building to create sufficient height*



at the building frontage to provide street definition and provide a sense of containment which contributes to the pedestrian amenity values of the street.

Requiring continuous verandah coverage is to provide weather shelter for pedestrians and provide a consistent, horizontal building element which will functionally connect individual buildings in the pedestrian area. Vertical and horizontal clearances are to avoid damage through vandalism or from passing trucks or buses.

Rule 9.10.7.2  
**Household Units**

**Household Units**

Rule 9.10.7.2.1

No household unit shall occupy the ground floor level in the Retail Service Zone except for an entry lobby or access to parking and the ground level of such a building shall contain business floor space at least 6 metres deep from the front of the building facing the street for at least 75% of the width of the building facing the street.

Rule 9.10.7.2.2

Each household unit located at ground floor level in other Business Zones shall provide an area of open space. The open space area shall:

- (a) have a minimum dimension of 4 metres and be capable of containing a rectangle of 4 metres by 6 metres;
- (b) not be obstructed by buildings, parking spaces, shared vehicle access or manoeuvring areas;
- (c) be directly accessible from the main living room of the household unit;
- (d) be located to the north of east or west of the building.

Rule 9.10.7.2.3

Each household unit without a ground floor level shall provide an area of open space comprising either an unenclosed balcony, deck, garden or terrace which shall:

- (a) be a minimum area of 6m<sup>2</sup> and a minimum dimension of 2 metres;
- (b) be provided;
  - (i) in the form of individual balconies and decks directly adjacent to, accessible from, and for the sole use of an individual household unit; or,
  - (ii) in the form of one or more shared outdoor living spaces with a minimum area of 24m<sup>2</sup> and a minimum dimension of 5 metres directly adjacent to, accessible from, and overlooked by a majority of the household units served; or,
  - (iii) any combination of (i) and (ii) which provides the required total area of outdoor living spaces on a site.
- (c) not be obstructed by buildings, parking spaces, shared vehicle access or manoeuvring areas.

**Explanation and Reasons**

Both the adopted Regional Growth Strategy and Orewa Town Centre concept plans envision multi-storey, multi-unit housing located above shops and other commercial



activities. While the rules enable residential development, they also require a minimum part of the building to be available for business activity so that business sites do not become used totally for residential activity at the expense of business activity and floor space.

This form of housing often appeals to individuals who do not wish the maintenance responsibilities associated with traditional single family homes and outdoor living areas. The prime amenity values for these individuals is proximity to shops, community services, public transport, and recreational features. For this reason, the Rules require only a minimum amount of outdoor living space, in essence an area equivalent to a large balcony.

At the same time there will be some occupants, including families, who require a greater area of outdoor living space. The Rules are therefore flexible in terms of where and how this may be provided. Outdoor living spaces may be provided in direct proximity to each unit, 'pooled' in a central, easily accessible location, or a combination of both.

These outdoor living spaces are to be free of buildings and vehicles since these would diminish the very amenity values these areas are intended to provide.

**Rule 9.10.8**  
**Maximum Site Coverage**  
[\[Amendment 144\]](#)

**Maximum Site Coverage**

On those sites identified in Appendix 9F Helensville Heritage Policy Area — 35% of net site area.

**Explanation and Reasons**

The Helensville heritage Policy area is dominated by larger detached buildings and is characterised by spaciousness and green open space around buildings. These Rules are intended to ensure that these characteristics are retained.

[\[Amendment 144\]](#)

**Rule 9.10.9**  
**Rules in other Chapters of the Plan**

**Rules in other Chapters of the Plan**

Relevant rules in other chapters of the Plan shall also be complied with.

- Chapter 5 - Natural Hazards
- Chapter 13 - Future Development and Structure Plans
- Chapter 16 - General Rules
- Chapter 17 - Cultural Heritage
- Chapter 18 - Urban Land Modification and Vegetation Protection
- Chapter 19 - Utilities
- Chapter 20 - Hazardous Substances and Contaminated Sites
- Chapter 21 - Transportation and Access
- Chapter 22 - Financial Contributions and Works
- Chapter 23 - Subdivision and Servicing

**Rule 9.11**

**CONTROLLED ACTIVITIES: MATTERS FOR CONTROL AND**



## **ASSESSMENT CRITERIA**

There are no Controlled Activities in this chapter.



## Rule 9.12

### Rule 9.12.1 Activities Not Complying with Specified Development Controls

#### Rule 9.12.1.1 Height or Height in Relation to Boundary

##### Rule 9.12.1.1.1 Matters for Discretion

##### 9.12.1.1.2 Assessment Criteria

*Sunlight and daylight*

*Amenity values*

*Wind*

## RESTRICTED DISCRETIONARY ACTIVITIES: MATTERS FOR DISCRETION AND ASSESSMENT CRITERIA

In accordance with sections 76 (3B) and 105 (3A) of the Act, the Council will restrict its discretion to the matters listed against each specified activity when considering resource consent applications for Restricted Discretionary Activities.

**Any Permitted or Restricted Discretionary Activity in Activity Table 9.9.2 that Does Not Comply with Development Controls in Rules 9.10.1 Height, 9.10.2 Height in Relation to Boundary, 9.10.3 Yards, 9.10.6 Flood Prone Areas and 9.10.7.4 Impervious Surfaces within the Matakana Village Overlay Area**  
[\[Amendment 144\]](#)

**Any Permitted or Restricted Discretionary Activity in Activity Table 9.9.2 that Does Not Comply with Rule 9.10.1 Height or Rule 9.10.2 Height in Relation to Boundary**

### Matters for Discretion

The Council will restrict its discretion to the following matters:

- (a) Scale, siting and design of buildings.

### Assessment Criteria

When considering an application the Council will have regard to the following criteria:

- (a) Whether the increase in height will have an adverse effect on the access of direct sunlight and daylight to adjoining sites, particularly sites in Residential and Open Space Zones.
- (b) Whether the proposed height and the scale and design of the buildings will adversely affect the amenity values and visual character of adjacent sites.
- (c) Whether the proposed height and scale of the building will influence the wind environment to an extent that it will adversely affect the comfort of pedestrians at street level or areas of public open space.

### Explanation and Reasons

*Increasing the height of buildings beyond the permitted level could have an adverse effect on the admission of direct sunlight and daylight to adjoining sites, on the amenity values of the area and on the visual character of adjacent sites. It could also affect wind movement and create an unpleasant environment at street level. Conditions placed on the design of buildings could avoid, remedy or mitigate such adverse effects.*



**Rule 9.12.1.2  
Activities Not Complying with  
Rule 9.10.3 Yards**

**Rule 9.12.1.2.1  
Matters for Discretion**

**Rule 9.12.1.2.2  
Assessment Criteria**

*Amenity values*

*Sunlight and daylight*

*Access and services*

*Ecological values*

*Coastal amenity values*

**Any Permitted or Restricted Discretionary Activity in Activity Table 9.9.2  
that Does Not Comply with Rule 9.10.3 Yards**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Scale, siting and design of buildings.
- (b) Location of access and services.
- (c) In the case of a shoreline yard, activities occurring in the yard.

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the proposed yard reduction, and the scale and design of the buildings and structures, will adversely affect the amenity values and visual character of adjacent sites.
- (b) Whether the reduced yard will have an adverse effect on the access of direct sunlight and daylight to adjoining sites, particularly sites in Residential and Open Space Zones.
- (c) Whether the reduction will have an adverse effect on site access or providing services to the site.
- (d) Whether, in the case of a shoreline yard, the ecological values of the coastal environment will be adversely affected, including coastal landforms, water quality, natural coastal processes and habitats.
- (e) Whether, in the case of a shoreline yard, the amenity values of the coastal environment will be maintained or enhanced and whether there will be an adverse visual impact from buildings.

***Explanation and Reasons***

*Reducing the width of a yard from that required could have an adverse effect on the amenity values of adjoining sites, through buildings having a dominating effect and reducing the admission of direct sunlight and daylight to adjoining sites.*

*The coastal environment is a particularly sensitive environment and the effects of allowing activities to occur closer to coastal waters need to be carefully assessed.*





**Rule 9.12.1.3  
Activities Not Complying With  
Rule 9.10.6 Flood Prone Areas**

**Rule 9.12.1.3.1  
Matters for Discretion**

**Rule 9.12.1.3.2  
Assessment Criteria**

*Effects on flows and flooding*

*Obstructions*

**Any Permitted or Restricted Discretionary Activity in Activity Table 9.9.2 that Does Not Comply with Rule 9.10.6 Flood Prone Areas**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Scale and location of buildings and/or business activity.

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the siting or scale of the building or business activity or site development will divert flows or create or exacerbate flooding on other property, including public land, either upstream or downstream of the site.
- (b) Whether buoyant materials stored in open yards are secured so as not to float and become an obstruction to flood waters.

***Explanation and Reasons***

*It is important to ensure that buildings and business activities, such as storage yards, are not located in flood prone areas and that they do not exacerbate the flood hazard. Loose material, such as timber, should be located or secured so as not to float and block flood flow paths, making flooding worse upstream.*

**Rule 9.12.1.4  
Maximum Site Coverage**

**Rule 9.12.1.4.1  
Matters for Discretion**

**Rule 9.12.1.4.2  
Assessment Criteria**

**Activities Not Complying With Rule 9.10.8 Maximum Site Coverage**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Scale, siting and design of buildings and structures
- (b) Landscaping

[\[Amendment 144\]](#)

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the additional coverage will adversely affect the scale and character of the site and the special character of the area based on detached buildings with commercial or retail businesses.
- (b) Whether the additional coverage will adversely affect the overall residential amenity of nearby residents.
- (c) Whether the site is substantially smaller than other sites subject to this rule.  
[\[Amendment 144\]](#)



**Rule 9.12.1.5  
Impervious Surfaces within  
the Matakana Village Overlay  
Area**

**Any Permitted or Restricted Discretionary Activity that Does Not Comply  
with Rule 9.10.7.4 Impervious Surfaces within the Matakana Village  
Overlay Area**

Where Rule 9.10.7.4 Impervious Surfaces is not met, Restricted Activity status applies only where the **circumstances** specified in the Rule below are met. In all other cases non-compliance with Rule 9.10.7.4 Impervious Surfaces are deemed to be a Non-complying Activity.

**Rule 9.12.1.5.1  
Circumstances**

**Circumstances**

Impervious surfaces not exceeding 90% of net site area.

**Rule 9.12.1.5.2  
Matters for Discretion**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) The nature and extent of stormwater generated from a site.
- (b) Any treatment and control measures

**Rule 9.12.1.5.3  
Assessment Criteria**

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

*Amount of Stormwater*

- (a) Whether the amount of stormwater produced from the site is similar to a complying situation through the use of mitigation and reduction measures.

*Avoiding, remedying or  
mitigating effects*

- (b) Whether the adverse effects of stormwater generation are avoided, remedied or mitigated.

*Best practice measures*

- (c) The degree to which proposed stormwater mitigation and reduction measures are best practice in terms of long-term maintenance and operation risk and costs.

*Landscaping*

- (d) Whether landscaping is provided to mitigate any adverse effects

***Explanation and Reasons***

*The flexibility provided for is consistent with the intended stormwater management for the area in the absence of an Integrated Catchment Management Plan for the Matakana area. However, while an increase in impervious surfaces is primarily an issue in respect of stormwater, it does also affect the ability of a site to meet its landscaping requirements.*



**Rule 9.12.2  
Pedestrian Town Centre  
Areas**

**Rule 9.12.2.1  
Matters for Discretion**

**Rule 9.12.2.2  
Assessment Criteria**

*Amenity values and visual  
character*

*Street frontage*

*Location of carparking*

*Safety*

*Verandah cover*

*Pedestrian Amenity*

**Any Permitted or Restricted Activity that Does Not Comply with  
Rule 9.10.7.1, Pedestrian Town Centre Areas**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Siting, orientation, design, scale and appearance of the building frontage
- (b) Location of vehicular access and parking
- (c) Location and scale of verandahs
- (d) The provision of pedestrian amenities including pedestrian linkages within the Orewa Town Centre Policy Area. [\[Amendment 101\]](#)

**Assessment Criteria**

When assessing an application the Council will have regard to the following criteria:

- (a) Whether, where the proposal is to deviate from the Rules relating to the building façade, the building will adversely affect the pedestrian amenity values or visual character of the streetscape.
- (b) Whether, where the proposal is to deviate from the Rules relating to the building façade, the building will adversely affect the continuity of the built street frontage or result in large areas of blank wall.
- (c) Whether, where the proposal is to vary the location of the carparking, it will adversely affect the visual character or pedestrian amenity values of the streetscape.
- (d) Whether, where the proposal is to provide parking or service access along the frontage, it will adversely affect the continuity or visual effect of the frontage or pedestrian or traffic safety.
- (e) Whether, where the proposal is to vary the verandah cover, it will adversely reduce the protection to pedestrians.
- (f) Whether, in respect of sites in the Orewa Town Centre Policy Area, adequate provision is made for good quality pedestrian amenities at ground floor level including (but not limited to) pedestrian linkages to other sites and other public areas. [\[Amendment 101\]](#)

**Explanation and Reasons**

*See the explanation and reasons for Rule 9.10.7.1.*



**Rule 9.12.3  
Buildings for Restricted  
Discretionary Activities**

**Rule 9.12.3.1  
Matters for Discretion**

**9.12.3.2  
Assessment Criteria**

*Suitability*

**Rule 9.12.4  
Buildings Exceeding 10.5  
metres in the Orewa Town  
Centre Policy Area**

[See amendment 141]

**Rule 9.12.4.1  
Matters for Discretion**

**The Erection, Addition to or Alteration of Buildings and Accessory Buildings for any Restricted Discretionary Activity in Activity Table 9.9.2**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Siting and design of buildings
- (b) The matters relating to the specific Restricted Discretionary Activity
- (c) The provision of pedestrian amenities including pedestrian linkages within the Orewa Town Centre Policy Area. [Amendment 101]

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the building is suitable for the activity proposed and will assist in avoiding, remedying or mitigating any adverse effects of the activity on the environment.
- (b) See also the Assessment Criteria for the specific Restricted Discretionary Activity.
- (c) Whether, in respect of sites in the Orewa Town Centre Policy Area, adequate provision is made for good quality pedestrian amenities at ground floor level including (but not limited to) pedestrian linkages to other sites and other public areas. [Amendment 101]

***Explanation and Reasons***

*The design of buildings can be a means of addressing some of the adverse effects of the activities which may occur in them.*

**The Erection, Addition to or Alteration of Buildings Exceeding a Height of 10.5 metres in the Orewa Town Centre Policy Area shown on the Planning Maps**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Siting, orientation, location, bulk, appearance and scale of buildings
- (b) Location of vehicular access
- (c) The provision of pedestrian amenities including pedestrian linkages within the Orewa Town Centre Policy Area. [Amendment 101]



Rule 9.12.4.2  
**Assessment Criteria**

**Assessment Criteria**

When assessing an application the Council will have regard to the following criteria:

*Shadowing*

(a) Whether the building or buildings have been sited, oriented, and designed so as to minimise the extent and duration of shadows cast onto adjacent streets, public open space, and residential sites.

