

PART 37 THE PURPOSE, CHARACTER, ISSUES, OBJECTIVES, POLICIES AND METHODS OF THE WAIUKU INDUSTRIAL SERVICES ZONE (WISZ)

Network Utilities are subject to the provisions in 15.1 NETWORK AND OTHER UTILITIES AND ESSENTIAL SERVICES and not the following provisions.

37.1 THE PURPOSE AND CHARACTER OF THE WAIUKU INDUSTRIAL SERVICES ZONE (WISZ)

The WISZ is a zone adjacent to the Waiuku Industrial Zone (WIZ). The purpose of the WISZ is to provide for:

1. RETAIL businesses that provide services to manufacturing, processing, assembling, storage, distribution and WHOLESale activities
2. RETAIL businesses that provide services to the AGRICULTURAL sector
3. Small-scale WHOLESale activities
4. Small-scale manufacturing, processing, assembly, storage and distribution activities
5. Businesses preferring a location outside the town centre due to the potential adverse effects they might have on more sensitive land uses and on the environment

While achieving the above, the WISZ should be visually appealing and should contribute to a sense of place, i.e. being in New Zealand and/or being in Franklin (a rural district) and/or being in Waiuku or Tuakau or other appropriate town or village. This is achieved partly by the presence of natural vegetation. It is also achieved by the external appearance of buildings. Hence SITE design, external appearance of buildings and landscaping are important elements of this zone.

The WISZ is characterized by RETAIL businesses like stationery shops, engineering supplies, small-scale equipment repairs, small-scale product assembly, small-scale machinery and equipment hiring and leasing, sale of feed and medicines for livestock, couriers and security companies i.e. those that support manufacturing, processing, assembling, storage, distribution and WHOLESale activities.

Safety is enhanced because “design-out-crime” principles are adhered to. Examples of these principles include:

- Encouraging active elements, e.g. doorways and windows, to face roads and parks.
- Reducing the potential for the creation of alleyways and hidden areas.

The open space system provides opportunities for passive and active recreation and provides for increased permeable area which reduces stormwater run-off. The open space system that traverses the WISZ provides a tranquil and visually appealing aspect to the area.

While the District Plan provisions ensure that a certain level of amenity* is maintained in the WISZ, the WISZ has higher levels of potential adverse effects like noise, lighting and heavy traffic movement than some other zones, e.g. the Residential Zone and the Village Zones. Thus, limitations are placed on the location of more sensitive land uses, e.g. housing and education facilities in the WISZ. If more sensitive activities do locate in the WISZ, they must accept that the level of amenity is, in some respects, lower than that found in typical residential areas. Amenity*: In Parts 37 – 42, the term “amenity” has a meaning consistent with the term “amenity values” in the Resource Management Act 1991.

Because the level of amenity in the WISZ is not as high as the level of amenity in some other zones, and because the activities in the WISZ have the potential to cause adverse effects, the interface between the WISZ and more sensitive zones requires special attention. Accordingly, the District Plan provisions enable the interface to be managed in a way that minimises the potential for adverse effects on more sensitive zones and activities.

The WISZ requires significant infrastructural investment for it to function effectively; it is a scarce resource. Therefore, the District Plan provisions discourage activities that are more appropriately located elsewhere, from locating in the WISZ.

Large vehicles are characteristic of the WISZ and the design of the transport network enables the efficient movement of these vehicles.

Efficient physical and non-physical linkages exist between the WISZ and the Waiuku town centre due to the proximity of the WISZ to the local town centre. Examples of physical linkages are roads and water pipes. Examples of non-physical linkages are human relationships and business processes.

Walking and cycling are facilitated by providing for an inter-connected network of walkways and cycle ways. Unnecessary vehicular movements are discouraged. The networks of walkways and cycle ways are connected to the roading system. This helps to reduce vehicle emissions.

There are business activities that are inappropriate in the WISZ. They are inappropriate for a variety of reasons, e.g.:

- they require large areas of land
- their effects in terms of traffic generation, noise and dust are too high
- they detract significantly from the aesthetic appeal of the area
- they provide a service primarily to the general public, rather than primarily to manufacturing, processing, assembling, storage, distribution and WHOLESALE activities
- their location in the WISZ has the potential to compromise the Waiuku town centre's function as the primary retail area for the town
- they have the potential to be adversely affected by the business activities in the WISZ

The types of business activities that are inappropriate in the WISZ are:

