

11.0 Urban Environments

11.1 Introduction and Issue

Recognising and providing for existing urban environments including patterns of settlement and appropriate new development.

In the past, people have tended to live by choice in urban environments, where they can work and live in close proximity to each other.

The development of urban environments is interrelated with this choice to “live together” and accordingly changes with the changing needs of the population. At the same time, changes in the urban environment affect the people who live in it and choices they make.

Town planning has evolved with the development of the urban environment and now plays an integral role in enabling people to maximise the economic, social and cultural opportunities available to them.

This Plan will supercede previous documents and caters for the continuing development of the urban environment in Blenheim (the main urban centre in Marlborough) the several smaller, more residential areas and rural service centres, and the more remote settlements located within the Plan area.

Urban environments serve a very important function by concentrating and organising urban services. Considerable infrastructure, information and organisation exist in the urban environment. Urban services include sewage disposal, water supply, transport linkages, retail services, community facilities, emergency service activities and information transfer.

Consequently, a considerable level of investment (ie resource) is tied up in the urban environment. The sustainable management of the urban environment resource will ensure its continued and successful existence.

The Need to Sustainably Manage the Urban Resource

In broad management terms it can be seen that the urban environment is clearly the host to many different activities with varying effects. Some of the effects of urban activities are often only observed at a local scale while others are more widespread.

In order to sustain the urban environment resource, some control over these local effects is required. To ensure that the urban environment is a pleasant place for people to live in, and thereby ensuring its continued viability and sustainability, some control over the wider ranging effects will also be necessary.

The Resource Management Act (the Act) provides for a range of tools to be used to manage the urban environment. Among these, the concept of zoning is available as a basic technique of land use control. It is an important and useful planning tool which recognises geographical differences and enables areas with different sensitivities to effects to be identified. Activities with similar effects are able to be grouped together. Any adverse effects can be restricted to a defined area. Zoning provides certainty to land users.

Zoning has been used as the basic technique in this Plan. Three major land use components in the urban environment have been identified, comprising residential, business and industrial. These form the basis of the zoning. Land subdivision is also a

recognised method of land management. This Plan applies the use of subdivision as a tool to assist in the management of the urban land resource and its supporting infrastructure.

To deal with change and depending on the scale of potential effects and the nature of the issues relating to sustainable management of natural and physical resources the Council will employ the tools most appropriate to the circumstances. More particularly, for complex situations such as accommodating the flow on effects to the settlements of Picton, Ward and Seddon that may occur if an inter-island rail and passenger terminal is established in Clifford Bay, the Council will where necessary make changes to the Plan if that development proceeds following a detailed resource study.

11.2 Residential Environments

Enabling people and communities to provide for their residential needs is one of the Council's functions under the Act. However, this can only be done while addressing the needs of future generations, the life-supporting capacity of air, water, soil and ecosystems, and the adverse environmental effects of activities. The Council must also have regard to a number of other matters contained within Part II of the Act, including:

- The efficient use and development of natural and physical resources;
- The maintenance and enhancement of amenity values; and
- The maintenance and enhancement of the quality of the environment.

Residential activities occupy the largest area of the urban environment, so it is important to recognise and provide for these. The Blenheim urban area is the single largest residential area within the Wairau/Awatere Plan area and the Marlborough District.

Other smaller residential areas within the Wairau/Awatere include Renwick, Spring Creek, Grovetown, Tuamarina, Rarangi, Seddon, Ward and Wairau Valley.

Within the urban areas there are large tracts of land such as the Waterlea Racecourse and Lansdowne Park which are currently privately owned recreational facilities. It is expected that in the longer term these may not always be regarded as appropriate locations for these facilities and that the land will ultimately be given over to residential use. Given the size and location of these tracts of land it is expected that any future development of them should be dealt with by way of plan changes. Plan changes would provide the greatest flexibility to determine the appropriate mix of residential, commercial, and recreational zoning. In the interim the land has been given a rural zoning to enable the existing uses to continue.

11.2.1 Issues

The issues identified in relation to the residential environment are:

- The need to plan for and manage the effects of the existing residential environment, infill development and possible future residential expansion;
- The effects of residential and non-residential activities on the residential environment;
- Protecting the character and amenity of residential environments;

- Adequate servicing of residential areas;
- The need to encourage energy efficiency in the residential environment;
- To recognise environmental constraints to development;
- Land use conflict arising at the rural-urban interface; and
- To recognise the potential for conflict between expected rural and residential amenities at sensitive locations on the urban periphery of Blenheim.

These issues are addressed in turn by the following six sets of objectives and policies. Methods of implementing these follow at the end of this section.

11.2.2 Objectives and Policies

Objective 1	The maintenance and creation of residential environments which provide for the existing and future needs of the community.
Policy 1.1	Accommodate residential growth and development of Blenheim within the current boundaries of the town.
Policy 1.2	Enable the development of infill sites where they can make use of the capacity of existing services, and any adverse effects on amenity values can be avoided.
Policy 1.3	Maintain higher density residential use close to open spaces and/or within the inner residential sector of Blenheim located within easy walking distance to the west and south of the Central Business Zone.
Policy 1.4	Enable lower density residential use at the Blenheim urban periphery, to provide for a transitional environment between expected urban and rural amenities.
Policy 1.5	Ensure where proposals for the expansion of urban areas are proposed, that the relationship between urban limits and surrounding rural areas is managed to achieve the following: <ul style="list-style-type: none"> • Compact urban form; • Integrity of the road network; • Maintenance of rural character and amenity values; • Appropriate planning for service infrastructure; and • Maintenance and enhancement of the productive soils of rural land.
Policy 1.6	Hold further growth in Renwick on areas of land where suitable sewerage disposal is not achievable by way of septic tank systems until such time as the reticulated scheme is provided.
Policy 1.7	Recognise Ward and Seddon as focal points for growth if the Clifford Bay development proceeds.

The objectives and policies recognise and enable the continued existence of the residential environments within the Wairau/Awatere. They also seek to guide the development of future residential areas.

The Wairau/Awatere residential areas, including most areas of Blenheim, are characterised by low rise dwelling houses on individual lots. Over the last 25 years the inner residential areas of Blenheim have been steadily developing as a higher density residential environment. This Plan seeks to promote higher density residential use within the inner residential area of Blenheim. This will accommodate some of the future demand for housing (refer to Maps 157, 161 and 162, Volume Three).

Alternatively, lower density residential use will be promoted in locations on the Blenheim urban periphery where previous lower density residential development has occurred providing a transition between urban and rural activities. (Refer to Appendix HI, Volume Two).

These lower density areas have developed as a direct result of past Council decisions and the result has been a high level of amenity achieved, in a spatial location sense, between buildings. Property owners in these areas have acquired land with a standard of spatial/locational amenities in place and expect a continuity of these amenities.

The north western and south western peripheries have been identified as the areas most capable of accommodating future growth of Blenheim.

It is very important that the interface between urban peripheries and rural areas is sustainably managed. The relationship between the urban and rural zonings is the basis of expected amenities, planning for service infrastructure and efficiency, energy conservation and the retention of the rural land for productive uses, along with its character and amenities. Any expansion of the urban limits needs to be considered in a coordinated manner having special regard to the rural/residential interface.

