

6 COMMERCIAL ZONE

6.1 Introduction

The Commercial Zone covers the business and retail areas in the towns of the Wairarapa. Although the commercial areas differ in size and complexity from town to town, they serve similar purposes and have similar elements, and have a cohesive and distinctive environmental character.

The Commercial Zone is a significant economic and community resource in the Wairarapa. It is essential that the Commercial Zone provide for continued development to accommodate changes in the economy, and in the nature and form of commercial activities.

A range of mixed use activities in the Commercial Zone assists in building vibrant town centres, and reinforces them as focal points for a range of retail, business, and community and lifestyle activities. The Commercial Zone is that of a working business environment, and the zone has Permitted Activity standards and a range of Permitted Activities that reflect that the amenity values and character of it are those for a commercial environment.

Commercial areas need to be effective business environments. They need to be accessible and attractive to customers and workers, economically vibrant and well serviced for goods delivery and parking.

The Commercial Zone is densely developed compared with the other zones. Commercial centres also attract large numbers of customers and workers and, therefore, have high demands for vehicle access, on-site parking and the provision of infrastructure such as public parking, civic amenity facilities and stormwater disposal.

There are two distinct types of environment within the zone: pedestrian-oriented and vehicle-oriented commercial areas. Pedestrian-oriented commercial environments are focused on providing customers a range of shops and services accessible by foot, usually protected by verandahs. These pedestrian areas are located in the five town centres, as well as a number of smaller neighbourhood shopping centres.

The Wairarapa's town centres are the historic heart of urban settlement, and contain many buildings and sites of heritage value. Indeed the collective heritage values of Featherston, Greytown and Martinborough are significant assets to the Wairarapa. While there may be street parking in the town centres, it is often supplemented with public parking areas that service businesses in their immediate locality, particularly in the larger towns.

Elsewhere, the Commercial Zone is less densely developed and is dominated by the need for vehicle access and parking. Often the activities are larger in scale, such as bulk retailing, warehouses and servicing depots, which require large lots and onsite car parking, as well as high visible presence on the street.

The differentiation between the pedestrian and vehicle oriented parts of the Commercial Zone recognises a functional division that has important implications for environmental management. The pedestrian precincts need to be 'people friendly' with safe, easy pedestrian movement and a level of amenity that encourages people to use and enjoy the precincts. Pedestrian precincts benefit from compact and cohesive building forms and parking sited away from key pedestrian routes. The vehicle-oriented areas do not have or require the same level of connected building form, but they rely on large areas of on-site

parking, often for large single premises, with good vehicle access. The amenity values and character of these two different areas within the Commercial Zone therefore differ.

In Carterton, high-density retail development in the core part of the town centre comprises shops built closely along the footpath with large display windows and characteristic parapet shapes and forms. This form provides visual and physical continuity. Removal and replacement of the existing buildings could potentially result in the loss of streetscape, through the removal of critical design elements such as parapets, facades, and verandahs. Signs that are not complementary to the character of the area can also erode the existing character. Some new buildings and alterations to building frontages have not been in keeping with the character of the area in terms of scale and design and the visual cohesion of the Carterton town centre has been compromised as a result.

Each of the commercial centres in South Wairarapa – Greytown, Featherston and Martinborough – has a special character that is largely derived from their historic heritage, where the architectural and aesthetic values are particularly important to retain and enhance in the management of these town centres.

Masterton, as the largest urban area in the Wairarapa, has several small suburban shopping centres in addition to the large central commercial zone. The town centre, centred on Queen Street, is largely contained within two major arterial streets (Chapel and Dixon), and most recent retail development has been well accommodated within this area, with adequate capacity for further development.

The smaller neighbourhood shopping centres do not have the development pressures facing the town centres, but, given the residential context in which they are generally located, further development needs careful management to minimise adverse effects on residential amenity values and character.

