

## 6. Commercial

### Explanatory Statement

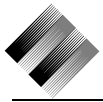
The commercial centres of towns form the heart of the town and outlying districts. It is a key element in providing a sense of identity and belonging to individuals and the community in general. There is often considerable community investment in the town centre, it is the focal point of social, economic and cultural activities. The sustainable management of these areas is seen as being a key aspect in enabling people in communities to provide for their social, economic and cultural wellbeing.

Commercial activities generate adverse effects which differ in type and/or scale from other activities. Specific zones have been created to recognise the difference in the type of amenity expected to be found in commercial areas. Local initiatives such as main street programmes will be encouraged as a proactive means of facilitating amenity improvement. Part of this initiative can involve the implementation of design guidelines to provide functional and aesthetic aspects of the centres. Urban design guidelines and a Streetscape Plan have been developed for Katikati, and a Streetscape Plan has been developed for Te Puke.

A future commercial zone has been created at Waihi Beach in order to recognize the future need of commercial development at the Beach. A comprehensive development plan will be prepared for the existing and future commercial zone and once this has been adopted by Council the future commercial zone will be reclassified to Commercial. While continuing to permit residential activity, commercial activity that is undertaken at an appropriate scale and incorporates appropriate linkages with existing commercial development will be considered as a discretionary activity. This will also allow consideration to be given to any effect on existing residential properties.

### 6.1 Significant Issues

- 6.1.1 The decline of town centres may have an adverse effect on the community's social, economic and cultural wellbeing.
- 6.1.2 The adverse effects of commercial activities such as rubbish generation, smell and noise.
- 6.1.3 The adverse effects on visual amenity that may be caused by the scale and design of buildings, lighting/glare and advertising associated with commercial activities.
- 6.1.4 The adverse effects of heavy transport travelling through commercial centres especially pedestrian/vehicle conflict and associated noise/dust/odour problems.



- 6.1.5 Commercial activities attract large numbers of people resulting in a large number of traffic movements, generating adverse effects such as pedestrian/vehicle conflict, noise, dust, fumes, odour, and a large concentration of people which can lead to noise, privacy and behaviour issues affecting the amenity of the area.

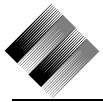
## 6.2 Objectives and Policies

### 6.2.1 Objectives

1. A convenient, safe and pleasant area for a community to carry out social, economic and cultural activity.
2. Mitigation of the adverse effects of commercial activities such as traffic generation, rubbish generation, lighting/glare, visual amenity, noise and impact on privacy.
3. Identification and provision of land for future commercial activity.

### 6.2.2 Policies

1. Buildings in the Commercial Zone should be of a similar scale to and in harmony with the existing character of the commercial area.
2. Buildings in the Commercial Zone should provide sufficient shelter for pedestrians to protect them from the natural elements and should not compromise pedestrian access unless the characteristics of the locality of the site or the site is such that verandahs or other forms of pedestrian shelter are not required or necessary.
3. Alternative routes for heavy transport shall be encouraged to avoid the adverse effects such as pedestrian danger, dust, noise and odour associated with such movements through commercial centres.
4. Noise levels will be less restrictive than those in residential and rural zones while still maintaining a reasonable quality rural environment.
5. Commercial activities will be encouraged to group together so that the adverse effects of these activities can be addressed in a comprehensive manner.
6. Financial contributions and other consent conditions will be used to assist in avoiding or mitigating potential adverse effects of future subdivision and development.
7. Comprehensive commercial development in the Future Commercial (Waihi Beach) zone that integrates well with existing commercial activities will be provided for.