*Privacy*

(b) Whether the building or buildings have been sited, oriented, and designed so as to minimise the extent to which the outdoor living courts of adjacent residential properties are overlooked.

*Bulk*

(c) Whether the building is sited, oriented, or designed to avoid creating a 'slab' or 'wall' type tower above the 10.5 metre height limit.

*Wind*

(d) Whether the height, bulk and design of the building influences the wind environment to an extent that will have an adverse affect on the comfort of pedestrians at street level or the attractiveness of public open space.

*Wind, privacy, visual effects*

(e) Whether sufficient spacing between individual tall buildings on the same site has been provided to minimise wind effects, provide privacy for building occupants, and protect view corridors.

*Visual impact*

(f) Whether the building steps back at different levels as it increases in height, to minimise the visual and wind impacts of the building.

*Façade*

(g) Whether the building façade has been articulated or broken up into a series of smaller three dimensional elements by way of changes in, for example, building mass, windows, balconies, offsets, indentations, recesses, columns, and differing façade materials.

*Materials*

(h) Whether the building avoids the use of highly reflective cladding, glazing, or roof materials.

*Plant and equipment*

(i) Whether all electrical, mechanical and communications equipment has been enclosed or otherwise integrated with the architecture of the building, particularly at the roof level.

*Pedestrian Amenities*

(j) Whether, in respect of sites in the Orewa Town Centre Policy Area, adequate provision is made for good quality pedestrian amenities at ground floor level including (but not limited to) pedestrian linkages to other sites and other public areas.  
[\[Amendment 101\]](#)

*Street façade*

(k) Whether the street façade comprises active uses, such as commercial activities and/or residential uses for its entire height and the design of the façade reflects such activities and avoids blank walls facing the street.  
[\[Amendment 101\]](#)

*Adverse effects*

(l) Whether buildings are designed to avoid or mitigate potential adverse effects, including the effects of shading and dominance on adjacent Residential or Open Space zoned properties, taking into account all relevant mitigating factors including site location and orientation, the function and use of potentially affected buildings and properties, and existing effects arising from natural features (such as trees) and other buildings. [\[Amendment 101\]](#)



- (m) Whether buildings which exceed the development controls under Rule 9.10.2 (Height in Relation to Boundary) avoid or mitigate potential adverse effects on the amenity standards of adjacent Residential or Open Space zoned properties, taking into account all relevant mitigating factors including site location and orientation, the function and use of potentially affected buildings and properties, and existing effects arising from natural features (such as trees) and other buildings. [Amendment 101]
- (n) Whether for buildings which exceed the development controls under Rule 9.10.2 (Height in Relation to Boundary) consideration has been given to the configuration and character of surrounding spaces and development. Buildings should display high quality architectural and urban design features which enhance and add interest to the streetscape, skyline and built environment within the Town Centre Policy Area. [Amendment 101]

### **Explanation and Reasons**

*It is important to assess the bulk of a building as an excessively bulky building will increase the length of time on which a shadow falls on adjacent property. The height of buildings and their orientation, as well as the location of windows and balconies, are significant in determining the extent to which the private open spaces of adjoining residences are overlooked.*

*In terms of wind effects, "slab" type buildings tend to deflect wind down into previously sheltered areas. The resulting increased wind speeds near the ground are annoying and uncomfortable to pedestrians. It is therefore important to ensure the building is designed to ensure these adverse effects are avoided.*

*Differences in scale between a low building and a high building can appear awkward and compromise the visual character of the town. This effect needs to be addressed particularly as there will for some time still be a significant amount of low rise development in the town. Tall buildings which are "stepped" can be minimise the wind and visual impact by reducing the bulk of the building at the upper levels.*

*Building design and architectural detail can affect the apparent scale, size and bulk of the building. Buildings tend to be accepted more when the details relate directly to the human form, eg. windows, doors, balconies and other human related elements. The exterior cladding can influence the visual impact of a building with highly reflective material, by causing glare, accentuating the scale of the building due to a lack of articulation of the façade.*

*The design of the roof line and rooftop facilities such as plant rooms can also create a cluttered appearance and present an awkward transition with the skyline which can adversely affect the visual amenity values of the town and views from places around the Town Centre. Treatment of any proposed roofline will be expected to be architecturally appropriate and to fully integrate with the design of the proposal and its context. [Amendment 101]*



**Rule 9.12.5  
Buildings on sites in  
Warkworth**

**Rule 9.12.5.1  
Matters for Discretion**

**9.12.5.2  
Assessment Criteria**

*Style, design and external  
appearance*

*Street frontage and pedestrian  
cover*

*Relationship with river*

**The Erection, Addition to or Alteration of Buildings and Accessory Buildings for any Permitted or Restricted Discretionary Activity on Sites in Warkworth Specifically Identified on Planning Map 54 as being within a Warkworth Town Centre Policy Area and Individual Business Premises being assessed as a restricted discretionary activity due to gross floor area or frontage width.**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Siting, design, style and external appearance of buildings, including the size, scale and frontage of individual business premises.
- (b) Landscaping.
- (c) Economic sustainability vibrancy and vitality of the town centre.
- (d) Cumulative effects on the town centre and on other existing centres developed in appropriately zoned business areas in Warkworth, such as The Grange and Stockyard Falls.
- (e) Traffic and parking
- (f) Relationship of new development to the river and to Policy Area 'A' (Core).

The Council will not take into account trade competition or the effects of trade competition when considering (c) and (d) above as required by s104(3)(a) of the Act.

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the development is compatible in style, design and external appearance with the character and scale of the town centre, and in particular its better nineteenth and twentieth century buildings. An important aspect of this character and scale is that business premises generally have smaller floor areas ranging between 100m<sup>2</sup> and 350m<sup>2</sup> and narrower frontages. Policy Area 'A' reflects the more historic parts of the town centre which generally contain the finer grained retail activities. For new buildings, building extensions, alterations or refurbishments in Policy Areas 'B' or 'C' the development needs to ensure that it does not detract from, or adversely affect the character and heritage values of Policy Area 'A'.
- (b) Whether the development incorporates unbroken frontages, with continuous verandahs for pedestrian shelter, on the main streets and whether the length of frontage associated with individual business activities reflects the fine grained nature of Warkworth town centre acknowledging that where Frontage Type 1 has been identified the frontages have a finer grain character than where Frontage Type 2 has been identified.
- (c) Whether, in the case of development between the Mahurangi River and



	<p>the main shopping area, it is landscaped and otherwise developed (eg. by the use of courtyards, balconies and malls) so as to:</p> <ul style="list-style-type: none"> <li>(i) enhance and capitalise on the amenity values of the river and its banks; and</li> <li>(ii) increase opportunities for people using the business area to reach and be aware of these natural assets.</li> </ul>
<i>Location of carparks</i>	(d) Whether carparks are located to avoid the shops being set back from the street frontage.
<i>Protected buildings and trees</i>	(e) Whether the development is designed to ensure the continuing existence of any protected buildings or trees.
<i>Landscaping</i>	(f) Whether landscaping is used in developments to soften and screen areas such as carparks and storage yards, and to contribute to the appearance of developments and the general amenity values of the Retail Service Zone.
<i>Traffic</i>	(g) Whether the traffic generated and the access and parking proposed will adversely affect the safe and efficient operation of the traffic network serving the site.
<i>Access to carparks</i>	(h) Whether entry and exit points to carparks and parking buildings are located to avoid conflict with pedestrian and vehicle traffic in the affected streets.
<i>Economic sustainability</i>	(i) Whether the activity is likely to enhance economic sustainability, vibrancy and vitality of Policy Area 'A' including resulting in the development of land within the Policy Area located behind the main street frontages to add depth to the retail core and improve connectivity and access within Policy Area 'A'.
<i>New businesses in existing premises</i>	<p>(j) Whether the existing building premises reflect the character of the particular Warkworth Town Centre Policy Area in which it is located, and in Policy Area 'A' in particular, that the building reflects the fine grained nature of the retail area and whether façade modifications can be undertaken to achieve the outcomes sought.</p> <p>(k) Whether the size or location of the proposed business premises, or the presence of/or proximity to other business premises, results in the proposal generating adverse cumulative effects on the character, vibrancy, vitality and economic stability of the town centre and/or on other existing centres developed in appropriately zoned business areas such as The Grange and Stockyard Falls which provide for large format retail activities.</p>
<i>Core expansion policy area</i>	<p>(l) Within Policy Area 'C' (Core Expansion) the establishment of larger floor area stores needs to be carefully balanced with protecting and enhancing the fine grained character and historic values of the town centre and managing other adverse effects. Within Policy Area 'C' (Core Expansion) in addition to the above matters:</p> <ul style="list-style-type: none"> <li>(i) Whether the activity and related parking will complement and strengthen the functioning of Policy Area 'A' as the core business / retail area of Warkworth town centre.</li> </ul>





- (ii) Whether, as far as it is practical, the activity is integrated with, and achieves physical connectivity to Policy Area 'A'.
- (iii) Whether the accommodation and configuration of larger floor area stores would enhance the levels of pedestrian activity in, and therefore the vibrancy and vitality of, the town centre, including Policy Area 'A' while fostering the integrated development of Policy Area 'C'.

#### **Explanation and Reasons**

*The central business area of Warkworth has a character that is recognised as especially and uniquely attractive. This derives in part from its buildings, in part from the river, and in part from the curved shape of the main street. The purpose of the control is to ensure that new development reinforces the positive aspect of this overall character. In specifying the need for compatible development, the Council does not seek buildings that imitate past styles, but will encourage designs that reflect the complexity of form and/or detail of earlier development, particularly above fascia level and at the roof line; and conversely will discourage designs that use large areas of plain, bland or glass walls.*

*In addition activities occurring within the town centre need to demonstrate how they will positively contribute to, and not detract from, the economic sustainability, vibrancy and vitality of Policy Area 'A' (the core area) and/or other zoned business areas such as the Grange and Stockyard Falls which provide for large format retail activities. The positive contribution that high pedestrian generating activities make to the character, vibrancy and vitality of the town centre is recognized. Some types of large format retail activities may not be appropriate for the town centre.*

*Care must be taken to ensure that trade competition or the effects of trade competition are not taken into account when assessing retail activities in Policy Area 'C', as required by section 104(3)(a) of the Act.*

### **Rule 9.12.6 Carparking Areas and Buildings**

#### **Rule 9.12.6.1 Matters for Discretion**

#### **9.12.6.2 Assessment Criteria**

*Movement*

*Street frontage*

### **Carparking Areas and Carparking Buildings, Other Than Those Ancillary to a Permitted, Restricted Discretionary or Discretionary Activity, in the Retail Service Zone**

#### **Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Design and location of the building.
- (b) Traffic and pedestrian movement.
- (c) Street frontage and pedestrian shelter.

#### **Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the movement of vehicles will adversely affect the safe and convenient movement of pedestrians, and in particular whether pedestrian access and mobility to and within the retail area will be adversely affected.
- (b) Whether a break in shop frontage or verandah cover will adversely affect either the amenity values of the retail area or pedestrians.



Transport network

- (c) Whether the traffic generated will adversely affect the safe and efficient operation of the adjoining transport network.

