



Appendix A – Proposed District Plan Objective and Policies Assessment

PROVISION		ASSESSMENT
3. STRATEGIC DIRECTION		
Objective 3.2.1	The development of a prosperous, resilient and equitable economy in the district.	As has been demonstrated in the planning report, with the growth of Hawea, the inclusion of supermarket which bridges the gap between a small neighbourhood dairy and a large format supermarket will benefit the community. The proposed activity will not draw people away from the commercial centres (Wanaka CBD and Three Parks) but will provide a convenient asset closer to home. The proposal is therefore consistent with this Objective.
Objective 3.2.1.5	Local service and employment functions served by commercial centres and industrial areas outside of the Queenstown and Wānaka Town Centres, Frankton and Three Parks, are sustained.	As above, the small scale supermarket will contribute to the wellbeing of the catchment community. The supermarket will accommodate convenience shoppers who may not frequent the commercial centres. The development will complement and further aid the general viability of the Local Shopping Centre zone in Hawea as the community can visit local services such as hairdressers and healthcare providers, knowing they can also pick up some groceries. The proposal is therefore consistent with this Objective.
Objective 3.2.3	A quality built environment taking into account the character of individual communities.	The proposed building has been specifically designed to replicate the character of Hawea. The typical box-like appearance of supermarkets has been amended to imitate a barn style building. Primary colours have been avoided in favour neutral colours and materials more in keeping with the rural townscape. The proposal is therefore consistent with this Objective.
Objective 3.2.3.2	Built form integrates well with its surrounding urban environment.	The proposed building has been designed to integrate with the surrounding environment. This includes the level change from Parry Crescent to Bodkin Street. The bulk and location of the building is compliant with the standards for the zone

		<p>and can therefore be considered an anticipated development. We have sought Urban Design input to ensure the building is sited in the ideal position to maintain the amenity of the urban environment.</p> <p>The view of the building from Parry Street (west elevation) is akin to a residential building. The building has been purposefully simplified and signage discrete so that it is in keeping the Parry Crescent streetscape given the site is the adjoining the residential zone to the south.</p> <p>The west elevation has a more commercial style given the glazing and signage as can be expected in a Local Shopping Centre zone. The building is however well setback in the site to accommodate the car park and therefore will not be a dominant feature on the streetscape. The acoustic fence along the southern boundary will provide screening for the car park. The building, fencing and car park will further be complemented with landscaping to soften the development enabling it to integrate with the surrounding environment.</p> <p>The proposal is therefore consistent with this Objective.</p>
Objective 3.2.6	The district's residents and communities are able to provide for their social, cultural and economic wellbeing and their health and safety.	<p>The Proposed District Plan has zoned the subject site for small scale commercial and business activities which reduce the necessity for people to travel longer distances to town centres to purchase convenience goods and access services.</p> <p>As has been demonstrated by the economic assessment, a small-scale supermarket will contribute to the wellbeing of the catchment community. The proposal also includes the capacity for three tenancies which can accommodate a variety of business activities. All of which contribute to the social, cultural and economic wellbeing of the Hawea community.</p> <p>The application report has assessed matters such as Crime Prevention through Environmental Design and traffic safety. Overall, the proposal is consistent with this objective.</p>
Objective 3.2.6.1	The accessibility needs of the district's residents and communities to places, services and facilities are met.	<p>The proposal provides safe pedestrian and vehicle access to the site. The design of the building accommodates ramps as opposed to stairs with a suitable grade. Two accessible parks are provided in the car park in proximity to the building entrance.</p> <p>Overall, the proposal is consistent with this objective.</p>

