

## 5.15 RESERVE (ACTIVE) ZONE

### 5.15.1 ZONE PURPOSE

- (1) The Reserve (Active) Zone provides for active recreation and social needs of the local and wider community. These reserves provide a community focal point, as well as for a range of organised indoor/outdoor team and individual sports. Some reserves also serve a regional function and act as tourist attractions, for example, the Goldfields Historic Railway, Paeroa Racecourse, Waihi A & P Association grounds and the Ngatea Domain.
- (2) A policy of promoting the multi-purpose use of reserves is encouraged by providing for a range of recreational and community activities.
- (3) Performance standards are designed to ensure buildings are of a scale appropriate to the zone and to safeguard the amenity values of surrounding properties. The social and commercial aspects of some recreation activities need to be provided for as these are an integral component of many recreation activities.

### 5.15.2 OBJECTIVES AND POLICIES

(Refer to Reserve Zones 5.14.3 for general objectives and policies).

#### (1) OBJECTIVE 1

To provide for a variety of passive and active recreational and social uses compatible with both the functions of the reserve and the amenities of the reserve.

##### (a) Policies

Objective 1 will be achieved by implementation of the following policies:

- (i) Provide for buildings or structures to be used for multiple use recreation activities where that is possible and practicable.
- (ii) Recognise that social and commercial activities are an integral part of larger scale recreation activities.
- (iii) Encourage both active and passive reserve activities.
- (iv) Recognise that the management plan process under the Reserves Act 1977 provides the mechanism to deal with the detailed management of individual reserves.

#### (2) OBJECTIVE 2

To conserve those natural features which contribute significantly to the amenities of the reserve.

**(a) Policies**

Objective 2 will be achieved by implementation of the following policies:

- (i) Identify, protect and conserve trees, bush, and landscape, scientific, botanical, historic or scenic features and fauna of value.
- (ii) Protect the topography and landforms within the reserve from detrimental modification.

**(3) OBJECTIVE 3**

To safeguard the safety and efficiency of the road network and the health, amenity and general welfare of adjoining or nearby residents from the detrimental effects of some reserve activities.

**(a) Policies**

Objective 3 will be achieved by implementation of the following policies:

- (i) Ensure that recreation activities with potential to attract significant traffic and generate significant adverse amenity effects on surrounding sensitive land uses are appropriately managed.
- (ii) Control the design and appearance of buildings and structures on the reserves.

**(b) Reasons for Objectives 1, 2 and 3**

- (i) Refer to reasons in Reserve Zone (Section 5.14.3) for Objectives 1 & 2.
- (ii) The range and type of activities existing and likely to establish in the Reserve (Active) Zone require flexible provisions.
- (iii) Activities located on a reserve can have effects which are detrimental to the neighbouring amenities and the road network. Such effects include loss of privacy, noise, traffic and lighting. These effects need to be appropriately managed.

## 5.15.3 ENVIRONMENTAL RESULTS

- (1) To provide for the active recreation and reserve needs of both the local and wider community, in a way that sustains the functional efficiency of the reserve to cater for a number of passive and active reserve activities.
- (2) Due to the scale and type of activities that are existing and likely to locate on these reserves, ensuring that the potential negative impacts for the road network and adjoining sensitive activities are avoided, remedied or mitigated to an acceptable level.

## 5.15.4 ACTIVITY STATUS

Activities and their *accessory uses*, and *buildings* (unless otherwise stated) are *Permitted*, *Controlled*, *Restricted Discretionary*, *Discretionary*, *Non Complying* or *Prohibited* according to the Activity Status Table below:

### 5.15.4.1 PERMITTED ACTIVITIES

Those activities listed below are a *Permitted Activity* unless otherwise specified and subject to compliance with the:

- *Zone Development Standards* specified in Rule 5.15.5;
- Activity Specific Standards specified in Rule 5.15.6;
- Conservation and Heritage provisions in Section 6.0
- Specific and District Wide provisions in Section 7.0; and
- District Wide Performance Standards in Section 8.0.