**Explanation and Reasons**

*The vehicle oriented nature of parking facilities mean they could have an adverse effect on the amenity values of retail areas, particularly pedestrian oriented town centre areas, by creating a break in the frontage and affecting pedestrian passage.*

**Rule 9.12.7  
Drive-through Activities in the Retail Service Zone**

**Drive-through Activities in the Retail Services Zone**

**Rule 9.12.7.1  
Matters for Discretion**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Traffic and pedestrian movement.
- (b) Shop frontage and pedestrian shelter.
- (c) Location of the ordering and collection points.
- (d) For buildings and individual business premises in the Warkworth Town Centre Policy Areas the matters for discretion set out in 9.12.5.1 shall apply.

**9.12.7.2  
Assessment Criteria**

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

Movement

- (a) Whether the movement of vehicles will adversely affect the safe and convenient movement of pedestrians, and in particular whether pedestrian access and mobility to and within the retail area will be adversely affected.

Retail frontage

- (b) Whether a break in shop frontage or verandah cover will adversely affect either the amenity values of the retail area or pedestrians.

Road network

- (c) Whether the traffic generated will adversely affect the safe and efficient operation of the adjoining road network.

Manoeuvring

- (d) Whether there is sufficient space on-site for queuing and manoeuvring of vehicles, particularly tankers in the case of service stations.
- (e) In addition to the above, for buildings and individual business premises in the Warkworth Town Centre Policy Areas, the assessment criteria (a),(e),(f),(g),(h),(i),(j) and (k) listed in 9.12.5.2 shall apply.

**Explanation and Reasons**

*The vehicle oriented nature of a drive-through facility means that it could have an adverse effect on the amenity values of retail areas, particularly pedestrian oriented town centre areas, by creating a break in the frontage and affecting pedestrian passage.*



**Rule 9.12.8.  
Drive-through Activities  
Within 50 metres of a  
Residential or Rural Zone**

**Rule 9.12.8.1  
Matters for Discretion**

**9.12.8.2  
Assessment Criteria**

*Entry and exit*

*Manoeuvring*

*Collection points*

*Screening*

*Hours of operation*

*Operation of road*

**Drive-through Activities on Sites Located Within 50 metres of a Residential or Rural Zone**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Traffic movement.
- (b) Location of the ordering and collection points.
- (c) Screening.
- (d) Noise.
- (e) Hours of operation.
- (f) For buildings and Individual business premises in the Warkworth Town Centre Policy Areas the matters for discretion set out in 9.12.5.1 shall apply.

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether entry and exit points to the site and parking areas will have an adverse effect on the amenity values of adjoining sites.
- (b) Whether there is sufficient space on-site for queuing and manoeuvring of vehicles, particularly tankers in the case of service stations.
- (c) Whether the ordering and collection points are located away from Residential or Rural Zone boundaries to minimise the adverse effects on amenity values.
- (d) Whether the drive-through facilities incorporate screening to protect land in adjoining Residential or Rural Zones, so that the amenity values of those areas are not diminished by glare from vehicle lights or noise from vehicles stopping and starting.
- (e) Whether the proposed hours of operation have the potential to create a noise nuisance for adjoining Residential or Rural Zones.
- (f) Whether the traffic generated will adversely affect the safe and efficient operation of the transport network.
- (g) In addition to the above, for buildings and individual business premises in the Warkworth Town Centre Policy Areas, the assessment criteria (a),(e),(f),(g),(h),(i),(j) and (k) listed in 9.12.5.2 shall apply.



### **Explanation and Reasons**

*The vehicle oriented nature of a drive-through facility and the likely late hours of operation mean that it is necessary to control the adverse effects of vehicles on the adjoining Residential and Rural Zones.*

## **Rule 9.12.9 Earthworks and the Erection of Buildings in Specified Areas**

### **Rule 9.12.9.1 Matters for Discretion**

## **Earthworks and the Erection of Buildings on Sites at Silverdale North, Silverdale South and Waimauku, identified as Restricted Activities 309, 310 and 314 respectively in the Planning Maps and Chapter 14 - Scheduled Activities**

### **Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Scale, siting, design and external appearance of buildings.
- (b) Roading and parking layout.
- (c) Pedestrian connections and facilities.
- (d) Landscaping.

### **9.12.9.2 Assessment Criteria**

### **Assessment Criteria**

In order to exercise its discretion the Council will require applicants to provide a Comprehensive Development Plan addressing the matters set out in the Assessment Criteria.

When considering an application the Council will have regard to the following criteria:

#### *Scale and appearance*

- (a) Whether the scale, siting, design and external appearance of buildings is in keeping with adjacent business development.

#### *Traffic movement*

- (b) Whether the internal roading network is safely and conveniently integrated with the surrounding transport network, and whether the traffic generated will adversely affect the safe and efficient operation of the surrounding transport network.

#### *Parking*

- (c) Whether sufficient parking is provided to meet the expected number of vehicles using the site.

#### *Pedestrian movement*

- (d) Whether the development incorporates pedestrian links which will facilitate pedestrian movement throughout the area, to adjacent carparks and to adjacent and nearby land uses.

#### *Public amenity values*

- (e) Whether the development incorporates small scale pedestrian precincts adjacent to pedestrian walkways and shopping areas, to provide public rest areas, shade trees and play areas for children.

#### *Landscape*

- (f) Whether landscape planting and open space is provided to enhance the amenity values of the area and mitigate the effects of buildings.

#### *Amenity values*

- (g) Whether the site is screened or the buildings are designed and located in such a way that the amenity values of adjoining Residential or Open Space



*Integration*

**Rule 9.12.10  
Restaurants Within 50  
metres of a Residential or  
Rural Zone**

**Rule 9.12.10.1  
Matters for Discretion**

**9.12.10.2  
Assessment Criteria**

*Entry and exit*

*Transport network*

*Amenity values*

*Noise*

*Hours of operation*

Zones are not diminished by effects such as the glare from vehicle lights or noise from vehicles stopping and starting.

- (h) Whether the development is integrated with adjacent development in terms of access and visual effects.

**Restaurants (excluding Drive-through Activities) on Sites Located Within 50 metres of a Residential or Rural Zone**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Traffic movement and parking.
- (b) Screening.
- (c) Noise.
- (d) Hours of operation.
- (e) For buildings and Individual business premises in the Warkworth Town Centre Policy Areas the matters for discretion set out in 9.12.5.1 shall apply.

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether entry and exit points to the site and parking areas will have an adverse effect on the amenity values of adjoining sites.
- (b) Whether the traffic generated will adversely affect the safe and efficient operation of the transport network.
- (c) Whether the site is screened or the buildings are designed and located in such a way that the amenity values of Residential or Rural Zones are not diminished by effects such as the glare from vehicle lights or noise from vehicles stopping and starting.
- (d) Whether amplified music is to be provided and whether measures such as building design incorporate noise attenuation methods, to ensure that adverse noise effects do not detract from the amenity values of Residential or Rural Zones.
- (e) Whether the proposed hours of operation have the potential to create a nuisance for Residential or Rural Zones from noise and the movement of people entering and leaving the site.

In addition to the above, for buildings and individual business premises in the Warkworth Town Centre Policy Areas, the assessment criteria (a),(e),(f),(g),(h),(i),(j) and (k) listed in 9.12.5.2 shall apply.



**Explanation and Reasons**

*Restaurants involve the gathering of groups of people, often at night and in particular, departing the site late at night, which results in noise from the people and vehicles. The activity can also involve the playing of music, often amplified music. Where the activity occurs on sites near residential areas the amenity values of the residential areas can be adversely affected. These effects can be particularly significant where they occur late at night and disrupt the sleep of neighbouring residents. The matters for control will enable the potential effects to be considered and appropriate conditions to be put in place.*

**Rule 9.12.11  
Shops in the Mixed  
Business Zone**

**Rule 9.12.11.1  
Matters for Discretion**

**9.12.11.2  
Assessment Criteria**

*Town centres as community focal points*

*Amenity values of town centres*

*Entry, exit and parking*

*Transport network*

*Reverse sensitivity - effect on permitted activities*

**Shops with a Gross Floor Area Exceeding 600m<sup>2</sup> in the Mixed Business Zone**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Scale of the activity.
- (b) Site layout.
- (c) Traffic and pedestrian movement.

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the activity will have an adverse effect on the ability of existing town centres to continue to act as community focal points.
- (b) Whether the activity will result in a loss of amenity values in town centres.
- (c) Whether entry and exit points to the site and parking areas will enable the safe and efficient movement of people and vehicles.
- (d) Whether the traffic generated will adversely affect the safe and efficient operation of the Transport network.
- (e) Whether the activity will compromise the ability of Permitted Activities to operate by creating an expectation of higher environmental standards than required by the Zone.

**Explanation and Reasons**

*Retail business activity which draws large numbers of customers, locating outside of town centres, can have an adverse effect on the ability of such centres to continue to act as community focal points if people are drawn away to other locations. This can also have an adverse effect on the amenity values of the town centres by reducing their vitality. It is therefore necessary to manage the effects on existing centres by limiting the scale of retail activity outside the town centres. The location of such activities in the Mixed Business Zone could also have adverse effects on the road network from the additional traffic generated by the large scale retail activity. It could also create "reverse sensitivity" effects on existing permitted business activity*



**Rule 9.12.12  
Transport Centres in the  
Mixed Business Zone**

**9.12.12.1  
Matters for Discretion**

**9.12.12.2  
Assessment Criteria**

*Entry and exit*

*Transport network*

*Amenity values*

*Hours of operation*

**Rule 9.12.13  
Vehicle Dismantling**

**Rule 9.12.13.1  
Matters for Discretion**

**9.12.13.2  
Assessment Criteria**

*in the Zone.*

**Transport Centres on Sites Located in the Mixed Business Zone  
Within 50 metres of a Residential or Rural Zone**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Traffic movement and parking.
- (b) Screening.
- (c) Noise.
- (d) Hours of operation.

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether entry and exit points to the site and parking areas will have an adverse effect on the amenity values of Residential or Rural Zones.
- (b) Whether the traffic generated will adversely affect the safe and efficient operation of the Transport network.
- (c) Whether the site is screened or the buildings are designed and located in such a way that the amenity values of Residential or Rural Zones are not diminished by effects such as the glare from vehicle lights or noise from vehicles stopping and starting.
- (d) Whether the proposed hours of operation have the potential to create a nuisance for Residential or Rural Zones from noise and the movement of people entering and leaving the site.

***Explanation and Reasons***

*The vehicle oriented nature of a Transport Centre and the likely late hours of operation mean that it is necessary to control the adverse effects of vehicles on the adjoining Residential and Rural Zones.*

**Vehicle Dismantling and Storage in the Industrial Zone**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Siting of the activity and screening.

**Assessment Criteria**

When considering an application the Council will have regard to the following



Screening

criteria:

- (a) Whether the activity will be carried out or screened in such a way that the amenity values of adjoining sites are not diminished.

**Explanation and Reasons**

*Vehicle dismantling yards can have a significant visual impact, particularly from stacks of car bodies and other parts. It is therefore desirable that the activity is carried out or is screened from adjoining sites in a way that avoids adverse effects on amenity values.*

**Rule 9.12.14.  
Fire Service Emergency  
Services**

**Fire Service Emergency Services**

**Rule 9.12.14.1  
Matters for Discretion**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Traffic movement, parking and pedestrian movement.
- (b) Screening.
- (c) Noise.

**9.12.14.2  
Assessment Criteria**

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

*Entry and exits*

- (a) Whether entry and exit points to the site will have an adverse effect on pedestrian safety and the safety and efficient operation of the transport network.

*Manoeuvring*

- (b) Whether there is sufficient space on-site for manoeuvring of vehicles, and staff parking.

*Amenity Values*

- (c) Whether the facilities incorporate screening to protect land in adjoining Residential, Rural, Open Space or Business zones, so that the amenity values reasonably expected in those zones are not significantly diminished by activities on the site.

*Noise*

- (f) Whether the operation of the service and/or building design incorporates noise attenuation methods sufficient to ensure that adverse noise effects, excluding noise from emergency sirens, do not detract from the amenity values of any adjacent Residential or Rural zones.

**Explanation and Reasons**

*Where Fire Stations are close to residential and other sensitive uses it is necessary to control the potential adverse effects of vehicle movements, activities and buildings on nearby uses and zones where practicable, while allowing for the design requirements of an effective and efficient emergency service that is acknowledged as essential in the District and generally appropriate in business zones.*





**Rule 9.12.15  
Small Town Centres**

[Amendment 140]

**9.12.15.1  
Matters for Discretion**

**9.12.15.2  
Assessment Criteria**

**The ERECTION, addition to or external alteration of BUILDINGS and ACCESSORY BUILDINGS within the Small Business Centres Policy Area and HOUSEHOLD UNITS except those ancillary to a Permitted, Restricted Discretionary or Discretionary Activity in the Small Town Centres Policy Area**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Scale, siting and design of buildings
- (b) Scale and function of residential activity

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether building design is high quality showing responsiveness to the local context in a way that contributes to the identity of the small town centre.
- (b) Whether the frontage height and design of new development maintains a consistent scale with existing development in the centre. (This does not mean a rigid adherence to the height of adjoining buildings but rather respect for their scale, setback, form and character).
- (c) Whether the building elevation design and materials respects (rather than replicate) any patterns of elements in centre. Notwithstanding, new and contemporary interpretations in form and detail may be used.
- (d) Whether building facades include façade modulation, articulation or architectural relief at intervals no greater than 10 metres along the street frontage at all levels e.g. a change in building mass, features such as pilasters, entrances, windows, shutters, balconies, changes in surface texture or detail.
- (e) Whether windows with clear glazing and pedestrian entrances comprise no less than 40% of the surface area of the front building façade at ground level.
- (f) Whether the scale of development maintains the compatibility of the town centre with residential zoned properties and open space areas.
- (g) Whether significant new development achieves integration with existing development.
- (h) Whether new development does not detract from the centre's role as a community focal point.
- (i) Whether residential activity remains secondary to the town centre function in the 'B' centres.
- (j) Whether, where appropriate, the development enhances the character of the centre.