15. LOCAL SHOPPING CENTRE ZONE

Objective 15.2.1	Local shopping centres provide a focal point for a range of activities that meet the day to day needs of the community at a limited scale that supplements the function of town centres.	The proposed commercial building can accommodate four businesses. These may include accountants, real estate agents, healthcare providers such as physios, chiropractors, beauty salons, hairdressers, café and much more to meet the needs of the community. Whilst it is recognised that the supermarket activity is a retail activity that exceeds the 300m ² threshold, it is not comparable to the scale of the supermarkets found in the Wanaka CBD or Three Parks. The GFA enables a store that can accommodate the community demand which has outgrown a traditional village dairy but will not negatively affect the role and viability of Wanaka centres.
Policies 15.2.1.1	Provide for a diverse range of activities that meet the needs of the local community, enable local employment opportunities and assist with enabling the economic viability of local shopping centres.	The proposed building will enable a supermarket plus three additional businesses to establish in the local shopping centre. Without construction of the supermarket, it is uncertain whether those office tenancies would be constructed at all, or when they might be constructed as part of another development in the zone. The supermarket development therefore supports the ability of the tenancies be developed now, unlocking the economic benefits associated with being able to accommodate new office-based business activities in Hāwea. Those benefits include allowing small, home-based businesses to expand into commercial premises as they grow, accommodating local employment, and providing improved access to office-based businesses for the local community and businesses. The first floor tenancies are a 'blank canvas' and can accommodate a range of businesses. They offer an attractive business space with an outdoor area and customer parking. The site is currently vacant and so the development is large step towards creating a vibrant local shopping centre for the community. The proposed tenancy will provide local employment for both professionals and potentially young people looking for first time employment in the supermarket. Overall, the proposal can achieve Policy 15.2.1.1.

15.2.1.2	Ensure that local shopping centres remain at a small scale that does not undermine the role and function of town centres.	<p>The proposed commercial building and activities within are overall a small scale. The development is spread across four titles and on the basis of providing one business opportunity per site, given four tenancies are created, what is proposed is not over-development. All parking and amenity landscaping can be accommodated on site. Whilst the supermarket activity exceeds the 300m² threshold, it is not comparable to the scale of the supermarkets found in the Wanaka CBD or Three Parks. The GFA enables a store that can accommodate the community demand which has outgrown a tradition dairy but will not negatively affect the role and viability of Wanaka centres.</p> <p>The economic assessment provided with the application concludes there is sufficient demand in the catchment of the proposed Hāwea supermarket now to support a supermarket of the size proposed, without creating any more than minor adverse effects on other businesses in the catchment.</p> <p>Overall, the proposal can achieve Policy 15.2.1.2.</p>
15.2.1.3	Enable residential and visitor accommodation activities, but limit their establishment to above ground floor level to ensure that the integrity of activities occurring at street level is maintained, and that the core commercial function of the local shopping centres is not eroded.	No residential or visitor accommodation activities are proposed.
15.2.1.4	<p>Avoid individual retail activities exceeding 300m² gross floor area and individual office activities exceeding 200m² gross floor area that would adversely affect the:</p> <ul style="list-style-type: none"> a. retention and establishment of a mix of activities within the local shopping centre; b. role and function of town centres and commercial zones that provide for large scale retailing; and c. safe and efficient operation of the transport network. 	<p>Our interpretation of this policy is that individual retail activities exceeding 300m² should be avoided <u>unless</u> it can be demonstrated that the activity <u>will not</u> adversely affect points a – c.</p> <p>Currently the site contains a single storey residential unit, the remainder of the site is vacant. The zone encourages residential activity but only above the ground floor. As a result, the site is anticipated to be extensively developed to achieve the intentions of the zone. Given the current activity on site is not wholly in accordance with the purpose of the zone, its retention could potentially be problematic for the integration of future development.</p>

As the commercial building would occupy only a minority of the LSCZ area, and would leave 2,616m² of land, enough for at least 1,000m² of GFA, in the LSCZ to be occupied by other centre activities, the size of the retail activity will not adversely affect the retention and establishment of other activities in the LSCZ. On the contrary, the presence of the supermarket in the LSCZ would be likely to anchor the LSCZ, and encourage development of the balance of the centre. Overall, as the development is providing the opportunity for four tenancies to establish in the local shopping centre it is promoting the establishment of a mix of activities and therefore would not adversely affect point (a).

Large scale retailing or large format retail, as defined by the Proposed District Plan, have a GFA of 500m². Whilst one proposed tenancy will exceed the 300m² threshold it is not akin to the scale of the supermarkets found in the Wanaka CBD or Three Parks. The GFA enables a store that can accommodate the community demand which has outgrown a tradition dairy but will not negatively affect the role and function of the Wanaka town centre and commercial zones that provide for large scale retailing. The supermarket will service the convenience needs of the local community, a small midweek shop, a bottle of wine on the way home or a missed ingredient. It is expected that most community members will still undertake the generally bigger weekly shop at the larger supermarkets in Wanaka as they typically have a greater product range and choice. In this respect the retail activity is still representative of a convenience activity servicing the local area rather than a destination point that will attract people away from the town centre.