Objective 2	To ensure that growth occurs in locations suitable for residential development.
Policy 2.1	Avoid new or further development in areas subject to natural hazards.
Policy 2.2	Limit residential development to the north of Renwick due to the flood hazard.
Policy 2.3	Limit any further residential development of Spring Creek because of flood hazard.
Policy 2.4	Limit any further residential development of Grovetown to the east and north, due to the flood hazard.
Policy 2.5	Limit any further residential development of Tuamarina township, and Tuamarina pocket in particular, because of flood hazard.
Policy 2.6	Residential development in the coastal environment will be assessed against the following matters: <ul style="list-style-type: none"> • The need to avoid sprawling or sporadic subdivision, use or development; • The likely exposure to natural hazards;

- The need to protect coastal ecosystems that are vulnerable to modification; and
- The contribution that the area makes to the amenity values found in the coastal environment.

Policy 2.7 Ensure urban growth does not adversely impact on the life supporting capacity of soils or on the productive capacity of rural land.

Residential development within the towns outside of Blenheim is limited to some degree by the occurrence of natural hazards, in particular flooding.

All closely settled residential areas in the Wairau floodplain are intended to be protected from floods of up to 1 in a 100 year return period flood. However, in some areas where there are existing residential communities, in an extraordinary flood, floodwater will break out of floodways in some locations. The resultant floodwaters could be particularly deep and/or fast flowing and therefore potentially life threatening. This has greater implications for more closely settled areas particularly in terms of potential property loss/damage, and safety (loss of life) than it does for isolated rural dwellings. There are serious “community implications” for closely settled communities.

This particular situation applies to the following areas:

- *The Tuamarina pocket area involving: Bush Road, England Street, Wakefield Street, Parkes Road, and the Kaituna Tuamarina Road, from its junction with Bush Road to where it crosses the stopbank upstream at “Raydale”;*
- *The Spring Creek settlement; and*
- *Grovetown, east of Vickerman Street.*

Further residential development in these areas presents an unnecessary risk.

Below the terrace, north and northeast of the Renwick township, is another inundation sensitive area. While the Council continues with flood management works in this location there remains the threat of a flood break out from several rivers - the Wairau, Omaka, Gibsons Creek and Terrace Creek. The combined probability of flooding is therefore greater than a 1 in 100 year individual return period event and it is inappropriate for further close residential settlement to occur here. Settlement ponding of “Rural Residential” proportions may be considered in the context of site specific circumstances as they apply to the potential effects of inundation.

The effects of flooding must be avoided before any further residential development can take place. Renwick and Grovetown are also presently limited by cumulative effects.

In considering areas for future residential development, the productive capacity of rural land needs to be recognised and protected for long term sustainability. However, it also needs to be recognised that expansion of urban areas may inevitably need to be accommodated in rural areas, where it immediately adjoins existing towns/townships. Preference should be given to expansion on marginal or less productive land wherever possible with urban expansion balanced against the need to protect the life supporting capacity of soils. Where urban growth is to be provided for, it needs to be planned for in a coordinated manner rather than through piecemeal development.

Although there is a duty under Section 17 of the Act to avoid, remedy or mitigate adverse effects, the Council recognises that the principle rural activities inherently

involve effects that may not meet the expectations of an urban environment and that there needs to be compromise of those expectations at the urban/rural interface.

Objective 3	Enable provision of opportunities for the establishment of a variety of activities within the Residential Zone whilst avoiding, remedying or mitigating the adverse effects of activities on the environment.
Policy 3.1	Enable development for principally residential purposes within established residential areas.
Policy 3.2	Enable a range of residential accommodation types to suit the needs of people of all ages and the needs of people with disabilities.
Policy 3.3	Allow for certain non-residential activities to be established and/or continue operating so as to enable people to provide for their social, economic and cultural wellbeing and for their health and safety.
Policy 3.4	Allow for visitor accommodation and tourism related activities subject to controls to avoid, remedy or mitigate any effects which would detract from the character and qualities of the residential environment.
Policy 3.5	Enable residents of residential properties to carry out home occupations subject to controls to avoid, remedy and mitigate any effects which would detract from the character and qualities of the residential environment.
Policy 3.6	Enable the development of community facilities within residential areas subject to controls to avoid, remedy or mitigate any effects which would detract from the character and qualities of the residential environment.

The Plan aims to provide for residential activity and to enable the establishment of other activities which have the same, or similar and compatible effects as residential use.

The residential areas in the towns and small settlements of the Wairau/Awatere generally provide accommodation for permanent residents. A limited amount of visitor accommodation is also provided, mainly within Blenheim.

Types of accommodation vary greatly and include, for example, single dwellings for families, dwellings for elderly residents, retirement complexes, time share apartments and motel complexes.

There is a distinct trend towards fewer persons per household in Blenheim. Modern lifestyles have moved beyond the "kiwi quarter acre" and there is a need for a flexible and innovative approach that enables scope for a wider range of residential development and subdivision options.

The Council has responded to this trend by enabling a more flexible form of combined residential subdivision and development through the inclusion of "integrated residential" provisions.

The fundamental aim of integrated residential development is not one of just cramming more residential units onto a parcel of land. It is expected that integrated residential

developments will be "purpose designed" for the particular development site and the immediate neighbourhood, in accordance with the principles of sustainable management, as defined by the Act.

It is intended to impose similar performance standards for all development proposals within the urban and township residential areas to manage the effects of activities in a consistent way and to maintain residential character and scale, and local landscape quality. Where the nature, character, and effects of non-residential facilities and activities are compatible with the character of residential areas, there is no reason to prevent them establishing there.

Changes in employment practices and advances in communications technology have contributed to the growing numbers of people seeking to conduct businesses based at their residence. Traditional examples of such home occupations include offices for professional services eg: architecture; medical practitioners and health services; hairdressers; telephone sales. Technological change may, in the future, make a much broader range of activities possible. Where these activities are able to be accommodated within the residential area without causing adverse effects or nuisance to surrounding residential activities there is no reason to prevent their establishment.

Home occupations should not be permitted to develop to such a scale or intensity as would cause detriment to local residential character by giving rise to:

- *Excessive or unusual traffic volumes;*
- *Excessive noise, dust, glare or odour;*
- *Inappropriate location or appearance of advertising signs;*
- *Inappropriate (out of character or large scale) alteration to buildings; and*
- *Storage of goods, equipment, or vehicles within the site or on the street.*

The development of residential activities generally causes a demand for associated community facilities. These facilities include places of worship, educational establishments and places of assembly. Such facilities, while being of benefit to the community, can cause localised effects on neighbouring properties. For this reason, new community facilities within residential areas should be considered on their merits, as resource consent applications.

Community facilities such as the Wairau Hospital are of regional importance. The hospital is in a residential neighbourhood, however it contributes to the existing amenity and quality of that environment. It is a significant resource (in land, buildings and infrastructure), the sustainable management of which must be provided for in the Plan. A range of health care services should be permitted as of right at the hospital while enabling appropriate alternative use of the site under changing health service provision.

