

SECTION 5 - BUSINESS

Introduction

The businesses which serve residents and visitors to Mackenzie District are located primarily in the settlements of Lake Tekapo, Twizel and Fairlie. In Lake Tekapo most business activities are located along State Highway 8, with a focus on retail commercial activity and tourist activities. Commercial activity in Twizel is centred around Market Place, with industrial activities occurring on the southern side of Ostler Road and around the Ohau/Ostler Road intersection. Many tourist activities are located on Wairepo and Ostler Roads and Mackenzie Drive (near Market Place).

In Fairlie, business activity primarily fronts onto Riddle Street and Main Street; the area of most intensive commercial activity being Main Street, between Allandale Road and Talbot Road and between Kirke Street and Princes Street. In addition, an area of Industrial activity exists to the east of the Opihi River.

The commercial facilities within the towns of Albury, Burkes Pass, Kimbell and Mt Cook are small scale and small in number, and for these reasons tend to be integrated into the township as a whole rather than being a separate entity. They have therefore been included in consideration of the residential areas of the District, rather than part of the business areas.

The Tourist G Zone covers land at Glentanner located on the Twin Stream Fan and is traversed by SH 80. The establishment of buildings in this zone is controlled to ensure the buildings are compatible with the surrounding environment and that the adverse effects of natural hazards are avoided.

Issues

The following are the resource management issues relevant to the business areas of the District. The objectives and policies which address these issues and which relate to the business zones are then referred to.

Issue 1 - Consolidation of Business Areas

Description

Business centres, in particular the commercial centre of the District's villages, create a focus for people and visitors to the District. The effectiveness of this central focus reduces if business activities become dispersed and establish in surrounding areas. Consolidation of business activities also enhances the convenience of activities and reduces the amount of travel required between businesses - with potential energy savings.

Buildings, infrastructure and car-parking areas within existing business areas represent a significant investment and are valuable physical resources. Therefore, it is important that these resources are utilised to their potential. Consolidation of business areas will prevent the dispersal of activities, which could leave existing areas under-utilised.

Relevant Objectives and Policies

- Objective 1, Policy 1A
- Objective 6, Policy 6A

Issue 2 - Amenity Values

Description

A: - Amenity within Business Areas

The business centres of Mackenzie District are characterised by a concentration of people, traffic and activity. They therefore have lower standards of amenity than is expected within a residential environment. However, it is important that a relatively high level of amenity is maintained to ensure that the environment of business areas is visually attractive to new businesses, residents and visitors.

Relevant Objectives and Policies

- Objective 2 - Policy 2A, 2B and 2D

B: - Effects of Business Activities on the Amenity Enjoyed in Residential Areas, and areas of Public Space

Activities in business areas may affect the amenity enjoyed in residential areas, especially where these areas are located next to each other. Business Activities may also affect the amenity enjoyed in areas of public space. The scale and nature of the effects of business activities and the nature of neighbouring areas will determine whether the effect is significant. In particular, the storage of goods outdoors can have significant adverse visual effects.

Some business activities may also affect the health and safety of neighbours and the public and therefore these activities may not be appropriate in some areas.

Relevant Objectives and Policies

- Objective 3, Policy 3A

C: - Effects of Residential and Commercial Activity on Industrial and Service Activity

The level of amenity generally required with respect to residential and commercial activity is greater than that required for other business activities, such as industrial and service activities. Consequently, if residential and commercial activities establish in areas of industrial and service activity the establishment and operation of industrial and service activities may be inhibited as in time it is likely that residential and commercial activities will demand a higher level of amenity and complaints will be received from these businesses concerning industrial and service activities.

To enable people to provide for their well-being it is important that service and industrial activities are provided for.

Relevant Objectives and Policies

- Objective 2, Policy 2C

Issue 3 - Natural Hazards

Description

The business zone at Glentanner is located on the Twin Stream alluvial fan. Consequently buildings in this area are at risk from the hazards of flooding, deposition and scour. It is important that these effects are mitigated in order to avoid the adverse effects of these hazards on people and property.