The economic impact scenarios tested by Mr Foy demonstrate the size of the retail activity will not undermine the role and function of the Wanaka (or any other) town centre, and instead the proposed store will be at an appropriately limited scale that will supplement the function of the town centre. From this assessment the fact that the proposed store is 150m² larger than the 300m² maximum proposed is appropriate given the amount of local demand for supermarket supply, and to efficiently provide for local retail needs.

		<p>Given the specificity of this particular retail activity, it will not encourage or set a precedent for other retail activities larger than 300m². Overall, the retail activity is commensurate with demand growth but will not adversely affect the role and function of the Wanaka town centre and commercial zones that provide for large scale retailing as stated in point (b).</p> <p>An assessment of the projected car parking demand has been undertaken and the resultant car parks have been provided for on site. The laneway provides a through road so that trucks are not required to undertake manoeuvres on site.</p> <p>The Integrated Traffic Assessment undertaken by Bartlett Consulting has concluded the proposed development will provide sufficient onsite car parking for the use anticipated. The proposed vehicle access, from Parry Crescent and Bodkin Street are considered to be appropriate for the traffic generation. The overall transport design will mean that any potential transport effects on the adjacent local road network will remain safe and efficient in line with point (c).</p> <p>Overall, the proposal is not creating an adverse affect on points a – c and therefore the 300m² GFA is appropriate in this instance. Overall, the development is not contrary to Policy 15.2.1.4.</p>
15.2.1.5	Restrict identified retail activities to ensure that the role and function of town centres as the District’s principal centres of retailing activity is not threatened.	<p>This policy relates to Rule 15.4.7 which states certain identified retail activities are non-complying. These activities include appliance stores, electronic and electrical goods stores, fashion stores, furniture and floor covering stores.</p> <p>None of these activities are proposed within the commercial building therefore this policy is not considered relevant to the proposal.</p>
15.2.1.6	Limit the total gross floor area of retail and office activities within the Local Shopping Centre Zone located on Cardrona Valley Road to ensure that the commercial function of Wānaka Town Centre and Three Parks is not adversely affected.	Not relevant to the proposal.
Objective 15.2.2	Buildings respond to the existing character, quality and amenity values of their neighbourhood setting.	<p>The proposed building has been designed to integrate with the existing character, quality and amenity values of the Hawea neighbourhood setting. This includes the level change from Parry Crescent to Bodkin Street. The bulk and location of the building is compliant with the standards for the zone and can therefore be</p>

	<p>considered an anticipated development. Urban Design input has been sought to ensure the building is sited in the ideal position to maintain the amenity of the environment.</p> <p>The view of the building from Parry Street (west elevation) is akin to a residential building. The building has been purposefully simplified and signage kept discrete so that it is in keeping the Parry Crescent streetscape given the site is the adjoining the residential zone to the south.</p> <p>The west elevation has a more commercial style given the glazing and signage as can be expected in a Local Shopping Centre zone. The building is however well setback in the site to accommodate the car park and therefore will not be a dominant feature on the streetscape. The acoustic fence along the southern boundary will provide screening for the car park. The building, fencing and car park will further be complemented with landscaping to soften the development enabling it to integrate with the surrounding environment.</p> <p>As will be assessed below, the proposal is consistent with the policies established in order to achieve the Objective, therefore the development is consistent with, and not contrary to this Objective.</p>
<p>Policies 15.2.2.1</p>	<p>Control the height, scale, appearance and location of buildings in order to achieve a built form that complements the existing patterns of development and is consistent with established amenity values.</p> <p>The bulk and location of the building is compliant with the standards for the zone and can therefore be considered an anticipated development. Urban Design input has been sought to ensure the building is sited in the ideal position to maintain the amenity of the environment. Matters such as maximum building height and setback requirements from the neighbouring residential zone have been well considered in order to meet community expectations.</p> <p>The Parry Crescent elevation will ease the transition from the commercial buildings on the north corner to the residential building further south. The Bodkin Street elevation will be setback from the road and will not deter from the neighbourhood amenity. The car park will be landscaped with large specimen trees to help integrate it with the neighbourhood. Given the existence of informal parking often occurring on verges in this area, the car park is an opportunity to improve the streetscape.</p> <p>Overall, the proposal is consistent with this policy.</p>