Objective 4	The maintenance and enhancement of the amenities and visual character of residential environments.
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Policy 4.1	Maintain and enhance the amenities and visual character of the 'Urban Residential' and 'Township Residential' areas, including the retention of the former Blenheim 'Residential 1 Special Zone' low density allotments, which are provided for in Appendix H1, Volume Two of this Plan.
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Policy 4.2	<p>Permit new developments and activities within established residential areas provided their effects are compatible with the landscape character and local amenity qualities including:</p> <ul style="list-style-type: none"> • Noise levels; • Privacy; • Overall volumes of traffic movements; • Building bulk and density; and • Access to daylight.
Policy 4.3	<p>Control the height of buildings in residential areas in order to avoid, remedy or mitigate shading of adjoining properties and to maximise opportunities for views to important landscape features.</p>
Policy 4.4	<p>Enable buildings within residential zones to be located within individual allotments at the discretion of the property developer; whilst ensuring that buildings located close to property boundaries do not shade adjoining properties or have intrusive height in relation to the property boundary.</p>
Policy 4.5	<p>Maintain a low-to-medium density of building coverage on sites and ensure opportunities for space for domestic storage, service areas and private outside space within individual sites in the Urban Residential 2, Township Residential, and Deferred Township Residential Zones.</p>
Policy 4.6	<p>Allow a medium-to-high density of building coverage on sites within the Urban Residential 1 Zone.</p>
Policy 4.7	<p>Restrict noise emissions from all activities in residential zones to levels that reflect general background levels prevailing in those areas during daytime and night time hours.</p>
Policy 4.8	<p>Require all proposed residential allotments to have sufficient area, shape, and access from a public road to accommodate a range of residential activities.</p>
Policy 4.9	<p>Enable combined residential subdivision and development proposals, in the form of "integrated residential development", through flexibility of standards to achieve higher density purpose built developments that maintain or enhance amenity standards.</p>
Policy 4.10	<p>Subdivision of Colonial Vineyards (Corner of New Renwick Road and Aerodrome Road, Lot 2 DP 350626 and Lot 1 DP 11019) will be designed to meet the following urban design principles:</p> <ol style="list-style-type: none"> a) It is not intended that the entire Urban Residential Zone be developed down to minimum lot sizes. The extent of the Urban Residential 1 zoning is to provide greater flexibility in locating higher density housing. b) Higher density housing will be clustered generally towards the north eastern corner of the block and around reserves. c) Lot sizes will be larger along and near the western and southern boundaries.

- d) The development is to be carried out in stages, timed in response to the demand for residential sites. The first stages are to be to the north-east quadrant and the development will then progress west and south.
- e) At least one, and not more than two, internal roads are to give direct access from the internal road network to New Renwick Road.
- f) Walking linkages are to be provided to give access to New Renwick Road.
- g) Additional internal roads, lanes and pedestrian-cycle access ways will be located where required to suit the detailed layout of the housing, including provisions for pedestrian-cycle connections at appropriate points. A pedestrian-cycle link is to be provided in the south-east corner to provide easy recreation access from the internal road network to the Taylor River floodway reserve.
- h) The internal road network is to provide easy connections throughout the block and to discourage excessive vehicle speeds. Each stage is to include provision for connections to future stages, to ensure that the final road network functions seamlessly.
- i) At least two neighbourhood reserves are to be located within walking distance of all residential lots. Their sizes will be determined at the time of subdivision in accordance with Policy 23.5.1.18.
- j) Each reserve is to be bounded by roads on at least two sides of its perimeter.
- k) Seek to optimise solar access to main living room windows or main private open spaces throughout the block.

The Act requires that, in relation to the use, development and protection of natural and physical resources, particular regard be given to the maintenance and enhancement of amenity values, (Section 7(c)). This issue is further clarified by Policy 7.1.7 of the Marlborough Regional Policy Statement, “promote the enhancement of the amenity values provided by the unique character of Marlborough settlements and locations”.

The objective and policies above address amenity values and visual character for the residential environment.

The residential character that has developed within the residential areas of Blenheim, Renwick, Seddon, Ward, Spring Creek, Grovetown, Tuamarina, Rarangi and Wairau Valley is predominantly one of low density with single dwellings on individual sites; low building height; attractive buildings; open garden landscape; and wide streetscape. The exception to this is found in the higher density areas of central Blenheim. Nonetheless a lot of the same character and amenity still remain on these sites.

Community consultation confirms that the overall character, density, and the overall quality of the local environment is important to residents. These qualities are the principal reason for the attractiveness of the residential areas. Particular amenities which contribute to that character and which the community seeks to protect include:

- *Relatively quiet background noise levels (day and night);*
- *Privacy between individual residential properties;*
- *Ample sunlight to buildings, private open space areas;*
- *Views to surrounding hills;*
- *Low building height; and*
- *Open streetscape.*

The Plan seeks to maintain these residential amenities by requiring the management of adverse effects on these amenities arising from activities within and adjoining residential areas. The Plan seeks to maximise opportunities for views by maintaining a generally low building height and low-to-medium building coverage although the Plan will not guarantee views from individual properties.

New sites created by subdivision have historically been required to comply with various minimum area, frontage, and access standards. The creation of sites by cross-lease has involved a different legal mechanism and in some areas different site area standards have applied. New sites, whether created by title subdivision or cross lease or any other legal mechanism, should all meet the same standards. Those standards should provide sufficient area, shape, and access to enable reasonable future development for residential purposes and maintain a low-to-medium urban density throughout the settlements. This Plan aims to make all subdivision standards consistent.

Policy 4.10 is specific to the Colonial Vineyards site, New Renwick Road. This policy requires subdivision in this block to follow best practice urban design standards, in accordance with Environment Court decision ENV-2012.CHC-108 which approved rezoning of this block for residential development.

Objective 5	The development of residential areas at a rate which ensures the maintenance and enhancement of community health standards.
Policy 5.1	Ensure that the unconfined aquifer systems are not compromised by the cumulative effects of sewage effluent discharge (particularly from septic tanks) and other waste disposal to ground.
Policy 5.2	Ensure that all allotments and buildings within Blenheim, and any extending the urban area, connect to the reticulated water supply and waste water disposal systems.
Policy 5.3	Recognise that further growth of Renwick is controlled by the capacity for on-site sewage disposal.
Policy 5.4	Ensure that residential development in non-reticulated townships and settlements is within the capacity for sustainable on-site sewage disposal.
Policy 5.5	Avoiding any contaminants entering the stormwater systems within the urban environment.
Policy 5.6	Ensure adequate outfalls are available for stormwater disposal systems.

Policy 5.7 Ensure drains and water courses for removal of stormwater and floodwater can be maintained in a hydraulically efficient form.

The Plan seeks to ensure that residential developments are served with potable water supplies, and waste collection, treatment and disposal systems which do not contaminate the environment or compromise community health.

Blenheim is fully serviced with water supply and a reticulated sewage collection and treatment system. Therefore all new residential development within or as an extension of the Blenheim area will be required to connect to these systems in the interests of maintaining community health. Rules relating to the density of subdivision and development will take account of the finite limitations of the existing servicing infrastructure (including the receiving capacity of the sewage treatment system) and these rules will reflect the capacity of this servicing infrastructure to accommodate additional growth.

The Council recognises that further subdivision and residential development within Renwick is not sustainable until sewage reticulation is provided. Therefore, further development will be controlled until it is economically viable to reticulate the town.

Other townships may also be facing difficulties with the disposal of sewage on-site. However, given the small size of the townships, sewage reticulation may never be economically viable. For example, because Grovetown has high water table levels, groundwater contamination is possible if development were to continue uncontrolled.

Water supply and sewage disposal in Rarangi requires careful management to ensure that sewage contamination and saltwater intrusion does not occur.

By ensuring that contaminants do not enter stormwater systems, for example petrol and oil from service stations, some of the adverse effects of stormwater discharges on water bodies can be avoided.

In the urban environment open stormwater channels and drains are usually kept as small as practical and need to be maintained in an efficient and effective manner.

Objective 6	Promote the efficient use of energy in the design and construction of residential subdivisions and residential dwellings.
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Policy 6.1	Encourage incorporation of principles of energy efficiency in the design and construction of residential subdivisions.
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Policy 6.2	Enable optimum siting of buildings on residential lots to maximise opportunities for the implementation of energy efficient design and construction of individual residential dwellings.
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Policy 6.3	Promote compact urban form in the established urban settlements of the Wairau/Awatere.
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The objective and policies above follow on from Policy 7.5.3(a) of the Marlborough Regional Policy Statement which is an overall policy for energy efficiency in Marlborough.

