

SECTION 8: BUSINESS RESOURCE AREA

Note: Refer to Section 6 for Issues, Methods of Implementation, and Environmental Results Anticipated.

8.1 OBJECTIVES

The objectives contained in this section are specific to the Business Resource Area. The objectives contained in the following sections, particularly Section 6, are also relevant to the subdivision, use, development and protection of land in the Business Resource Area:

- Section 3.3 (Manawhenua)
- Section 6.3 (Urban Areas)
- Section 11.2 (Heritage Precincts)
- Section 12.3 (District Wide Issues)
- Section 13.3 (Infrastructure, Energy and Utilities)
- Section 14.3 (Heritage)
- Section 15.3 (Financial Contributions)
- Section 16.3 (Subdivision)
- Section 17.3 (Hazards)

8.1.1 Objective - Community Focal Points

To maintain the business areas of the District's urban areas as focal points for the community

Cross Reference
Issues 6.2.1, 6.2.5, 6.2.7
Policies 6.4.1, 8.2.1,
Methods 6.5.3, 6.5.4

8.1.2 Objective - Safe and Convenient Business Areas

To ensure that the business areas are safe and convenient areas to visit and conduct business within.

Cross Reference
Issues 6.2.1, 6.2.5, 6.2.7
Policies 6.5.5, 8.2.3, 8.2.5, 8.2.6

8.1.3 Objective - Environmental Quality

To maintain and enhance the environmental quality of the business areas to ensure they remain pleasant places to visit and work.

Cross Reference
Issues 6.2.1, 6.2.5, 6.2.7
Policies 8.2.2 to 8.2.6

8.2 POLICIES

The policies contained in this section are specific to the Business Resource Area. The policies contained in the following sections are also relevant to the subdivision, use, development and protection of land in the Business Resource Area:

- Section 3.4 (Manawhenua)
- Section 6.4 (Urban Areas)
- Section 11.3 (Heritage Precincts)
- Section 12.4 (District Wide Issues)
- Section 13.4 (Infrastructure, Energy and Utilities)
- Section 14.4 (Heritage)
- Section 15.4 (Financial Contributions)
- Section 16.4 (Subdivision)
- Section 17.4 (Hazards)

8.2.1 Policy - Provision for a Variety of Activities

To enable the development of a wide range of activities within the Business Resource Area provided significant adverse effects are avoided, remedied or mitigated.

Cross Reference
Objectives 8.1.1,
8.1.2
Rules 8.3.1,
8.3.2(ii)

Explanation

Historically, activities in town centres have been restricted to commercial activities. The Resource Management Act, however, is an enabling statute which requires the consideration of the effects of activities, rather than the activities themselves. Provided the special characteristics of these areas are protected and adverse effects are avoided, remedied or mitigated, diversity is an essential element in creating attractive and convenient business areas.

8.2.2 Policy - Visual Amenities

To ensure the visual amenity values of the Business Resource Areas are maintained and enhanced and to avoid, remedy or mitigate any adverse visual effects on the environment through :

Cross Reference
Objective 8.1.3
Rules 8.3.2(i)
8.3.6

- (a) Retaining a continuity in building heights.
- (b) Ensuring the design, dimension and location of signs is not visually obtrusive.
- (c) Retaining a common design theme of building facades in selected areas.
- (d) Mitigating the harsh, stark appearance of large areas of hard standing surface by requiring landscaping.
- (e) Requiring that cables be installed underground where practicable.
- (f) Maintaining a continuity of frontage in selected areas.

Explanation

Visual amenity values are important to the cohesion and attractiveness of the District's business areas. The performance standards that have been adopted to implement this policy will ensure visual amenity values are protected. Some Business Resource Areas may also be subject to heritage precincts and controls on the erection of new buildings to ensure heritage values are protected. (see Section 11).

8.2.3 Policy - Safe and Convenient Environment

Cross Reference

To maintain a safe and convenient environment for pedestrians and motorists alike by:

- (a) Providing for off-street parking in association with developments that generate significant volumes of traffic or where this is not practical, requiring a financial contribution towards the provision of public parking facilities.
- (b) Providing safe and efficient access.
- (c) Providing for off-road loading and manoeuvring facilities on selected road frontages.
- (d) Ensuring that the planting and siting of vegetation and other structures maintains motorist and pedestrian safety.
- (e) Providing for verandahs on identified road frontages.

Objective 8.1.2
Rules 8.3.4
8.3.6

Explanation

Business areas are the most intensively used areas of the District and therefore safety and convenience is important. This is particularly so in business areas that straddle busy transportation routes. A compact, convenient business area also promotes energy efficiency by reducing the number of vehicle trips between residential areas and commercial activities.

