

19 TOWN CENTRE ZONE

19.1 ZONE DESCRIPTION AND ISSUES

- 19.1.1 The Town Centre Zone primarily covers the central area of Wairoa, and the small commercial hub of Mahia Beach around the intersection of Newcastle/Ratau Streets. Within Wairoa, the Town Centre Zone comprises the area around the town bridge on both sides of the Wairoa River, and comprises two distinct areas – the retail shopping area along Marine Parade, and the surrounding mixed commercial area. The Town Centre Zone is essentially a mixed-use zone.
- 19.1.2 Retail activities are concentrated around the block bounded by Marine Parade, Locke Street, Queen Street and Paul Street. The retail shopping area along Marine Parade is characterised by one to two storey buildings with a continuous frontage, pedestrian cover and little or no front or side yards. Many retailers rely on kerbside parking or off-street car parks for customers.
- 19.1.3 Adjoining the retail shopping area to the west and extending along Marine Parade and Queen Street and to the Paul/Lucknow Street intersection, are areas of commercial activities and mixed light industry. To the east between Marine Parade and Queen Street as far as Murrae Street are numerous mixed commercial, civic and community activities, including the library, Council Offices, government department offices and the Wairoa County Club for example. Mixed commercial activities are also located between Carroll Street and Crarer Street on the opposite side of the Wairoa River. There are also a small number of residential dwellings within this zone. These dwellings will generally have a lesser standard of environmental amenity than in other areas.
- 19.1.4 These areas outside of the main retail area are characterised by a relatively informal pattern of development with a mix of uses.
- 19.1.5 Within Wairoa, the Town Centre Zone represents the central business district and the mixed commercial/community activities surrounding it. A broad range of activities are established including various forms of retailing, entertainment, offices, health, education, light processing industries, and community facilities. It represents the focal point of the District's commercial and community functions. The diversity of activities supports the continued vitality, pleasantness and convenience of the town centre to residents.
- 19.1.6 The Town Centre is therefore characterised by a high frequency of vehicle movements, high pedestrian movement, bright and colourful signage on building frontages and roofs, a continuity of verandas on Marine Parade, and generally higher noise levels than are common in residential areas. There are a number of notable buildings for historic value in the Town Centre.
- 19.1.7 Performance standards and rules seek to maintain the existing mixed-use character and amenity values within Wairoa's town centre, and its general low level development, while providing for flexibility in site development. Where activities are adjacent to residential areas, the plan imposes standards to avoid, remedy or mitigate any adverse effects on the amenity values of the residential environment. Standards also aim to create an environment amenable to the worker or visitor by controlling such things as noise, and lighting, and ensuring adequate car parking.

19.2 OBJECTIVES

- 19.2.1 To provide for a variety of commercial, community, and civic activities within Wairoa while avoiding, remedying or mitigating any significant adverse effects on the environment.
- 19.2.2 To maintain and enhance the built character and amenity values of the retail area of Wairoa.
- 19.2.3 To ensure that activities within the Town Centre Zone do not detract from the amenity values of adjoining residential areas.
- 19.2.4 To provide for continued mixed commercial activities along Ratau Street, Mahia Beach.

19.3 POLICIES

- 19.3.1 Maintain and enhance the character of the retail shopping area in terms of building height, setback, and site coverage.
- 19.3.2 Retain the continuity of verandas on premises having frontage to Marine Parade to provide protection from climatic conditions and to maintain amenity values.
- 19.3.3 Reduce the conflict between pedestrians and traffic by requiring off-street parking at locations that will not adversely affect pedestrian safety.
- 19.3.4 Protect buildings and facades in the town centre that are of heritage importance.
- 19.3.5 Protect living environments from unacceptable noise, shading, traffic, or reduction in visual amenity at the boundary between the Town Centre and Residential zones.

19.4 METHODS

- 19.4.1 Zoning to identify the geographical extent of Wairoa's town centre and the commercial hub of Mahia Beach.
- 19.4.2 Rules and standards to protect and enhance the amenity values of Wairoa's town centre.
- 19.4.3 Annual Plan provisions will enable Council to maintain and develop public infrastructure and utility services and open space areas.

19.5 EXPLANATION & REASONS

- 19.5.1 In Wairoa, the Town Centre Zone contains a wide range of activities, from retail to light industrial. The Town Centre Zone also includes a small retail/commercial area in Mahia Beach. The objectives and policies for the zone recognise the mixed-use nature of these areas, and seek to ensure that the town centres remain a vital hub for the community that can accommodate a wide range of activities, whilst retaining the characteristics of the town that are important.

19.6 ANTICIPATED ENVIRONMENTAL RESULT

- 19.6.1 A business and shopping centre that functions effectively for motorists and pedestrians and is a community focal point.

19.7 RULES

Permitted Activities

- 19.7.1 Any activity that complies with all the standards and conditions for permitted activities.

Discretionary Activities

- 19.7.2 Any activity unable to comply with all the standards and conditions for permitted activities.