6.2 Significant Resource Management Issues

1. Maintenance of the viability and vibrancy of Wairarapa's town centres from out-of-centre commercial development.
2. Commercial activities and development located close to residential areas can adversely affect the character and amenity of the neighbouring residential areas.
3. The expansion of commercial activities into residential areas, thereby permanently changing the character and amenity values, particularly for those dwellings in the immediate vicinity.
4. Commercial development along busy traffic corridors can adversely affect the safety and efficiency of those routes.
5. Protecting the safety and amenity values of those parts of the Commercial zone that are largely dependent on pedestrian access particularly comparison retail areas in town centres.
6. The requirements of commercial development and land use can adversely affect the amenity values of the town centres. In particular, the advertising and branding requirements of commercial activities can detract from the overall character and amenity values of commercial areas.

7. Providing for the parking needs of commercial areas in a way that does not detract from the local character and amenity values, and protects the safety and efficiency of the roading network.

6.3 Objectives, Policies and Methods

6.3.1 Objective Com1 – Character and Amenity Values

To maintain and enhance the character and amenity values of the Commercial Zone in a manner that enables its commercial functions to provide for the wellbeing of the Wairarapa while mitigating adverse effects on the natural and physical environment.

6.3.2 Com1 Policies

- (a) **Maintain and enhance the function, character and amenity of the Commercial Zone by controlling the bulk, location and nature of activities and buildings to achieve appropriate levels of scale, density and environmental effects.**
- (b) **Encourage a wide range of appropriate activities within the Commercial Zone while ensuring any adverse effects are avoided, remedied or mitigated.**

Implemented through Method 6.3.19(a), 6.3.19(f), 6.3.19(h) and 6.3.19(j)

Implemented through Method 6.3.19(a), 6.3.19(f), 6.3.19(h) and 6.3.19(j)

6.3.3 Explanation

Over time the commercial areas have established a typical scale of development and level of environmental effects through compliance with past planning controls, and significant public and private investment. The resulting character and level of amenity are valued.

To maintain and enhance the zone's attributes and purpose, minimum performance standards have been specified. These standards reflect past practice and the normal range of activities that occur within the Commercial Zone. They also provide for change so that more effective use can occur where appropriate. The standards will allow activities to occur where the effects are likely to be no more than minor. If an activity fails to meet one or more minimum standard, its potential effects may be more than minor, and an assessment of environmental effects will be required through the resource consent process.

The function, character and amenity of the Commercial Zone can be adversely affected by inappropriate scale, location and density of activities, buildings and structures. Some controls and design guidance may be necessary to protect the general amenity values and efficient functioning of the town centres.

6.3.4 Objective Com2 – Efficient Vehicle & Pedestrian Movement

To ensure efficient pedestrian flows, traffic movement and parking within the Commercial Zone.

6.3.5 Com2 Policies

- (a) Protect the efficient functioning and safety of activities in the Commercial Zone by providing for adequate parking, loading, manoeuvring space and access, while maintaining a predominance of building over parking areas in town centres, and enhancing pedestrian safety and convenience where appropriate.
- (b) Allow for flexibility when addressing parking provision within the Commercial Zone, such as alternative sites and multi-use vehicle parks.
- (c) Ensure all development is safely accessible from the roading network, without compromising the safe and efficient operation of the network.

6.3.6 Explanation

Traffic and pedestrian flows are imperative to the efficient functioning of the Commercial Zone, due to the large numbers of vehicles and people that come into the zone. Poorly sited vehicle crossings, excessive vehicle trips from service lanes or inadequate on-site parking can potentially disrupt traffic and pedestrian flows and increase congestion and conflict. These effects may compromise the zone's function and amenity, as could the effects of an inordinate amount of parking and other space dedicated to vehicles within the Wairarapa's town centres.

Due to access and site limitations, it is sometimes difficult to provide the necessary on-site vehicle parking for new developments. In such circumstances, provision for alternative parking arrangements should be made, such as a central parking area for multi activities.

It is also important that all development has suitable access, to protect the safety of pedestrians, of users of the access, as well as other road users.

6.3.7 Objective Com3 – Interzone Management

To protect the amenity values of any adjoining Residential Zone from the adverse effects of activities within the Commercial Zone.