8.2.4 Policy - Mitigation of Effects on Residential Resource Areas

To ensure that the adverse effects that activities carried out within the Business Resource Area can potentially have on activities in neighbouring Residential Resource Areas are avoided, remedied or mitigated by:

- (a) Ensuring appropriate separation distances are provided.
- (b) Providing appropriate landscaping.
- (c) Ensuring noise levels are acceptable.
- (d) Avoiding the visual intrusion of signs.

Cross Reference
Objective 6.3.1
Rule 8.3.6

Explanation

Amenity values differ greatly between Residential and Business Resource Areas. Residential character can be compromised by activities occurring within adjoining business areas. Implementation of this policy will ensure adverse effects are kept to a minimum.

8.2.5 Policy - Noxious Effects

To avoid noxious, dangerous, offensive or objectionable effects of activities by restricting activities that have the potential to generate such effects in circumstances where they cannot be adequately avoided, remedied or mitigated.

Cross Reference
Objective 8.1.3
Rule 8.3.5

Explanation

Some activities have effects that are potentially noxious and/or dangerous. If such effects cannot be adequately avoided, remedied or mitigated, they will not be permitted in the Business Resource Area.

8.2.6 Policy - Generation of High Vehicle Movements

To ensure that activities which generate high numbers of vehicle movements are designed and located to :

- (a) Maintain the safe and efficient operation of the roading network, and**
- (b) Avoid, remedy or mitigate significant adverse effects on the amenity values of the adjoining area that may provide part of the environmental context.**

Cross Reference
Objectives 8.1.2,
8.1.3
Method 6.5.5
Rules 8.3.2(v),
8.3.6

Explanation

While all activities within the Business Areas are designed to attract people, most do not attract vehicles directly to the site but rely on pedestrian traffic originating from designated parking areas. Some activities such as large scale retail outlets and service stations attract a steady and continuous flow of vehicles turning out of and into the main traffic stream. The location of these types of activities can have a detrimental impact on the operation of the roading network, and can also adversely affect the amenity values of adjoining properties and neighbouring residential areas.

8.2.7 Policy - Cromwell Business Area

To provide for the development of large scale commercial activities in Cromwell while preserving the unique amenity values of the Cromwell Mall.

Cross Reference
Objectives 6.3.2,
8.1.1, 8.1.3
Rules 8.3.2,
8.3.6(i)

8.2.8 Policy – Wooing Tree Overlay Area - Business Resource Area (2)

To provide for the development of high quality travellers accommodation with associated tourist oriented “vineyard village” themed retail and commercial activities in a manner that complements other business activities in Cromwell.

Explanation

Cromwell is unique in the context of Central Otago in that there are three distinctly different business environments within the town. The Cromwell Mall provides small scale shopping and office accommodation in a pedestrian environment, while the adjoining business area provides for large retail activities and service type commercial uses and the Wooing Tree Overlay Area provides for high quality travellers accommodation with associated tourist oriented “vineyard village” themed retail and commercial activities. This longstanding distinction has created three business areas with different amenity values which must be recognised in the future management of the town. Elsewhere in the district’s business areas a wide range of activities are provided for, including large scale and other forms of commercial activities.

8.3 RULES

Note: In considering a resource consent application under rules in this Plan, in the absence of specific policy in this Plan the Council may have regard to other policies related to assessment matters, including relevant policies in the Regional Policy Statement for Otago, and regional plans.

See also Sections 3, 11 and 14 – Manawhenua, Heritage Precincts and Heritage Buildings, Places, Sites, Objects and Trees.

8.3.1 PERMITTED ACTIVITIES

(i) Compliance with Standards

Any activity that is not listed as either a controlled, discretionary (restricted), discretionary, or non-complying activity and that complies with the rules and standards set out in Sections 11 to 15 of this Plan and the standards set out in Rule 8.3.6 is a permitted activity.

Cross Reference
Objectives 8.1.1,
8.1.2
Policy 8.2.1

Reason

Activities that comply with the standards set out in Rule 8.3.6 and that are not listed below are activities that maintain and enhance the amenity values of these areas. The standards contained in Section 8.3.6 address the following:

- 1. Minimum or maximum shop area (BA(1) and (2) land only)*
- 2. Bulk and location of buildings*
- 3. Verandahs*
- 4. Signs*
- 5. Parking*
- 6. Outdoor storage*
- 7. Landscaping*
- 8. Fencing*
- 9. Lightspill*
- 10. Access to the Business Resource Area (2) in the Wooing Tree Overlay Area*
- 11. Maximum Total Floor Space in the Business Resource Area (2) in the Wooing Tree Overlay Area*

Note: Sections 11 to 15 contain a number of general rules that apply across the District. Section 11 contains rules relating to the heritage precincts identified on the planning maps. These rules are an overlay to the rules contained in this section. Section 12 addresses access, parking, noise, signs and lightspill. Section 13 deals with the development of infrastructure, energy production facilities and utilities. Section 14 addresses general heritage issues. Section 15 deals with matters relating to financial contributions. Section 16 that relates to subdivision and Section 17 that relates to hazards contain general provisions to complement Resource Area rules. Section 18 contains the definitions of terms used throughout this Plan.