<b>P1</b>	<i>PASSIVE RECREATION AND YOUTH PLAY AREAS (EXCLUDING BUILDINGS)</i>
<b>P2</b>	INDOOR AND OUTDOOR SPORTS OF ALL TYPES (EXCLUDING <i>BUILDINGS</i> , <i>SPORTS GROUNDS</i> , <i>MOTOR SPORTS</i> , <i>FIREARM SPORTS</i> AND SWIMMING POOLS)
<b>P3</b>	THE PROVISION, SALE OR HIRE OF GOODS, FOOD AND REFRESHMENTS ANCILLARY TO AND ASSOCIATED WITH ANY RECREATION ACTIVITIES (EXCLUDING <i>BUILDINGS</i> AND THE SALE OF LIQUOR)
<b>P4</b>	<i>PROSPECTING</i>
<b>P5</b>	<i>EXPLORATION</i> INVOLVING NOT MORE THAN 20M <sup>3</sup> OF EXCAVATION PER RESERVE IN ANY ONE YEAR
<b>P6</b>	<i>TEMPORARY USES AND BUILDINGS (INCLUDING TEMPORARY MILITARY TRAINING)</i>
<b>P7</b>	DEMOLITION AND REMOVAL OF <i>BUILDINGS</i> AND <i>STRUCTURES</i>
<b>P8</b>	PUBLIC SHELTERS (MAXIMUM AREA: 6M <sup>2</sup> PER SHELTER, MAXIMUM NUMBER PER RESERVE: 5)

### 5.15.4.2 CONTROLLED ACTIVITIES

Those activities listed below are a *Controlled Activity* unless otherwise specified and subject to compliance with the:

- *Zone Development Standards* specified in Rule 5.15.5;
- Activity Specific Standards specified in Rule 5.15.6;
- Conservation and Heritage provisions in Section 6.0
- Specific and District Wide provisions in Section 7.0; and
- District Wide Performance Standards in Section 8.0.

*Conditions* may be imposed in relation to the matters over which control has been reserved, as specified below.

<b>C1</b>	<i>BUILDINGS ASSOCIATED WITH PERMITTED ACTIVITIES (EXCLUDING CLUBROOMS AND PREMISES FOR THE SALE OF LIQUOR)</i>
<b>C2</b>	<i>SPORTS GROUNDS, SWIMMING POOLS AND ASSOCIATED ACCESSORY BUILDINGS (EXCLUDING CLUBROOMS AND PREMISES FOR THE SALE OF LIQUOR)</i>
<b>C3</b>	<i>PUBLIC SHELTERS AND TOILETS NOT PROVIDED FOR AS A PERMITTED ACTIVITY</i>
<b>C4</b>	<i>EMERGENCY SERVICES AND TRAINING FACILITIES</i>
<b>C5</b>	<i>SINGLE ACCESSORY HOUSEHOLD UNIT FOR MANAGEMENT PURPOSES PER RESERVE</i>
<p><b>Matters over which Council has reserved control for C1 to C5 are:</b></p> <p><b>(1) Design and appearance of buildings</b></p> <p>(a) The extent to which the scale, design and appearance of the <i>building</i> is sensitive to the character and landscape of the reserve and the <i>amenities</i> of surrounding properties.</p> <p>(b) The degree to which the exterior finish (colour and cladding) is complementary to the colours found in the surrounding landscape.</p> <p>(c) Whether the <i>building</i> will integrate with existing <i>buildings</i> on the reserve in design and appearance, not necessarily to look the same, but to be complementary in terms of scale, shape, colour and exterior materials.</p> <p><b>(2) Site layout</b></p> <p>(a) The extent to which the <i>building</i> obscures or detracts from the features (particularly trees, landscape and views) that are of value within the reserve.</p> <p>(b) Whether the <i>building</i> is required to be located in close proximity to other activities and <i>buildings</i> on the reserve to make for ease of access between them.</p> <p>(c) Whether the <i>building</i> and any associated access, parking and <i>turning areas</i> needs to be located in a manner which requires minimal disturbance to vegetation, landscape or recreational features/<i>structures</i> on the reserve, and/or to minimise reverse sensitivity effects of traffic noise from <i>state highways</i>.</p> <p>(d) The extent to which the <i>site layout</i> of the <i>building</i>, <i>sports grounds</i> or swimming pool (particularly those accommodating noise generating activities) has taken into account the nature of adjoining land activities and provided adequate separation distances and visual and aural screening from residential boundaries.</p> <p>(e) Whether the safety and efficiency of the <i>road</i> network will be adversely affected by the ingress and egress of vehicles associated with the <i>building</i> or <i>sports grounds</i>, and is the access and any associated carpark area(s) suitably located to minimise the effect of traffic on the <i>amenities</i> of surrounding properties.</p> <p><b>(3) Landscape design</b></p> <p>(a) Whether any negative visual effects of the <i>building</i>, and any associated access, parking and <i>turning areas</i>, on the <i>amenities</i> of the reserve and surrounding <i>properties</i> are reduced by <i>landscaping</i>.</p> <p>(b) Whether any <i>landscaping</i> complements and enhances the existing types, form and location of trees and vegetation.</p>	