**Rule 9.12.16  
Helensville Town Centre  
Heritage Policy Area**

[Amendment 144]

**9.12.16.1  
Matters for Discretion**

[Amendment 144]

**9.12.16.2  
Assessment Criteria Value  
Establishing Sites**

[Amendment 144]

**Explanation and Reasons**

*These assessment criteria seek to ensure that new development in small business centres is designed and located in a manner that respects the existing character of each centre and is of a scale that is compatible with the surrounding residential neighbourhood.* [Amendment 140]

**The erection, addition to or alteration of buildings and accessory buildings for any permitted, or restricted discretionary activity on sites in the Helensville town centre policy area and the demolition or removal of buildings identified as value establishing or value supporting buildings in the Helensville town centre heritage policy area**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Siting, scale, design, materials and external appearance of buildings.
- (b) Size of individual premises.
- (c) Land modification and earthworks.
- (d) Roading, access and parking.
- (e) Landscape, planting and existing trees.
- (f) Historic heritage.
- (g) The design guidelines contained in Appendix 9G.

[Amendment 144]

**Assessment Criteria — Value Establishing Sites**

- (a) Whether any demolition or removal and consequent replacement of a building will adversely affect the streetscape of Helensville and adversely affect the area's distinctive heritage character.
- (b) Whether an application for the building's replacement is lodged concurrently with the application for removal/ demolition.
- (c) Whether the building's context has been considered in terms of any adverse effects on the shared character with other value establishing, value supporting, or scheduled buildings in the vicinity.
- (d) Whether additions or alterations to the street elevation of the building are avoided unless they maintain an appearance generally similar to the original.
- (e) Whether additions are positioned or modifications so designed so as not to detract from the continuity of established pattern of attached buildings fronting the street or detached buildings set back from the street frontage.
- (f) Whether any external addition or alteration is of a design and uses materials similar or in sympathy to those originally used.
- (g) Whether additions or alterations are in keeping with the architectural form, proportions and style of the existing building(s) on the site.



9.12.16.3  
**Assessment Criteria Value Supporting Sites**  
[Amendment 144]

- (h) Whether consideration is given to retaining as much of the existing building façade as practicable by refurbishing, restoring and adapting parts of the existing building rather than replacing them.
- (i) Whether the colour scheme is compatible with the age and detailing of the building.
- (j) Whether the location and design of attachments, such as aerials and air conditioning units, are sympathetic to the existing building through the use of appropriate colour, design, form and location on the building.  
[Amendment 144]

**Assessment Criteria — Value Supporting Sites**

- (a) Whether any demolition or removal and consequent replacement of a building will significantly affect the streetscape of Helensville and will destroy the area's distinctive character.
- (b) Whether an application for the building's replacement is lodged concurrently with the application for removal/ demolition.
- (c) Whether changes to the road façade of the building are sympathetic to the existing building, value defining or value supporting buildings, and surrounding architectural styles.
- (d) Whether additions are positioned or modifications so designed so as not to detract from the continuity of established pattern of attached buildings fronting the street or detached buildings set back from the street frontage.
- (e) Whether the form, mass, proportion and materials of any addition or alteration are compatible with the architectural style of the existing building.
- (f) Whether materials and the use of materials are in sympathy with the traditional character and material of the building.
- (g) Whether the location and design of attachments, such as aerials and air conditioning units, are sympathetic to the existing building through the use of appropriate colour, design, form and location on the building.  
[Amendment 144]

9.12.16.4  
**Assessment Criteria — All Sites**  
[Amendment 144]

**Assessment Criteria — All Sites**

- (a) Whether the building or addition is complementary to the character of Helensville.
- (b) Whether new buildings or additions to existing buildings are proposed abutting or adjacent to value defining or value supporting or scheduled buildings are sympathetic to such buildings. Such developments should not generally attempt to replicate or imitate their architectural detailing or style but rather be complementary to it.
- (c) Whether, where existing sites are amalgamated and/or larger buildings are



proposed to replace more than one smaller building, the extent to which the frontage design has regard to the existing 'grain' of development in Helensville and is detailed to mitigate any perception of unsympathetic scale or bulk.

- (d) Whether new development has regard to existing buildings in the vicinity including frontage height and design, and a varied and sympathetic silhouette of pediments, sloped roofs and parapet features.
- (e) Whether buildings are designed to address and align to the street boundary concentrating main entries and windows on frontages facing the street.
- (f) Whether parking and vehicle circulation areas do not visually dominate views of the site from the surrounding public realm. Regard shall be given to providing planting to break up the visual impact of any parking areas where appropriate.
- (g) Whether in respect of buildings that are of innovative and interesting design, consideration shall be given to:
  - (i) The extent to which the above criteria are taken into account to ensure that the building is sympathetic to and does not detract from Helensville's character.
  - (ii) The extent to which such buildings are distinctive in their own right while avoiding being plain or imitative or mocking of existing buildings that have character qualities.
  - (iii) The extent to which such buildings are similar/consistent and complementary to the existing scale, form, and bulk of adjoining buildings, especially those that have character qualities.
  - (iv) The extent to which the new building adds to and possibly extends the character of the centre.
- (h) Whether the proposal is consistent with the design guidelines contained in Appendix 9G.
- (i) Whether existing important historic site elements, such as stone walls, fences, paths and historic plantings, are to be retained so that sites retain attributes that contribute to their historic nature. [\[Amendment 144\]](#)

**Rule 9.12.17  
Shops within the Matakana  
Village Overlay Area**

**Rule 9.12.17.1  
Matters for Discretion**

**Shops in the Matakana Village Overlay Area with a Gross Floor Area between 201m<sup>2</sup> - 350m<sup>2</sup>**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Scale of the activity.
- (b) Site layout.
- (c) Traffic and pedestrian movement.



Rule 9.12.17.2

**Assessment Criteria**

Town centres as community focal points

Amenity values of town centres

Entry, exit and parking

Transport network

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the scale of the activity will have an adverse effect on the ability of Retail Service Zoned land within Matakana to continue to function as a village (scale).
- (b) Whether the activity will result in a loss of amenity values in the Retail Service Zone within Matakana.
- (c) Whether entry and exit points to the site and parking areas will enable the safe and efficient movement of people and vehicles.
- (d) Whether the traffic generated will adversely affect the safe and efficient operation of the Transport network.

**Explanation and Reasons**

*Large scale retail business activity which draws large numbers of customers from far beyond the local trade catchment can have an adverse effect on the ability of village centres to continue to act as community focal points. They can also have an adverse effect on the amenity values of the town centres by reducing their vitality. It is therefore necessary to manage the effects on existing centres by limiting the scale of retail activity within the village centre. The activities could also have adverse effects on the road network from the additional traffic generated by the large scale retail activity.*

Rule 9.12.18  
**Buildings in the Matakana Village Overlay Area**

**The Erection, Addition to or Alteration of Buildings and Accessory Buildings for any Permitted Activity within the Matakana Village Overlay Area**

Rule 9.12.18.1

**Matters for Discretion**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Building scale, siting, design and external appearance
- (b) Architectural style and character of buildings

9.12.18.2

**Assessment Criteria**

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

Architectural Style

- (a) Whether a building reflects the 'rural' or historic character of a small



Building Form

country town in New Zealand rather than modern commercial buildings with a hard urban edge that might typically be found in a newly developing commercial area.

(b) Whether the building maintains or enhances its relationship to adjoining buildings, particularly where the material and architectural details of existing buildings are consistent with the existing character in Matakana Village.

Matakana Style & Character

(c) Whether buildings have a high quality visually interesting architecture, with buildings that are well articulated and have a lightweight image rather than an appearance of mass, weight and bulk.

(d) Whether the architectural style and design of buildings is consistent with the principles and elements in the design guidelines set out in Appendix 9J.

Colours and Materials

(e) Whether the building materials enhance the rural and existing character of the village and avoid the use of concrete slab construction.

**Rule 9.12.19  
Buildings in 40 metre setback  
area**

**Buildings: Construction, addition to or external alteration of buildings on sites which adjoin or are within 40 metres of Matakana Valley Road**

**Rule 9.12.19.1  
Matters for Discretion**

**Matters for Discretion**

The Council will restrict its discretion to the following matters:

- (a) Building scale, siting, design and external appearance
- (b) Architectural style and character of buildings
- (c) Colour and materials of buildings
- (d) Streetscape
- (e) Landscaping

**9.12.19.2  
Assessment Criteria**

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

Other Criteria

The assessment criteria in Rule 9.12.18 shall apply.

Style & Appearance

Whether buildings and landscaping enhance and/or complement development in the Village.



Streetscape

Ensure that buildings and landscaping will maintain and enhance the visual character of Matakana Valley Road.

Landscaping

Whether landscaping is provided that complements the village character and enhances the visual amenity of the built environment.

***Explanation and Reasons***

*Due to the location of this area of land fronting Matakana Valley Road and also opposite the Retail Service zone, it is necessary to ensure that any adverse visual effects on the village character and amenity are avoided, remedied and/or mitigated.*



## 9.13

### 9.13.1 General Assessment Criteria

## DISCRETIONARY ACTIVITIES: ASSESSMENT CRITERIA

### General Assessment Criteria

Without limiting the exercise of its discretion, for all Discretionary Activity resource consent applications in the Business Zones, the Council will have regard to the following Assessment Criteria, and any relevant Discretionary Activity Assessment Criteria in any other chapter of this Plan, and the relevant matters set out in section 104 of the Act:

- |                                       |                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Development controls</i>           | (a) Whether the activity complies with the Development Controls and Performance Standards in Rule 9.10. As a general guide the activity should comply with those controls and standards unless it is not site development considerations or unusual environmental factors.                                                                               |
| <i>Amenity values adjoining zones</i> | (b) Whether the activity will have an adverse effect on the amenity values of adjoining Residential, Rural or Open Space Zones.                                                                                                                                                                                                                          |
| <i>Screening</i>                      | (c) Whether the site is screened in such a way that the amenity values of adjoining Residential, Rural or Open Space Zones are not diminished by effects such as the glare from vehicle lights or noise from vehicles stopping and starting.                                                                                                             |
| <i>Amenity values within zone</i>     | (d) Whether the activity will have an adverse effect on the amenity values within the business area in which it is proposed to be located, particularly on the amenity values of the Retail Services Zone, sites within the Small Business Centres Policy Area and specifically identified Pedestrian Town Centre Areas. <a href="#">[Amendment 140]</a> |
| <i>Noise and vibration</i>            | (e) Whether noise or vibration will be generated at levels which will be a health hazard to people within the area or will detract from the amenity values of the area and adjacent Residential, Rural or Open Space Zones.                                                                                                                              |
| <i>Amplified music</i>                | (f) Whether amplified music is to be provided and whether measures such as building design incorporate noise attenuation methods, to ensure that adverse noise effects do not detract from the amenity values of Residential or Rural Zones.                                                                                                             |
| <i>Hours of operation</i>             | (g) Whether the proposed hours of operation have the potential to create a nuisance for Residential or Rural Zones from noise and the movement of people entering and leaving the site.                                                                                                                                                                  |
| <i>Health and safety</i>              | (h) Whether the activity will expose people to high levels of risk to health or safety.                                                                                                                                                                                                                                                                  |
| <i>Safety</i>                         | (i) Whether the personal safety of the employees and customers of activities in the area may be at risk because of the hazardous or noxious nature of activities occurring on the site, and whether measures are proposed to minimise any potential adverse effects.                                                                                     |
| <i>Street frontage</i>                | (j) Whether, in the case of specifically identified Pedestrian Town Centre Areas, any continuous street frontage or verandah cover would be broken.                                                                                                                                                                                                      |
| <i>Pedestrians</i>                    | (k) Whether the activity would have adverse effects on the safety and convenience of pedestrians.                                                                                                                                                                                                                                                        |





<i>Parking</i>	(l) Whether sufficient on-site parking is provided to meet the needs of the proposed activity.
<i>Entry and exit</i>	(m) Whether the entry and exit points to the site are safe.
<i>Transport network</i>	(n) Whether the traffic generated will adversely affect the safe and efficient operation of the adjacent Transport network.
<i>Water quality</i>	(o) Whether the activity will have an adverse effect on water quality.
<i>Coastal environment</i>	(p) Whether the proposal will have an adverse effect on the natural character of the coastal environment and on public access to the coast.
<i>Ecosystems</i>	(q) Whether the activity will have an adverse effect on significant areas of vegetation or ecosystems.
<i>Air quality</i>	(r) Whether the activity will generate dust, smoke, fumes or other discharges to the air which potentially would detract from the amenity values of the area.
<i>Odour</i>	(s) Whether the activity will create odours which are potentially either objectionable or offensive and likely to be detected at any boundary, and which may detract from the amenity values of the area, particularly Residential, Rural or Open Space Zones.
<i>Reverse sensitivity - noise, odours and air discharges</i>	(t) Whether the proposed activity may be adversely affected by the activities occurring in the surrounding area, particularly the effects of noise, odours and air discharges.
<i>Reverse sensitivity - buffers</i>	(u) Whether adequate measures, such as buffers, separation distances, screening or building design, are proposed to isolate the activity from adjoining activities.
<i>Reverse sensitivity - effect on permitted activities</i>	(v) Whether the proposed activity will compromise the ability of Permitted Activities to operate, by creating an expectation of higher environmental standards than required by the Zone.
<i>Private open space</i>	(w) Whether, in the case of household units, sufficient private open space is included to provide an acceptable level of amenity to the residents.  (x) Whether, in the case of household units, the cumulative effects of the household units and any existing residential development in the Zone, will compromise the ability of Permitted Activities to operate, by creating an expectation of higher environmental standards than required by the Zone.
<i>Cultural heritage</i>	(y) Whether the activity will have an adverse effect on the cultural heritage resources on or near the site.
<i>Warkworth Town Centre Policy Areas</i>	(z) Whether, for sites within the Warkworth Town Centre Policy Areas, the proposal is consistent with the assessment criteria in Rule 9.12.5.2 <i>Buildings on Sites in Warkworth</i> and <i>Individual Business Premises for activities in the Warkworth Town Centre Policy Areas identified as a restricted discretionary activity due to gross floor area and / or frontage width</i> .
<i>Matakana Village Overlay Area</i>	aa) Whether the architectural style and design of buildings is consistent with the design guidelines set out in Appendix 9J.