(ii) Scheduled Activities and Existing Community Facilities

Any scheduled activity identified in Clause 19.3.1 of Schedule 19.3 and identified as a scheduled activity on the planning maps and any other community facility lawfully established prior to notification of this plan is a permitted activity.

Reason

See reference at Section 1.2.9 of this Plan (page 1:12).

(iii) Business Resource Area (2) in the Wooing Tree Overlay Area

- (a) In the Business Resource Area (2) in the Wooing Tree Overlay Area all travellers accommodation shall be a permitted activity.
- (b) In the Business Resource Area (2) in the Wooing Tree Overlay Area the following shops for the purpose of tourist oriented “vineyard village” themed retail and commercial activities (with provision for a convenience grocery store to serve the local community) shall be a permitted activity:
- (i) Shop (as defined) floor space limited to the following activities:
- (a) Convenience grocery store (which may incorporate takeaway food services), specialised food retailing (including retail associated with on-site production), cafes, and restaurants;
 - (b) Camera (parts and accessory), souvenir, art gallery and craft good retailing, including retailing associated with on-site production;
 - (c) Sale of liquor – including cellar doors - with primarily a local product or tourist focus, bars and retail associated with on-site liquor production;
 - (d) Hairdressing and beauty services, florist and suit hire associated with function/wedding centre and travellers accommodation;
 - (e) Fruit and vegetable including:
 1. fresh fruit and vegetables whether grown on the property or not.
 2. processed fruit and vegetable products, including dried fruit and vegetables, jam, sauces, preserves, juices and other cold drinks (excluding alcoholic beverages).
 3. nuts, honey and eggs.
 - (f) Clothing, pottery, glass, metal or textile product, jewellery and personal accessories retailing – primarily with a local/regional product or tourist focus, including retail associated with on-site production;
 - (g) Goods and equipment rental and hiring (with associated accessory retailing) – limited to bike rental, water sports equipment hire, snow sports equipment hire only;
 - (h) Tourism activity booking and information services– with primarily a local/regional product focus.
- (c) In the Business Resource Area (2) in the Wooing Tree Overlay Area the following other activities for the purpose of a function/wedding centre and tourism related activities shall be a permitted activity:
- (i) Other floor space limited to the following activities:
- (a) Function and/or wedding centre and

associated activities such as catering services, celebrant services, wedding organisers and wedding chapel operation;

- (b) Scenic and sightseeing transport;
- (c) Professional photographic services;
- (d) Cultural or heritage displays and exhibits;
- (e) Tourist related recreation activities;
- (f) Administrative services associated with any permitted activity.

Reason

The Business Resource Area (2) in the Wooing Tree Overlay Area has the express purpose of enabling tourist oriented “vineyard village” themed retail commercial activities (with provision for a convenience grocery store to serve the local community) and a function/wedding centre and tourism related (including service) activities. These permitted activity rules (in combination with other rules) ensure those activities are enabled without having an adverse effect on other business activities in the Cromwell area. It is noted that the maximum floor space in the Business Resource Area (2) is managed by Rule 8.3.6(xiii).

8.3.2 **CONTROLLED ACTIVITIES**

*Cross Reference
Objective 8.1.3
Policy 8.2.2*

(i) Building Facades

The erection of new buildings and alterations to the exterior of existing buildings requiring a building consent on those road frontages identified on the planning maps with the notation “Building Facades” that complies with the standards set out in 8.3.6 shall be a controlled activity.

*Breach:
discretionary
(restricted)
activity see Rule
8.3.3*

Council shall exercise its control in respect of the buildings design, appearance, colour and materials of construction and how they complement the existing built environment of the Business Resource Area. Visually obtrusive buildings that do not complement the existing built environment may be subject to conditions relating to these matters.

Any application under this rule will generally not be notified or require the written consent of affected persons.

Reason

To maintain and enhance the amenity values and to retain the dominant theme of these areas, facades of buildings erected in these areas must complement the existing streetscape.

(ii) Subdivision

Subdivision shall be a controlled activity.

*Cross Reference
Objectives 8.1.2,
8.1.3
Policy 8.2.1*

Council shall exercise its control in respect of the following matters:

1. Subdivisional design including the shape and arrangement of allotments to:
 - Facilitate convenient, safe and efficient access.
 - Maintain and enhance amenity values of the Business Resource

Area.

- Maintain and enhance the safety and convenience of pedestrians and motorists.
- Comply with any concept plan.
- In the Wooing Tree Overlay Area, the provision for pedestrian and cyclist movement and linkages within and through the Wooing Tree Overlay Area, including the provision of footpaths and cycling infrastructure.