15.2.2.2	Ensure that development generally comprises a scale that is commensurate with the receiving built environment.	As referenced above, the building is compliant with the standards for the zone. The building will replicate a barn style development.
15.2.2.3	Provide for consideration of minor height infringements where they help achieve higher quality design outcomes and do not significantly adversely affect amenity values.	This policy is not relevant to the proposal.
15.2.2.4	Place specific controls on the bulk and location of buildings on sites adjoining Residential-zoned properties to ensure that an appropriate standard of residential amenity is maintained.	The proposed building complies with the specific controls on the bulk and location of buildings on sites adjoining Residential-zoned properties, therefore the proposal is consistent with this policy.
15.2.2.5	Control the design and appearance of verandas so they integrate well with the buildings they are attached to complement the overall streetscape and do not interfere with kerbside movements of high-sided vehicles, while providing appropriate cover for pedestrians	A veranda is not proposed, however the design does incorporate a canopy type design located on the west elevation. The canopy is part of the architectural style of the building and given the setback from the street, will not interfere with kerbside movements of high-sided vehicles. This policy is not wholly relevant to the proposal.
15.2.2.6	Ensure that outdoor storage areas are appropriately located and screened to limit any adverse visual effects and to be consistent with established amenity values	The outdoor storage areas for all tenancies have been accommodated and are screened from view. The development will not decrease the established amenity of the area.
Objective 15.2.3	Adverse environmental effects received both within and beyond the zone are minimised.	As has been demonstrated in the planning report, the adverse effects on the wider environment will be no more than minor. Visual effects have been minimised with the use of varying materials and a modulated buildings form. Landscaping has further softened the building and car park area. The site layout has been specifically designed to minimise potential noise and nuisance effects from the daily operations of the activity and mitigation measures have further been utilised in the form of an acoustic fence. Overall, the development will minimise the adverse environmental effects received both within and beyond the zone. The proposal is considered to be consistent with this Objective.
Policies 15.2.3.1	Provide appropriate noise limits to control adverse noise effects generated by activities occurring within the Local Shopping Centre Zone and received by nearby properties.	The site layout has been specifically designed to minimise potential noise from the daily operations of the activities. The service lane has been located at the furthest point away from the residential neighbours to the south. The building will therefore absorb sound from deliveries and unloading of trucks. An acoustic fence will be established along the southern boundary to further mitigate noise occurring within

15.2.3.2	<p>Require acoustic insulation for critical listening environments (including residential activities and visitor accommodation) to:</p> <ul style="list-style-type: none"> a. limit the impact of noise generated within the Zone on occupants; and, b. where relevant, limit the potential for reverse sensitivity effects on Queenstown Airport from Activities Sensitive to Aircraft Noise within the Queenstown Airport Outer Control Boundary. 	<p>the site. On that basis we consider we will meet the prescribed noise limits of the zone.</p> <p>The proposal is considered to be consistent with this policy.</p> <p>This policy is not relevant as no residential or visitor accommodation activities are proposed.</p>
15.2.3.3	<p>Ensure that the location and direction of lights does not cause significant glare to other properties, roads and public places, promote lighting design that mitigates adverse effects on views of the night sky, and provide a safe and well-lit environment for pedestrians.</p>	<p>Lighting will be utilised in order to create a safe space however will not affect views of the night sky. Bollard lighting will be located within the site along footpaths but will utilise downward facing lights. The lighting will not cause significant glare to other properties, roads and public places.</p> <p>The proposal is considered to be consistent with this policy.</p>
15.2.3.4	<p>Avoid the establishment of activities that are not consistent with established amenity values, cause inappropriate environmental effects, or are more appropriately located in other zones.</p>	<p>Commercial activities including retail are anticipated within the zone, however the GFA required for the activity breaches the limit within the District Plan. As has been demonstrated the scale of the activity is tantamount to the demand following the growth of Hawea as a township. The proposed building, access and car parking has been designed specifically to minimise potential effects and maintain the amenity values of the area. The proposed activity is not akin to large format retail nor is it able to compete or be compared to the large supermarkets found within the commercial centre of Wanaka. In this respect, the activity is providing for the communities needs enabling people to purchase convenience goods and access services, whilst reducing the necessity to travel longer distances to town centres. Overall, the activity is in line with the zone purpose and is in accordance with the policy.</p>

