



COMMERCIAL ZONE - POLICY

CM2.1 Introduction

Commercial Zones are important in that they are the most noticeable part of a town. They are the place that residents and visitors go to shop and socialise. As such, the appearance of these areas is important, both in terms of the appearance of buildings, but also in terms of whether businesses look vibrant and healthy.

In addition, Commercial Areas represent considerable public and private investment. Public investment includes libraries, swimming pools, museums, services centres, along with roads, footpaths and water, sewer and stormwater services. Private investment includes buildings and investment in businesses.

In recognition of both the importance of, and investment in, the Commercial Zone, Council's approach is to continue to encourage commercial development specifically within the Commercial Zone and to take a reasonably flexible approach to such development.

CM2.2 Issue

- (a) The inefficient use and development of the commercial areas as a physical resource due to fragmentation.

CM2.2.1 Objective

- (a) Avoidance of fragmented development of the District's commercial areas.
- (b) To protect the vitality and viability of existing commercial areas.

CM2.2.2 Policy

- (a) To encourage the clustering of commercial activities within the Commercial Zone.
- (b) To restrict the extension of the commercial areas along major arterial roads within the District.
- (c) To avoid commercial activities locating outside of commercial areas except for small scale convenience shops and services.

CM2.2.3 Explanation of Policies

These policies seek to avoid the fragmentation of the commercial areas in two ways. The first is to avoid the unplanned expansion of commercial areas by restricting the extension of commercial areas, in particular along the State Highways and, secondly, by promoting the full utilisation of existing commercial development opportunities.

CM2.3 Issue

- (a) Commercial areas with an environmental quality and having amenity values below the expectation of the community.
- (b) Town centres that do not retain their social and commercial focus.



CM2.3.1 Objectives

- (a) Maintenance and enhancement of the quality and amenity values of the commercial areas.
- (b) To encourage the development of vibrant town centres, in particular as commercial and community focal points for the major towns within the District.

CM2.3.2 Policy

- (a) To encourage a configuration of buildings, the development and layout of sites and the distribution of activities within town centres which maintains pedestrian shopping convenience and commercial amenity values.
- (b) To restrict activities that produce environmental effects that are incompatible with the commercial environment.
- (c) To ensure activities that require a quality of environment in excess of that of the commercial environment provide their own protection.
- (d) To enable a wide range of commercial, recreational, cultural and social activities to be established throughout the town centres, where these are compatible with the towns' existing character and established amenity values.
- (e) To specify permitted activity standards that maintain the existing character and an appropriate level of amenity.
- (f) To ensure subdivisions and developments requiring resource consent are designed to create a safe and accessible environment for all users.
- (g) To allow for buildings in excess of the height limit where:
 - (i) The building would not detract from the surrounding landscape.
 - (ii) The design of the building will complement and enhance the character of the surrounding area.
 - (iii) The building would not detract from the amenity of neighbouring sites.
In addition, in National Park.
 - (iv) Where the increased height will allow for steeper roof pitches aimed at achieving an alpine character, and where the height encroachment will be minor.
- (h) To allow for Tourist Accommodation activities along State Highway 4 in National Park, but to restrict other Commercial Activities in this area to enable the primary commercial function to develop along Carroll Street.
- (i) To ensure that the bulk, location and design of any new buildings along State Highway 4 in National Park retain a generally low density profile, significant spacings between buildings and high levels of landscaping to retain and enhance the character of National Park and to ensure development in National Park does not contrast too sharply with the surrounding landscape.
- (j) To enhance and develop an Alpine Character along State Highway 4 at National Park.

CM2.3.3 Explanation of Policies

The policies seek to maintain and enhance the environmental quality and amenity values of the commercial environment by requiring that all development avoids or mitigates adverse effects and achieves visual continuity. In this context, quality is an expression of the continuity of land uses in the commercial areas and the functioning of the commercial areas to enable people and the community to provide for their social and cultural wellbeing.

The policies recognise that there are some activities which produce effects which are inappropriate in commercial environments and these will be restricted from establishing in this environment. Further, the policies also recognise that some activities desire a standard of amenity values in excess of that provided in the commercial environment which may compromise other activities in this environment. Such activities are required to provide their own protection.