2. With respect to unreticulated areas, the size of the allotment and its ability to effectively dispose of effluent within the site.

Note: This may involve consents from the Otago Regional Council.

3. The location, design and construction of access and its adequacy for the intended use of the subdivision.
4. The provision of or contribution to public open space values of the Business Resource Area.
5. The provision of adequate network utility services (given the intended use of the subdivision) and in particular the location, design and construction of these services.
6. The provision of service lanes.
7. The provision of buffer zones adjacent to roads, network utilities (including the National Grid) or natural features.
8. Any financial contributions necessary for the purposes set out in Section 15 of this Plan.
9. Any amalgamations and easements that are appropriate.
10. Any other matters provided for in section 220 of the Act.

Prior to an application for subdivision consent being made that will create allotments within the Business Resource Area (1) at Alexandra the landowner shall prepare a concept plan which provides for the following, to the extent that this is relevant to the land concerned:

- Provision for a properly formed intersection to State highway 8 and linkages to existing and future roads.
- Connection with designation D6.
- Provision for planting in berms.
- Separation distances from existing Transpower high voltage lines and pylons.

The concept plan shall be prepared in consultation with the NZ Transport Agency and Transpower New Zealand Limited.

The plan of subdivision shall be in general accordance with the concept plan, subject to any amendments that result from consultation with the Chief Executive with respect to the contents of the concept plan.

Note: see Section 16.7 General Standards (pg 16:14) for the standards that are likely to be imposed as conditions of consent.

Any application under this rule will generally not be notified or require the written approval of affected persons except where a State highway is affected the written approval of NZ Transport Agency will be required and/or where a transmission line forming part of the National Grid is affected the written approval of Transpower New Zealand Limited will be required..

Reason

The adverse effects of subdivision can generally be overcome by appropriate conditions and standards. Provided these are met, consent cannot be refused under controlled activity status.

(iii) Scheduled Activities and Existing Community Facilities

Any extension, upgrade or expansion that changes the character or increases the intensity or scale of the effects of a use that has status as a scheduled activity identified in Clause 19.3.1 of Schedule 19.3 and identified as a scheduled activity on the planning maps or any other community facility lawfully established prior to the notification of this plan is a controlled activity.

Council shall restrict the exercise of its control to the following matters:

1. The provision of access, parking, loading and manoeuvring areas.
2. The size, design and location of any signs.
3. Methods to avoid, remedy or mitigate effects on existing activities including the provision of screening, landscaping and noise control.
4. The design and colour of buildings.
5. Impact on landscape values.

Any application made under this rule will generally not be notified where the written consent of affected parties is received.

(iv) Vehicle Oriented Activity in the Business Resource Area and the Business Resource Area (1) (excluding the Business Resource Area (2) in the Wooing Tree Overlay Area).

Any activity within the Business Resource Area and the Business Resource Area (1) (and not in the Business Resource Area (2) in the Wooing Tree Overlay Area) that has the effect of:

- (i) Attracting vehicles to the site for the purpose of refuelling, servicing, maintaining and/or storing those vehicles, or
- (ii) Providing 10 or more parking spaces on site, is a controlled activity.

Council shall restrict the exercise of its control to the following matters:

1. The provision of access, parking, loading and manoeuvring areas.
2. Methods to avoid, remedy or mitigate effects on existing activities including the provision of screening, landscaping and noise control.

Reason

These activities generate a high level of traffic turning out of and into the main traffic stream. Inappropriate site location and design can have a significant effect on the safety and efficiency of the roading network and general amenity values of the Business Resource Area.

Cross Reference
*Objective 8.1.2
Policies 8.2.3,
8.2.6*

Breach:
*Non-complying
activity see Rule
8.3.5(iii)*

8.3.3 DISCRETIONARY (RESTRICTED) ACTIVITIES

Cross Reference
Objective 8.1.3

(i) Breach of Standards

*Policies 8.2.2,
8.2.3, 8.2.4*

Any activity that fails to comply with the standards set out in Rule 8.3.6(ii) – (xi) shall be a discretionary (restricted) activity.

Council shall restrict the exercise of its discretion to the following matters:

1. The effect on the visual character of the Business Resource Area.
2. The effect on the safe and efficient operation of roads.
3. The effect on the safety and convenience of the public utilising the Business Resource Area.
4. The effect on the amenity values of neighbouring Residential Resource Areas.

Any application made under this rule will generally not be notified if the written approval of affected persons is received.

Reason

Failure to conform with these standards has been identified as a discretionary (restricted) activity to enable assessment of these activities in terms of section 105 of the Act. Council has a discretion whether to notify any application made under these rules. In some instances discretionary (restricted) activities will only have a minor effect and do not justify notification.