Urban Land Modification and Vegetation Protection

Use and storage of hazardous substance

Traffic, parking, entry and exit

## Rule 9.14

### Rule 9.14.1 Activities

Rule 9.14.1.1

Rule 9.14.1.2

Rule 9.14.1.3

Rule 9.14.1.4

### Rule 9.14.2 Development Controls

Rule 9.14.2.1  
Site Size

bb) Whether in the Matakana Village Overlay Area the activity will have an adverse effect on the ability of the Retail Service area within the Matakana Village Overlay Area to act as a community focal point.

cc) Whether in the Matakana Village Overlay Area the activity will result in a loss of amenity values within the Retail Service area within the Matakana Village Overlay Area by reducing its vitality.

See the Discretionary Activity Assessment Criteria in *Chapter 18 - Urban Land Modification and Vegetation Protection*

See the Discretionary Activity Assessment Criteria in *Chapter 20 - Hazardous Substances and Contaminated Sites*.

See the Discretionary Activity Assessment Criteria in *Chapter 21 - Transportation and Access*.

## SUBDIVISION

### Activities

The subdivision of land in Business Zones is a Restricted Discretionary Activity.

The subdivision of land shall comply with the Development Controls in Rule and the relevant rules in *Chapter 23 - Subdivision and Servicing*.

Any subdivision not complying with the Development Controls in Rules 9.14.2.1, 9.14.2.2 and 9.14.2.3 shall be a Restricted Discretionary Activity with respect to those Rules.

Restricted Discretionary Activity subdivisions shall be assessed against those matters over which discretion is retained, set out in Rule 9.14.4, and those relevant matters set out in *Chapter 23 - Subdivision and Servicing*.

### Development Controls

#### Site Size

The minimum site size in all Business Zones is 2,000m<sup>2</sup>.

#### Explanation and Reasons

*The creation of small sites can restrict the ability to accommodate the desired buildings and required parking, manoeuvring and loading areas on site. This can create adverse effects on the road network by roadside parking causing congestion. It can also have an adverse effect on adjoining sites by making access difficult. Inadequate manoeuvring and loading areas can lead to the need for vehicles to reverse into or out of sites, which also creates congestion and danger on the roading network.*



Rule 9.14.2.2  
**Site Frontage**

Rule 9.14.2.2.1

**Site Frontage**

Minimum widths of site frontages are:

ZONE	MINIMUM WIDTH OF SITE FRONTAGE (m)	
	Front	Rear Site
Retail Service	40	9
Mixed Business	20	9
Industrial	20	9

Rule 9.14.2.2.2

For rear sites in the Mixed Business and Industrial Zones, up to two sites may gain frontage over a jointly owned access lot, or right of way for the benefit of the sites, or combination of both, of not less than 9 metres in width.

**Explanation and Reasons**

*The creation of sites with too narrow a frontage can create access and servicing difficulties.*

Rule 9.14.2.3  
**Shape Factor**

**Shape Factor**

Each site shall be of such a shape as to contain a rectangle (which has an area equal to half the area of the site) which has its longer sides no greater than twice the length of its shorter sides.

**Explanation and Reasons**

*It is desirable to ensure that sites are created which are of sufficient dimensions and scale to accommodate most activities' needs, including parking, loading and manoeuvring areas, as well as buildings. The creation of, for example, long narrow sites, can result in parking on streets and reversing onto the road.*

Rule 9.14.2.4  
**Subdivision in Scheduled Activity Areas 301 and 314**

**Subdivision in Scheduled Activity Areas 301 and 314**

In Scheduled Activity Areas 301 - Snells Beach and 314 - Waimauku;

- (a) Subdivision shall make provision for such covenants and easements as are necessary to enable the remaining undeveloped land within the Zone to be developed and used in accordance with the comprehensive development plan submitted in support of the development proposal for the site.

**Explanation and Reasons**

*These controls are necessary to ensure that subdivision does not occur which would compromise the comprehensive development of the sites in accordance with a comprehensive development plan*



Rule 9.14.2.5  
**Cross Lease, Unit Titles and Company Leases**

**Cross Lease, Unit Titles and Company Leases**

In all Business Zones the standards for cross lease, unit titles and company lease shall be:

- (a) The subdivision shall be for buildings or activities that comply with the Rules in this Plan; or
- (b) A resource consent has been granted for the buildings or activities which are the subject of the proposed subdivision.
- (c) All areas to be set aside for the exclusive use of each building or unit must be shown on the survey plan, in addition to any areas to be used for common purposes, including access or parking.
- (d) The subdivision shall be for development that complies with section 46(4) of the Building Act 1991.
- (e) Where an existing building, included in an application for subdivision consent, has obtained a resource consent, or is a permitted activity, any proposed covenant, unit or accessory unit boundary shall be consistent with all relevant development controls of the zone or conditions of any resource consent granted.
- (f) Where any building included in the application for subdivision consent has not been constructed at the time of granting consent, the Council will not approve the survey plan under section 223 of the Act, until the building is completely framed up to and including the roof level in accordance with the Plan or any resource consent granted. The Council may require the height of the building and its position in relation to the boundaries of the site to be confirmed by a certificate from a registered surveyor.
- (g) A staged unit title or cross lease subdivision shall have sufficient area for further complying development which shall be free from inundation and slippage and capable of adequate servicing. The Council may require any application to show compliance with this Rule.

***Explanation and Reasons***

*Where business development is permitted or has been granted consent, the provision of cross lease, unit title or company titles is appropriate. It is important to ensure that exclusive areas and common areas are identified, particularly parking areas.*

9.14.3  
**Rules in Other Chapters of the Plan**

**Rules in Other Chapters of the Plan**

Rules in Chapter 23 - Subdivision and Servicing shall also be complied with.

Rule 9.14.4  
**Matters for Discretion and Assessment Criteria**

**Restricted Discretionary Activities: Matters for Discretion and Assessment Criteria**



Rule 9.14.4.1  
**Subdivision Not Complying  
With Site Size or Site Shape**

Rule 9.14.4.1.1  
**Matters for Discretion**

9.14.4.1.2  
**Assessment Criteria**

Rule 9.14.4.2.  
**Subdivision not Complying  
with Site Frontage**

Rule 9.14.4.2.1  
**Matters for Discretion**

9.14.4.2.2  
**Assessment Criteria**

In accordance with sections 76 (3B) and 105 (3A) of the Act, the Council will restrict its discretion to the matters listed, in addition to the matters set out in Chapter 23 Subdivision and Servicing, when considering resource consent applications for the subdivision of land.

**Subdivision Not Complying With Rule 9.14.2.1 Minimum Site Size or Rule 9.14.2.3 Site Shape**

**Matters for Discretion**

The Council has restricted its discretion to the following matters:

- (a) Site size
- (b) Site shape

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the site will be able to accommodate:
  - (i) the necessary on-site parking;
  - (ii) the necessary manoeuvring areas;
  - (iii) the necessary loading areas;
  - (iv) buildings of an appropriate size for the proposed activity;

without generating adverse effects on adjoining sites or the road network.

***Explanation and Reasons***

*(See the explanation and reasons for Rules 9.14.2.1 and 9.14.2.3).*

**Subdivision Not Complying with Rule 9.14.2.2 Site Frontage**

**Matters for Discretion**

The Council has restricted its discretion to the following matters:

- (a) Site Frontage.

**Assessment Criteria**

When considering an application the Council will have regard to the following criteria:

- (a) Whether the site is wide enough to enable:
  - (i) vehicles to safely access the site;
  - (ii) services to be provided to the site.

***Explanation and Reasons***

*(See the explanation and reasons for Rule 9.14.2.2).*





## APPENDIX 9A

### PART A INDUSTRIES INVOLVING DISCHARGES TO AIR CATEGORIES POTENTIALLY CAPABLE OF PRODUCING MAJOR ADVERSE EFFECTS ON AIR QUALITY, WHICH ARE NON-COMPLYING IN ALL BUSINESS ZONES

- (a) Any combustion process (not being combustion processes for the drying of grain) involving fuel burning equipment, including flaring or incineration of trade wastes or refuse, which singly or together can be used to burn any combustible matter:
- (i) At a rate of heat release exceeding 50MW; or
  - (ii) At a rate exceeding 500 kg an hour where pathological material, garbage, refuse, or trade wastes are incinerated; or
  - (iii) At a rate of heat release exceeding 500KW where the products of combustion are used -
    - A. To stove enamel; or
    - B. To bake or dry any substance that on heating releases dust or other air pollutants; or
    - C. To maintain reducing conditions in any manufacturing process; or
  - (iv) At a rate, where the combustible matter is a combination of combustible materials which contain sulphur or arsenically treated wood or rubber or oil sludge or pitch or paint residues, that will incinerate in excess of 100 kg an hour of -
    - A. Sulphur; or
    - B. Arsenically treated wood; or
    - C. Rubber; or
    - D. Oil sludge; or
    - E. Pitch; or
    - F. Paint residues; or
  - (v) At a rate, where the combustible matter is a combination of combustible materials which contain chemicals, plastics, or fibre in which fluorine, chlorine, phosphorous, or nitrogen has been chemically combined, that will incinerate in excess of 25 kg an hour of such chemicals, plastics, or fibre.
- (b) Any industrial chemical processes, excluding electro-plating processes, having as a product or by-product or emission any substance that can cause air pollution, including any processes used in:
- (i) Bodying of natural oils or manufacture or creation of monomers for production of synthetic resins, varnishes and plastics; or
  - (ii) Production of soap, grease, detergents, and surface active agents; or
  - (iii) Synthesis or extraction of organic chemicals, including formulation of insecticides, weedicides, plant hormones, and like toxic or offensive organic compounds; or
  - (iv) Production of inorganic chemicals, including concentration of acids and anhydrides, ammonia, and alkalis; or
  - (v) Production of phosphatic or nitrogenous synthetic fertilisers, including granulation of single or mixed fertilisers; or
  - (vi) Any chemical manufacturing processes using or producing chlorine and any industrial processes using chlorine but only for other than water sterilisation and at rates exceeding 5 kg an hour; or
  - (vii) Separation or concentration for manufacture or disposal of any uranium metal or compound or any radioactive substance.