6.3.8 Com3 Policies

- (a) Control the effects of activities as necessary to ensure the scale of development and levels of environmental effects emanating from the Commercial Zone do not adversely affect the amenity values and character of the adjacent Residential Zone.
- (b) Limit the expansion of commercial activities into residential neighbourhoods unless there is a demonstrated shortfall of

appropriate commercial land and such expansion is achieved in a manner that protects the viability of existing retail centres.

6.3.9 Explanation

Activities within the Commercial Zone may generate effects that are unacceptable in other zones. For instance, the acceptable levels of noise or artificial light in a shopping centre will often exceed what is acceptable in the Residential Zone. Consequently, controls are needed at the interface between these zones to minimise potential conflict. These controls may relate to compatible bulk, setback and design of structures, effective visual screening, building setbacks and more restrictive noise limits than the Commercial Zone standards would generally require.

The current area of commercially zoned land within the Wairarapa is considered to meet the current and likely foreseeable demand for commercial development. This recognises that much new development will be in the form of the redevelopment of existing properties within the Zone. It is preferable to limit any commercial expansion into the Wairarapa's residential and rural areas, as this affects the character and amenity values of those areas.

6.3.10 Objective Com4 – Masterton Town Centre

To provide for Masterton's Town Centre as the principal retail and servicing focus of the Wairarapa while maintaining and enhancing its characteristics and amenity values.

6.3.11 Com4 Policies

- | | |
|---|--|
| <p>(a) Recognise and protect the pedestrian environment of Masterton's Town Centre by controlling the provision and form of verandahs, the amount of display windows on shop frontages and limiting vehicle access across pedestrian routes.</p> | <p><i>Implemented through Method 6.3.19(a), 6.3.19(b), 6.3.19(f), 6.3.19(g), 6.3.19(h) and 6.3.19(j)</i></p> |
| <p>(b) Protect the retail viability and vibrancy of the Town Centre by controlling out of town centre large-scale retail development.</p> | <p><i>Implemented through Method 6.3.19(a), 6.3.19(f) and 6.3.19(h)</i></p> |
| <p>(c) Promote cohesive intensive forms of development within the town centre that provide a pedestrian focus on Queen Street, with vehicle servicing, parking and access on to other streets.</p> | <p><i>Implemented through Method 6.3.19(a), 6.3.19(f) and 6.3.19(h)</i></p> |
| <p>(d) Provide for large-scale vehicle oriented activities outside the pedestrian focused parts of Masterton's town centre.</p> | <p><i>Implemented through Method 6.3.19(a), 6.3.19(f) and 6.3.19(h)</i></p> |

6.3.12 Explanation

The Masterton town centre is the principal central business district in the Wairarapa, providing a wide range of commercial, business administration and other related services to the wider Wairarapa.

The main commercial area is based on the town centre, along Queen Street and some side streets. The main shopping core of the town centre is focused on meeting the convenience and comfort of pedestrians, with verandahs to provide shelter/shade, active shop fronts, coherent and continuous façades and few conflict points with vehicle accessways. The environmental quality of Masterton's Town Centre can be best protected by ensuring that vehicle-

oriented activities are located outside the Pedestrian Precinct, and maintaining or enhancing the pedestrian-friendly qualities of the Precinct.

While Masterton's town centre has a mixed form of architectural character, in general, all forms of new building design should be of a high quality that enhances the cohesive character and the urban environment.

To protect the ongoing viability of Masterton's commercial heart, some control on the scale of new retail activity outside the Commercial Zone (particularly in the Industrial Zone) is required to manage the potential adverse distributional effects of large-scale retailing activities on the vitality of the town centre. Within the pedestrian core of Masterton's town centre itself, the multiple ownership of many small property-holdings effectively ensures that large-scale vehicle oriented retailing activities locate elsewhere within the Commercial Zone.

6.3.13 Objective Com5 – Carterton Town Centre

To maintain and enhance the character and amenity values of Carterton's Town Centre through new and innovative design that complements the surrounding streetscape while providing for diversity in building form, use and appearance.

6.3.14 Com5 Policies

- (a) **Identify the Carterton Town Centre as a separate part of the Commercial Zone requiring building design management.**
- (b) **Apply specific design criteria to new buildings and alterations or additions to existing building frontages to ensure they are in keeping with the character of the Town Centre.**
- (c) **Encourage development that is in keeping with the character of the Town Centre by providing design guidance on appropriate bulk, form and appearance.**

6.3.15 Explanation

Carterton's Commercial Zone comprises a core based around the shopping area within the town centre with a traditional fringe commercial activities such as car sales, and commercial services.