The design and layout of residential subdivisions together with the location and design of individual buildings can influence energy use. Residential settlements which extend

new roads long distances beyond central community services can give rise to unnecessarily lengthy journeys by vehicle to and from those services.

The orientation of buildings on individual sites so as to receive maximum sun is an accepted rule of thumb in the New Zealand building industry. Building location, in the first instance, will strongly influence the success of design features intended to maximise solar energy use (for example solar water heating and window placement for passive solar space heating). It is therefore important that the design of subdivisions enables the future siting of buildings to maximise orientation to the sun.

11.2.3 Methods of Implementation

Zoning Two Urban Residential Zones have been applied to Blenheim. The inner residential areas have been zoned Urban Residential 1 in recognition of the policy seeking to promote higher density residential development here. The remaining residential areas within Blenheim have been zoned Urban Residential 2. (Refer to Map 155, Volume Three.)

The provisions that qualify Urban Residential 2 Zone activities include recognition of the existing low density urban/rural transitional amenities at the south east urban periphery of Blenheim, (an area previously zoned "Residential 1 Special Zone" under the Transitional District Plan).

Residential areas outside of Blenheim are zoned Township Residential. This zone allows for the special demands of small town or settlement residential areas. For example, the requirements created by the need for on-site sewage disposal.

The Township Residential Zone has been applied to the residential areas at Renwick, Seddon, Ward, Spring Creek, Grovetown, Tuamarina, Rarangi and Wairau Valley.

Expansion to Ward and Seddon which may result if the Clifford Bay Ferry Terminal proceeds will be examined by way of a resource study which would be implemented through the plan change process.

An additional Deferred Township Residential Zone has been applied to Rarangi in recognition that limited further residential development will be considered applicable once a permanent potable water supply has been installed.

Residential development will largely be confined to the identified residential zones in the established settlements. This will ensure a compact urban form, addressing energy efficiency.

Marlborough Township At Marlborough Ridge in the Residential Township Zone, subdivision Ridge Residential is a non complying activity given that subdivision of vacant land has been completed and further subdivision of existing lots is not contemplated in order to maintain existing amenities and because there is insufficient water supply and sewage disposal capacity.

Scheduled Site	<p>Health services will be permitted as of right at Wairau Hospital by way of a schedule which specifies conditions particular to that site. The zoning of the site will remain Urban Residential Two.</p> <p>Education Services will be permitted as of right at Marlborough Polytechnic by way of a schedule which specifies conditions particular to that site. The zoning of the site will remain Urban Residential Two.</p>
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Rules	<p>Plan rules permit residential activity within the Urban Residential 1, Urban Residential 2 and Township Residential zones subject to performance standards being met. Site specific rules also apply to sites identified in Appendix G.</p> <p>Proposals for non-residential activities will generally be considered on their individual merits through the resource consent application process.</p> <p>Home occupations which are compatible with the existing character of residential areas will be provided for as Permitted Activities, subject to performance standards being met.</p> <p>Small scale visitor accommodation in established buildings will be permitted subject to performance standards. Other proposals for tourist accommodation will be considered on their effects as Discretionary Activities.</p> <p>Plan rules provide for the establishment of community facilities as Discretionary Activities.</p> <p>Flexible standards are available for “integrated residential development” which combines joint proposals for residential accommodation and subdivision, whilst ensuring the maintenance or enhancement of amenity standards.</p> <p>All activities within residential areas will be subject to performance standards designed to maintain and enhance local residential character.</p> <p>Plan rules require all subdivisions and developments for residential purposes to provide water supply and waste disposal which meet specified standards.</p> <p>Plan rules require all subdivisions and residential development in the Township Residential and Deferred Township Residential Zones to make satisfactory provision for on-site water supply and effluent and stormwater disposal (where a community sewage disposal system is not available).</p> <p>Plan rules will control activities within 8 metres of the bank of streams to facilitate keeping water courses in a hydraulically efficient state.</p>
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Performance
Standards

Plan rules permit activities within residential areas subject to performance standards to control the effects on amenity values and visual character including:

- Sunlight and outlook for neighbours;
- Noise;
- Building coverage; and
- Building height.

Standards control the development of new residential allotments in order to maintain the character of existing residential areas. For example, controls are included on lot size, residential site density, open space requirements and building platform requirements.

Proposals which fail to comply with the stated performance standards will be considered as Discretionary Activities. Where the extent of non-compliance (or variance from standard) is minor,

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applications will be considered as 'Limited Discretionary' Activities with their assessment confined to a consideration of the effects of the non-compliance.

Annual Plan	Through the Annual Plan process, the Council will progressively undertake improvements to local roading, sewerage, water supply and stormwater services.
Research	The Council will continue to monitor and research the requirements of and limitations to residential growth in the urban areas, townships and settlements of the Wairau/Atawere.
Reserves	Through the Reserves Management Strategy, the Council will manage the parks and reserves which are an important contribution to the amenity of the urban area.
Community	The Council will encourage any community initiated amenity improvement programmes to improve residential amenity standards.
Other Legislation	Buildings intended for human occupation will be required, in terms of the Building Act, to comply with standards for providing adequate supply of potable water and means of disposal of waste water effluent.
Guidelines	<p>The Council will make available its Code of Practice for Subdivision and Development which sets out a means of compliance with the Plan's requirements for water supply and waste disposal services. Compliance with the Code will be deemed to be compliance with the Plan.</p> <p>The Council will develop guidelines or Codes of Practice to assist residents select, install and operate alternative water supply and sewage disposal systems.</p> <p>The Council has developed a set of guidelines to assist in the design of residential subdivisions and residential buildings to maximise energy efficiency. The Council will promote energy efficiency and solar energy use by providing a hand-out summarising the guidelines.</p>

Plan rules are considered to be the only effective method of controlling residential development within sustainable limits. Urban residential areas must be able to be sustainably served with the necessary services.

Plan rules are necessary for ensuring that the effects of activities undertaken within urban residential areas are compatible with the character and amenities of those areas. Rules provide for residential activities as Permitted Activities subject to performance standards to protect amenity. Non-residential activities will be considered on their merits and in terms of the objectives, policies and standards relating to residential amenity and character.

The Plan acknowledges that it is appropriate for community facilities to be located within residential areas. However, rather than prescribe a set of performance conditions anticipating all effects of community facilities, these will be assessed as applications for resource consents on their individual merits and in terms of their effects within the residential environment.

Plan rules set performance conditions controlling building height, potential shading of adjoining properties, and maximum building coverage. It is considered that rules are necessary because they provide maximum certainty for residents and developers of sites in residential areas where maintenance of amenities is important to people's wellbeing and to the security of property investment.

Plan rules are considered to be the minimum necessary to ensure that the installation and operation of water supply and wastes treatment and disposal systems meet desired community health and environmental standards.

The further methods outlined above are matters which the Council is either required to address or is intending to address for various reasons. They all offer progress in terms of the objectives identified for the residential environment.

11.3 Business Areas

The principal business and retail area within the Wairau/Awatere area and Marlborough at large is the Central Business Zone of Blenheim, and more specifically within the Primary Shopping Area of the Central Business Zone. Within Blenheim there are several suburban business areas as well. A mixture of retail service and light industrial activity extends along Grove Road and Main Street in Blenheim. In addition, identifiable areas containing a range of commercial, administrative, service and industrial activities occur within the Renwick and Seddon townships.