<b>C6</b>	<i>EXPLORATION INVOLVING MORE THAN 20M<sup>3</sup> AND NO MORE THAN 50M<sup>3</sup> OF EXCAVATION PER ALLOTMENT IN ANY ONE YEAR</i>
<p><b>Matters over which Council has reserved control for C6 are:</b></p> <p><b>(1) Location and Duration</b></p> <p><b>(a)</b> The location of the <i>exploration</i> activities to avoid disruption to the operation of sporting and recreational facilities and activities, and to ensure the stability of adjacent land/<i>buildings</i> and <i>network utility</i> infrastructure is protected.</p> <p><b>(b)</b> The duration of the <i>exploration</i> activities to minimise disturbance on sporting and recreational activities undertaken on or in the vicinity of the <i>site</i> and on adjacent residential <i>amenities</i>.</p> <p><b>(2) Management and rehabilitation</b></p> <p><b>(a)</b> The adequacy of management and rehabilitation plans to ensure the long term appearance and stability of any disturbed/excavated area including surplus earth disposal areas (including the possible use of performance bonds or other mechanisms) aimed to return the disturbed area to the same or similar state as existed prior to the <i>exploration</i> activity.</p> <p><b>(b)</b> The extent to which existing <i>indigenous</i> or other vegetation which contributes to visual <i>amenity</i> and/or biodiversity values is retained, the reasons why clearance is proposed and the ability to rehabilitate the area to similar values.</p> <p><b>(c)</b> Whether earthworks and/or tracks associated with the activity have been located or minimised to reduce any adverse visual impact.</p>	

#### 5.15.4.3 RESTRICTED DISCRETIONARY ACTIVITIES

Those activities listed below are a *Restricted Discretionary Activity* subject to compliance with the:

- Conservation and Heritage provisions in Section 6.0;
- Specific and District Wide provisions in Section 7.0; and
- District Wide Performance Standards in Section 8.0.

The matters over which the *Council* has restricted its discretion are specified for each *Restricted Discretionary Activity* listed below.

<b>RD1</b>	<p><i>ANY PERMITTED ACTIVITY OR CONTROLLED ACTIVITY THAT DOES NOT MEET THE ZONE DEVELOPMENT STANDARDS IN RULE 5.15.5 FOR A PERMITTED OR CONTROLLED ACTIVITY AND DOES NOT EXCEED THE ZONE DEVELOPMENT STANDARDS IN RULE 5.15.5 FOR A RESTRICTED DISCRETIONARY ACTIVITY</i></p> <p><b>Matters over which the Council has restricted its discretion are:</b></p> <p>The <i>Council</i> will restrict the exercise of its discretion to the ability of the activity or development to achieve the particular environmental result of the <i>Zone Development Standards</i> in Rule 5.15.5 for which compliance is not met and the following relevant assessment criteria:</p> <p><b>(1) Height and Daylighting</b></p> <p><b>(a)</b> The extent that topographical and <i>site</i> conditions (including easements) restrict the area or shape of the <i>site</i> that is suitable and available for building.</p>
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- (b) The desirability of maintaining consistency in design and appearance with existing *buildings* on the *site*.
- (c) The need to preserve existing trees, vegetation or important physical characteristics of the *site*.
- (d) Whether the boundary to which the standard relates is a common boundary with an area of permanent open space, the use of which will not be detrimentally affected by any increased shading or loss of visual *amenity*.
- (e) Whether the property adjoining the *site* is sufficiently higher and therefore the adjoining property will not be detrimentally affected.
- (f) Where the standard(s) is/are not met due to penetration by a dormer window, gable or similar roof feature, whether that will have a minor effect on the *amenities* of the neighbouring site.
- (g) The extent to which it is necessary to minimise the physical disturbance to the landscape and the landforms.
- (h) The degree to which *amenity* value and privacy of adjoining properties is affected by matters such as shading and loss of daylight.
- (i) The extent to which the *building* visually intrudes on any significant ridgeline or skyline or significant landscape, and what measures are proposed to reduce the visual effects of that intrusion.
- (j) Whether the *building* will detract from any view or vista which contributes to the aesthetic coherence of a locality, and if it does, what measures can and will be taken to reduce the detraction to an acceptable level or remove it completely.