Although much modified, the character and amenity of Carterton's town centre is influenced by a number of buildings with distinctive design elements that collectively form a special character. These design elements include parapet walls with traditional stepped and symmetrical shapes, verandahs following traditional forms (angled, curved and bullnose), and facades and entranceways at the traditional setback. This character should be enhanced to produce a high environmental quality, building on the significant public investment that has been made within the town centre.

The basic elements of this character can be enhanced through controls on design. In addition, guidance should help developers and property owners to undertake new building, or building alterations and additions, in such a way that the integrity and amenity value of the town centre is maintained.

The design guideline provides guidance without being excessively prescriptive. The guideline provides for certainty for owners/developers, and reassures the

community that the significant character features and values of the area will be maintained.

6.3.16 Objective Com6 – South Wairarapa Town Centres

To ensure the special characteristics and historic heritage values of the town centres of Featherston, Greytown, and Martinborough are maintained and enhanced in a manner that enables their efficient commercial functioning.

6.3.17 Com6 Policies

- (a) Recognise the town centres of Featherston, Greytown, and Martinborough as Historic Heritage Precincts.
- (b) Maintain and enhance the character of the Featherston, Greytown, and Martinborough town centres by controlling new development in a manner that is keeping with their historic heritage values.
- (c) Avoid new development that is out of character with the historic heritage values of the Featherston, Greytown and Martinborough Town Centres.
- (d) Promote a pleasant pedestrian-oriented retail environment.

Implemented through Method 6.3.19(b)

Implemented through Method 6.3.19(a), 6.3.19(e), 6.3.19(f) and 6.3.19(h)

Implemented through Method 6.3.19(a), 6.3.19(e), 6.3.19(f) and 6.3.19(h)

Implemented through Method 6.3.19(a), 6.3.19(e), 6.3.19(f), 6.3.19(h) and 6.3.19(m)

6.3.18 Explanation

The central business districts of Greytown, Featherston and Martinborough contain a wide range of buildings with historic heritage values – collectively these warrant being identified and managed as Historic Heritage Precincts to protect and enhance these values. The scale and character of historic features, such as shop frontages, contribute to the appeal of these town centres as pedestrian areas, helping them to be attractive centres to visit and patronise.

New buildings should neither mimic nor detract from the historic styles of their neighbours. The building styles vary considerably in age, character and form throughout each of the town centres – new buildings or changes to existing buildings need to be designed in reference to their immediate context, drawing on their elements to promote coherence in building form.

They also need to ensure that the pedestrian environment is appropriately provided for, whether this occurs by using verandahs or by some other form of treatment where verandahs may not be appropriate (for example, on some historic bank buildings where verandahs could degrade the architectural values).

6.3.19 Methods to Implement the Commercial Zone Policies

- (a) Development standards for permitted activities to protect the character, amenity, and function of the Commercial Zone.
- (b) Identification of the Pedestrian and Historic Heritage Precincts in the commercial areas, and apply specific development standards

as appropriate to the form, character and amenity values of each area.

- (c) Define the Carterton Character Area over Carterton's central town centre on the District Plan maps, with corresponding rules to maintain and enhance the character and amenity values of the area.
- (d) Apply Design Guidelines for building frontages within the Carterton Character Area to ensure alterations and additions to facades and the erection of new buildings are consistent with the scale and amenity values of the streetscape.
- (e) Apply Design Guidelines within the Historic Heritage Precincts in Martinborough, Featherston and Greytown to ensure new buildings and additions and alterations to existing buildings are in harmony with the townscape of these areas.
- (f) Assessment of environmental effects through the resource consent process for activities that do not comply with development standards.
- (g) Apply, through resource consent process, a design guide on building form and design where there is a need for a site specific and flexible approach.
- (h) Conditions on resource consents, including consent notices and covenants on Certificates of Title, to control the effects of activities.
- (i) Education and information about the environmental standards, values, and amenity associated with the Commercial Zone.
- (j) Working with business interests and their advisers in obtaining appropriate building design and layout in accordance with the relevant objectives and policies of the Commercial Zone.
- (k) Financial contributions for roads, reserves and infrastructure.
- (l) Compliance with New Zealand Standard 4404: 2004 *Land Development and Subdivision Engineering* to ensure a suitable standard of infrastructure.
- (m) Allocation of funds through the Strategic and Long Term Council Community Plan (LTCCP) processes for projects or initiatives to support the policies.
- (n) Other legislation and Council bylaws as appropriate.