Relevant Objectives and Policies

- Objective 4, Policy 4A

Business Objectives And Policies

Business Objective 1 - Consolidated Business Areas

Consolidated and convenient business areas and the efficient use of buildings, land and infrastructure in business areas.

Reasons

- People using and visiting business areas of the District benefit from the convenience of businesses being located in close proximity to each other.
- The concentration of business activities provides a social focus for the people of the district, particularly those living in the urban area.
- Consolidation encourages existing buildings, and infrastructure in business areas to be used efficiently.

Business Policy 1A - New Business

To encourage the establishment of new businesses primarily within areas where similar types of business activity already exist.

Explanation and Reasons

| As for Objective 1

Implementation Methods

- Village Centre, Tourist, Service, Industrial and Travellers Accommodation zones - see Planning Maps

Environmental Results Anticipated

- Business areas that are convenient for the public
- Efficient use of buildings, land and infrastructure in business areas
- Business areas which provide a social focus for people in the District

Business Objective 2 - Amenity Within Business Areas

Business areas where physical amenities and activities within these areas create a pleasant and safe environment for shoppers, visitors and workers.

Reasons

- As business areas provide a focus for the community, it is important that a relatively high standard of amenity is maintained, however the level of amenity in business areas will not be as high as considered appropriate within residential areas.

Business Policy 2A - Impact On Business And Adjoining Areas

To avoid or minimise the adverse effects of activities in business areas so as to ensure these areas and adjoining areas remain pleasant, attractive and safe.

Explanation and Reasons

- As for Objective 2
- Adverse effects of activities, such as noise, dust, lighting and glare and adverse visual effects can reduce the level of amenity enjoyed in an area and make it less attractive for people who reside, work and visit. Therefore, it is important that these effects are avoided, or mitigated.
- Aircraft taking off or landing within business areas could result in an unacceptable risk to the safety of people working, visiting or doing business in these areas. It is important that such activity be subject to assessment in terms of any risks to public safety.

Implementation Methods

- Screening
 - Visual Amenity
 - Landscaping
 - Noise
 - Limiting of some industrial activities
 - Administration of the Health Act, Health and Safety Employment Act, Dangerous Goods Regulations, Resource Management Act and Hazardous Substances and New Organisms Act.
 - Aircraft
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Business Policy 2B - Scale And Character

To maintain the existing scale of buildings and enhance the character of the business areas of the District.

Explanation and Reasons

- As for Objective 2
- The dominance of buildings in the business areas is affected by their scale and the amount of open space retained. Buildings in the business areas should be compatible with the rural nature and size of the settlements of the District.
- It is important that the character of business areas is enhanced in order to increase the amenity enjoyed by residents and visitors.

Implementation Methods

- Building Height
- Setback from Neighbours
- Setback from Roads
- Building Coverage
- Verandas
- Signage

Business Policy 2C - Industrial/Service Opportunity

To enable industrial and service activity to establish and operate in the business centres without being adversely affected by activities which require a higher standard of amenity.

Explanation and Reasons

- The establishment and operation of industrial and service activities can be inhibited by other activities that require a higher standard of amenity. As industrial and service activities enable people to provide for their well-being, it is important that they are able to establish in some areas.

Implementation Methods

- Residential Accommodation
 - Commercial Activity
 - Visitor Accommodation
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Policy 2D - Appearance Of Buildings

To promote good design and use of materials and colours which are compatible with the surrounding natural environment.

Explanation and Reasons

- As for Objective 2
- The external appearance of buildings affects people's enjoyment of the landscape. Buildings finished in materials and colours that are compatible with the surrounding natural environment are more visually attractive than buildings which do not take these matters into account. In addition consistency in appearance of buildings in commercial areas enhances the amenity of these areas.
- Because of the special natural setting of Lake Tekapo Village and it being a focal point for national and international visitors it is considered appropriate to require buildings to be designed in accordance with principles which are in keeping with the environment of the area. The Lake Tekapo Design Guide has been developed to provide guidance for development in the zone. The Design Guide is contained in Appendix P of the Mackenzie District Plan.