- (c) Any animal or plant matter processes having singly or together a raw material capacity in excess of:
- (i) 0.5 of a tonne an hour, and being processes for rendering or reduction or drying through application of heat to animal matter (including feathers, blood, bone, hoof, skin, offal, whole fish, and fish heads and guts and like parts, and organic manures, but not including milk or milk products); or
  - (ii) 5 tonnes an hour, and being processes for deep fat frying, curing by smoking, roasting of berries or grains or where organic matter including wood is subject to such temperatures or conditions that there is partial distillation or pyrolysis.
- (d) Any processes involving the pulverising, crushing or screening of dry minerals (including coal, coke and carbon) or the drying or heating of minerals which on heating release dust or any air pollutant and which singly or together:
- (i) Have a raw materials processing capacity in excess of 200 tonnes an hour, or require a rate of heat release in excess of 2,000 KW; or
  - (ii) Are part of a manufacturing process of portland or similar cements and pozzolanic materials; or
  - (iii) Are part of a manufacturing process for the sintering, calcining, or roasting of metal ores in preparation for smelting or for burning of calcium or calcium-magnesium carbonates to produce calcium or magnesium oxides or hydroxides, or the expansion or exfoliation of minerals, or the dehydration of gypsum; or
  - (iv) Are part of a manufacturing process for making hot-mix asphalt paving mixes; or
  - (v) Are a part of a manufacturing process for making glass or frit from raw materials or making mineral wool or glass fibre, including application of any surface coating to the fibres.
- (e) Any industrial metallurgical processes, including associated foundry practices, which involve:
- (i) The extraction, including electro-chemical methods of reduction, of any metal or metal alloy from its ore, oxide, or other compound; or
  - (ii) The making of steel or the refining of any metal or modification of any alloy in the molten state by blowing with air, oxygen, or oxygen enriched air, or chlorine or other gases, or by addition or reactive chemicals or volatile fluxes and the use of oxygen lancing in scarfing and similar operations; or
  - (iii) The manufacture of silicon or of ferrous silicon or of metal powders or of alloys rich in any metals specified or described in clauses (a) to (c) of Appendix 9C; or
  - (iv) The melting of any metal or metal alloy, including secondary melting, and the sweating of scrap metal where the aggregated melting capacity exceeds one tonne an hour; or
  - (v) Hot dip galvanising or other processes for the protection of surfaces by metal coating using fluxes.
- (f) Any industrial carbonising or gasification processes in which natural gas, petroleum oil, shale, coal, wood or other carbonaceous material is subject to:
- (i) Pyrolysis, carbonisation, or destructive distillation, the solid liquid or gaseous products being recovered; or
  - (ii) Gasification by partial combustion with air or oxygen or reaction with steam.
- (g) Any process (not being the purification by distillation of dry-cleaning solvents at retail outlets) for the refining, purification or reforming of hydrocarbons in or derived from natural gas, petroleum, shale, coal, wood, or other organic substances and, including:
- (i) Hydrocarbon separation or recovery by distillation or absorption and desorption or removal of carbon dioxide or condensable hydrocarbons from natural or manufactured gas; or
  - (ii) Reforming including viscosity breaking by thermal and catalytic cracking and hydrogenation and alkylation and like processes, including preparation of ethylene or other feed stock for chemical synthesis; or
  - (iii) Refining to reduce sulphur or to improve other qualities with the aid of any substance specified in Appendix 9C or by air blowing.





- (h) Any industrial wood pulp or particle board processes in which:
  - (i) Wood or other cellulose material is cooked with chemical solutions to dissolve lignin and the associated processes of bleaching and chemical and by-product recovery; or
  - (ii) Hardboard or particle board or wood pulp are made by processes involving emission of air pollutants.
- (i) Any use of geothermal steam at a rate of heat release exceeding 5 MW.
- (j) Any industrial or trade processes involving the use of:
  - (i) Di-isocyanates at a rate exceeding 100 kg an hour; or
  - (ii) Organic plasticisers at a rate exceeding 100 kg an hour.
- (k) Any process for the composting of organic waste having a raw materials capacity in excess of 10 tonnes per day.





## APPENDIX 9B

### **PART B**

#### **INDUSTRIES INVOLVING DISCHARGES TO AIR CATEGORIES POTENTIALLY CAPABLE OF PRODUCING MODERATE ADVERSE EFFECTS ON AIR QUALITY WHICH ARE NON-COMPLYING IN THE RETAIL SERVICE ZONE, DISCRETIONARY IN THE MIXED BUSINESS ZONE, AND PERMITTED IN THE INDUSTRIAL ZONE**

- (a) Any combustion processes involving fuel-burning equipment, including flaring or incineration of trade wastes or refuse, not otherwise specified or described in this Appendix but which singly or together can be used to burn combustible matter:
- (i) For any purpose at a rate of heat release exceeding 5 MW; or
  - (ii) For the purpose of:
    - (A) The recovery of metals from insulated cable, motor vehicles, or any other mixture or combinations of metals and combustibles; or
    - (B) The cleaning of drums or containers.
  - (iii) At a rate exceeding 50 kg an hour, but not exceeding 500 kg an hour, where pathological material is incinerated or where garbage, refuse, or trade wastes, are incinerated; or
  - (iv) At a rate, where the combustible matter is a combination of combustible materials which contains sulphur or arsenically treated wood or rubber or oil sludge or pitch or paint residues, that will incinerate in excess of 25 kg an hour but not in excess of 100 kg an hour of:
    - Sulphur; or
    - Arsenically treated wood; or
    - Rubber; or
    - Oil sludge; or
    - Pitch; or
    - Paint residues; or
  - (v) At a rate, where the combustible matter is a combination of combustible materials which contain chemicals, plastics, or fibre in which fluorine, chlorine, phosphorous, or nitrogen has been chemically combined, that will incinerate in excess of 5 kg an hour but not in excess of 25 kg an hour of such chemicals, plastics or fibre.
- (b) Any industrial or trade processes (not otherwise specified or described in this Appendix) for the blending, packaging or handling of air polluting substances specified in Appendix 9C, including grain elevators or seed dressing plant, but not processes solely concerned with retail distribution or with distribution of fuels.
- (c) Any industrial or trade animal or plant matter processes:
- (i) Described in clause (c)(i) Appendix 9A, but having a raw material capacity not in excess of 0.5 of a tonne per hour; or
  - (ii) Described in clause (c)(ii) of 9A of this Appendix, but having a raw material capacity in excess of 250 kg an hour but not in excess of five tonnes an hour.
- (d) Any industrial or trade mineral processes described in clause (d)(i) of 9A of this Appendix, but having a raw materials processing capacity in excess of five tonnes an hour but not in excess of 200 tonnes an hour, or requiring the burning of combustible matter as part of the process at a rate of heat release less than 2,000 KW.
- (e) Any industrial or trade processes for manufacture of flock or for the teasing of textiles or shredding of paper or for cleaning sacks or crushing or separating dags from wool.



- (f) Any industrial or trade process which is not otherwise specified or described in this Part of this Appendix and which involves abrasive blasting.
- (g) Any industrial or trade processes using di-isocyanates at a rate between 10 and 100 kg an hour for the manufacture of foam plastics.
- (h) Storage, preservation and drying of skins.



## APPENDIX 9C

### CLASSES OF SPECIFIED AIR POLLUTANTS

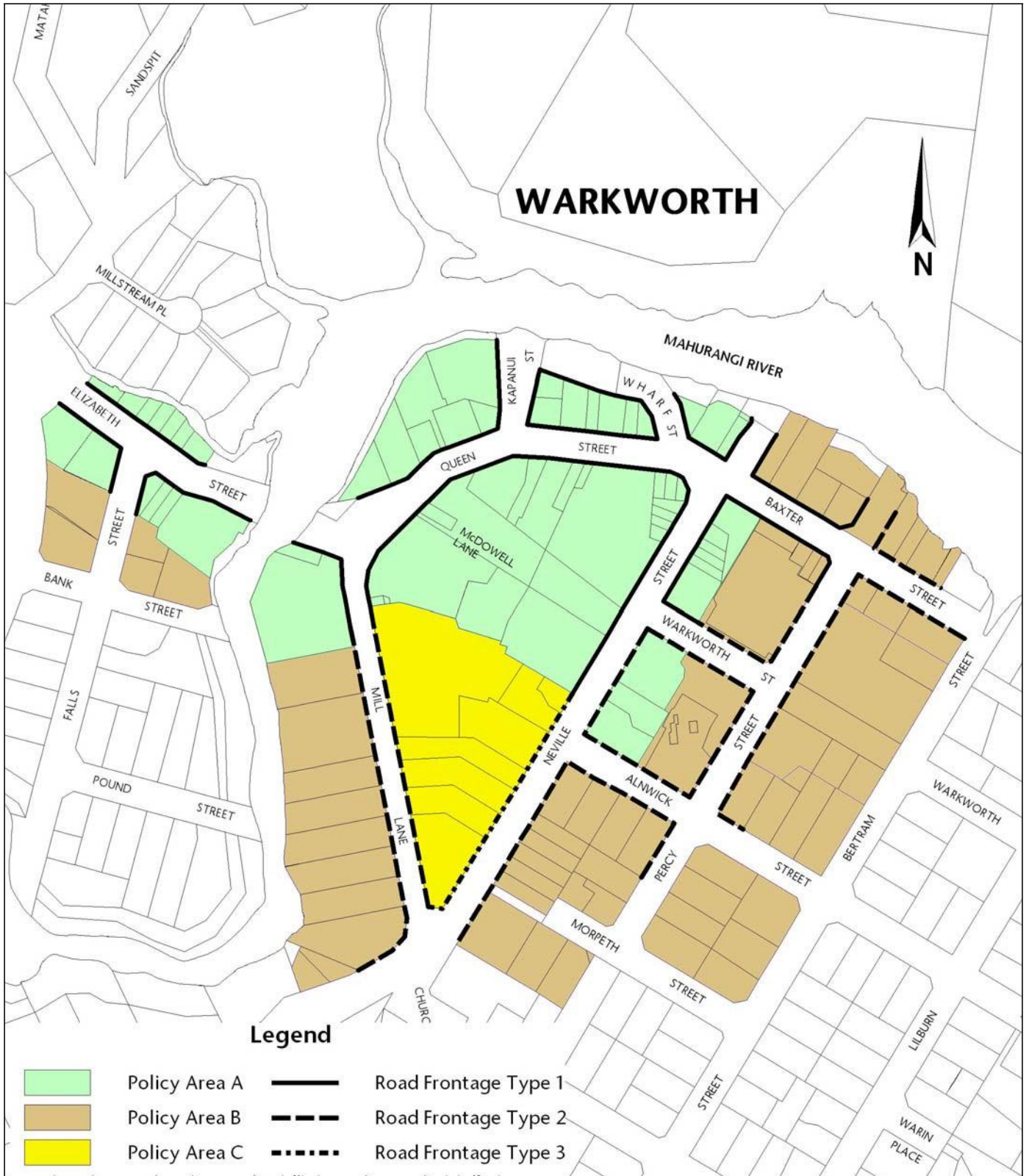
- (a) Radioactive, carcinogenic, teratogenic, or mutagenic substances.
- (b) Antimony, arsenic, beryllium, cadmium, lead, mercury, thallium, selenium, uranium, and their compounds.
- (c) Boron, chromium, cobalt, copper, magnesium, manganese, nickel, potassium, sodium, tellurium, tin, vanadium, zinc, and their compounds.
- (d) Dust containing asbestos, quartz, or other of the pneumoconiosis inducing or asthmagenic substances.
- (e) Dusts and fumes, containing metallic elements; and dusts, and fumes containing organic and inorganic materials including fertilisers, coal, coke, carbon, soot, tars, wood, fibres, and pathogenic substances.
- (f) Sulphur, sulphur oxides, and sulphur oxyacids, carbon di-sulphide, hydrogen sulphide, di-sulphides, poly-sulphides, mercaptans, and other acidic, toxic or odorous sulphur compounds.
- (g) Nitrogen oxides, nitric acid, ammonia, and hydrazine, and their compounds, volatile amines, cyanides, cyanates, di-isocyanates or other toxic or odorous compounds of nitrogen.
- (h) Fluorine, chlorine, bromine, iodine, and their compounds.
- (i) Phosphorous and its oxides, acids, and organic compounds.
- (j) Alkyl, carbonyl, and other toxic organo-metal compounds.
- (k) Hydrocarbons and their partially oxidised or halogenated derivatives, particularly acrolein, esters or acrylic acid, formaldehyde, and volatile carboxylic acids, and anhydrides and industrial solvents.
- (l) Ozone, carbon monoxide.