- AGRICULTURE, forestry and fishing
- Mining
- Doctors' rooms
- Food retailers; however DAIRIES, CAFÉS and TAKE AWAYS that serve primarily the people that work in the WISZ and WIZ are appropriate
- Clothing retailers; however retailers selling industrial clothing are appropriate
- Household furniture and home décor retailers; however, office furniture and office décor retailers are appropriate
- Motor vehicle retailers
- Government administration and defence
- Education; however education and training facilities and services teaching INDUSTRIAL courses are appropriate
- HEALTH CENTRES and HOSPITALS
- COMMUNITY FACILITIES
- Cultural and recreational services

The small scale of the WISZ, in terms of hectareage, aims to limit the activities in the WISZ to:

- small-scale manufacturing, processing, assembly, storage, distribution and WHOLESALE activities
- those activities which primarily provide services to manufacturing, processing, assembling, storage, distribution, WHOLESALE and AGRICULTURAL activities

- those activities which primarily provide services to the people who work in the WISZ, although the town centres are still the primary retail and service areas for individuals and households.

Part 37.2 below identifies business-land issues that are facing the District. The anticipated result is that the issues are effectively managed. The issues will be effectively managed if the accompanying objectives are attained and if the accompanying policies are implemented. Dealing with the issues by attaining the objectives and implementing the policies will help to achieve the purpose and character of the WISZ. There is a degree of repetition in Part 37.2 in the interests of establishing clear linkages between issues, objectives and policies.

37.2 ISSUES, OBJECTIVES AND POLICIES

Issues	Objectives	Policies
<p>1. An inadequate supply of well-serviced business land slows the growth of the local business sector and can cause it to lag behind local residential growth; this has a number of consequences, including the following:</p> <p>Necessary goods and services are not available locally, increasing the need to travel and consequently increasing vehicle emissions and causing inconvenience for the local population.</p> <p>Local people find employment outside the District. The resulting separation between workplace and residence has undesirable effects, e.g. increased travel costs and increased vehicle emissions.</p> <p>The relatively decreasing rates base has adverse impacts on the provision of services throughout the District.</p> <p>Existing businesses have difficulty expanding at their current locations.</p>	<p>Provide employment opportunities close to the Waiuku population.</p> <p>Provide sufficient serviced and appropriately-zoned land for business use.</p> <p>Facilitate best-practice treatment and discharge of effluent.</p> <p>Ensure that there is an adequate water supply.</p> <p>Ensure that a best-practice stormwater management system is an integral component of SITE development.</p> <p>Ensure the development of an effective and safe transport network.</p> <p>Promote the efficient use of land.</p>	<p>Establish a business zone, namely the WISZ, that accommodates:</p> <ul style="list-style-type: none"> • RETAIL activities that support manufacturing, processing, assembly, storage and WHOLESALE activities • Small-scale manufacturing, processing, assembly, storage and WHOLESALE activities <p>Develop the WISZ according to the structure plan process, as set out in section 54 of the District Plan.</p>
<p>2. Different types of businesses require different sized SITES. When larger SITES are divided into smaller sections, it reduces opportunities for those businesses requiring larger SITES. On the other hand, certain business operators require relatively small SITES to operate most effectively. Furthermore, small SITES help to retain human scale and small-town character.</p>	<p>Provide and retain a range of lot sizes.</p> <p>Provide SITES that are relatively small, i.e. small compared to the SITES in the WIZ.</p>	<p>Develop and apply appropriate District Plan subdivision provisions.</p>