Applications will be processed under delegated authority where affected neighbours have given their written consent to the proposal. Applicants have greater certainty in that attention can be focused upon those matters identified for consideration. This in turn will increase efficiency in processing such applications.

(ii) Buildings in the Business Resource Area (2) in the Wooing Tree Overlay Area

All buildings in the in the Business Resource Area (2) in the Wooing Tree Overlay Area shall be a discretionary (restricted) activity.

Council shall restrict the exercise of its discretion to the following matters:

- (i) Urban Design and External Appearance; and
- (ii) The provision of access, parking, loading and manoeuvring areas associated with the building; and
- (iii) Landscaping; and
- (iv) Servicing

Reason

The Business Resource Area (2) in the Wooing Tree Overlay Area is a new greenfield commercial area aimed at enabling high quality travellers accommodation with associated tourist oriented “vineyard village” themed retail and commercial activities. Being a greenfield area it is appropriate to control the nature, scale and look of buildings to ensure the sustainability of high quality development which will appeal to visitors and the wider community.

(iii) Expansion of Wooing Tree Tasting Room and Wedding Venue activities in the Business Resource Area (2) in the Wooing Tree Overlay Area

Notwithstanding Rule 8.3.1(iii) above, any expansion of the Wooing Tree Tasting Room and Wedding Venue activities authorised by

resource consent RC 050408 shall be a discretionary (restricted) activity.

The Council shall restrict the exercise of its discretion to the following matters:

- (i) Hours of operation;
- (ii) Scale of activity;
- (iii) Access and car parking;
- (iv) Monitoring;
- (v) Noise management;
- (vi) Signage.

8.3.4 DISCRETIONARY ACTIVITIES

Any activity that uses, stores or generates hazardous substances that exceed the limits specified in Schedule 19.14 (provided that this does not apply to emergency service activities) is a discretionary activity.

Note: Consent from the Regional Council may be required to authorise any discharge of contaminants.

8.3.5 NON-COMPLYING ACTIVITIES

Cross Reference
Policy 17.4.5

- (i) Any activity that:
 - (a) Disposes of waste onto land (excluding the storage of domestic waste for collection); or
 - (b) Houses or involves the intensive confinement of animals or plants; or
 - (c) Requires a licence as an offensive trade within the meaning of the Third Schedule of the Health Act 1956,

is a non-complying activity.

Note: Consent from the Regional Council may be required to authorise any discharge of contaminants.

Reason

These activities may generate significant adverse effects that can have a major impact on the amenity values of Business Resource Areas.

- (ii) Any activity that fails to comply with the standards set out in Rule 8.3.6(i), (xii) to (xiv) is a non-complying activity.
- (iii) **Business Resource Area (2) zone in the Wooing Tree Overlay Area**

Any activity in the Business Resource Area (2) in the Wooing Tree Overlay Area that is not listed as a permitted activity under Rule 8.3.1, a controlled activity under Rule 8.3.2, a discretionary (restricted) activity under Rule 8.3.3 or a discretionary activity under Rule 8.3.4 shall be a non-complying activity.

For the purpose of this Rule, any permitted activity listed under

Rule 8.3.1(iii) shall not be considered to form part of the permitted baseline when considering an application for resource consent for development within the Business Resource Area (2).

Reason

The Business Resource Area (2) in the Wooing Tree Overlay Area has the express purpose of enabling tourist oriented “vineyard village” themed retail and commercial activities (with provision for a convenience grocery store to serve the local community) and a function/wedding centre and tourism related (including service) activities. The permitted activity rules (in combination with other rules) ensure those activities are enabled without having an adverse effect on other business activities in the Cromwell area.

8.3.6 **STANDARDS**

The following standards relate specifically to activities which occur within the Business Resource Area. There are other rules and standards contained in Sections 11, 12, 13, 14, 15 and 16 of this Plan which may also apply to activities which occur in the Business Resource Area.

(i) **Shops - Business Resource Areas (1) and (2)**

- (a) A shop (as defined at page 18:10 but excluding a convenience shop associated with the sale of fuel and oil for motor vehicles and the sale of food prepared on the premises) in the Business Resource Area (1) shall have a minimum floor area of 600m²
- (b) A shop (as defined at page 18:10) in the Business Resource Area (2) in the Wooing Tree Overlay Area shall have the following maximum floor areas:
 - (i) Any convenience grocery store shall have a maximum floor area of no greater than 100m² in area;
 - (ii) Five shops shall be permitted to have a maximum floor area no greater than 200m² in area;
 - (iii) All other shops shall have a maximum floor area no greater than 120m² in area.
- (c) No shop (as defined at page 18:10) in the Business Resource Area (2) in the Wooing Tree Overlay Area shall be located closer than 60 metres to the northern boundary of the Wooing Tree Overlay Area (being the boundary with the adjoining Residential Resource Area (6)).