## 6.3 Commercial Zone Rules

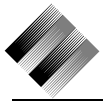
### 6.3.1 Permitted Activities

Except where specified as a controlled or discretionary activity, the following are permitted:

- (a) Retailing.
- (b) Commercial services.
- (c) Offices.
- (d) Places of assembly.
- (e) Takeaway food outlets.
- (f) Medical or scientific facilities.
- (g) Activities on reserves as provided for in the Reserves Act 1977.
- (h) Public works and network utilities as provided for in Section 17.
- (i) Accommodation facilities.
- (j) Police stations.
- (k) Buildings including dwellings accessory to the foregoing.
- (l) Activities identified as permitted activities in Rule 5.3.1 in the Future Commercial Zone (Waihi Beach).

### 6.3.2 Controlled Activities

- (a) Subdivision.
- (b) Dwellings provided they are secondary to permitted activities (Waihi Beach Commercial Area only).
- (c) With respect to screening, any activity in 6.3.1 which has a common boundary with or is separated by a road from a residential, rural-residential, future urban or rural zone or a public reserve (in all other aspects it is a permitted activity).
- (d) Works and network utilities as provided for in Section 17.
- (e) The erection or undertaking of one or more commercial activities other than the first such activity on a site or significant expansion of an existing activity (significant expansion is an increase of more than 0.5 of a household equivalent for services) and which in all other respects is a permitted activity.
- (f) With respect to financial contributions any activity in 6.3.1 which has a household equivalent for water and wastewater greater than one as listed in Rule 16.3.6(b).
- (g) Childcare centres.



### 6.3.3 Discretionary Activities

- (a) Service stations and garages.
- (b) Depots.
- (c) Vehicle and machinery sales.
- (d) All development and external alterations/additions within the Katikati Town Centre, Commercial Zone.
- (e) Works and network utilities as provided for in Section 17.
- (f) **Future Commercial (Waihi Beach)**
  - (i) Activities identified as permitted activities in Rule 6.3.1 excluding Rule 6.3.1(l), provided they are part of a comprehensive development proposal.

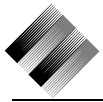
### 6.3.4 Activity Performance Standards

#### 6.3.4.1 General

The following performance standards shall be met by all permitted and controlled activities and shall be used as a guide for all other activities. Any permitted activity which fails to comply with any of these standards shall be deemed a discretionary activity for the particular non-compliance.

- (a) **Building Height, Form, Setback and Alignment**
  - (i) All buildings shall be provided with a verandah not less than 2.0 metres wide, 3.0 metres above street level, 0.3 metres back from the kerb line and with a fascia of 0.25 metres in thickness.
  - (ii) Overall height shall not exceed 9 metres and retain a maximum two storey character facing the main street.
- (b) **Daylight**

All site boundaries adjoining residential and rural zones:



No part of any building shall exceed a height equal to 2 metres plus the shortest horizontal distance between that part of the building and the nearest site boundary except where the site has a boundary with a road in which case this rule shall not apply in respect of that boundary.

Provided that:

a building may exceed the aforementioned height where the written approval of the owner of the immediately adjoining property to a specified greater height is obtained.

(c) **Yards**

3m where a property adjoins a residential, rural-residential, future urban or rural zone.

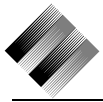
Provided that :

a building may be located within and up to a side or rear boundary where the adjoining property is a road or where the written approval of the owner of the immediately adjoining property to a specified lesser distance is obtained.

Except that

where the yard adjoins a State highway, (except in the commercial zones in Katikati and Te Puke), that yard shall be 10m.

- (d) **Natural Environment** - See Section 9.
- (e) **Landscape** - See Section 10.
- (f) **Heritage** - See Section 11.
- (g) **Natural Hazards** - See Section 12.
- (h) **Noise and Vibration** - See Section 13.2.
- (i) **Storage and Disposal of Solid Waste** - See Section 13.3.
- (j) **Lighting and Welding** - See Section 13.4.
- (k) **Offensive Odours, Effluent Aerosols and Spray Drift** - See Section 13.5.
- (l) **Screening** - See Section 13.6.



- (m) **Signs** - See Section 14.
- (n) **Subdivision and Land Use Development** - See Section 15.

No minimum lot size.