# APPENDIX 9D

## WARKWORTH TOWN CENTRE POLICY AREAS



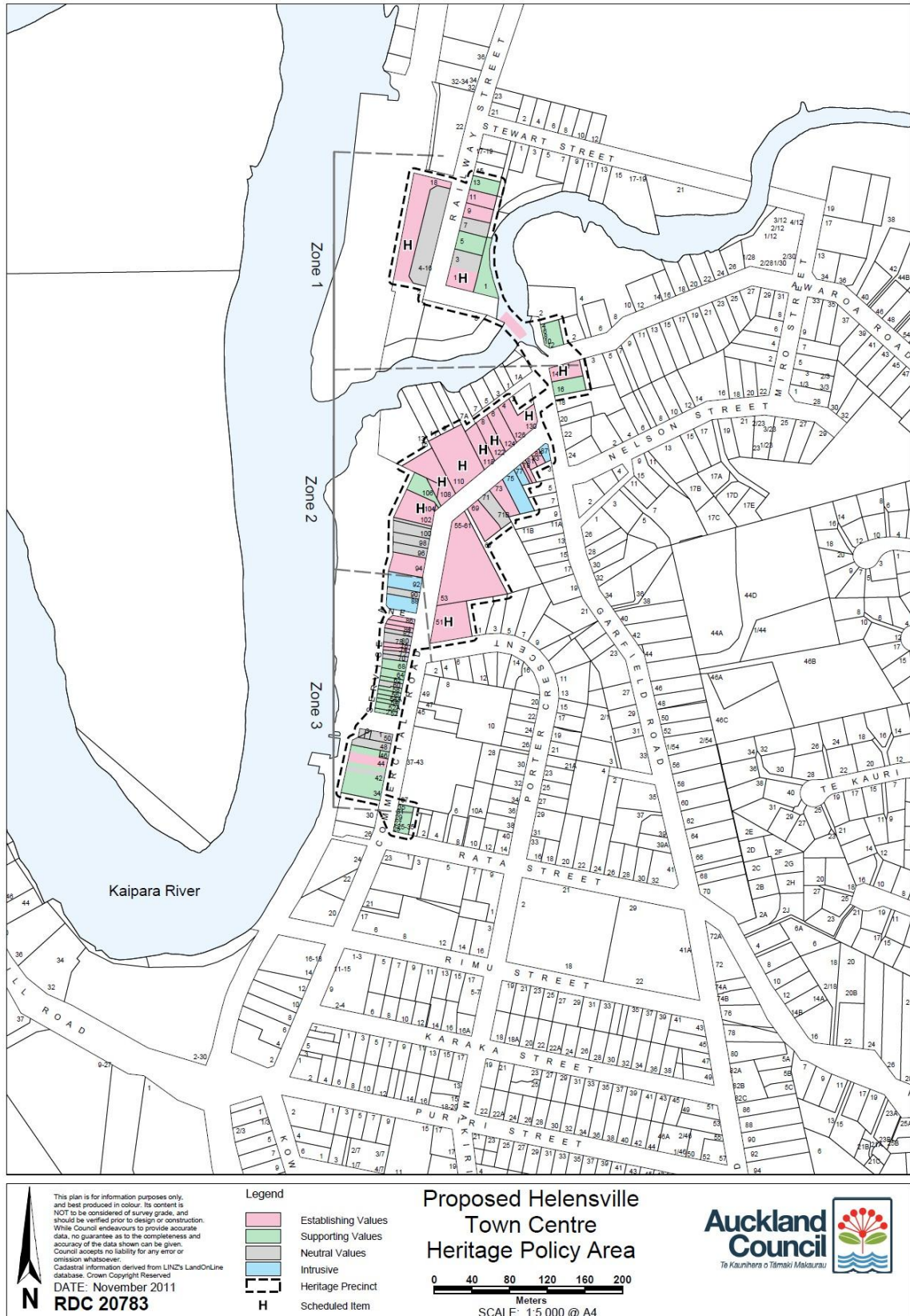






# APPENDIX 9E

## HELENSVILLE TOWN CENTRE HERITAGE POLICY AREA







# APPENDIX 9F

## HELENSVILLE TOWN CENTRE HERITAGE POLICY AREA Sites subject to rule 9.10.8 and 21.10.2.2(e)







## APPENDIX 9G

### HELENSVILLE TOWN CENTRE HERITAGE POLICY AREA DESIGN GUIDELINES



Old Terminus Hotel (A History of Helensville and Kaipara)

## Helensville Heritage Precinct Design Guidelines



# Helensville Heritage Precinct Design Guidelines

## Restoration

The restoration of an older building involves returning it to an earlier form and ensures that it survives for the future. The following guidelines are provided to guide restoration work:

- Any work to restore a heritage building should be based on historic records such as old photographs or information gained from the building itself.
- Any original historic fabric still present should be retained, such as joinery, trim or wall claddings.
- Consideration should be given to removing accretions, such as unsympathetic additions. Non-original windows and doors should be replaced with joinery in the original pattern.
- Missing elements, such as fretwork, should be reconstructed. The style of the building should be determined to maintain the character.
- Consideration should be given to repainting older buildings either in their original colours or using recognised historic colours. Victorian buildings were originally painted in pale neutral earthy colours such as ochres, umbers, creams and fawns with white trim and either red or unpainted roofs. Darker tones were introduced later and included with a darker trim and dark green, brown and red doors and sashes and darker green and grey roofs. Later Victorian and Edwardian colours were from the same palette. Often buildings were painted in lighter tones with dark trim and a darker colour used for the window sashes and doors or vice versa. Californian bungalows tended to be painted in either light colours such as buffs and creams with dark green and red or black trims and shingles or the whole house entirely in black. Moderne houses used pale pastels often with detail picked out in contrasting colours.
- Materials used to repair elements, such as joinery or wall cladding, should match the original. Modern materials such as metal tile roofs, aluminium joinery, proprietary weatherboards or imitation brick should not be used.
- Historic plantings should be preserved and original fences should be restored where possible.
- A line of demarcation between old and new work should be maintained to show the extent of the original building. New work should have slightly different and possibly simpler detailing to enable it to be "read" as not being original.
- Materials used for additions should generally match the original. Wall cladding and roofing material should have a similar profile to that originally used. Aluminium joinery and synthetic materials should never be used in additions to heritage buildings.
- In some instances a more contemporary approach may be justified, such as the addition to the Helensville Medical Centre. The addition should "read" as a separate structure with a link to the original building. It should not be the dominant form.
- Historic site elements such as stone walls, fences and paths and historic plantings such as Pohutukawa trees and Norfolk pines should be preserved. New plantings and high fences that obscure the building when viewed from the road should be avoided. The existing spaces around buildings, including front and side yards, and the distances between adjacent buildings should be respected.

## Demolition of Buildings in Helensville

- Demolition of an existing heritage structure that has been determined to have character establishing values should be avoided wherever possible. Consideration should be given to adapting the building for a new use,



with appropriate additions being constructed as required.

- *Character supporting* buildings are often those which have been altered. Nevertheless, their demolition should be carefully considered with demolition only proceeding as a last resort. Consideration should be given to their restoration and adaptive reuse.
- There is no impediment to the demolition of an existing structure that is considered to have *neutral* values. Any replacement building should be designed in accordance with the guidelines for new buildings.
- Demolition of an existing structure that is considered to be *intrusive* is encouraged. Any replacement building should be designed in accordance with the guidelines for new buildings.



Former Union Bank of Australia 126-130 Commercial Road    Former Library - 23 Commercial Road  
Examples of historic buildings in Helensville that could be restored. (DPAL)

## Additions and Alterations

Historic buildings sometimes need to be adapted or increased in size to meet the needs of their owners. Changes should be managed in a way that respects the character of the building. The following guidelines are provided for work involving additions and alterations to buildings that are considered to have character establishing and supporting values.

- Any addition should take into consideration the scale and proportion of the existing building. New additions should not dominate or overpower the original structure.
- The front, sides and roofscape of a heritage building should not be altered and original details should be retained. Verandahs should not be closed in. Roof lines should remain unchanged, unless they have previously been altered in an insensitive way.
- Changes should generally occur to the rear of the building away from the public view. New joinery should be sympathetic to the style of the original building.
- If extra space is required, traditional methods of extending buildings such as lean-to additions should be considered. Another option may be to provide a new building that is separate but linked to the original structure.



## New Buildings in the Helensville Heritage Precinct

Designing new buildings for historic areas can be a difficult task and is one that is seldom done well. So often, new buildings are completely out of character and detract from the nearby historic buildings. Three approaches are possible when a new building is proposed in a historic area.

- Provide a replica or a close imitation of an historic building. This approach is not encouraged as it can lead to confusion as to what is genuine heritage and what is not. This can result in the dilution of an area's heritage values.
- Construct a modern yet sympathetic interpretation of an historic building using, for example, similar pitched roof forms and similar fenestration. However, while this approach can produce a building that contributes positively to an historic area, it can also result in a poor imitation, particularly if inappropriate materials are used.
- Provide a more contemporary solution. Such a building, if sensitively designed, can provide an exciting addition to an historic town such as Helensville. The urge to create an architectural statement in the current idiom should be resisted.

There is no single answer to the question as to what is appropriate and there will be occasions when different approaches may be used. New buildings should always respond to their environment and respect their neighbours. The advice of a heritage architect or planner should also be sought when planning a new building in a heritage area.

The diversity of Helensville's architecture makes the adoption of a particular style problematic. While the buildings in Zone 3 are reasonably cohesive, those in Zones 1 and 2 have a varying styles and date from different eras. For this reason, the guidelines for new buildings are less prescriptive than for other historic areas to allow for a variety of responses.

Respect for the existing buildings that are considered to either establish or support heritage values is the essence of successful planning within these zones. The following general guidelines are provided regarding new buildings in Helensville.

### • **Style and Interpretation**

A new building may be contemporary in style or a modern interpretation of an historic style. Whichever approach is followed, it should be "of its time" to avoid confusion as to whether or not it is an historic building.

A new building designed to be sympathetic to the historic buildings could have a similarity of roof forms. It should, however, have a simplified form to allow it to "read" as a new building. For example, the urge to provide a new verandah with historic details such as fretwork, finials and turned balustrading should be resisted. Similarly, double hung windows are not appropriate. Joinery should be simple to achieve a contemporary appearance, with small pane sashes being avoided.

- In all three zones contemporary buildings have the potential to add a new dimension to the townscape, providing they are built within the guidelines and complement the existing buildings with character establishing and supporting values.

### • **Scale and Proportion**

Historic towns often had a fine "grained" human scale that contributed to their particular character and this is readily apparent in Helensville. Any new building should be of a scale and have proportions that are similar to its older neighbours with "large format" developments being avoided. New buildings should also not overshadow their neighbours, nor should they be dominant in their environs. Rather, they should co-exist harmoniously with the existing buildings and fit comfortably within the fabric of the area.

- Zone 1 contains a variety of residential and commercial buildings that contribute to the heritage values in the zone. Apart from the Grand Hotel and the Coronation shops, they are all small scale, single-storey structures. New





buildings should reflect this small scale character and be no more than two stories in height. Where new buildings are larger than their neighbours, they should have roofline and facades that are articulated to break up their apparent scale.

- Zone 2 has the highest number of buildings that establish Helensville's heritage character. These include the larger public buildings, such as the former Post Office and the bank buildings. The housing in this area is also of a grander scale. Because of the number of significant buildings in this area, Zone 2 is the part of the precinct that will be most sensitive to change and any new buildings have the potential to detract from the town's heritage values.

Paradoxically, the buildings in this zone have a greater diversity of form and style. No one style is prevalent and this may permit more flexibility in the scale and proportion of new buildings. However, it is important that no new structure is of a scale that would dominate such structures as the former Post Office or the Regent Theatre.

- Zone 3 predominantly comprises older style shops with a "fine grain". The existing structures that are considered to have character establishing and supporting values have a clear vocabulary, being generally single storied with verandahs over the footpath and parapets concealing the roofline. The present shops should establish the scale of new buildings to be built in this area.

New buildings should generally be of a similar scale to the existing buildings, while new buildings that are larger should have their roofline and facades articulated to break up their apparent scale. The line of the verandahs and parapets should be maintained.

- **Site Frontages**

New Buildings should respect the relationship existing buildings have to the street.

- In Zones 1 and 2, residential dwellings are set back from the road and generally fenced off. Public buildings such as the Grand Hotel, the Regent Theatre, the former Post Office, and the former banks are built up to the street edge. Shops are also built up to the street with traditional verandahs over the footpath. New buildings should respect and replicate this relationship with the street in accordance with their building type.
- In Zone 3, new buildings should respect the street frontages of the existing shops. A consistent pattern of small shops built up to the street with verandahs over the footpath make up this zone. New buildings should be located on the street boundary and provide the same continuity presently found within this zone.

- **Materials**

Materials used should be appropriate for the style of the building. Modern materials such as metal tile roofs, aluminium joinery or proprietary weatherboards should not be used on traditional forms, nor is it appropriate to use material not commonly found in the district.

Consideration could be given to using traditional materials such as corrugated steel, in a contemporary manner. Modern materials, such as aluminium joinery, may be appropriate for more contemporary buildings.

- **Facades and Joinery**

Older buildings had areas of solid walls and window and door openings in varying proportions. The facades of buildings such as the former banks and Post Office were predominantly solid with small openings, while the facades of even the early shops were largely glazed.

When new buildings are designed, consideration should be given to the proportions of solid wall to openings as a way of respecting the style of the older buildings.





## APPENDIX 9J

# MATAKANA COMMERCIAL URBAN DESIGN GUIDELINES

## 1.0 INTRODUCTION

The following urban design guidelines are to be utilised by landowners, planners and other persons involved in development at early stages of development and also by Resource Consents Processing Planners when assessing applications for development.

These guidelines have been produced to ensure that new development within Matakana is sensitive to the existing or preferred future character of Matakana Village. The guidelines relate to the Retail Service Zone and Mixed Business Zone and provide guidance on the siting, design, scale and appearance of commercial buildings within Matakana.

## 2.0 CHARACTER

The character of existing development within Matakana Village is reflected in an eclectic range of building types and architectural styles. However, buildings in the village include a number of distinguishing features and unifying characteristics, which includes:

- A cohesive and distinctly identifiable commercial centre/village heart
- View lines to the north which converge into a rural backdrop
- A low rise human scale building character of one to two storeys
- Buildings that have an informal or rural country village feel at the streetscape level
- A significant number of timber buildings which are clad in natural material or timber weatherboards with iron roofing and timber joinery and doors
- Some common built form elements such as canopies or awnings, post supported verandahs and first floor balconies and balustrades
- A number of old and historic buildings (mostly houses or former houses constructed in timber weatherboards with iron roofing) which provide a basis for identifying past built form elements

These features provide a basis for establishing the existing character of the village as well as developing a preferred character for future development in the face of likely change.

## 3.0 RETAIL SERVICE ZONE

New development within the Retail Service Zone at Matakana should preserve the understated low scale character of buildings, many of which have a rural and historic country village feel.