It is important for the identity of Blenheim that the Central Business Zone, and the Primary Shopping Area, remain the regional focal point for retail, commercial, cultural and social activity, and the town centre continues to thrive as the principal shopping location. It is acknowledged that the increasing demand for and choice of goods will result in pressure for retail developments to occur in other locations, but these should always remain in a secondary position to the primary function of the Blenheim town centre.

11.3.1 Central Business Area

The Central Business Zone has been applied to the central commercial area of Blenheim. This zone incorporates the inner shopping areas of Market and Queen Streets and stretches to include the surrounding business areas as well. Refer to Maps 161 and 162 (Volume 3) for zone boundary.

The Central Business Zone in Blenheim concentrates a wide range of important activities. These include retail shops, professional and administrative offices, civic and community facilities, emergency service activities, personal and household services, entertainment, restaurants and bars.

The Blenheim commercial areas, in addition to serving a significant resident population, serves an extensive rural area, being the largest town of Marlborough. Increasingly too, the business area of Blenheim is providing for the needs of travellers and tourists.

Blenheim's business area represents the District's largest investment in terms of building and development. There is considerable public and private investment in the Central Business Zone in the form of roading, car parking, street lighting and other infrastructure which is important in providing commercial services and shopping facilities for the community.

In the past, planning rules have restricted the type of retailing allowed within those outer parts of the Central Business Zone. This Plan, being prepared under the effects based Act does not continue this. Rather, in preparing the Wairau/Awatere Resource Management Plan the Council has established two important matters:

- There is a need for a cohesive and vibrant centre in Blenheim as a place of regional importance; and
- The effects of all of the activities in the Central Business Zone need to be considered in a consistent manner.

11.3.1.1 Issue

Managing the effects of an intensely developed commercial and retail sector, which is complemented by key community facilities, in a manner which promotes a vibrant and prosperous centre for Blenheim and Marlborough.

Commercial activities such as retail outlets, offices, banks, restaurants, tourist accommodation and other services make an important contribution to the urban environment. The success and viability of an urban environment depends to a very large extent on the vibrancy and vitality of its commercial centre. Modern society has become very dependent on motor vehicles and it is considered that, for provincial centres to remain vibrant, they must cater for this dependency. The Council's Regional Land Transport Strategy addresses this issue. The Council also maintains a long term carparking strategy which provides for a balance between long and short term parking needs.

The Council has used zoning as a method of identifying the town's business area resource. Within the zone there is a further delineation of areas to accommodate the impact of zone specific car parking activity. The effects of activities can then be managed as they relate to the zone and to the wider urban environment.

The Council has and will continue to take an active role in the promotion and establishment of community facilities.

New Zealand society is changing rapidly and the expectations of the community of how services and leisure time are consumed are also changing. In addition, people are working longer hours.

The impact of these changes has caused much debate and analysis of what people want from their leisure time and how Local Government should respond. Leisure and recreation are consumer and fashion driven and a greater emphasis is being placed on:

- Freedom of choice;
- Better service;
- Competition for sponsorship;
- Provision of quality facilities;
- Entertainment; and
- Event management.

Over the next ten years there will be significant changes in how people elect to spend their leisure time and in the range of recreational opportunities which are available. These changes could include:

- Greater consumer choice and expectation;

- Greater demand for the development of new and different recreational opportunities for older people;
- Greater participation with groups, offerings and family or through casual groups;
- Move away from traditional sports and physical contact sports;
- Development of multi-purpose activity centres which combine the comforts of home with ease of access and with wide variety;
- Focus on entertainment; and
- Instant availability with minimum discomfort.

The Council recognises that today’s leisure facility should cater for all ages, toddlers to grandparents and provide as many active leisure options as possible linked with retail, food and beverage areas.

The Council sees the development of a significant recreational facility in combination with the Aquatic Centre within the town centre as a significant strength to the town centre’s viability.

11.3.1.2 Objectives and Policies

Objective 1	Recognition and support of concentrated commercial activity and associated resources within central Blenheim.
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Policy 1.1	Retain the continuity of and enable the establishment of a wide variety of commercial activities within the Central Business Zone.
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Policy 1.2	Encourage stakeholder initiatives to promote a vibrant and diverse centre for Blenheim and Marlborough.
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Policy 1.3	Avoid, remedy or mitigate any adverse effects of Central Business Zone activity on neighbouring residential amenities.
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Policy 1.4	Contain the adverse effects of commercial activity within the boundaries of the Zone.
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The establishment of a Central Business Zone provides for a wide range of effects based Permitted Activities and enables the effects of these activities to be managed in a consistent and comprehensive manner.

The zoning of the land that comprises the Central Business Zone provides some predictability of effects and a cost-effective basis for environmental controls. By doing this it is possible to differentiate between controls which manage effects internal to the zone and those which are designed to manage effects on the residential interface or the wider environment. The land identified and zoned “Central Business Zone” reflects the resource as a whole and acknowledges consolidation and growth.

Objective 2	A convenient and well organised central business area.
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Policy 2.1	Encourage development of the central area as a compact and convenient commercial centre for workers, shoppers, facility users and visitors.
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Policy 2.2	Ensure that the transport network is compatible with Central Business Zone activity.
Policy 2.3	Ensure that any car parking requirements generated by an activity are catered for within the Zone and preferably on site.
Policy 2.4	Promote a pedestrian orientated inner centre supported by strategically located car parking areas.
Policy 2.5	Avoid the peripheral extension of the potential conflict between traffic and pedestrians by restricting pedestrian oriented retail and service activities to the areas currently zoned Central Business Zone.
Policy 2.6	Provide collective car parking to serve the inner parts of the Central Business Zone.
Policy 2.7	Retain or enhance the levels of carparking provided by the Alfred Street, McMurtry, Centennial Hall, Queen and Wynen Street Carparks.
Policy 2.8	Maintain and enhance user amenities by requiring verandahs over the denoted primary shopping areas.
Policy 2.9	Encourage redevelopment in the denoted primary shopping areas to utilise existing service lanes to provide off-street access and loading facilities.
Policy 2.10	Implement traffic management measures as required to maximise the efficiency of the Central Business Zone.

These policies seek to promote a convenient and compact central focus for Blenheim which enables the Central Business Zone to retain and continue its function as the retail, commercial, cultural and social focus of the town and the wider surrounding region. Comparison shopping and the recreational/cultural functions served by the town centre, are enhanced by a pedestrian orientation. A cohesive and convenient centre is valued and well used by the community. The carparking policies are designed to enable the inner shopping precinct to be maintained as tight knit as practicable whilst providing for the effects of traffic generation elsewhere in the zone.

Objective 3	The maintenance and enhancement of the character and amenities of the Central Business Zone.
Policy 3.1	Promote and encourage the inclusion of public amenities and facilities.
Policy 3.2	Encourage adequate levels of daylight admission to public areas.
Policy 3.3	Promote the integrated improvement of the external appearance of buildings.
Policy 3.4	Integrate the use of street furniture, signage and hard and soft landscaping.

The establishment of public amenities such as street furniture, children's play equipment, landscaping or community buildings, along with attractive

architecture and integrated colour schemes contributes to the attraction of the Central Business Zone as a destination in its own right. The vibrancy of the town centre relies on a balance of amenity and attractions, not simply a reliance on retailing.

11.3.1.3 Issue

Managing the vulnerability of the Central Business Zone from commercial activities outside the Central Business Zone.