**(2) Yards**

- (a) The extent that topographical and *site* conditions restrict the area or shape of the *site* that is available and suitable for building.
- (b) The degree to which the functioning of the *site* and/or the activity can be improved by not meeting the standard.
- (c) Whether there is a need to preserve existing trees, vegetation or important physical characteristics of the *site*.
- (d) The extent to which the provision of daylight and sunlight into the neighbouring properties and the visual and aural privacy of neighbouring sites will be affected.
- (e) The extent to which the safe and efficient functioning of the street or *road* will be compromised.
- (f) Whether the detrimental effects of building in the *yard* can be reduced or avoided.
- (g) Whether the *yard* functions (including separation, *landscaping* and service provision) will be provided on the *site* by other means, or are they unnecessary.

**(3) Site coverage**

- (a) The ability of the existing stormwater and/or sewerage systems or on-site disposal methods to cope with additional stormwater and/or disposal of effluent.
- (b) Whether there are known stormwater/sewage disposal problems in the area.
- (c) The degree to which negative effects, in terms of changing the character or

	visual <i>amenity</i> of the area, can be mitigated or removed through the use of such techniques as <i>landscaping</i> , building design, exterior finish, set back from boundaries or reduced <i>height</i> .
	(d) The extent to which open space within the <i>site</i> and/or in the near vicinity can reduce the impact of the <i>building(s)</i> in terms of character or visual <i>amenity</i> .
(4)	<b>Outdoor service area</b>
	(a) The extent to which the functions of the <i>outdoor service area</i> can be adequately provided by other means (eg. storage area provided within a garage or other <i>accessory building</i> ).
(5)	<b>Hours of use for floodlighting</b>
	(a) The extent to which the siting of floodlighting, and the purpose for which the floodlighting is required, are sufficiently separated from surrounding properties to avoid a visual and noise nuisance.
	(b) Whether the nature of the activities (both existing and potential) on surrounding properties is such that any effects from the recreation activities would not be noticed.

#### 5.15.4.4 DISCRETIONARY ACTIVITIES

Those activities listed below are a *Discretionary Activity* and shall be assessed against the relevant criteria in Rule 5.15.7.

Note: The Conservation and Heritage provisions in Section 6.0 and the Specific and District Wide provisions in Section 7.0 also apply and may alter the *Discretionary Activity* status for the activities specified below or require additional resource consents.

<b>D1</b>	ANY <i>PERMITTED</i> OR <i>CONTROLLED</i> ACTIVITY THAT DOES NOT MEET THE ZONE DEVELOPMENT STANDARDS IN RULE 5.15.5 FOR A <i>RESTRICTED DISCRETIONARY</i> ACTIVITY
<b>D2</b>	<i>MOTOR SPORTS</i> AND <i>FIREARM SPORTS</i>
<b>D3</b>	<i>COMMUNITY FACILITY</i>
<b>D4</b>	PREMISES REQUIRING A LIQUOR LICENCE
<b>D5</b>	<i>EXPLORATION</i> NOT PROVIDED FOR AS A <i>PERMITTED</i> OR <i>CONTROLLED</i> ACTIVITY
<b>D6</b>	<i>UNDERGROUND MINING</i>

#### 5.15.4.5 NON COMPLYING ACTIVITIES

Those activities listed below are a *Non Complying Activity*.

<b>NC1</b>	ANY ACTIVITY NOT PROVIDED AS A <i>PERMITTED</i> , <i>CONTROLLED</i> , <i>RESTRICTED DISCRETIONARY</i> , <i>DISCRETIONARY</i> OR <i>PROHIBITED</i> ACTIVITY
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#### 5.15.4.6 PROHIBITED ACTIVITIES

Those activities listed below are a *Prohibited Activity*.

