C18 AOTEA SUPERMARKET ZONE

Zone Introduction

This zone identifies a specific area in Aotea for a stand alone supermarket. The zone is site specific and has a range of objectives, policies and rules that apply to give effect to the Structure Plan developed for the zone. The Structure Plan shows specific and important details or parameters which any consent application must generally meet if it is to retain controlled activity status and proceed without notification. If a proposal is not generally in accordance with the Structure Plan, it will become a restricted discretionary activity, and will be subject to the standard statutory requirements for notification.

Standards will set specific limits to the development, and assessment criteria will provide guidance to the applicant and Council in determining how effects should be avoided, remedied or mitigated.

Zone Resource Management Issues

These issues include:

• the potential to compromise the retail development opportunities and vitality of the existing business zones, and in particular the City Centre;
• possible site constraints and infrastructure limitations;
• traffic effects on the existing transportation network;
• residential amenity effects;
• urban design related matters in terms of scale, form and appearance;
• the likelihood of positive economic effects;
• the extent of travel efficiencies arising; and
• the extent to which reverse sensitivity matters may arise.

C18.1 Objective

To provide for the establishment and operation of a supermarket at an appropriate location within the Aotea suburban area that provides for the shopping needs of the local community.

C18.1.1 Policy

The supermarket activities located within the Aotea suburban area should be controlled so that the role of the City Centre Zone is reinforced and the potential for adverse effects as a result of significant impacts on the vibrancy and viability of the City Centre Zone is avoided.

C18.1.2 Policy

The scale of supermarket activity within the zone should be limited to that required to service the current and foreseeable future shopping needs of the local catchment.

Explanation

The purpose of the Aotea Supermarket Zone is to provide suitably zoned land to meet both the present and future need for a supermarket within the nearby areas to service the shopping demands of the local community. While supermarket activities are well established in the City Centre Zone, there is a local need for a readily available and suitable site for this form of specialist
The objectives and policies are anticipated to create a zone which will contribute to a more sustainable and resilient urban form in this part of the suburban area. Further, the limitation on the size of retail activity to a total area of 3,160m² and other controls on the nature, scale and form of development will ensure that the supermarket development will be complementary to the Porirua City Centre and to adjacent suburban areas.

**C18.2 Objective**

To maintain or enhance the amenity and environmental values of the surrounding areas by managing the potential for adverse effects from a supermarket activity on these other areas, whilst enabling supermarket operations to be appropriately undertaken.

**C18.2.1 Policy**

The activities within the Aotea Supermarket Zone will be undertaken in a manner that provides for the operational requirements of a supermarket while avoiding, remedying or mitigating potential adverse effects on the amenity values (including visual amenity, privacy, and acoustic amenity) of neighbouring suburban areas; on personal, pedestrian and vehicle safety; and on the natural and physical environment (including stormwater quantity and quality).

**C18.2.2 Policy**

The building development or redevelopment within the Aotea Supermarket Zone will be sited and designed in a manner that appropriately manages any potential for adverse effects on surrounding uses by avoiding or mitigating excessive building scale or bulk, overshadowing, invasion of privacy and loss of access to daylight / sunlight.

**Explanation**

There is potential for the supermarket building, and associated operational activities within the Aotea Supermarket Zone to have adverse effects on the amenity values and environment of the surrounding areas. Amenity values of the surrounding area could be adversely affected by such factors as the scale and intensity of the use, the design and external appearance of buildings and associated structures, traffic generation, vehicle access, hours of operation, signage, noise, parking, lighting and glare. The Aotea Supermarket Zone includes activity standards and assessment criteria to ensure that the amenity values of neighbouring activities will not be adversely affected.

Policy 42 of the Wellington Regional Policy Statement requires, as part of considering resource consent applications for subdivision and development, that adverse effects of stormwater run-off from subdivision and development shall be reduced.

At the same time the Aotea Supermarket Zone has the potential to contribute positively to the neighbourhood by providing a community retail hub which is well designed and integrated into the area and is in close proximity to the suburb's residential areas.
C18.3 Objective

To maintain a high level of visual amenity, character and personal safety within the Aotea Supermarket Zone based on established urban design, landscape design and sustainable design principles.

C18.3.1 Policy

A high quality design approach to built development is required within the Aotea Supermarket Zone that acknowledges and responds to the context of the site and the surrounding suburban and open space areas. In particular, colour and building materials will be controlled to achieve this aim.

C18.3.2 Policy

The potential for other visual effects associated with the supermarket building, parking areas and service and loading areas will be mitigated by appropriate design and management approaches. Achieving this policy shall include but not be limited to:

- Management of lighting from the building and parking areas (including from vehicles).
- Control of signage.
- Development of a landscape plan, and ongoing maintenance of landscaped areas.
- Landscape planting to soften the impact when viewed from the surrounding areas.

C18.3.3 Policy

The design of the supermarket's Whitford Brown Avenue façade will provide for an active street frontage and include a main entrance that faces and opens to this street. The Eskdale Road frontage will provide active access and surveillance towards the east.