6.3.20 Principal Reasons for Adoption

A typical scale and character of development and level of environmental effects has established over time within the Commercial Zone through considerable investment of both private and public funds. The resulting character, level of amenity and functioning is now expected and valued within the zone.

Therefore, a series of permitted activity standards have been set, which establish a baseline for protecting these expectations, while also enabling a range of existing and potential new activities to occur without undue impediment. Failure to meet one or more of the standards will necessitate a

resource consent, at which time an assessment of environmental effects will be required.

The approach recognises that changes will occur over time as market forces and the nature of commercial activity change. The character, amenity, vitality and function of the Commercial Zone will be protected while allowing for a range of activities to occur.

The specific provisions for the identified Pedestrian Precincts, Carterton Character Area and Historic Heritage Precincts have been adopted to ensure their special qualities are maintained or enhanced when development takes place.

The Carterton Character Area is also supported by a Design Guide, which provides guidance to developers/owners when undertaking alterations or additions to building frontages and when erecting new buildings. Its purpose is to suggest principles around which development can occur without stifling innovation or creativity.

6.4 Anticipated Environmental Outcomes

- (a) **Environments where the scale, amenity and character of development enables a wide variety of commercial activities and development.**
- (b) **Retail environments that are attractive and pedestrian-friendly.**
- (c) **A safe and convenient Commercial Zone for the movement of people and goods, with minimal conflict between vehicles and pedestrians.**
- (d) **Protection of the amenity in adjacent zones from the adverse effects of activities and development in the Commercial Zone.**
- (e) **Protection of the wider environment and community from the adverse effects of environmental pollution, such as dust, noise and stormwater.**
- (f) **Attractive town centres where protected historic character and well-designed new development has added to the vitality and distinctive amenity of each town.**

6.5 Commercial Zone – Rules & Standards

6.5.1 Permitted Activities

The following are Permitted Activities:

- (a) Any activity listed as a District Wide Permitted Activity in the rules in [Section 21.1](#), and which complies with the relevant standards in those rules and [Section 6.5.2](#), and which is not otherwise specified as a controlled, restricted discretionary, discretionary or non-complying activity under Sections [6.5](#) or [21](#). *Policy 6.3.2(a) and 6.3.2(b)*
- (b) Any activity not listed as a District Wide Permitted Activity in the rules in [Section 21.1](#), and which complies with the relevant standards in [Section 6.5.2](#), and which is not otherwise specified as a controlled, restricted discretionary, discretionary or non-complying activity under Sections [6.5](#) or [21](#).

6.5.2 Standards for Permitted Activities

Permitted activities shall comply with all of the following standards for the Commercial Zone.

- (a) **Maximum Building Height** *Policy 6.3.2(a)*
 - (i) 15 metres;
 - (ii) 7 metres for coastal settlements.
 - (iii) 18 metres for Outdoor Sports Lighting Poles at Recreational Facilities within the Dark Sky Management Area identified within Appendix 15. *Policy 6.3.2(a) and 6.3.8(a)*
- (b) **Maximum Height to Boundary**
 - (i) For sites adjoining the Residential Zone, the building shall meet the height recession requirement for the Residential Zone in relation to the relevant boundary. This shall not apply to road boundaries.
- (c) **Minimum Building Setback** *Policy 6.3.2(a) and 6.3.8(a)*
 - (i) 3 metres from any boundary with the Residential Zone or Rural Zone;
 - (ii) 5 metres from any waterbody
- (d) **Maximum Fence Height** *Policy 6.3.2(a) and 6.3.8(a)*
 - (i) 1.8 metres for fences, walls and screens on any boundary with the Residential Zone or Rural Zone, except at road intersections of Strategic Arterial roads identified on the Roding Hierarchy on the Planning Maps, no obstruction exceeding 1.0 metre in height is permitted within a 6.0 metres by 6.0 metres triangle measured from a boundary intersection point (Refer to [Figure 32.1](#) in [Appendix 5](#)).