The following design elements are deemed to contribute to this built character:

- Architectural style and appearance
- Built form
- Materials and colours
- Streetscape, public spaces and landscaping
- Advertising signage



### 3.1 Architectural Style and Appearance

Architecture that reflects the rural or historic character of a small country town in New Zealand rather than modern commercial buildings with a hard urban edge that might typically be found in a newly developing commercial area.



Architectural style that has an elegance reflected in its simplicity and lack of adornments.



High quality visually interesting architecture, with buildings that are well articulated and have a lightweight image rather than an appearance of mass, weight and bulk. Buildings that have a 'boxy' appearance and blank unarticulated walls are strongly discouraged



Articulated side walls where they are visible to the street or public viewing areas. Examples include the use of glazing, recesses, material variation and wrapping balcony features around corners.



The use of pitched roofs, preferably gables or pyramid rooflines rather than flat roofs and parapet walls is recommended.

Buildings that have a fine grained scale and appearance, emphasising horizontal and vertical divisions between floors and making use of balustrades, post and rail verandahs, roof forms; building recesses and arrangement of windows to create interest and articulation.





Buildings that maintain or enhance their relationship to adjoining buildings, particularly where the materials and architectural details of existing buildings are consistent with the character or preferred character identified for the Matakana Village Heart Policy Area.



### 3.2 Built Form

Building heights that are scaled and setback at first floor level (if appropriate) to maximise sunlight penetration to pedestrian areas.

Roof planting and building services such as air conditioning units that are concealed or located to the rear of the building



A non continuous building mass to achieve varied streetscape forms with occasional setbacks along the streetscape to act as suntraps and activity areas.

Roof elements on buildings visible from the adjacent street that have a pitch between 25 to 30 degrees.



Post supported verandahs and decks that provide shelter and character, but not necessarily a continuity of verandas to allow for a diversity of facades and sunlight penetration to pedestrian areas depending on the location or orientation of the site.





### 3.3 Materials and Colours

Buildings that use weatherboards and other natural materials and finishes with timber joinery and iron roofing rather than concrete slab construction and modern reflective window frames and doors.



Pale or muted colours as opposed to strong or bold colour schemes. Colour palettes and finishes will take their cues from the existing urban or natural environment.



### 3.4 Streetscape, Public Places & Landscaping

Buildings that establish an active and vibrant frontage to the street.

Where appropriate, the provision of seating and outdoor dining areas within the front setback (especially for restaurants and cafes).



Planting (where possible or appropriate) to create a landscaped character to the street, soften the urban appearance of the development and improve pedestrian ambiance.



Carparking areas are softened through the use of landscaping and planting to minimise the visual impact of car parks.





Buildings that maximise opportunities to provide solar access to pedestrian areas and community resting or gathering places.



### 3.5 Advertising & Signage

Advertising signage should be understated, subtle and complementary to the preferred architectural style and appearance of buildings within Matakana. The following design elements are deemed to achieve this outcome:

- integral part of design theme of the building;
- intended for business identification rather than product advertising;
- proportional to the size of the building;
- confined to the front of the building;
- not internally illuminated; and
- avoids the use of visually dominant or eye catching corporate colours.





# RETAIL SERVICE EXAMPLE







## 4.0 MIXED BUSINESS ZONE

New service businesses and light industrial development in the Mixed Business zone in Matakana should protect the low rise scale and visual character of the village particularly where it interfaces with Matakana Valley Road. Future development should also protect the amenity and environmental quality of adjacent non-industrial uses.

The following design elements are deemed to contribute to this built form character:

- building form and siting
- interface with other zones
- landscape treatment
- parking and access loading and service areas
- outdoor storage
- fencing
- advertising

### 4.1 Building Form & Siting

Building frontages that are orientated to front the street and more 'people' intensive uses such as the office component positioned to the front of the building.



Building colours that are subdued or recessive as opposed to bright, reflective eye catching colours.

Buildings along Matakana Valley Road should have frontages to an internal access road will achieve a high quality design that complements development in the Village Heart and will not detract from visual character of Matakana Valley Road when entering and leaving the village from the west.



High quality visually interesting architecture, with buildings that are well articulated and have a lightweight image rather than an appearance of mass, weight and bulk. Buildings that have a 'boxy' appearance and blank unarticulated walls are strongly discouraged.





Building with sides facing the street that are designed to provide articulated human scale articulation form rather than smooth blank walls with little or no articulation.

Corner buildings with facades that address both streets and include clear strong architectural features that emphasis the corner (e.g. glazing, recesses, material and colour variation).

Buildings that are designed to:

- project human scale
- provide interest in elevations with detail and articulation that will avoid the appearance of mass, weight and bulk
- identify and emphasis the main entrance
- make use of glazing, architectural features and a variety of materials and finishes to provide for articulation of walls which are visible from streets
- have a lightweight, disaggregated appearance where visible from all roads
- allow for signage to be integrated within the structure

Buildings that have storage and utility areas integrated into the overall design.

Antennae, communication attachments and building services that are designed and located on the building so as not to detract from its appearance or be visible for pedestrians in the street.

Rooftop planting, lift over-runs, service entries, communication devices and other technical attachments that are concealed and/or treated as part of the overall design.

Exterior components of plumbing heating, cooling and ventilation systems that are integrated into the architecture and not visible from the street.



## 4.2 Interface with Other Zones

Development within the Mixed Business zone adjacent to another zone should provide an appropriate building scale and be designed to minimise any adverse visual and/or noise impacts and protect the amenity and environmental quality of non industrial zones and land uses. The following design elements are deemed appropriate to achieve this outcome;

- Development of land abutting another zone that has a minimum 3m wide landscaped amenity buffer to Matakana Valley Road and Matakana Village residential areas.
- Development that will not have an adverse impact on solar access and daylight and will not have an overbearing scale impact where adjacent to any residential property.
- Buildings that are considered to minimise noise transfer through the use of sound attenuation barriers or masonry, brick and similar noise attenuating materials.



- Carparks, accessways, loading areas and outdoor storage areas that are located and screened to minimise impacts on the visual and acoustic amenity of adjoining residential properties.
- Lighting that is designed to prevent over-spill into adjacent properties where this may cause annoyance or detrimental impact.

### 4.3 Landscape Treatment

Development within the Mixed Business zone in Matakana should respect the overall landscape character of the surrounding area having an emphasis on environmental values, particularly the adjacent Matakana River environs. This will be achieved by integrating the built form and landscape into a coherent environment, providing planting to reinforce site components such as entry points and circulation routes and to enhance the visual amenity of the built environment.



- Landscape works should be designed with buildings and works to create an integrated development (not simply 'screen' it).
- Landscaping of large multi-building developments shall be designed to unify the overall development.
- A landscaped strip in the front setback areas should be provided for in order to 'frame' the building rather than screen it. This will also contribute to creating a 'human scale' by reducing the apparent bulk or mass of the building when viewed from the street.
- Landscaped planting should be designed to survive microclimatic conditions.

### 4.4 Parking and Site Access

Parking spaces should not be visually prominent or detract from the amenity of the streetscape. They should be softened through the use of landscaping and planting to minimise their visual impact. They should also seek to minimise pedestrian/ vehicle conflicts and limit the reliance on on-street carparking spaces.

Carparking areas should be designed to minimise the visual impact on the street and adjacent properties by having a minimum setback of 3.0m from the front boundary and setback of 1.5m from other boundaries.



Site access points shall be located to provide for safe vehicle movements and minimise conflicts with through-traffic, intersections and pedestrian routes.

Carparking spaces should be designed to minimise the number and width of crossovers per site frontage and avoid the removal of on-street carparking spaces.

Passenger vehicle parking and access should be designed to enable vehicles to enter and exit the site in forward motion.



#### 4.5 Loading and Service Areas

Loading areas should be safe and efficient while minimising adverse visual impacts and conflicts with the streetscape and the vehicle and pedestrian function of the street.

They should be designed to allow all loading and servicing to be contained within the site and without disruption to traffic flows on the surrounding road network. And should be designed to accommodate the largest vehicle likely to use the facility.

In larger scale developments, loading and service areas and associated manoeuvring and circulation areas.



#### 4.6 Outdoor Storage Areas

Goods and materials should be stored indoors unless this is impracticable or unsafe. Any outdoor storage should be designed so as not to be visible from roads or publicly accessible areas, for instance to the rear of buildings, outside designated front and side setback areas and outside landscaped buffer areas.

Storage of hazardous materials should be carefully located to avoid potential conflict with other on-site or adjoining land uses.

Refuse storage areas should be:

- Large enough to contain all refuse generated on site between refuse collections;
- Located to provide clear and convenient access for refuse collection vehicles, and a convenient depository for refuse generated on site;
- Screened from view from roads or publicly accessible areas.

#### 4.7 Fencing

Fencing visible from the street should:

- blend with the building design detail
- not be over bearing in scale
- complement the existing or proposed landscape

Screen fencing should be designed to:

- complement the streetscape; and
- be an effective height to achieve the screening desired.

Boundary fencing should be unobtrusive and visually recessive.

Where possible, fences on street frontages should be set back in line with the front side wall of the building.

Security fencing not on a street frontage should be:

- unobtrusive, such as black or olive green PVC coated wire and matching painted gates, posts and strainer wires and assemblies;





- not reliant on vegetation growth for its effectiveness;
- integrated with landscaping to reduce its visibility.

#### 4.8 Advertising Signage

Signage should be predominantly integrated for business identification rather than product advertising.

Primary corporation identification signage should be fixed to the front face of the building and should avoid the use of side walls.

Signage should be proportional to the size of the building, should not obscure architectural features and supporting structures or be visually dominant.

Freestanding signs along the front boundary should be avoided as such internally illuminated signs, freestanding pole signs, above veranda signs and visually dominant or eye catching corporate colours.

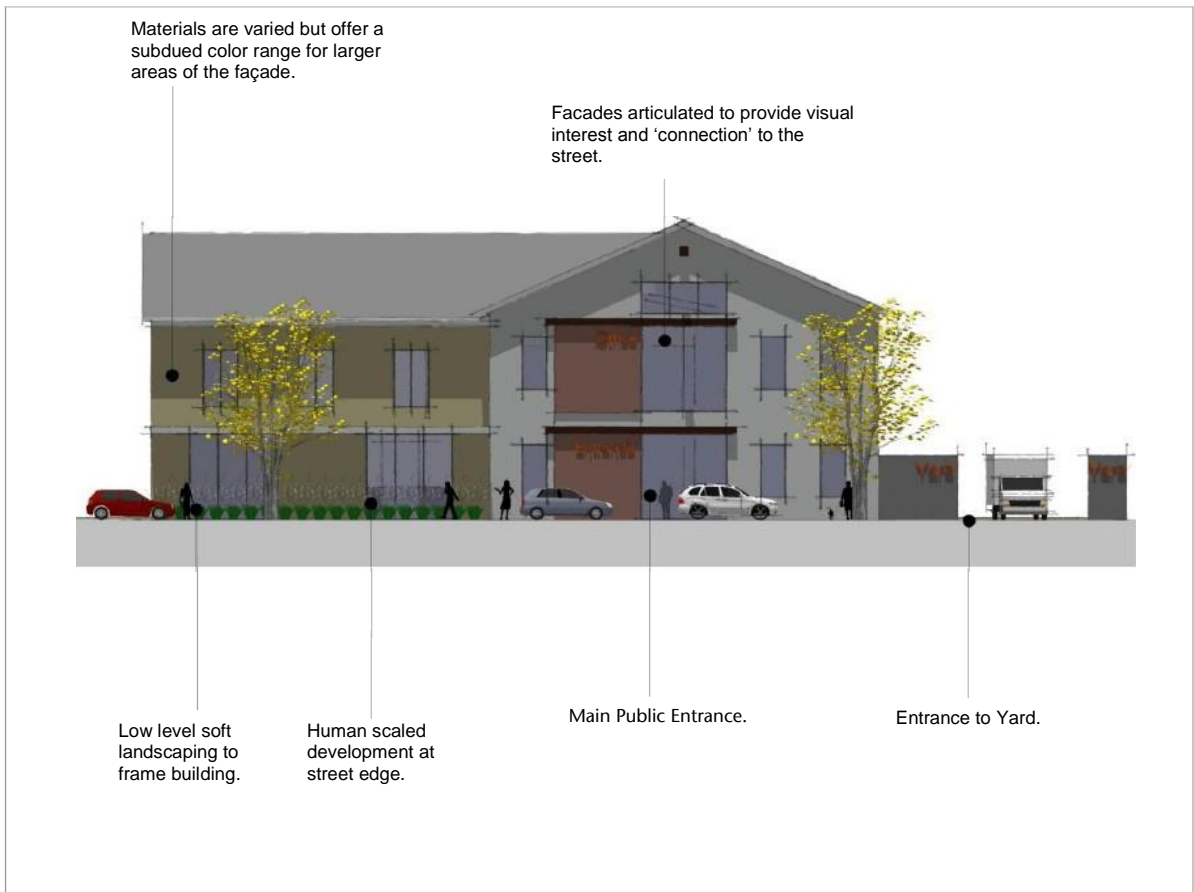
For multiple occupancy buildings or sites:

- grouped signage should be displayed at entry with signs of uniform shape and composition, but allowing for individual corporate identity to be presented; and
- individual company signage should be placed consistently on separate buildings.





# MIXED BUSINESS EXAMPLE





# APPENDIX 9K