*Cross Reference
Policy 8.2.7*

*Breach:
non-complying
activity see Rule
8.3.5(ii)*

(ii) **Bulk and Location of Buildings**

Front yards

No front yards are required.

Note: See also Rule 12.7.7

Side and Rear Yards

No side or rear yards are required except where the site adjoins a Residential Resource Area without the intervention of a road or service lane in which case a yard of 5 metres shall be required to each boundary adjoining the Residential Resource Area provided

*Cross Reference
Policy 8.2.2*

*Breach:
discretionary
(restricted)
activity see Rule
8.3.3*

that adequate provision is made for the requirements of 8.3.6(v) and (viii).

Height

The maximum height of all buildings shall be 10 metres, provided that:

- i) No buildings in the Business Resource Area (2) in the Wooing Tree Overlay Area shall exceed two storeys in height.

Reason

To maintain the existing amenity values of these areas, front yards are not required. Side and rear yards are only required where the site adjoins a Residential Resource Area in order to mitigate adverse effects on residential activities. Within the Wooing Tree Overlay Area, the maximum height and two storey limitation will enable development of architecturally interesting buildings and assist in managing the bulk of these buildings.

(iii) Verandahs

A verandah extending across the entire road frontage designed in accordance with the limitations set out in Figure 8.1 (page 8:14) shall be provided on the erection, reconstruction or alteration of any building on those frontages identified as requiring verandahs on the planning maps except where the reconstruction or alteration is to an heritage building listed in Schedule 19:4 upon which a verandah is not appropriate.

Reason

To maintain the character and amenity values of the District's urban areas and to provide for the convenience of users of these areas, maintenance of existing verandah frontages is considered essential. There are areas, however, where verandahs are not appropriate or necessary (eg where carparking extends across the frontage or the entry is within the site).

Cross Reference
*Policies 8.2.2,
8.2.3*

Breach:
*discretionary
(restricted)
activity see Rule
8.3.3*

(iv) Signs

Signs shall comply with the following standards and conditions:

- (a)** No sign shall be erected, affixed or painted on a building in a position that is higher than the highest point of the roof.
- (b)** The total area of signs per site shall not exceed 10m².
- (c)** Any sign suspended under a verandah shall have minimum clearance of 2.5 metres above the footpath, except where this cannot be achieved in the context of the Cromwell Mall in which case a clearance of 2.3 metres shall be provided.
- (d)** Signs shall have a minimum clearance of 450mm from the kerb line.
- (e)** Free standing signs shall comply with the following:
- i) Not more than three freestanding signs shall be erected per site except as provided for in (v) and (vi) below.
 - ii) Notwithstanding (b) above one double sided sign with a maximum height of 9.0 metres and a maximum area of 14m² per side and two smaller doubled sided signs with a maximum height of 2.5 metres are permitted.
 - iii) Signs shall be located completely within the site to which the sign relates.
 - iv) Notwithstanding (a) above a freestanding sign may be higher than the highest point of the roof.
 - v) Freestanding signs are permitted for the purpose of directing traffic within the site provided that they:
 - Do not exceed 1 metre in height.
 - Do not exceed 0.5m² in area.
 - Are limited to directional arrows and “entry” or “exit” or similar technology.
 - Are located completely within the site.
 - vi) One information sign not exceeding 2.8m² in area associated with any on-site carwash facility is permitted.
- (f)** Signs may be illuminated but shall not be moving or flashing.
- (g)** Signs shall also comply with Rule 12.7.5 (pg 12:21).
- (h)** Signs shall not obscure driver visibility to and from access ways.

Cross Reference
Policies 8.2.2,
8.2.4

Breach:
discretionary
(restricted)
activity see Rule
8.3.3

Note: Council encourages developers to consider the guidelines set out in Clause 12.5.1 on page 12:8 when erecting signs.

Reason

While Council recognises signs are a necessary adjunct to commercial activities, they have the potential to adversely affect amenity values and the safe and efficient operation of the roading network.

(v) **Parking**

Parking shall be provided for in accordance with Rule 12.7.2 page 12:16 where a commercial activity occupies a building space that has a gross floor area in excess of 300m² (see also Method 6.5.5 page 6:10)

Cross Reference
Policy 8.2.3

Breach:
discretionary
(restricted)
activity see Rule
8.3.3

(vi) **Noise**

All activities shall be conducted so as to ensure the following noise limits are not exceeded at any point within any other site within the Business Resource Area.

On any day	7:00am - 10:00pm	65dBA L ₁₀
	10:00pm - 7:00am the following day	45dBA L ₁₀
		85dBA L _{max}

Provided that the following noise limits shall not be exceeded at any point within the Residential Resource Area:

On any day	7:00am - 10:00pm	55dBA L ₁₀
	10:00pm - 7:00am the following day	45dBA L ₁₀
		70dBA L _{max}

Provided that the above noise limits shall not apply to any temporary activity (as defined) or to emergency service activities.