<p>3. Business activities have the potential to adversely affect the environment.</p>	<p>Focus the provision of business land, rather than dispersing it, to localise potential adverse effects and hence facilitate the management of those effects.</p> <p>Minimise the potential adverse effects of business-related vehicular movements.</p> <p>Facilitate best-practice treatment and discharge of effluent.</p> <p>Ensure that there is an adequate water supply.</p> <p>Encourage the efficient use of water.</p> <p>Ensure that a stormwater management system is an integral component of SITE development.</p> <p>Promote minimal impact of run-off on soils, natural waterways, floodplains and wetlands.</p> <p>Promote the use of natural systems and processes in absorbing and purifying run-off.</p> <p>Require that buildings relate well to the broader built and natural environments with respect to form and function.</p> <p>Ensure that the built environment has minimal impact on the countryside atmosphere and vistas.</p> <p>Provide easy and safe pedestrian and vehicular access between various elements of the WISZ.</p> <p>Provide easy and safe pedestrian and vehicular access between the WISZ and the surrounding environment.</p> <p>Provide easy and safe pedestrian and vehicular access between the WISZ and other components of the</p>	<p>Limit the size of the WISZ to an area required to support the adjacent WIZ.</p> <p>Control the types of activities that can locate in the WISZ.</p> <p>Keep significant visual areas, e.g. ridgelines, free of business development.</p> <p>Keep steep slopes free of development.</p> <p>Create view shafts that link urban spaces to each other, and that link urban spaces to surrounding natural elements.</p> <p>Use buffers to avoid, mitigate or remedy potential adverse effects. Buffers can include a variety of elements, including landscaped areas and certain types of buildings.</p> <p>Provide for INDUSTRIAL SERVICE activities in close proximity to existing business zones.</p> <p>Discourage cul-de-sacs and encourage inter-connected routes. Where cul-de-sacs are proposed, they must be designed in a way that enables the efficient flow of traffic (safety is included in the concept of efficiency).</p> <p>Promote direct connections.</p> <p>Disperse traffic flows.</p> <p>Provide for well-designed service lanes for access and loading.</p> <p>Design roads for large vehicles.</p> <p>Discourage the use of unnecessary fencing.</p> <p>Where fencing is appropriate, it should be consistent with Council-endorsed guidelines and rules.</p> <p>Provide signage that enables people to formulate "mind-maps".</p> <p>Provide an open-space system to serve primarily the people that</p>
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	<p>Waiuku township.</p> <p>Maintain a compact walkable footprint.</p> <p>Recognise the multiple role of streets as network utility corridor, traffic conduit and contributing to character.</p> <p>Discourage activities that are likely to be adversely affected by typical WISZ activities.</p>	<p>work in the WISZ and in the WIZ.</p> <p>Reflect local styles and characteristics in new developments.</p>
<p>4. Pedestrians, cyclists and motorists are at risk if the movement network is inadequately planned and managed.</p>	<p>Minimise the potential adverse impacts of business-related vehicle movements.</p> <p>Provide easy and safe pedestrian, cycle and vehicular access between various elements of the WISZ.</p> <p>Provide easy and safe pedestrian, cycle and vehicular access between the WISZ and the surrounding environment.</p> <p>Provide easy and safe pedestrian, cycle and vehicular access between the WISZ and other components of the Waiuku township.</p> <p>Maintain a compact walkable footprint.</p>	<p>Promote direct connections.</p> <p>Disperse traffic flows.</p> <p>Provide for well-designed service lanes for access and loading.</p> <p>Discourage cul-de- sacs.</p> <p>Plan for pedestrian and cycle networks at the initial stage of development; design walkable elements.</p> <p>Design roads for large vehicles.</p>
<p>5. Retail activities outside town and village centres can have an adverse effect on town and village centres.</p>	<p>Limit the size of the WISZ.</p> <p>Limit RETAIL activities in the WISZ.</p> <p>The town and village centres are the foci of RETAIL and allied activities.</p>	<p>Utilise District Plan activity status rules to limit RETAIL and allied activities within the WISZ.</p> <p>Limit RETAIL activities in the WISZ to those that serve primarily:</p> <ul style="list-style-type: none"> • manufacturing, processing, assembly, storage and WHOLESALE activities, and • those working in the WISZ <p>Council's amenity-related upgrades will be relatively low in the WISZ compared to the town centres.</p>
<p>6. Some typical WISZ activities are incompatible with certain other activities, e.g. residential, educational, entertainment and general RETAIL activities.</p>	<p>Limit the size of the WISZ.</p> <p>Limit the extent of certain activities in the WISZ.</p>	<p>Utilise District Plan activity status rules to limit certain types of activity within the WISZ, e.g. residential, educational, entertainment, and general RETAIL activities.</p>

<p>7. The WISZ requires considerable infrastructural investment before it can function effectively; this zone is a scarce resource.</p>	<p>Discourage activities that are more appropriately located elsewhere.</p> <p>Promote the efficient use of land.</p>	<p>Utilise District Plan activity status rules to manage land use within the WISZ.</p> <p>The main function of the WISZ is to provide for:</p> <ul style="list-style-type: none"> • RETAIL that serves manufacturing, processing, assembly, storage, distribution and WHOLESale activities • small-scale manufacturing, processing, assembly, storage, distribution and WHOLESale activities.
<p>8. Businesses in the WISZ and businesses in the Waiuku town centre can benefit from one another.</p>	<p>Facilitate interaction between businesses in the WISZ and other components of the Waiuku township.</p>	<p>Provide for SERVICE RETAIL activities in close proximity to the Waiuku town centre.</p>
<p>9. Business areas can become targets of criminal activity, particularly if they are sparsely populated outside normal working hours.</p>	<p>Promote natural surveillance.</p>	<p>Discourage the use of unnecessary fencing, particularly solid fencing that restricts views and hence restricts surveillance.</p> <p>Where fencing is appropriate, it should be consistent with Council-endorsed guidelines.</p> <p>Active elements should face the street, buildings should be oriented towards public spaces and blank walls should be avoided.</p> <p>Avoid alleys and obscure nooks and crannies.</p> <p>Provide signage that enables people to formulate “mind-maps” and thus helps people to find their way around the area easily.</p> <p>Promote connections between places.</p> <p>Promote flexible spaces; i.e. spaces that can be used for different purposes and at different times of the day and night.</p> <p>Promote good lighting.</p> <p>Promote certainty and predictability.</p> <p>Promote stewardship.</p>
<p>10. If not managed and planned effectively, business areas can pose a threat to human health.</p>	<p>Business areas should, at least, enable people to maintain good health or</p>	<p>Promote stormwater ponds that are not a drowning risk by, e.g. fencing and landscaping.</p>