25. EARTHWORKS

Objective 25.2.1 Policies 25.2.1.1- 25.2.1.11	Earthworks are undertaken in a manner that minimises adverse effects on the environment, including through mitigation or remediation, and protects people and communities.	<p>The proposed earthworks are of limited scale. Appropriate site management will be implemented to ensure adverse effects can be managed.</p> <p>The necessary earthworks will prepare the site for the buildings, parking and landscape area. Any changes to the landform will be mitigated by the placement of the building so that any cut or fill will be indiscernible. Therefore, the amenity values and quality of the urban environment will be maintained.</p> <p>The earthworks have been designed, and will be undertaken in a manner that does not adversely affect infrastructure, buildings and the stability of adjoining sites. The building has been designed in response to the level change from Parry Crescent to Bodkin Street to limit the area and volume of earthworks required.</p> <p>Overall, the proposal will align with this Objective and accompanying policies.</p>
---	--	--

29. TRANSPORT

Objective 29.2.1 Policies 29.2.1.1- 29.2.1.8	<p>An integrated, safe, and efficient transport network that:</p> <ol style="list-style-type: none"> Provides for all transport modes and the transportation of freight; provides for future growth needs and facilitates continued economic development; reduces dependency on private motor vehicles and promotes the use of shared, public, and active transport; contributes towards addressing the effects on climate change; reduces the dominance and congestion of vehicles, particularly in the Town Centre zones; and Enables the significant benefits arising from public walking and cycling trails. 	<p>The development has been designed in order to complement the existing transport network and ensure its continued efficiency. The access and proposed service lane will accommodate the safe transit of deliveries.</p> <p>Bike parks are provided on site as well as pedestrian access via both main streets into the development, to encourage active travel.</p>
Objective 29.2.2 Policies 29.2.2.1- 29.2.2.11	<p>Parking, loading, access, and onsite manoeuvring that are consistent with the character, scale, intensity, and location of the zone and contributes toward:</p> <ol style="list-style-type: none"> providing a safe and efficient transport network; compact urban growth; economic development; facilitating an increase in walking and cycling and the use of public transport; and 	<p>The parking and loading provisions have been calculated and are more than adequate for the demands of the site whilst encouraging walking and cycling.</p> <p>The Integrated Traffic Assessment undertaken by Bartlett Consulting has concluded the proposed development will provide sufficient onsite car parking for the use anticipated. The proposed vehicle access, from Parry Crescent and Bodkin Street are considered to be appropriate for the traffic generation. The overall transport design will mean that any potential transport effects on the adjacent local road network will remain safe and efficient.</p>

e. achieving the level of residential amenity and quality of urban design anticipated in the zone.

31. SIGNS

Objective 31.2.1	Signage which is of a scale and extent that maintains the character and amenity values of the District and enhances access.	<p>As a new development within an area yet to realise the potential and purpose of the zoning, signage is a way to add character and identify the site as a local shopping centre.</p> <p>The signage visible from Parry Crescent is modest and discrete. It serves the purpose of wayfinding rather than advertisement. The site is zoned for commercial and business use and so a degree of signage to identify the businesses is anticipated. The proposed signage on Parry Crescent is of scale and extent consistent with the amenity of the area and expectation of a Local Shopping Centre Zone.</p> <p>The signage on Bodkin Street is limited to the west elevation and a pylon sign. The western elevation is well set back from the street. Corporate colours have been used sparingly and the larger signs located on the inner walls of the canopy.</p>
Policies 31.2.1.1	Ensure the number, size, location, design and appearance of signs maintain the character and amenity values anticipated for the site, street scene and surrounding environment.	The number of signage platforms proposed are representative of the number of tenancies accommodated within the building. The site is zoned for commercial and business use and so a degree of signage to identify the businesses is anticipated. The character and amenity values anticipated for the site, street scene and surrounding environment will be maintained. The proposal is considered to be consistent with this policy.
31.2.1.2	When considering the character and amenity values that apply to the site and surrounding environment, consider the character and amenity values anticipated by any relevant District Plan Zone, or in the case of signs proposed within the road, consider the character and amenity values anticipated by the nearest adjoining Zone.	<p>The zones applicable to this policy are the Local Shopping Centre Zone and the Residential Zone. The Local Shopping Centre enables small scale commercial and business activities in discrete pockets of land that are accessible to residential areas and people in transit. The zone requires vibrancy to aid its viability. Businesses requires signage for wayfinding and to attract business from passers-by. Given the intent of the zone is to accommodate people in transit, there is an expectation for signage to be visible beyond the site and attract persons further afield. The pylon sign will serve this purpose. The remaining signage is considered to be discrete and in accordance with what would be expected from commercial premises.</p> <p>The proposal is considered to be consistent with this policy.</p>