and 6.3.8(a)

(e) Noise Limits

- (i) The sound level from activities within any site in the Commercial Zone shall not exceed the following limits within any measurement time interval in the stated time frames when assessed at any point within the notional boundary of any dwelling on any site within the Rural zone, and at any point within the boundary of a site in a Residential Zone:

Daytime	7.00am – 7.00pm	55dBA L10
Nighttime	7.00pm – 7.00am	45dBA L10
	9.00pm – 7.00am	75dBA Lmax

- (ii) All sound levels shall be measured in accordance with NZS 6801:1999 “Acoustics – Measurement of Environmental Sound”, and assessed in accordance with NZS 6802:1991 “Assessment of Environmental Sound”.

and 6.3.8(a)

(f) Signs

- (i) Any permanent sign shall be permitted provided it complies with the following standards:
- (1) The total face area of all signs (permanent and temporary) per site shall be no greater than 5.0m² except for vehicle oriented activities, which shall comply with the following:
 - (a) No more than one free-standing sign, up to 7.5m in height and 6m² in area (all faces) per site;
 - (b) No more than one “price board” and one “services board” per site, each up to 3m in height;
 - (c) Illuminated signs shall be no more than 2m² in total face area.
 - (2) Signs shall not face an adjoining site within the Residential Zone.
 - (3) The sign must be located fully within the site of which it is located.
 - (4) Where a sign is affixed to a building, the sign shall comply with the maximum height and setback requirements.
 - (5) All signs must comply with the sight distance requirements in [Appendix 5](#).
 - (6) No sign shall be located where it conceals the visibility of an existing official sign or traffic-controlling device.
 - (7) Any illuminated sign visible from the Residential Zone shall not be lit unless the premises are open for business.
 - (8) No sign shall be affixed to the exterior of any heritage item listed in [Appendix 1.7 Heritage Items](#).

Exception:

- (i) Official Traffic Signs are excluded from complying with the above standards provided they comply with the Land Transport Rule: Traffic Control Devices 2004 and the Manual of Traffic Signs and Marking (MOTSAM).

(g) Roads, Access, Parking and Loading Areas

Policy 6.3.2(a), 6.3.5(a), 6.3.5(b) and 6.3.5(c)

- (i) Compliance with the standards in [Appendix 5 Requirements for Roads, Access, Parking and Loading](#).
- (ii) One vehicle access point per frontage.

(h) Landscape and Screening

Policy 6.3.2(a) and 6.3.8(a)

- (i) Effective screening from any site zoned Residential that is adjoining or opposite (across a road), the screening shall be no less than 1.8m in height, comprising either a densely planted buffer of at least 2m width or a solid fence or wall.
- (ii) Any outdoor storage or vehicle parking or servicing area of more than 10m² that is visible from a site zoned Residential or from a formed public road shall be effectively screened from that site/road in accordance with the methods set out above.

(i) Activities within a Pedestrian Precinct

Policy 6.3.2(a), 6.3.5(a), 6.3.11(a) and 6.3.11(c)

- (i) In addition to the above standards, any activity within a Pedestrian Precinct shall meet the following standards:
 - (1) Shop Frontage
 - (a) Ground floor display windows shall be provided at a ratio of not less than 1:1 (display window: non-display façade area) up to 3 metres above ground level on frontages.
 - (2) Verandahs
 - (a) Each building shall have a verandah extending the full length of the frontage, and shall adjoin existing verandahs on adjacent buildings.
 - (b) Verandahs shall be 3 metres in width or 300 mm back from the kerbline, whichever is the lesser.
 - (c) Verandahs shall be not less than 2.5 metres above the footpath.
 - (3) Vehicle Crossings
 - (a) No new vehicle crossings may be constructed.
 - (4) Building Setback
 - (a) All buildings shall be sited on the front boundary of the site.