Cross Reference
Policy 8.2.4

Breach:
discretionary
(restricted)
activity see Rule
8.3.3

Reason

The noise standards reflect the traditional and accepted noise levels permitted in these areas and are designed to protect amenity values.

(vii) **Outdoor Storage Areas**

Any area used or proposed to be used for the storage of building materials, and other loose material that is not enclosed or partly enclosed by covered buildings,:

- (a) Shall be screened from adjoining properties (including roads and public open space) by a solid fence of not less than 2 metres in height or other suitable screen provided any such fence or screen does not impede visibility at access points.
- (b) Shall not impede visibility on adjacent roads
- (c) Shall not exceed 2 metres in height
- (d) Shall ensure that sand, aggregate or other materials that can be windblown are stored or secured in a manner that prevents them being windblown.

Cross Reference
Policy 8.2.1,
8.2.2

Breach:
discretionary
(restricted)
activity see Rule
8.3.3

Reason

Outdoor storage facilities can have significant visual effects and have the potential to attract vermin and create windblown debris.

(viii) Landscaping

All areas of carparking and/or other areas of non-permeable surface in excess of 100m² shall provide a 1.5 metre strip of landscaping adjacent to any boundary of the site that is not occupied by a building.

Such landscaping shall provide adequate screening of the site without impeding traffic visibility and shall be maintained in a healthy and stable condition at all times.

Reason

Large areas of gravel, sealed or paved carparking or service areas can have an adverse effect on the visual amenity values of the Business Resource Area and adjoining Residential Resource Areas. The provision of a landscaped strip can soften the visual impact of such development.

Cross Reference
Policy 8.2.2

Breach:
discretionary
(restricted)
activity see Rule
8.3.3

(ix) Fencing

A solid wall constructed of concrete block or similar materials having a minimum height of 1.8 metres shall be maintained at any Moa Street boundary (excluding any vehicle access or egress), and at any contiguous Kenmare Street boundary. The wall shall be designed by a landscape architect and incorporate a landscape strip between the wall and the footpath in Moa Street and between the wall and the verge in Kenmare Street.

A wall of similar construction is to be maintained at any adjacent boundary where such wall will be contiguous with the wall required at any Moa Street and Kenmare Street boundary and where the neighbouring site is located in the Residential Resource Area having frontage to Kenmare Street, Alexandra.

Cross Reference
Policies: 8.2.2,
8.2.4

Breach:
discretionary
(restricted)
activity see Rule
8.3.3

(x) Access

No traffic is permitted to enter or exit a site from Matau Street or from Kenmare Street (between Moa and Brandon Streets), Alexandra.

Cross Reference
Policy 8.2.3
Breach of x & xi:
discretionary
(restricted)
activity see Rule
8.3.3

Cross Reference
Policy 8.2.1

(xi) Lightspill

Refer to Rule 12.7.6 page 12:23.

(xii) Access – Within the Business Resource Area (2) in the Wooing Tree Overlay Area

(a) No vehicle access is permitted from the Business Resource Area (2) in the Wooing Tree Overlay Area to a State Highway except:

- (i) Within 10 years of Plan Change 12 becoming operative via a single lane roundabout constructed to the NZ Transport Agency's standards at the intersection of State Highway 8B and Barry Avenue.
- (ii) After 10 years of Plan Change 12 becoming

Breach:
non-complying
activity see Rule
8.3.5(ii)

operative via a roundabout constructed to the NZ Transport Agency's standards at the intersection of State Highway 8B and Barry Avenue (which may or may not require the roundabout to be double-lane).

- (b) No new development (other than a new temporary access from the existing Wooing Tree Tasting Room to Shortcut Road or internally within the property to a new road to access Shortcut Road) in the Business Resource Area (2) in the Wooing Tree Overlay Area shall be permitted until the roundabout referred to in Rule 8.3.6(xii)(a) and a pedestrian/cyclist underpass incorporated into the western side of the roundabout across State Highway 8B (unless such location on the west side is found to be impracticable in which case the underpass is to be provided on the eastern side of the roundabout) are completed and operational.

Reason

Development in these areas must not affect the safe and efficient operation of the State highway network.

(xiii) Maximum Total Floor Space in the Business Resource Area (2) in the Wooing Tree Overlay Area

*Breach:
non-complying
activity see Rule
8.3.5(ii)*

The maximum total floor space (as defined) in the Business Resource Area (2) in the Wooing Tree Overlay Area shall be 10,000m² divided as follows:

- (a) No more than 6,000m² of the floor space shall be used for Travellers Accommodation;
- (b) No more than 3,000m² of the floor space shall be used for Shops;
- (c) No more than 1,000m² of the floor space shall be used for any activities other than Travellers Accommodation or Shops

provided that the maximum total building coverage shall not exceed 7,500 m² in the Business Resource Area (2) in the Wooing Tree Overlay Area.