- Ensuring that the Primary Shopping Area and Central Business Zone remain the regional focus of commercial activity.
- The need for redevelopment of the Primary Shopping Area, to improve its attractiveness and to ensure that sites meet modern retailer requirements.
- The continued need to provide for larger-format retail development in the Central Business Zone where such activities are compatible within the Central Business Zone, while ensuring adequate parking and access to service both these sites and the Primary Shopping Area.
- The pressure for larger format retail activity on sites outside the Primary Shopping Area/Central Business Zone, balanced with the need to protect the surrounding amenity and to safeguard the local service function of the Neighbourhood Business Zones.
- The need to limit commercial activity outside of the Central Business Zone to ensure the vitality and vibrancy of the Blenheim town centre and Neighbourhood Business Zones are not impacted on.
- The need to allow commercial activities outside commercial zones which are ancillary to rural activities.
- The need to make provision for other commercial activities where the adverse effects of such activities are not significant or where such activities are not physically or practically appropriate to locate within the existing business zones,

11.3.1.4 Objectives and Policies

Objective 1	Establishment of a retail hierarchy to ensure that commercial development is concentrated in appropriate locations and zones.
Policy 1.1	Require a sequential approach to managing the location of commercial activity within Blenheim, using a retail hierarchy.
Policy 1.2	Require justification of, the need for and the impact on the Central Business Zone from commercial development located outside the Primary Shopping Area and Central Business Zone.
Policy 1.3	Provide for appropriate commercial activity in rural areas where directly related to rural industries or where such activities are not compatible within the existing business zones.

Retail Hierarchy

In recognition of the evolving needs and patterns of commercial activity within the Marlborough District, and the fundamental tenet of ensuring that the Blenheim town centre remains the regional retail centre, a hierarchy of location preferences has been created for commercial and retail activities. The hierarchy has four tiers.

Tier	Zone	Preference
Tier 1	Primary Shopping Area	↓
Tier 2	Central Business Zone	
Tier 3	Neighbourhood Business Zone	
Tier 4	Other Zones	

The first tier, the Primary Shopping Area, is already well established in terms of retail and commercial activity. The Primary Shopping Area is an attractive, pedestrian orientated environment. It is generally characterised by local independent retailers and national multiples providing a range of speciality shops and services, and comparison retailing, from units generally less than 500m² in size. It is likely to attract people combining a shopping trip with leisure and entertainment.

It is important that speciality shops and services and comparison retailing continue to locate in the Primary Shopping Area, but are balanced with other leisure and entertainment activities, to encourage linked trip visits and to ensure that the town centre remains vibrant throughout the day. Car parking areas for the Primary Shopping Area are provided for by the Council.

The wider Central Business Zone is the second tier in the retail hierarchy. It currently accommodates commercial activities generally requiring larger retail spaces, ranging from 500m² to 1,500m². The area is typically characterised by lower-height buildings and car parking is on site. The Central Business Zone is more car-orientated, with main roads allowing traffic to flow through and around the town centre while avoiding the Primary Shopping Area as far as possible. The wider Central Business Zone area should continue to meet the requirements of larger retail operators (500m² to 1,500m²) and be easily accessible by all modes of transport. Infill and redevelopment of the Central Business Zone should allow suitable sites to be aggregated to meet the variable needs of new operators.

The third tier, the Neighbourhood Business Zone provides a localised shopping and service function typically meeting the day to day needs of the surrounding residential areas.

The local scale of Neighbourhood Business Zone centres should be retained where possible and consideration given to any sensitive adjacent activities, for example, residential zones.

Any increase in the scale of the Neighbourhood Business Zones must not compromise the vitality and viability of the Blenheim town centre.

Other Zones in the Plan have been included as the fourth tier. Commercial activity is provided for within other zones of the Plan, notably where the effects of those activities on the Central Business Zone are not significant and where consideration is given to the scale and type of retailing depending on the zone. Other Zones have been included to provide for operators who seek to locate in other zones because of the lack of availability of suitable alternative sites in a higher tier or where a proposed activity is not compatible in these zones. The location of commercial activities in the Rural 3 Zone will be assessed with regard to a range of matters which assist in considering the impact on the vitality and viability of the Primary Shopping Area and the Central Business Zone.

Objective 2	Infill and redevelopment of sites and existing buildings in the Central Business Zone.
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Policy 2.1	Encourage the infill and redevelopment of sites and existing buildings to create new retail and commercial sites within the Primary Shopping Area and Central Business Zones.
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Policy 2.2	Ensure that any infill and redevelopment is compatible with the form and function of the Central Business Zone.
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Some redevelopment has taken place in recent years but, while there are few vacant premises, the core area would benefit from continued investment in redevelopment initiatives. Redevelopment will also provide opportunities to alter unit sizes to suit the variable needs of retail operators. Upper storeys can be used for other activities, such as office, service or residential, to create a vertical land use mix. Use of existing sites, through a policy of infill, will facilitate new development which should be encouraged so long as it is compatible with the Central Business Zone form and function.

Objective 3	A vibrant town centre.
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Policy 3.1	Ensure that the Blenheim town centre is not adversely affected by commercial activity occurring outside of the Central Business Zone.
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Policy 3.2	Encourage a mix of retail, commercial, cultural and social activities to the town centre.
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11.3.1.5 Methods of Implementation

Zoning	The Primary Shopping Area and Central Business Zone are identified on the planning maps, incorporating all central areas where a resource has been established to support retailing and other commercial and community facility activity. Neighbourhood shopping zones are also identified on the planning maps.
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Rules	Plan rules enable the continuity and establishment of commercial activity, visitor accommodation, entertainment facilities and community facilities subject to performance standards. Other activities graded by effects implications will be considered as Discretionary, Non-complying or Prohibited Activities. Plan rules control advertising signs with conditions to manage any potentially adverse landscape, amenity or traffic distraction effects.
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Performance conditions	Performance conditions address matters such as building height, vehicle access and loading, car parking, noise, hazardous facilities and the provision of verandas for pedestrian shelter.
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Financial Contributions	For new developments setting up within the Central Business Zone not able to meet the car parking requirements, the Council may require a financial contribution in terms of Section 108 of the Act for the purpose of establishing public car parks.
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Transport	Implementation of Marlborough's Regional Land Transport Strategy in conjunction with the land transport requirements of this Plan
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(Chapter 19) will address the compatibility of the commercial area with the transport network.

Council Activities The Council will implement traffic and parking management controls, in terms of the Local Government Act, that are appropriate to the season and traffic volumes in order to minimise conflicts between users and ensure efficient movement of vehicles.

The Council will obtain and develop land in appropriate locations for car parking.

The Council will initiate the development of an urban design plan for the Central Business Zone and encourage town centre promotion by stake-holders in the zone.

The Council will facilitate, where possible, the redevelopment of sites within the Central Business Zone to accommodate improved commercial facilities and to enable the most efficient use of land and buildings.

The Council as a landowner of significant underdeveloped sites within the town centre, (purchased to provide car parking for the Primary Shopping Area), will consider enabling infill development on those sites, where sufficient parking can continue to be provided on the site or provided on an appropriate alternative site.

The Central Business Zone represents a mixture of economic and physical assets. For resource management purposes, it is important to sustainably manage these physical resources whilst recognising the parallel need to manage the inherent natural resources.

The Plan identifies the existing town centre resource located in central Blenheim and zones this "Central Business Zone". Within this town centre environment certain activities, as determined by the effects which they create, are permitted, for example, commercial activities.

Performance standards are considered to be important to ensure the integrated management of the town centre and also to assure convenience and attraction for users. Performance standards therefore include requirements relating to vehicle circulation, parking, loading, access, pedestrian shelter, noise and building height.