	<p>preferably enable people to enhance their health.</p>	<p>Promote efficient refuse removal.</p> <p>Promote shade in communal spaces.</p> <p>Promote acceptable noise levels.</p> <p>Promote acceptable vibration levels.</p> <p>Promote acceptable emissions to air, land and water.</p> <p>Control the types of activities that can locate in the WISZ.</p> <p>Provide an open-space system to serve primarily the people that work in the WISZ and in the WIZ.</p> <p>Promote direct connections.</p> <p>Disperse traffic flows.</p> <p>Provide for well-designed service lanes for access and loading.</p> <p>Discourage cul-de-sacs.</p> <p>Plan for pedestrian and cycle networks at the initial stage of development.</p> <p>Design roads for large vehicles.</p> <p>Discourage the use of unnecessary fencing, particularly solid fencing that restricts views and hence restricts surveillance.</p> <p>Active elements should face the street.</p> <p>Avoid alleys and obscure nooks and crannies.</p> <p>Provide signage that enables people to formulate "mind-maps" and thus helps people to find their way around the area easily.</p> <p>Promote connections between places.</p> <p>Promote flexible spaces; i.e. spaces that can be used for different purposes and at different times of the day and night.</p> <p>Promote good lighting.</p> <p>Promote certainty and predictability.</p> <p>Promote stewardship.</p>
<p>11. Manufacturing, processing, assembling, storage, distribution and WHOLESALE activities can operate most effectively if support services,</p>	<p>Provide supporting services to manufacturing, processing, assembling, storage, distribution and WHOLESALE</p>	<p>Waiuku town centre and the WISZ will provide supporting services to the WIZ.</p>

e.g. photocopy and stationery services, WHOLESale engineering supplies and DAIRIES, are located nearby.	activities located in the WIZ.	
12. Development should contribute to the "Franklin difference", a sense of place and a rural, country character.	Maintain Franklin's identity by promoting rural character and the countryside experience.	Provide an open-space system incorporating a central area of public open space, around which the business area is focused. Provide for a road around the central open space, with businesses oriented towards the road and the open space, enhancing passive surveillance and encouraging a sense of stewardship. The central space serves as a heart/centre where people can congregate and also contributes to stormwater management, pedestrian/cycle access, recreation and visual amenity.
13. The development of business land can impact on existing electricity infrastructure and increases demand for this infrastructure.	<p>Ensure existing electricity infrastructure is not compromised by new business development.</p> <p>Ensure new business development can be adequately served by electricity infrastructure.</p>	<p>Identify actual and potential conflicts between business land activities and electricity infrastructure; work with network operators to resolve these conflicts.</p> <p>Protect the regulatory framework for network utilities set out in Part 15.</p> <p>Promote partnership between Council and network utility operators to protect existing electricity infrastructure and develop electricity infrastructure to support new land use.</p>
14. The development of business land can impact on the New Zealand Steel iron sand slurry pipeline.	Ensure the New Zealand Steel iron sand slurry pipeline is not compromised by new business development.	<p>Identify actual and potential conflicts between business land activities and the New Zealand Steel iron sand slurry pipeline; work with network operators to resolve these conflicts.</p> <p>Promote partnership between Council and network utility operators to protect existing infrastructure.</p>

37.3 METHODS OF IMPLEMENTATION

1. District Plan Provisions, including structure plans
2. Council's Subdivision Code of Practice
3. Council's Engineering Code of Practice
4. Council-endorsed urban design guides and codes of practice
5. Development contributions policies
6. By-laws
7. Community outcomes processes, Long Term Council Community Plan, annual plan and works programmes
8. Management plans for reserves
9. Asset management plans