(xiv) Building Setback in the Business Resource Area (2) in the Wooing Tree Overlay Area

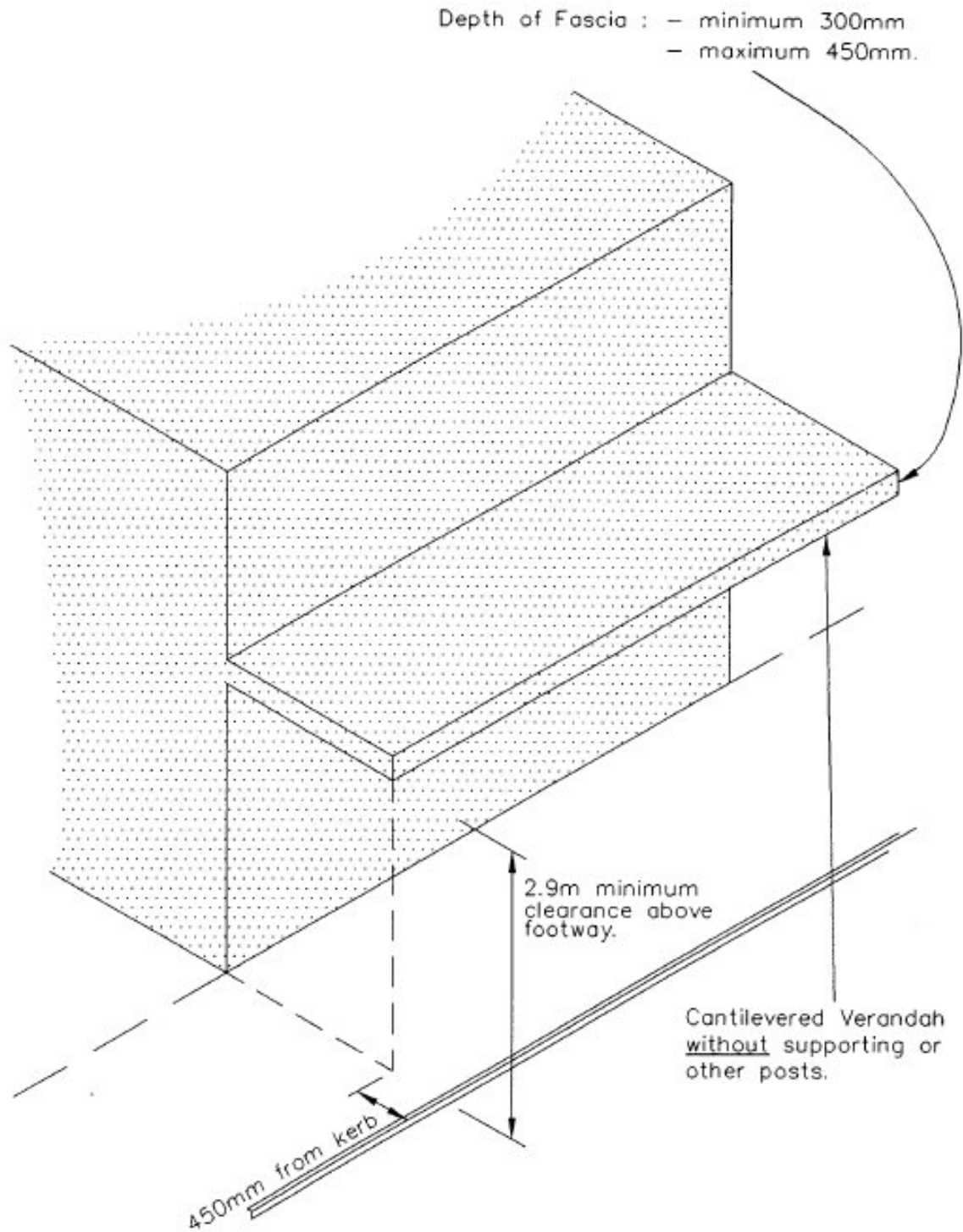
*Breach:
non-complying
activity see Rule
8.3.5(ii)*

In the Business Resource Area (2) in the Wooing Tree Overlay Area no building shall be located within 30 metres to the northern boundary of the Wooing Tree Overlay Area (being the boundary with the adjoining Residential Resource Area (6)).

Reason

This will ensure adequate separation between business activities and existing residential activities to the north.

Figure 8.1 – Verandahs in Business Resource Area (see Rule 8.3.6(iii))



FOR ILLUSTRATIVE PURPOSES ONLY.

Not to Scale