

BA - Business Activities

Policies

The following policies are applicable to the management of *business activities* in the District.

BA-P1	Management of Business Activities
<p><i>Business activities</i> within the District will be managed to enable consolidated, efficient and integrated business areas within identified <i>zones</i> and precinct areas, to:</p> <ol style="list-style-type: none"> 1. provide the community with convenient access to goods and services, and opportunities for employment and social interaction; 2. ensure an adequate supply of land to meet commercial and industrial demands so as to encourage economic growth and <i>development</i>; 3. integrate with the provision of strategic and community <i>infrastructure</i>, including the <i>transport network</i>; 4. limit <i>development</i> where environmental constraints or servicing capacity inadequacies exist, unless these issues can be adequately addressed; and 5. manage the <i>effects</i> of the distribution of <i>business activities</i>, through: <ol style="list-style-type: none"> a. providing for a range of <i>retail</i> and <i>commercial activities</i> (excluding <i>industrial activities</i>) to meet the community's social and economic needs, principally within identified <i>centres</i>, and primarily at the <i>Paraparaumu Sub-Regional Centre</i> within the <i>Metropolitan Centre Zone</i> and the <i>Town Centre Zone</i>, with more localised needs provided for within the <i>Local Centre Zone</i>; b. providing for a range of <i>industrial activities</i>, principally in the <i>General Industrial Zone</i>, where their scale and extent of <i>effects</i> can be appropriately catered for, whilst meeting the District's economic needs. 	
BA-P2	<i>Retail, Commercial</i> and <i>Industrial Activities</i> not within Centres or Other Working Zones
<ol style="list-style-type: none"> 1. <i>Retail activities</i> located outside of the <i>Metropolitan Centre Zone</i>, <i>Town Centre</i> and <i>Local Centre Zones</i>; <i>commercial activities</i> located outside of the <i>Working Zones</i>; and <i>industrial activities</i> located outside of the <i>Working Zones</i>, will be avoided where: <ol style="list-style-type: none"> a. they may, either individually or cumulatively, disperse <i>retail</i> and <i>commercial activity</i> (excluding <i>industrial activities</i>) to the detriment of the efficient operation, function, viability and sustainability of the District's <i>centres</i>, especially the <i>Metropolitan Centre Zone</i>; b. the proposed <i>retail activity</i> serves a market beyond the daily convenience needs of the immediate local residential neighbourhood; c. they are an inefficient use of existing <i>infrastructure</i>; d. there are more than minor actual or potential adverse <i>effects</i> on <i>amenity values</i>, local environmental quality or <i>infrastructure</i> capacity; e. the proposed activity compromises the efficient operation of <i>infrastructure</i>; or f. the activity has the potential to generate adverse <i>reverse sensitivity effects</i> on <i>permitted activities</i>. 	

2. In determining whether or not *retail, industrial or commercial activities* outside of these zones are appropriate, particular regard will be given to the following considerations:
- a. whether or not the activities adversely affect the function, role, viability and vitality of the *centres* and other *Working Zones*;
 - b. whether or not the activities are an efficient use of *infrastructure*;
 - c. the location, scale and intensity of the proposed activities;
 - d. the location, size and design of the proposed *buildings* (excluding *minor buildings*), and any visual or landscape mitigation proposed;
 - e. the *effects* on the safety of and access to the local *transport network*;
 - f. the design and capacity of proposed access and car parking for staff, customers, visitors and service/delivery vehicles;
 - g. the hours of operation, including the timing and frequency of delivery/service vehicles;
 - h. the *effects* on local character and *amenity values*;
 - i. the *effects of nuisance effects* (including noise, odour, light, glare and dust); and
 - j. whether or not any proposed signage would be distracting to motorists, or dominating or detracting from the amenity of the surrounding *environment*; and
 - k. whether the industrial activity requires a rural location or depends on the location of a natural resource.

BA-P3

Consolidation of Business Activities

Business activities will be managed to consolidate activities in *centres* and other *Working Zones* in accordance with the following principles:

1. *retail activity* will be primarily focused within the *Metropolitan Centre Zone, Town Centre Zone and Local Centre Zone*, and otherwise managed to avoid the dispersal of *business activity* which would be detrimental to the efficient operation, function, viability and sustainability of the District's *centres*;
2. *commercial activities* (excluding *retail and industrial activities*), including *offices*, will be consolidated in the *Metropolitan Centre Zone, Mixed Use Zone, Town Centre Zone and Local Centre Zone*, and will be only provided for in the *General Industrial Zone* where they are *ancillary to industrial activities* and otherwise managed to avoid detrimental *effects* on the efficient operation, function, viability and sustainability of the District's *centres*;
3. *industrial activities* will be primarily located in the *General Industrial Zone*;
4. providing for a range of *business activities* to be undertaken in the *Airport Zone* where:
 - a. they remain compatible with *aircraft operations*;
 - b. they avoid *reverse sensitivity* effects on *industrial activities* undertaken at the Airport;
 - c. *retail activities* are limited in type and scale to ensure that the Airport Mixed Use Precinct is complementary to the role and function of the Sub-Regional Centre; and
 - d. do not adversely affect the Centres Hierarchy and the role and function of individual *centres*; and
 - e. *development* within existing *Working Zones* will be encouraged to make efficient use of *buildings*, land and existing investment in public *infrastructure*, utilities, transport and other facilities.