

6 BUSINESS ZONE

6.1 Background

Businesses within the City are located in the Central Business District (CBD), commercial and industrial areas, and suburban areas. Some parts of the business areas include hotels, tourist facilities and other activities.

Historically, the location of industry in Upper Hutt has been influenced by two factors, land availability in southern and eastern Upper Hutt and the close proximity of transportation links.

6.2 Resource Management Issues

6.2.1 *Adverse effects on amenity values and environmental quality resulting from business activities.*

Business activities in general, while vital to the well-being of the community, may have a range of adverse effects on the surrounding environment, including residential areas. These effects need to be identified and managed to ensure that amenity values are not diminished. The adverse environmental effects which business activities may have can include increases in traffic density, noise and odour, a decrease in sunlight, and loss of privacy and visual amenity.

6.2.2 *The adverse effects of business activities on the existing infrastructure and resources of the business areas.*

Activities in business areas can result in effects on the infrastructure and resources which have established there.

The efficient use of the existing infrastructure and resources of the business areas, including new development, is considered to be an important resource management matter.

6.2.3 ***Providing for a range of business activities which are readily accessible.***

The variety of activities which exist in the business areas contributes to the vitality and convenience of the City. A number of distinct business areas are found in the City. The CBD has a range of retail activities, community and entertainment facilities, civic and cultural facilities, offices and businesses, and is a focal point for the City. Suburban centres provide for a more limited range of shopping and business needs. Local shops and dairies provide day-to-day convenience shopping.

Business industrial areas provide a wide range of goods and services and opportunities for economic activities.

6.2.4 ***The continued maintenance of an appropriate level of environmental quality within business areas.***

Business activities can generate traffic, smoke, noise, vibration, glare or other nuisances that can adversely affect other nearby activities. They also can have potential adverse effects on the natural environment, such as water bodies and indigenous bush areas.

Some business areas within the City are characterised by pedestrian orientated activities and amenities. Large-scale industrial, warehousing and storage facilities, which are vehicle-orientated, may adversely impact on the pedestrian environment of the CBD. It is therefore important to recognise the particular elements which affect the amenity values of an area.

6.3	Objectives
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6.3.1 ***The sustainable management of physical resources within the existing business areas of the City to protect and enhance their amenity values.***

This objective recognises the importance of particular elements and characteristics that define the business areas. Business activities and development can have both positive and adverse environmental effects on the areas that surround them. Any consideration of effects must take account of the need to provide sufficient areas for business development needs, and the maintenance of amenity values and character.

The business areas within the City are divided into two specific Sub-zones to reflect the Plan's policies:

- The Commercial Sub-zone focuses on retail and service functions which support the local community. Within this sub-zone, the CBD accommodates a variety of activities in a compact, convenient layout which is characterised by pedestrian-orientated traffic. Commercial activities are also provided for at Silverstream and other suburban areas. These areas provide for a limited range of shopping and business needs. The smaller neighbourhood shops, including dairies, provide for day-to-day convenience shopping.
- The Industrial Sub-zone incorporates land which is used for a range of business activities, but in particular larger scale industrial, warehousing, storage and commercial activities which are vehicle rather than pedestrian orientated. There are limited retail activities within these areas and the environmental standards are less stringent than those within the Commercial Sub-zone.

6.3.2 *The promotion of a compact, convenient and attractive pedestrian orientated Central Business District.*

The role of the CBD, as a commercial and community focus of the City, relies on the accessibility and attractiveness of the area. Retail activities within the area are sustained by its pedestrian focus.

Council feels that the location of churches in the CBD needs to be controlled, as they may conflict with its retail function.

6.3.3 *The avoidance, remedying, or mitigation of the adverse effects of business activities on the amenity of surrounding neighbourhoods.*

The effects generated by the wide range of activities provided for in the Business Zone, such as smoke, noise, vibration, glare or other nuisances, can have adverse effects on areas beyond the Business Zone boundaries.

6.4	Policies
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- 6.4.1** *To promote the location of retail activities in patterns which do not adversely affect the amenity values of the Central Business District, and to promote the location of yard-orientated retail activities, which are likely to cause adverse traffic effects, in the Industrial Sub-zone.*

The CBD is the focus of many retail and service activities that, in combination, give this area a special and unique character as the centre of the City. The focusing and clustering of activities within the CBD is an important part of the vitality, character and amenity of the City. This policy seeks to recognise the role of the CBD by promoting its amenity characteristics and recognising its overall economic viability, but this policy does not seek to preclude retail development in other parts of the City. This in turn promotes the sustainable management of the CBD.

Yard-orientated retail activities tend to adversely affect pedestrian amenity values. It is therefore important to encourage them to locate in areas where a lower level of pedestrian amenity is acceptable.

The concentration of activities in established areas results in the provision of a wide range of services and the promotion of amenity values of the established business areas. It also encourages better use of community resources such as the City Library or recreation facilities which are more convenient when located centrally.

- 6.4.2** *To promote a high level of Central Business District amenity, including weather protection in Main Street and the minimisation of conflict with motor vehicles.*

This policy promotes the protection and enhancement of the environmental quality of the CBD, and provision for the needs of pedestrians. A lack of weather protection can detract from the amenity and pleasantness of the area. Verandahs will be required for buildings along Main Street. Council also seeks to enhance the amenity of the CBD by traffic management measures and the provision of street furniture.

- 6.4.3** *To ensure that activities in the Business Zone do not unduly detract from the character and amenity of neighbouring areas.*

This policy recognises the potential for business activities to impact adversely on adjoining areas and consequently aims to preserve the amenity values of areas adjacent to the Business Zone.

6.4.4 To control the size and scale of buildings and the visual appearance of sites within the Business Zone.

This policy aims to preserve amenity values within the Business Zone. Buildings and sites need to be attractive and be of a size or type that is compatible with the neighbourhood.

The scale, nature and effects of industrial activities are not particularly compatible with residential activities. To avoid possible conflicts, the Plan provisions limit residential activity within the Business Industrial Sub-zone to that required for the effective operation of the business activity.

6.5	Methods
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6.5.1 District Plan provisions consisting of the following:

- A Business Zone identifying the business environments within the City. These are the Business Commercial and Business Industrial Sub-zones.
- Rules and performance standards to avoid, remedy or mitigate adverse effects.

6.5.2 Code of Practice for Civil Engineering Works.

6.5.3 Abatement notices and enforcement orders may be issued where it is necessary to enforce the performance standards and mitigate any adverse effects of activities.

6.5.4 Consultation with businesses and landowners to promote new developments which avoid, remedy or mitigate the potential adverse effects of all activities.

6.5.5 Management Plans prepared under relevant legislation.

6.6 Anticipated environmental results and monitoring

The following results are expected to be achieved by the objectives, policies and methods of this Chapter. The means of monitoring whether this Plan achieves the anticipated environmental results are also set out below.

Anticipated environmental results	Monitoring indicators	Data source
Development within the Business Zone which reflects the location, scale and intensity of development in the surrounding environment	Density within the Business Zone Number of resource consents by type	Council records
Management of the Business Zone so that activities do not unduly affect adjacent land users	Number of resource consents by type Complaints and abatement/enforcement proceedings	Council records Complaints register
A CBD which is safe, convenient and attractive	Complaints and abatement/enforcement proceedings	Complaints register Field work
A consolidated Business Zone that continues to maximise resources and existing infrastructure	Density within the Business Zone Number of resource consents by type	Council records