19.8 PERFORMANCE STANDARDS/CONDITIONS FOR PERMITTED ACTIVITIES

NOISE

- 19.8.1 All activities shall be designed and conducted to ensure that the following noise limits are not exceeded:

- A. At or within the notional boundary of any dwelling or place of assembly:

7am to 10pm	50 dBA L10
10pm to 7am	40 dBA L10
On any day between 10pm – 7am	65 dBA Lmax

And/or

- B. At or within the boundary of any site in the Town Centre Zone other than the site from which the noise is being emitted:

At all times	55 dBA L10
At all times	75 dBA Lmax

ODOUR

- 19.8.2 Note: The discharge of odour to air is controlled by rules in the Hawke's Bay Regional Air Plan and Proposed Regional Resource Management Plan. Land use zoning and separation distances are the methods employed within the District Plan to deal with odour issues.

- 19.8.3 Any building associated with a new intensive farming activity, oxidation pond, effluent holding pond or waste disposal area shall be set back in accordance with the following separation distances:

Feature	Separation Distance (m)
From an Individual Residence or Place of Assembly	500

GLARE

- 19.8.4 Light emissions measured from any site shall not exceed a measurement of 10 lux (lumens per square metre) measured at 1.5 metres above ground level at the site boundary.
- 19.8.5 No building or structure shall be finished with materials that create a glare nuisance to neighbouring properties or road users.

PRIVACY, SHADING AND VISUAL AMENITY

- 19.8.6 All buildings shall meet the following bulk and location requirements:

Minimum Front yard	Nil
Minimum Side yards	Nil, except for (1) & (2) below
Minimum Rear yard	3.0m
Maximum Building height	12.0m (3)

- (1) No residential building or structure shall be constructed within 3 metres of an existing building on an adjoining site in the Town Centre Zone;
- (2) Where activities in a Town Centre Zone adjoin a Residential Zone, a side yard shall be 1.5 metres; and
- (3) No part of a building shall exceed a height of 2 metres plus the shortest horizontal distance between that part of the building and the nearest site boundary where this is to a residential property.
- 19.8.7 Where a non-residential activity is to locate within or adjacent to land zoned “Residential,” or adjacent to a residential activity, screening shall be provided along the boundary to a height of 1.8 metres.

SIGNS

- 19.8.8 One on-site advertising sign per property frontage (excluding signs attached to buildings which do not exceed the profile of the building, and temporary signs) not exceeding 1.5m² in area (refer to definition of advertising sign in [Chapter 30](#)).
- 19.8.9 Minimum sign lettering height size of 120mm on all signs required to be read from the road.
- 19.8.10 All signs visible from roads (excluding signs required to be erected by statute and warning signs related to aspects of public safety) shall be located at least 15m from any traffic control signs or signals, and shall not obstruct driver visibility along the road and at intersections and accessways.
- 19.8.11 Temporary signs relating to the disposal of property or local or central government election shall not exceed 1.0m² in area, or 3.0m² for community activities, and shall not remain on the property for more than 6 months and shall be removed within 7 days of the event.
- 19.8.12 Maximum height of sign – 2.0m above the height of the building to which it is attached, or when free standing shall not exceed 6.0m in height.

HAZARDOUS SUBSTANCES

- 19.8.13 The use, storage, disposal or transportation of hazardous substances shall not exceed the Medium Threshold Hazard Factor (refer definitions and [Appendix III](#) for examples).

- 19.8.14 Any activity involving the use, storage, disposal or transportation of hazardous substances on-site, shall ensure that any area or container used, is designed, constructed and managed to prevent any leakages or spills.
- 19.8.15 Any activity involving the use or storage of hazardous substances exceeding the Low Threshold Hazard Factor (excluding all below ground tanks, and the above ground storage of petrol or diesel for the purposes of farming activities where the tank is at least 20 metres away from any natural watercourse or site boundary) shall provide a secondary containment system sealed with impervious materials equalling the maximum volume of the hazardous substances on site.

NATURAL HAZARDS

- 19.8.16 Any structures or buildings in flood prone areas shall be constructed with a freeboard of not less than 300mm above the 50 year flood level (2 percent probability of occurring annually). Flood prone areas are as identified on the planning maps.

EARTHWORKS

- 19.8.17 Earthworks activities shall meet the following standards:

Max Vol (m ³) over 12 months per site	300
Max face height (m)	3.0
Max area of work per site (m ²)	150
Proximity to water body measured from the bank edge at bank full height	No closer than 20m

Note: The volume of earthworks is to be measured prior to excavation.

OTHER DISTRICT WIDE RULES

- 19.8.18 All activities must also comply with the rules contained in the following chapters of this Plan (where relevant):

- Cultural Heritage ([Chapter 22](#));
- Indigenous Vegetation and Habitats of Indigenous Fauna ([Chapter 23](#));
- Access and Parking ([Chapter 24](#));
- Surface of Water ([Chapter 25](#));
- Subdivision ([Chapter 27](#)); and
- Information Requirements ([Chapter 28](#)).

Note: activities associated with the construction and maintenance of utilities are provided for in [Chapter 26](#).