<b>PR1</b>	<i>SURFACE MINING</i>
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### 5.15.5 ZONE DEVELOPMENT STANDARDS

- (1) The following relevant *Zone Development Standards* shall be met by all *Permitted* and *Controlled Activities* unless otherwise stated.
- (2) For *Controlled Activities*, where *Council* has reserved control over specified matters in Rule 5.15.4.2, and for *Restricted Discretionary Activities* in Rule 5.15.4.3, where *Council* has restricted its discretion to specific matters, more restrictive development standards than those specified in the table below, may be imposed as *conditions* of consent.
- (3) The following relevant *Zone Development Standards* shall be used as a guide in assessing any *Discretionary* and *Non Complying Activities*.

Development Standard *	Parameter		Environmental Result
	Permitted and Controlled	Restricted Discretionary	
Maximum <i>Height</i>	9.0 metres (excluding floodlighting and goal posts)	11.0 metres (excluding floodlighting and goal posts)	To ensure that the <i>height</i> of <i>buildings</i> is compatible with the activities permitted in the <i>zone</i> as well as the landscape, <i>amenity</i> and character of both the <i>zone</i> that the <i>building</i> is located in and any adjoining <i>zone</i> .
	15.0 metres (for floodlighting)	15 metres (for floodlighting)	
	No maximum for goal posts	No maximum for goal posts	
<i>Daylight Control</i> (refer to definition for explanatory diagram)	No <i>building</i> or <i>structure</i> shall project above 2.0 metres in <i>height</i> at <i>sensitive zone</i> boundaries and not project above a 45° plane into the <i>site</i> up to the maximum <i>height</i>	No Restriction	To ensure no <i>building</i> unreasonably overshadows any neighbouring property, thereby restricting daylight and ventilation between <i>buildings</i> .
Minimum <i>Yards</i>	<i>Front Yard</i> : 5.0 metres, except public toilets which may be sited up to the <i>road</i> boundary.	<i>Front Yard</i> : 5.0 metres, except public toilets which may be sited up to the <i>road</i> boundary.	To allow flexibility in <i>site</i> layout while still maintaining the <i>amenities</i> of the <i>site</i> and adjoining residential sites.
	<i>Other Yards</i> : 8.0 metres, except for public shelters, toilets and Single Accessory Household Unit where the <i>yard</i> shall be 3.0 metres at <i>sensitive zone</i> boundaries, otherwise nil.	<i>Other Yards</i> : Nil	To provide an open streetscape that allows for planting and ensures the traffic function of the <i>road</i> is not compromised.
Maximum <i>Site Coverage</i>	Total <i>building</i> coverage on the individual reserve shall not exceed 50%	Total <i>building</i> coverage on the individual reserve shall not exceed 75%	To prevent expansive <i>building</i> coverage detracting from the open space and <i>amenity</i> character of the reserve.



Development Standard *	Parameter		Environmental Result
	Permitted and Controlled	Restricted Discretionary	
<i>Building Floor Area for Single Accessory Household Unit</i> only	150m <sup>2</sup> maximum <i>GFA</i>	150m <sup>2</sup> maximum <i>GFA</i>	To enable an intensity of residential <i>development</i> that is appropriate to the function of the <i>zone</i> .
<i>Outdoor Service Area</i>	10m <sup>2</sup> , with a minimum dimension of 2.5 metres.  A close boarded or solid fence or screen planting with a minimum <i>height</i> of 1.8 metres shall be erected to screen the <i>Outdoor Service Area</i> from within the reserve, a public <i>road</i> and adjoining properties.	Nil	To provide a separate screened area suitable for general storage, clothes drying and rubbish bin storage that does not detract from the function and <i>amenity</i> of the <i>zone</i> and the surrounding locality.
Hours of Use	The use of any <i>building</i> (excluding public toilets and residential accommodation) shall be limited to:  0700hr – 2330hr: Sunday to Thursday  0700hr – 2400hr: Friday and Saturday  The hours of operation of floodlighting shall be limited to 0800hr – 2330hr: Monday to Sunday	The use of any <i>building</i> (excluding public toilets and residential accommodation) shall be limited to:  0700hr – 2330hr: Sunday to Thursday  0700hr – 2400hr: Friday and Saturday  The hours of operation of floodlighting shall be limited to 0800hr – 2330hr: Monday to Sunday	To ensure that conflict with and detraction from surrounding residential <i>amenities</i> is reduced by providing certain periods of the day that are free from the activities which affect those residential <i>amenities</i> , whilst enabling reasonable public use of the reserve.