Other management methods involve certain service delivery initiatives of the Council which seek to improve the amenity and functioning of the Central Business Zone.

11.3.2 Neighbourhood Business Areas

This zone includes the commercial areas at Redwoodtown, Springlands, Moran Street, Alana Place, Budge Street and the Hospital Road - Maxwell Road corner shops. A number of smaller individual sites also feature this zoning.

11.3.2.1 Issue

The impact of neighbourhood business centres on surrounding areas.

Neighbourhood business centres have evolved to provide a decentralised commercial resource as the town's periphery has been progressively developed. Their effective management requires a different approach from the Central Business Zone. They generally sit within residential areas and provide a concentrated satellite resource in a small identifiable environment with different effects being generated to those of the

surrounding area. For example, neighbourhood business areas generate more vehicle movements than those created by the surrounding residential activity.

Neighbourhood business centres are valued as resources by the community in that they provide for the general day to day needs of local residents. The centres which feature this zoning have and will continue to develop in a unique manner. These centres respond to the local community demands for shops and services. Centres such as Springlands, with good exposure to passing motorists, serve a much wider catchment.

Neighbourhood business centres need to be managed so as to minimise adverse effects, particularly on surrounding residential areas.

11.3.2.2 Objectives and Policies

Objective 1	The retention and maintenance of neighbourhood business centres which respond to community needs and which have a minimum impact on surrounding areas.
Policy 1.1	Enable low impact commercial and community activities to locate within the Neighbourhood Business Zone.
Policy 1.2	Contain the adverse effects of neighbourhood business activity within the boundaries of the Zone.
Policy 1.3	Avoid activities which generate significant increases in vehicle movements or the number of heavy vehicles on residential streets.
Policy 1.4	Ensure that any car parking requirements generated by an activity are catered for within the Zone and preferably on site.
Policy 1.5	Avoid activities which give rise to levels of odour, dust, glare or noise incompatible with the character and expected amenities of the Neighbourhood Business Zone.
Policy 1.6	Avoid activities which give rise to levels of odour, dust, glare or noise in neighbouring zones inconsistent with the reasonably expected amenities of such a zone.
Policy 1.7	Avoid or mitigate any adverse effects from use, storage or transport of hazardous substances, particularly any risk to people.
Policy 1.8	Maintain the visual character and amenity of Neighbourhood Business Zones and that of neighbouring areas.
Policy 1.9	Ensure that any changes to the commercial activity within the Springlands Neighbourhood Business Centre continue to position it as a satellite resource, subsidiary and complimentary, to the Central Business Zone.
Policy 1.10	Expansion of the commercial activities at the Springlands Neighbourhood Business Centre will be subject to an assessment of potential adverse effects on the Central Business Zone.

The policies aim to preserve amenity both within and outside the Neighbourhood Business Zones. In particular, they target the adverse effects of commercial type activities which are potentially incompatible with a predominantly residential environment.

11.3.2.3 Methods of Implementation

Zoning	The Neighbourhood Business Zone locations are identified on the planning maps, incorporating local shopping areas throughout Blenheim.
Rules	Plan rules generally permit commercial activities and community facilities within the Neighbourhood Business Zone. Some commercial activities which have potentially greater adverse effects, particularly on neighbouring residential areas, are provided for as Discretionary Activities. These include restaurants, bars and other licensed facilities (including the sale of liquor in supermarkets) and the future expansion of the Springlands Neighbourhood Business Centre beyond what is allowed as a permitted activity.
Performance	Performance conditions to maintain amenities address matters such
Conditions	as building height and bulk, vehicle access and loading, car parking, noise, etc.
Transport	Implementation of the Marlborough's Regional Land Transport Strategy in conjunction with the land transport requirements of this Plan (Chapter 19) will address the compatibility of the neighbourhood business centre with the transport network.
Other	Council and property owner enhancement of Neighbourhood Business Zones through paving, planting and similar methods.

Neighbourhood business centres play an important role in the community. They supply day to day goods and services in a convenient and easily accessible manner. It is important that they are able to continue in a way in which adverse effects, particularly on nearby residential areas, are avoided, remedied or mitigated.

11.4 Industrial Areas

Industry is a significant part of any community. It supplies the community with the goods and services it is dependent upon. In addition, industry provides a significant proportion of the population with employment.

Within the Wairau/Awatere area there are two types of industrial areas. Those urban industrial areas within Blenheim e.g. the Grove Road - Main Street area, Springlands and the milk treatment site in Redwood Street. The larger industrial estates at Burleigh, and Riverlands differ from the urban areas in that the sites are used for larger scale manufacturing and processing type activities.

For the purposes of this Plan the former has been zoned Industrial 1 and the latter, Industrial 2. The different zonings enable the rules to address the different environmental needs and constraints. The objectives and policies remain the same and are included for both zones in this section.

The grouping together of industrial activity within zones promotes the sustainable management of resources. The grouping together of industry creates efficiencies and enables any adverse effects to be contained and managed in a comprehensive manner. Industrial activity generally creates a number of recognisable and often significant

adverse effects. These effects can be considerable and if not managed properly, can adversely impact on the immediate and surrounding environment.

The Act 1991 requires that the adverse effects of industrial activity are avoided, remedied or mitigated. The effects of industrial activity can include visual impact, noise, vibration, dust, odour, glare, traffic generation (in particular, heavy vehicle movements), discharges of waste to air, land and water and the use and storage of hazardous substances.

In zoning areas for industrial activities it is important that other non-industrial activities do not locate within the areas set aside for industry. Other activities such as residential or retail activity, demand a different type of environment, generally one of a higher standard. This would then threaten the particular environmental standard which has been selected for the industrial zones.

11.4.1 Issue

The adverse effects of industrial activity.

Industrial areas within the Plan area vary in their nature. Light industrial/service areas can be found along Grove Road through to Main Street (State Highway One). Heavier industry, many involving the processing of primary produce such as timber and meat can be found at Burleigh, and Riverlands.

Industrial activity has the potential to create serious environmental effects and can significantly impact on other activities which may be nearby. The Act requires that the effects of activities must be avoided, remedied or mitigated. By adopting a zoning approach the effects of industrial activity can be contained. Industrial activity is zoned for and permitted within industrial zones and consequently not provided for in other zones. In turn, this provides for an environment where in most places adverse effects of industrial activity are fully avoided. Within the industrial areas or zones, adverse effects arising from activity are likely to occur. Here, the intention is for them to be mitigated.

Therefore, the issue of managing the adverse effects of industrial activity can be resolved by containing and confining industry and its effects to industrial zones.

11.4.2 Objectives and Policies

Objective 1	Containing the effects of industrial activity within the boundaries of industrial zones.
Policy 1.1	Avoid, remedy or mitigate any adverse effects of industrial activity beyond the bounds of Industrial Zones.
Policy 1.2	Avoid, remedy or mitigate adverse effects within industrial areas.
Policy 1.3	Encourage heavy industry to locate within the Industrial 2 Zones.
Policy 1.4	Enable light industry and service activities, along with general industrial activity, within the Industrial 1 Zones.
Policy 1.5	Restrict activities from locating in Industrial Zones which demand a higher or different environmental standard to industrial activities.