31.2.1.7	Ensure that any lighting in conjunction with signs does not lead to adverse effects on the receiving environment.	Lighting associated with signage will comply with the District Plan provision for lux. The larger signage will be located centrally within the site, and so will not result in light spill onto neighbouring properties or the street. The proposal is considered to be consistent with this policy.
31.2.1.9	In District Plan Zones that are primarily for commercial or mixed-use activities, and Settlement Zone Commercial Precincts: a. provide for a diverse range of sign types that facilitate effective communication of business information and commercial individuality within the context of the wider commercial area; b. limit the number and size of signs enabled per commercial tenancy, and cumulatively on buildings that have multiple tenancies, to avoid, remedy or mitigate adverse effects on the visual amenity values of the site and the surrounding environment; and c. encourage the incorporation of freestanding signs into the overall design of the site to achieve good integration with any pedestrian or vehicle access arrangements, car parking and/or landscaping layout	The number of signage platforms proposed are representative of the number of tenancies accommodated within the building. The visual amenity of the area will not be adversely effected by the presence of the signage. The proposed pylon sign has been designed so that it integrates with the pedestrian and vehicle access arrangements, car parking and landscaping layout of the site. The proposal is considered to be consistent with this policy.
31.2.1.12	Encourage efficient management of signs through the establishment of signage platforms to reduce the need for a new resource consent each time the sign content is altered and ensure that any resource consent conditions that apply to the signage platform also apply to any subsequent changes to the sign content.	Signage platforms are proposed so that signage can easily be changed if new tenancies are established. Conditions can be incorporated to include design parameters for new signs. The proposal is considered to be consistent with this policy.
Objective 31.2.2 Policies 31.2.2.5	Signs have limited adverse effects on public safety, including the safety of pedestrians and users of the transport network.	The proposed signage will not adversely effect public safety, including the safety of pedestrians and users of the transport network. The proposal is considered to be consistent with this objective and associated policies.
Objective 31.2.3	Signs are complementary to, or do not detract from, the design values of the building they are attached to and are sympathetic to the design values of nearby developments and public places.	The proposed signage platforms are responsive to the design of the building. As a new development within an area yet to realise the potential and purpose of the zoning, signage is a way to add character and identify the site as a local shopping centre.
	Ensure the design and display of signs is complementary to the overall design of the building through attention to: a. the number, size, height and elevation of signs;	The signage visible from Parry Crescent is modest and discrete. It serves the purpose of wayfinding rather than advertisement. The proposed signage on Parry Crescent is

- b. lettering design;
- c. colours and materials;
- d. the location of the sign on the building;
- e. the relationship of the sign to any architectural features of the building and any adjacent buildings or development; and
- f. the effect of illumination of the sign on the host site, adjoining sites and public places (including roads).

31.2.3.2

Ensure the design of signs attached to buildings is compatible with and maintains the amenity, visual, heritage, landscape and streetscape values of the site and surrounding environment.

For signs attached to buildings that exceed the sign size or dimension limits specified in this chapter, only provide approval where the sign:

- a. is well integrated with the building design;
- b. is compatible with the character of surrounding development;
- c. is consistent with the relevant Council design guidelines, being either the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wānaka Town Centre Character Guideline 2011, Arrowtown Design Guidelines 2016 or the Cardrona Village Character Guideline 2012; or has considered the relevant design elements identified in the Business Mixed Use Design Guide 2021;
- d. does not create adverse effects on the quality of a streetscape or a public place, including creating visual dominance; and
- e. is visually compatible with the wider surrounding environment.

of a scale and extent consistent with the amenity of the area and expectation of a Local Shopping Centre Zone.

The signage on Bodkin Street is limited to the west elevation and a pylon sign. The western elevation is well set back from the street. Corporate colours have been used sparingly and the larger signs located on the inner walls of the canopy.

Lighting associated with signage will comply with the District Plan provision for lux. The larger signage will be located centrally within the site, and so will not result in light spill onto neighbouring properties or the street.

The proposal is considered to be consistent with this policy.

The Local Shopping Centre enables small scale commercial and business activities in discrete pockets of land that are accessible to residential areas and people in transit. The zone requires vibrancy to aid its viability. Businesses requires signage for wayfinding and to attract business from passers-by. Given the intent of the zone is to accommodate people in transit, there is an expectation for signage to be visible beyond the site and attract persons further afield. The pylon sign will serve this purpose. The remaining signage is considered to be discrete and in accordance with what would be expected from commercial premises.