Policy (g), relating to the height of buildings, has been proposed to allow for taller buildings within Commercial Areas if there are no significant adverse effects.

Specific policies have been developed for the land on the western side of State Highway 4 in National Park. This land was previously zoned Residential but the majority of buildings are commercial (accommodation and bars). The Commercial zoning of this land recognises the existing and likely future uses of the land. However, the policies and associated rules control the uses of this land to tourist accommodation. This will enable a small amount of development within this area, while recognising that the main commercial area is along Carroll Street.

The associated design policy aims to ensure that any development that does occur in this area of National Park enhances the character of the area. The retention of large spaces between buildings and the use of landscaping is intended to reflect the wider surroundings.

CM2.4 Issue

- (a) Pedestrian and traffic safety within Commercial Areas, especially on roads carrying high numbers of vehicles

CM2.4.1 Objective

- (a) To encourage safe and efficient road and pedestrian networks.
- (b) Conflict between pedestrians and traffic is avoided, remedied or mitigated.

CM2.4.2 Policy

- (a) To require that adequate and safe on site parking and service vehicle access is provided for all new development.
- (b) To restrict the extension of the commercial areas along major arterial roads within the District.
- (c) To promote the use of appropriate design standards to avoid or mitigate adverse effects of any traffic/pedestrian conflict.

CM2.4.3 Explanation of Policies

Both traffic flows and pedestrian safety are important for the efficient functioning of Commercial Areas. The above policies seek to ensure that traffic flows and pedestrian safety are protected. This will primarily be addressed through the rules in the Transport Infrastructure and Car Parking Section of the District Plan, and through restricting commercial development along main arterial roads where this will create safety issues.

CM2.5 Issue

- (a) Potential adverse effects from development within the Commercial Zone on activities in adjacent residential zones.
- (b) Commercial activities affecting the amenity values of residential activities along State Highway 4 in National Park.



CM2.5.1 Objective

- (a) The effects of activities in the Commercial Zone occurring at the interface with any Residential Zone are compatible with the quality of environment required in the Residential Zones.
- (b) To protect the amenity values of residential activities within the Commercial Zone alongside State Highway 4 in National Park.

CM2.5.2 Policy

- (a) To require that adverse effects on adjoining residentially zoned land of activities occurring within the commercial areas are avoided, remedied or mitigated.
- (b) To require that the effects on residential activities along State Highway 4 at National Park of activities occurring within the commercial areas are avoided, remedied or mitigated to ensure amenity values are protected.

CM2.5.3 Explanation of Policies

Policy (a) seeks to ensure that where residential and commercial zones interface appropriate residential amenity values are maintained.

Greater protection is provided for Residential Amenity along State Highway 4 at National Park, compared to elsewhere in the Commercial Zone. This reflects that these properties previously had a residential zoning under the District Plan and, as such, residents anticipated a reasonable level of amenity. In addition, the Commercial Zone alongside State Highway 4 is intended as an area where Tourist Accommodation and Residential Activities will occur. As such, a higher level of amenity is anticipated.

CM2.6 Issue

- (a) The location of incompatible or sensitive land uses, adjacent to lawfully established activities can adversely affect the operation and viability of existing activities.
- (b) Encroachment of development and land use activities on existing infrastructure and network utilities.
- (c) Managing the adverse effects of development and activities on the National Grid (infrastructure and network utilities).

CM2.6.1 Objective

- (a) To avoid, remedy or mitigate the potential for lawfully established activities to be adversely affected by the introduction of sensitive or incompatible activities adjacent to them.
- (b) Ensure that existing infrastructure corridors are taken into account in all resource management decision-making and any incompatible use or activity affecting those corridors is avoided, remedied or mitigated.

CM2.6.2 Policy

- (a) To ensure that lawfully established activities associated with regionally and nationally significant infrastructure are not compromised by the proximity or design of encroaching activities.
- (b) The reverse sensitivity effects generated by land development within electricity transmission corridors shall be managed in order to avoid, remedy or mitigate the adverse effects on both the safe, secure and efficient use and development of the transmission network and the safety and amenity values of the community.



CM2.6.3 Explanation of Policies

- (a) This policy stream recognises potential reverse sensitivity issues.