*Note: The Historic Heritage Precinct standards in the District Wide Rules (Rule **Error! Reference source not found.**) also apply to the town centres of Greytown, Featherston and Martinborough.*

6.5.3 Controlled Activities

The following are Controlled Activities:

(a) **Any activity involving relocating a dwelling or other principal building**

The matters over which control is reserved are:

- (i) Siting, design, and exterior condition'
- (ii) Screening and landscape treatment'
- (iii) Bonds'
- (iv) Transportation route.

3.14(b) and 6.3.14(c)

(b) **In the Carterton Character Area, any construction, alteration or addition to building frontages, or demolition of building frontages (provided demolition is accompanied by construction of new frontages).**

The matters over which control is reserved are:

- (i) Design and appearance'
- (ii) Effects on the amenity values of the Carterton Character Area.

Assessment Criteria

Controlled activities will be assessed against the relevant assessment criteria set out in [Section 22](#).

Notification and Service of Applications

An application for resource consent for controlled activities made under this rule need not be notified; and need not be served on affected persons.

Note:

All the standards for permitted activities in [Rule 6.5.2](#) must be met.

6.5.4 Standards for Controlled Activities

(a) **Carterton Character Area**

- (i) In the Carterton Character Area, all buildings shall comply with all Commercial Zone and District-wide permitted activity standards, except where the following applies:
 - (1) Parapet walls must be provided on both single and two storey buildings and must follow traditional stepped and symmetrical shapes.
 - (2) Building facades must include an entrance from High Street.
 - (3) Traditional setbacks must be maintained.
 - (4) Windowsill heights must be consistent with traditional or heritage buildings.
 - (5) Glazed areas shall not to be less than 60% of the frontage surface.

3.14(b) and 6.3.14(c)

- (6) Security grills, roller doors and sliding doors must be retractable or removable and not be an obtrusive feature of the façade.
- (7) Verandahs are required on all new building frontages and are to follow traditional forms (angled, curved, bullnose).
- (8) Verandahs must include posts set close to the street edge. The spacing of posts must be designed to complement existing spacing and rhythm.
- (9) The underside of verandahs shall not be lined.
- (10) Under verandah lighting must be provided and shall be sympathetic in scale and design to traditional or heritage qualities.
- (11) No individual sign shall exceed 2m² in area (all faces). Total signage on any one building shall not exceed 4m² in area.
- (12) No sign shall be illuminated by any means other than directional lighting.
- (13) Signs shall be located above verandahs but within the parapet height, or suspended within verandahs.
- (14) All signs must be sympathetic in scale, colour and design to adjacent traditional or heritage qualities.
- (15) All signs shall be constructed in a neat and durable manner and from traditional materials.

6.5.5 Restricted Discretionary Activities

The following are Restricted Discretionary Activities:

- (a) **In the Carterton Character Area, any construction of, alteration or addition to building frontages, or demolition of building frontages (provided demolition is accompanied by construction of new frontages), that does not comply with any of the standards for a controlled activity.**

Policy 6.3.14(b) and 6.3.14(c)

Discretion is restricted to the following matters:

- (i) Design and appearance;
- (ii) Effects on the amenity values of the Carterton Character Area.

- (b) **Any permitted or controlled activity that does not meet one or more of the standards for permitted or controlled activities.**

Policy 6.3.2(a) and 6.3.8(a)

Discretion is restricted to the following matters:

- (i) Avoiding, remedying or mitigating of any effects deriving from non-compliance with the particular standard(s) that is not met.

Assessment Criteria

Restricted Discretionary activities are to be assessed against the relevant assessment criteria set out in [Section 22](#).

6.5.6 Discretionary Activities

The following are Discretionary Activities:

2(a) and 6.3.8(a)

(a) Any new residential unit at ground level, with frontage onto road.

2(a) and 6.3.8(a)

(b) Any activity listed in the Schedule of Primary Industry ([Appendix 4](#)).

Assessment Criteria

Discretionary activities will be assessed against, but not limited to, the relevant assessment criteria set out in [Section 22](#).