Explanation

The Aotea Supermarket Zone should be developed in a way that contributes to the sense of place of the local neighbourhood and which enhances the identity of the surrounding suburban area. The development undertaken within the zone should be mindful of best practice urban design (including design for the prevention of crime), landscape design and sustainable design principles to ensure that a successful built environment is delivered at this locality. The visual amenity of the supermarket building, associated structures and the spaces around them will be required to contribute to the overall attractiveness and functionality of the development.

The operational requirements of a supermarket will necessitate the use of some blank walls on the boundaries with the Suburban Zone to the north and west, and to a limited extent the frontage with Eskdale Road. However, it is important that a monotonous or overwhelming blank wall is not established along Whitford Brown Avenue as this has the potential to significantly compromise the amenity of the residential area that it faces. The building along this street frontage represents the most important façade and as such should be interesting and well articulated creating a strong link with the surrounding suburban area through the use of glazing facing the street and the public realm. The appropriate use of colour and building materials is also very important in...
this regard. Activity standards and assessment criteria will be used to ensure that an appropriate built frontage is provided along Whitford Brown Avenue.

The contrast in scale between the large supermarket building and the adjacent suburban and open space uses can be mitigated through the use of activity standards and assessment criteria that require planting to soften the views of the building and generous set-backs from Eskdale Road to reduce the dominance of the building at this street frontage.

C18.4 Objective

To enable efficient, convenient and safe access for people and goods to and within the Aotea Supermarket Zone, and to minimise effects on the adjoining road network and its users.

C18.4.1 Policy

The activities within the Aotea Supermarket Zone are provided with appropriate vehicle access and on-site parking to meet the needs of the people visiting and working within the zone and thereby maintain the safety and efficiency of the local roading network.

C18.4.2 Policy

Development of the Aotea Supermarket Zone shall provide for the safety of pedestrians and cyclists by ensuring that appropriate pedestrian and cycle facilities are developed along the street frontages and within the internal car parking areas. This policy also applies to facilities required for crossing Whitford Brown Avenue and Eskdale Road to access or pass by the site.

C18.4.3 Policy

Development of the Aotea Supermarket Zone shall provide for the safe and efficient movement of traffic on the adjoining road network. Achieving this policy shall include, but not be limited to:

- Integration, in terms of safety and efficiency, with public transport.
- Management of delivery and serving servicing movements.
- Adoption of an appropriate intersection design for the Whitford Brown / Eskdale intersection.

Explanation

A supermarket is a destination retail activity and is a relatively high generator of traffic. An increase in the number and frequency of vehicles using the local road network to access the zone has the potential for adverse effects. The use of activity standards for the design and construction of vehicle access and car parking areas, and associated requirements for a minimum number of car parking spaces relative to the floor area of buildings, will ensure that any potential for adverse effects is avoided or mitigated and the safety and efficiency of the roading network is maintained. There is also a need to ensure that safe and appropriate pedestrian and cycle facilities are developed at this locality given the suburban nature of the surrounding environment. Whitford Brown and Warspite Avenue are a key bus route. The development of the supermarket needs to have regard to the ongoing safety and efficiency of that route - especially the nearby bus stops on Warspite Avenue. In addition to this objective and policies, the Aotea Supermarket Zone remains subject to section

Porirua City District Plan

Operative 8 April 2015

C18-4
C7 of the district plan.

Method of Implementation

(a) Zoning
(b) Rules
(c) Permitted and Controlled Activity Standards to manage effects
(d) Assessment Criteria

Principal Reasons

The approach that has been adopted for the Aotea Supermarket Zone is to allow for sufficient and suitable land for a modern supermarket development but not at a scale that has the potential to adversely affect the function of the City Centre Zone as the principal commercial and social focus for the City or to significantly impact on the amenity of nearby residential areas.

Provided that attention is paid to appropriate design and the management of potential adverse effects through rules and assessment criteria and consequent conditions of consent, then adverse effects on amenity values will be minor.

Particular attention to building design and appearance in the zone is necessary given the location of the Aotea Supermarket Zone within an existing residential area.

As a high traffic generator, a supermarket may have adverse effects on the local traffic network and its users unless appropriate mitigation measures are put in place to provide appropriate site access and interface with the road network.

Other methods

Methods to complement the District Plan provisions may include:

- Conditions imposed on resource consents.
- Management practices implemented by the consent holder.
- The New Zealand Urban Design Protocol.
- Earthworks Management Plan.
- Greater Wellington Regional Council guidelines for erosion and sediment control.

Anticipated Environmental Outcomes

The results expected to be achieved by the objectives, policies and methods set out above are tabulated below. The table also indicates the means of monitoring whether the anticipated environmental outcomes are achieved or not.
### Environmental outcomes

| The character and amenity of the surrounding Aotea area is maintained and enhanced. | On-site landscaping is not maintained in good condition.  
Supermarket noise levels exceed allowable noise limits.  
The roading network comes under stress. |

| Development within the Aotea Supermarket Zone is not inconsistent with the surrounding residential character. | There is no set indicator for this outcome. |