Policy 1.6	Enable the establishment of activities which rely on a location close to industry and/or which serve industrial activity provided any effects are compatible.
Policy 1.7	Avoid the adverse effects of pedestrian activity on national routes adjacent to industrial zoned land that can arise from the establishment of retail activities.
Policy 1.8	Avoid, remedy or mitigate the effects of industrial activity on any adjoining residential areas.
Policy 1.9	Promote a high standard of environmental design and maintenance in industrial areas and require contributions to landscape planting in key landscape corridors and at entrances to Blenheim.
Policy 1.10	Ensure that the size, height and bulk of industrial buildings and structures is compatible with the townscape and characteristics of individual sites.
Policy 1.11	Avoid, remedy or mitigate the effects of any discharges or waste generated by industrial activity.
Policy 1.12	Promote energy efficiency in industry as a means to avoid, remedy or mitigate adverse environmental effects.

Industrial activity has the potential to cause significant adverse effects, particularly affecting other activities. The policies establish two industrial zones, creating environments which are not suitable for all activities. Instead they have been created in order to contain the effects of industry to small areas. The policies recognise that industrial activity is necessary and needs to be accommodated within the Plan area.

The objective of containing the effects of industrial activity will be assisted by a compact zone with no extra area than is necessary for the activity for which the environment or zone has been created.

The intention of two separate industrial zones is to recognise the differences between several industrial areas within the Blenheim urban area and the larger industrial estates. The Industrial 2 Zone which has been applied to the Riverlands and Burleigh areas provides an environment for heavy industrial activity while the Industrial 1 Zone which is applied to those industrial areas within Blenheim recognises that a slightly higher environmental standard is necessary within the urban area, to ensure that adverse effects of industry are avoided so that the qualities of adjoining residential, open space or business areas are not compromised.

State Highway 1 through Blenheim is, over much of its length, bounded by industrial zoned land. A similar situation applies in respect of State Highway 6, although the affected length is not so great. The safety and efficiency of these routes can be adversely affected by land use activities, which have a propensity to attract pedestrian customers, such as retail activity. Such activities are better located away from these national routes.

11.4.3 Methods of Implementation

Zoning	The Industrial 1 and Industrial 2 zones are identified on the planning maps within the Blenheim urban area and the Riverlands, and Burleigh industrial estates respectively.
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Rules	<p>Plan rules permit industrial activities within industrial zones subject to compliance with performance standards. Heavy industry is permitted within the Industrial 2 Zone.</p> <p>Proposals which fail to comply with stated performance standards will be considered as Discretionary Activities.</p> <p>Non-industrial activities within the industrial areas will be considered as Non-Complying Activities.</p> <p>To address amenity values, rules will require contributions of funds or landscaping works from industrial developments for the purpose of acquiring and developing landscaped areas within Industrial Zones.</p> <p>Where industrial zoned land adjoins non-industrial land rules will require that buildings comply with the maximum height and building location requirements, of the adjoining zone in respect of the common boundary.</p>
Performance Conditions	<p>Performance conditions address matters such as noise, vehicle access and loading, parking, building height and location, landscape enhancement and size, location of advertising signs, effluent disposal and discharges to air (including smell and dust). Higher standards are required within the Industrial 1 Zone.</p>
Other	<p>The Council will promote ongoing landscape improvement of the main transport corridors within industrial areas.</p>

The provision of specifically zoned industrial land means that the adverse effects of industrial activities can be geographically contained. It is considered that Plan rules are necessary to control the expected adverse effects of industrial activities. Plan rules establish performance standards to avoid, remedy or mitigate adverse effects. The standards are set at levels appropriate to enable industrial activities to operate effectively within the zone and seek to minimise nuisance and hazard for neighbouring residents and activities. Standards for some effects may therefore be higher at the zone boundary.

The Industrial Zones are located close to major transport corridors and at the main entrances to Blenheim and Renwick. The Council seeks to enhance the landscape at these entrances. Rules require a contribution from industrial development towards the enhancement of the landscape and amenity of key entrance points within Industrial Zones.

11.5 Rural Townships

Small rural townships are typified by their small scale and low intensity development. The townships usually comprise a varied mixture of rural service activity, commercial activity, industry (often primary based) and community/recreation activities often scattered amongst residential activity. The main geographic distinction which can be made in the rural township is between residential areas and the mixed use 'centre'.

Within the Wairau/Awatere area, there are the following rural townships: Renwick, Seddon and Ward. Within these three towns, an identifiable mixed use centre exists, distinct from the surrounding residential areas. There are further townships within the Plan area, for example Grovetown, that are predominantly comprised of

residential use. The residential component of all rural or small townships is discussed under 11.2 (Residential Environments).

The Wairau/Awatere rural townships make an important contribution to social and economic wellbeing of the local population. The mixed use centres in these townships are all located on major arterial routes within the District, providing services and facilities serving not only the local but also the wider rural population and visitors. In the case of Ward and Seddon there is an expectation of benefit from any spinoff that may result from the development, if it occurs, of a ferry terminal at Clifford Bay.

Each of these centres have both 'rural' and 'urban' elements as well as low intensity of development, informal appearance and large section sizes. This is typical of the amenity of a small rural township. The amenity of a township may also be influenced by local resources or specific activities.

For residents of the township and surrounding rural areas, sources of employment are crucial to their economic wellbeing, and minor adverse environmental effects arising from commercial and industrial activities are therefore generally accepted or tolerated in these areas. Commercial and industrial activities in townships may however impinge upon environmental qualities by:

- The visual intrusion of large buildings;
- Air and water borne effluent and noise pollution;
- Increased traffic on local roads;
- Increased pressure on services; and
- Incompatibility with areas of cultural significance to iwi.

To maintain a pleasant environment in townships and to ensure nuisances or health risks do not arise, there is a need to control adverse effects arising from commercial/industrial use.

Residential use in Renwick, Seddon and Ward is described further in the Residential Environments section (11.2).

11.5.1 Issue

Managing the effects of mixing commercial and industrial activity in small rural townships.

11.5.2 Objectives and Policies

Objective 1	Managing the effects of mixed use rural township centres in a way that maintains the amenity and low intensity characteristics of the towns.
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Policy 1.1	Ensure the sustainable management of rural township resources in order to allow for mixed use (commercial and industrial) activity.
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Policy 1.2	Enable the establishment of a wide range of activities within rural townships, subject to standards and conditions to avoid, remedy or mitigate any adverse effects on the environment.
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11.5.3 Methods of Implementation

Zoning	<p>The 'Rural Township' zone is identified on the planning maps within the Renwick, Seddon, Ward, Grovetown, Spring Creek, and Wairau Valley townships and Oak Tree Cottage.</p> <p>Expansion to Ward and Seddon, which may result if the Clifford Bay ferry terminal proceeds, will be examined by way of a resource study which would be implemented through the plan change process.</p>
Rules	Plan rules provide for commercial and industrial activity subject to performance standards.
Performance Conditions	Performance conditions are incorporated to address such matters as local amenity values (i.e. controlling design and siting of development with building height, coverage, noise standards, car parking requirements, etc.) discharges and traffic safety.
Rules	Plan rules control advertising signs with conditions to manage any potentially adverse landscape, amenity or traffic distraction effects.
Other	The Council will promote ongoing landscape improvements of the main transport corridors within rural township areas.

Zoning and rules including performance standards are considered to be the most effective method of ensuring the provision and protection of rural township environments. All activities will be subject to performance standards to ensure people are not subject to adverse effects from neighbouring activities.

Those activities unable to meet specified standards are required to go through the consent process so that any adverse effects on the township may be assessed.

11.6 Anticipated Environmental Results

Implementation of the policies and methods relating to the urban environment will result in:

- A compact and coherent urban form;
- Retention of the character of the residential environments in the Wairau/Awatere;
- Prosperous business centres contributing to the visual character of the urban environment;
- Attractive, safe and pleasant industrial areas; and
- A mixture of low intensity land uses and development in small rural townships.