\*The *Zone Development Standards* shall not apply to “*Temporary Uses and Buildings*” covered by clause (b) of the definition in Section 4 for “*Temporary Uses and Buildings*” and to “*Prospecting*” and “*Exploration*”.

### 5.15.6 ACTIVITY SPECIFIC STANDARDS

(1) There are no Activity Specific Standards for this *zone*.

### 5.15.7 ASSESSMENT CRITERIA FOR DISCRETIONARY ACTIVITIES

When assessing any application for a *Discretionary Activity*, *Council* shall have regard to the relevant *development standards*, activity specific standards, environmental results and

assessment criteria for *Permitted*, *Controlled* and *Restricted Discretionary Activities* in Rules 5.15.4 to 5.15.6, and the relevant General and Activity Specific assessment criteria below, and any other matters it considers appropriate.

#### 5.15.7.1 GENERAL ASSESSMENT CRITERIA

- (1) The provisions of an operative or proposed reserve management plan and the classification of the reserve under the Reserves Act 1977 or the Conservation Act 1987.
- (2) Whether traffic movements resulting from the activity will have any significant impact on the safe and efficient operation of any public *road*. Pertinent matters for consideration in this regard are:
  - (a) the carrying capacity, standard and status in the roading hierarchy of the *road* concerned;
  - (b) the ability of the *site* to accommodate the activity requirements for on-site parking, loading and *manoeuvring areas*;
  - (c) the means by which any likely adverse traffic effects can be avoided, remedied or mitigated;
  - (d) the access, parking and loading standards for *Permitted Activities* that shall be used as a guideline in assessing applications for *Discretionary Activities*;
  - (e) the comments of New Zealand Transport Agency on the possible adverse effects on the safe and efficient operation of the *state highway* network.
- (3) The degree to which the activity will cause demands for the uneconomic or premature upgrading or extension of public services, including roading, which are not in the interests of the District or locality.
- (4) Whether *buildings* are sufficiently set back from the boundaries of neighbouring properties to avoid causing a nuisance to neighbouring *holdings* by way of overshadowing, obstruction of views, noise, glare and loss of privacy.
- (5) The degree to which the location of *buildings* is such as to retain clear visibility along *roads* and to provide space for vehicle access and loading on the *site* clear of the *road*.
- (6) Whether any *signs* proposed detract from the *amenities* of the area.
- (7) The extent to which the activity is self-contained, with regard to stormwater drainage, effluent disposal and water supply, within the boundaries of the *site* on which the activity is located (except where reticulated services are provided).
- (8) Whether the nature of the activity has the potential to create nuisance and health and safety effects, such as noise, vibration and dust, which cannot effectively or practically be controlled by mitigation measures.
- (9) The extent to which exterior storage areas are located, or suitably screened from neighbouring properties and any public *road*, to avoid, remedy or mitigate any detriment to *amenity*.
- (10) Whether the hours of operation are appropriate having regard to those persons likely to be affected by the activity.

- (11) Whether the activity and any *building* and *structures* are of a scale and intensity which are in keeping with the character, *amenity* and ambience values of the existing *environment*.
- (12) The extent to which the activity and any *building* and *structures* maintain or enhance the cultural or heritage values of the locality.

#### **5.15.7.2 MOTOR SPORTS AND FIREARM SPORTS**

- (1) Whether public safety is adequately provided for.

#### **5.15.7.3 COMMUNITY FACILITY**

- (1) The extent to which the activity will be compatible with the scale of other *buildings* in the surrounding area and will not result in visual domination as a result of building coverage which is out of character with the locality.
- (2) The extent to which the activity is in keeping with the character and *amenity* of the locality and can enhance or complement the area.

#### **5.15.7.4 EXPLORATION**

- (1) Whether public safety and security is adequately provided for.
- (2) Whether acceptable plans for the rehabilitation of all disturbed areas have been provided, including implementation programmes.

#### **5.15.7.5 ACTIVITIES/DEVELOPMENT WITHIN WHIRITOA**

- (1) Whether the activity and any *buildings* and *structures* are of a scale, intensity and character to protect coastal natural character, maintain the *amenities* of the existing built *environment*, and recognise the potential for coastal erosion.