- (o) **Development Contributions** - See Section 16.
- (p) **Access, On-Site Parking and Loading** - See Section 18.
- (q) **Service Lanes** - Section 18.

- (r) **Waihi Beach Commercial Area**

Commercial Zone rules shall apply, except as specifically modified or added to below:

- (i) **Dwellings**

Any habitable room in new residential activities established in the commercial zone at Waihi Beach shall meet an internal L<sub>10</sub> noise level of 45dBA at all times.

An acoustic design report from a suitably qualified Acoustic Engineer will be required to show that the required noise standards will be met.

- (ii) **Access Provision**

To enable commercially zoned land (adjoining Dillon Street) to be developed in compliance with the "Access, On-Site Parking and Loading" requirements of the District Plan Lot 4 DP 37326 and/or Lot 6 DP 37326 shall provide for legal and practical access to Lot 5 DP 37326.

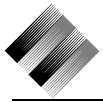
- (s) **Future Commercial (Waihi Beach)**

For residential activities, performance standards referred to in Rule 5.3.4 apply.

- (t) **Commercial Sexual Service**

No commercial sexual service shall be located within 150 metres of the main entrance of a Sensitive Site.

- (u) **Hazardous Substances** - See Section 19.



#### 6.3.4.2 Criteria for Discretionary Activities – Continuous Retail Frontage

Consideration shall be given to the cumulative effect of the loss of a continuous retail frontage.

#### 6.3.4.3 Criteria for Discretionary Activity – Future Commercial (Waihi Beach)

In addition to the relevant rules in 6.3.4.1 the Council will have regard to the following criteria for assessing a comprehensive development proposal required under rule 6.3.3(f):

- How well the development integrates with existing commercial development
- What provision is made for pedestrian and vehicular access
- The effect on the amenity values of adjoining residential sites.
- Consistency with any draft development concept plan in preparation.”

#### 6.3.4.4 Katikati Town Centre Commercial Zone Discretionary Activity Standards and Assessment Criteria

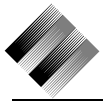
In addition to the standards in 6.3.4.1, the following shall apply.

Applicable to facades affected by:

- new buildings
- reconstruction or alteration of any existing building.

##### (a) Building Facades - Continuity, Materials and Colours

- (i) All buildings shall generally be designed to be related to its neighbours so as to provide compatibility with cornice lines, floor to floor heights, signboards, verandahs and special architectural features on adjoining buildings (bay windows, recessed entrances, hanging cornices).
- (ii) All new and substantially reconstructed buildings shall generally be required to be built to the front boundary and so related to its neighbours as to provide a continuity of alignment of buildings to the street except for service lane/access requirements or where special functional requirements of the buildings intended use require otherwise.
- (iii) All building colour schemes shall have regard to the Katikati Town Centre Design Guidelines (1993) and associated colour chart.



- (iv) All building cladding shall be compatible with neighbouring buildings and in the case of alterations with the existing materials on the building under alteration.

(b) **Signs**

In addition to the requirements of Section 14, the following apply :

- (i) Graphics to generally reflect early 20th Century architectural styles.
- (ii) Signs will not be permitted above the verandah line, except that window signs are permitted.
- (iii) Signs are to be integrated with the existing architecture, hanging signs under verandahs and window signs are permitted provided sizes and graphics generally reflect early 20th Century architectural styles.
- (iv) Sign illumination is to be static, concealed within the sign box or by spot lighting.

## 6.4 Other Methods

6.4.1 Katikati and Te Puke Streetscape Plan covers intended streetworks within the Commercial Centre dealing with street and footpath layout and design, landscaping, street furniture, paving styles and materials, parking arrangements, pedestrian crossings and other matters related to the pedestrian and vehicle access within the town.

6.4.2 Katikati Town Centre Design Guidelines were developed to assist the town in identifying, achieving and maintaining a small town rural New Zealand character through appropriate controls and indicative guidelines on building styles, locations, scale and colour.