Lake Tekapo Implementation Method

- The Lake Tekapo Design Guide is included in the Mackenzie District Plan in Appendix P. Compliance with the standards of the Guide is a Restricted Districtionary matter.
- A colour chart based on the colours of the surrounding environment will be made available to all persons wishing to develop or redevelop buildings.

Environmental Results Anticipated

- Buildings in commercial areas which are designed and finished in materials and colours which are compatible with the surrounding natural environment.
- Development of distinct architectural style within the Lake Tekapo Village Centre

which is compatible with the surrounding environment.

Business Objective 3 - Amenity Of Residential Areas

Residential areas where amenity is not adversely affected by business activities located in the vicinity.

Reasons

- Business activities can have effects such as noise odour, dust, lighting and adverse visual effects. It is important that business activities do not affect the amenity enjoyed within adjoining residential areas.

Business Policy 3A - Adverse Effects

To minimise the adverse effects of activities in business areas on the amenity of adjoining residential areas.

Explanation and Reasons

- As for Objective 3
- Where possible it is preferable that a buffer zone exists between residential areas and business areas. However, this is not always possible or practical. Consequently, it is necessary for any adverse effects to be mitigated, reduced or avoided.

Implementation Methods

- Screening
- Setback from Neighbours
- Visual Amenity
- Landscaping
- Noise
- Lighting and Glare
- Administration of the Health Act, Health and Safety in Employment Act, Dangerous Goods Regulations, Resource Management Act, and Hazardous Substances and New Organisms Act.

Environmental Results Anticipated

- Minimal noise and lighting disturbance within residential areas adjacent to business areas.
- An attractive residential/business boundary.
- Business areas that are attractive when viewed from the road.

Business Objective 4 - Natural Hazards

Business activities which minimise the risk to people and property as a result of natural hazards.

Reasons

- Business activities at Glentanner are located on the Twin Stream fan. As such they are potentially at risk from the hazards of flooding, deposition and scour. It is important that the effects of these hazards are mitigated to reduce the potential risk to people and property. Fairlie is also subject to flooding both from the Opihi River and the western catchments.

Business Policy 4A

To mitigate the adverse effects of natural hazards on people and property within Business areas and in particular at Glentanner and Fairlie.

Explanation and Reasons

- As for Objective 4

Implementation Methods

- Tourist G Zone Rules
- Administration of the Building Act and Section 106 of the Resource Management Act.
- Flood Mitigation - Minimum Floor Heights

Business Objective 5 - Lake Tekapo Village Centre

To provide for a compact, pedestrian-friendly and co-ordinated Village Centre that is vibrant and provides for a wide range of activities and community focus.

Reasons

- People using and visiting business areas of the District benefit from the convenience of businesses being located in close proximity to each other.
- The concentration of business activities provides a social focus for the people of the district, particularly those living in the urban area.
- Consolidation encourages existing buildings, and infrastructure in business areas to be used efficiently.
- The pedestrian focus provides contrast to the State Highway environment, and welcomes pedestrian activity that can easily and efficiently access the facilities and services of the area while being able to access and enjoy the lakeside reserves.
- Provide a distinctive and co-ordinated built environment while allowing for flexibility in design and materials for variety of visual form and function.

Lake Tekapo Village Centre Policies:

- a) Activities, buildings and structures should be located in such a manner that they positively address the street and public areas so as to contribute to
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- b) amenity values and in particular pedestrian accessibility and safety.
 - b) Enhance the village centre as a pleasant, attractive and vibrant place for people and businesses.
 - c) To maintain or enhance the amenity and functionality of the Village Centre while ensuring the safe and sustainable operation of State Highway 8.
 - d) Avoidance of excessive shading within the village centre.
 - e) To recognise the importance of views from within the Village Centre zones to the Domain and Lake Tekapo, and to maintain and enhance these views through providing areas of open space and controlling site layout and location of buildings.
 - f) To structure the village centre around the No-build areas and existing public spaces (including streets and the Domain) within and adjacent to the Village Centre zones.
 - g) Promote maximum pedestrian accessibility to the Domain and the Lake for the enjoyment of the physical setting by the community and visitors.
 - h) The need to enhance the character of buildings and development of the town by controlling the height, scale, appearance and location of buildings to ensure that the amenity of the area, both at street level and within adjacent developments, is maintained and enhanced.
 - i) To promote a built form that recognises and responds to the physical characteristics of the site, including climate.
 - j) To implement methods to minimise the adverse effects of vehicles on the amenity of the village area.
 - k) Residential and service activities should be located above floor level within the central parts of the village centre.
 - l) Large retail activities should be sleeved by smaller scale activities on the Domain Frontage.
 - m) Potential adverse effects (e.g. noise) that may be generated by differing activities co-locating in the same or adjacent building.
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Explanation and Reasons

For all Policies:

- As for Objective 5

For Policies d), e) and f):

Key areas where open space and views can be enjoyed from within and immediately south of the Village Centre are vulnerable to loss or degradation through buildings and structures in the northern half of the Village Centre buildings. These views and connections (visual and pedestrian) to the Domain and lakeshore are key components of the identity of the Lake Tekapo Village Centre, and are recognised as important to visitors and the community alike. In providing for development in Area A on the Outline Development Plan, it is important that provision is made for open space areas free from buildings and structures to maintain the visual, open space and pedestrian connections to the north, and particularly to the Domain area.

Implementation Methods

- The Mackenzie District Council retains restricted discretion over all development in the Village Centre zone.
- Design guidelines and the Outline Development Plan ensure a high and consistent standard of built development in the Village Centre zones that recognises the inter-relationship between the built environment, and the physical setting.

- The Outline Development Plan identifies five areas where buildings and structures are non-complying activities, and promotes the retention of these areas as open space with the primary purpose of retaining views to the north from within the Village Centre zones.

Environmental Results Anticipated

- A compact, efficient and pedestrian friendly Village Centre where buildings, open space, vehicular traffic and pedestrian linkages work together in an effective manner.
- A Village Centre that is co-ordinated visually and functionally, and provides a physical, cultural and commercial focus for residents and visitors.
- Areas of open space free of buildings and structures, that provide views to the north from within and south of the Village Centre zones, the State Highway and land to the south of the highway.

Business Objective 6 - Twizel Village Centre

Reinforcement of the role and function of community and commercial activities within the Twizel Village Centre, to provide for a vibrant, compact and pedestrian friendly Village Centre.

Business Policy 6A: Twizel

Within Twizel, to provide for varying levels of commercial activity to meet the wider community's social and economic needs, primarily through the consolidation of such activities within the Twizel Village Centre. Commercial activities are to be managed to support and sustain the existing physical resources of the Twizel Village Centre Zone where these:

- (a) provide for the centre's ongoing vitality and viability;
- (b) enhance Twizel's commercial and community self-sufficiency; and
- (c) enhance the village centre as a pleasant, attractive and vibrant place for people and businesses.

Explanation and Reasons

- Commercial activity in Twizel is centred around Market Place, which is Twizel's principal area for shopping and provides a community focal point. The village centre has a high level of amenity, and is a focus of community wellbeing and economic and social activity. Pedestrian activity is supported and provided for in order to provide easy and efficient access its facilities and services.
- The potential for dispersal of commercial activities outside the Village Centre zone requires consideration, in order to maintain and enhance the vitality, convenience and function of the village centre and the efficient use of services.
- Commercial activities are primarily anticipated within the Village Centre Zone to consolidate existing facilities and services. However, Policy 6A also provides for consideration of out-of-centre commercial development, where it meets the criteria in Clauses (a) to (c), and where for example such development would not contribute

to the Village Centre's amenity or be necessary to its ongoing function. Such development may include Trade Based activity or ancillary Tourist based retail activities, which may still be provided for outside of the Village Centre as appropriate.