

## DRAFT DISTRICT PLAN

*Topic summary:*

# COMMERCIAL & MIXED USED

## KEY OUTCOMES

- *Great urban areas*
- *City living for a vibrant CBD*



**NAPIER**  
CITY COUNCIL  
*Te Kaunihera o Ahuriri*



## BACKGROUND

*Our commercial and mixed use areas are essential to our quality of life in Napier. They provide economic, social and community activities including shopping, offices, banking, healthcare, education, hospitality, and places for us to gather and celebrate.*

Having these activities located in close proximity makes it easy to access them from where we live and contributes to a vibrant city life. Providing opportunities for people to live in and around our centres also gives us more choice when it comes to housing, improves accessibility and delivers local customers to our hospitality and retail industries, during the day and after 5pm.

Each area of Napier is required to function and operate in a certain way. The District Plan review covers Napier's city centre, Taradale town centre, local and neighbourhood centres, mixed use areas and the Large Format Retail zone on Prebensen Drive, recognising that these different functions work best economically and socially when complementary activities are clustered together.

## MOVING FORWARD/OUR PROPOSAL

This District Plan recognises that the attractiveness of our city centre helps make it successful. Council proposes to manage the design of new buildings in the city centre, and also in the Taradale town centre and mixed use zones, to ensure development contributes towards creating great urban areas.

## OVERVIEW OF ZONES AND PRECINCTS

Council proposes six commercial and mixed use zones. In addition, special rules will apply to two other zones with special characteristics: the Napier City Heritage Precinct in the City Centre zone, and the Foreshore Commercial Precinct in the Local Centre zone.

You can check which zone your property is in by visiting our website [napier.govt.nz](http://napier.govt.nz) keyword **#drafteplan**.



## **City Centre Zone**

The purpose of the City Centre Zone is to provide for a diverse range of commercial, community, recreational and residential activities to support the CBD as the ‘heart’ of Napier. The City Centre Zone replaces the Inner City Commercial Zone and parts of the Fringe Commercial Zone within the current operative District Plan. The Napier City Heritage Precinct applies to the area of the City Centre Zone that has particular heritage values and is also the key specialty retail area for the city. The precinct replaces and extends the Art Deco Quarter of the operative District Plan. Further information on the Napier City Heritage Precinct is provided in the Heritage Discussion Document.

## **Town Centre Zone**

The Town Centre Zone applies to the commercial and light industrial areas of Taradale. The zone recognises both the existing function of Taradale Town Centre and also its potential to grow as an important commercial and community hub for possible future residential developments to the south and west of the city.

## **Local Centre Zone**

The Local Centre Zone applies to Bayview, Ahuriri village, Marewa, Maraenui, Onekawa, Pirimai and Greenmeadows. These suburban centres provide a range of day-to-day amenities (such as convenience retail, takeaway food stores, hairdressers, bookstores and pharmacies) within easy access of their communities. These centres also have the potential to serve as focal points for community life by providing spaces for people to meet and gather with others in their community. The range of activities enabled in these zones reflects this function.

The Foreshore Commercial precinct applies to land in the Ahuriri Local Centre zone close to the coastline. The rules of the precinct provide for a range of activities appropriate for its coastal location.

## **Neighbourhood Centre Zone**

Neighbourhood Centre zones typically include a dairy, hairdresser, takeaway food store, op shop and/or café. They are located within walking distance of their customers. A number of our neighbourhood centres were zoned residential in the operative District Plan. Council is proposing to rezone them to recognise their function and protect the commercial use of the established buildings.

## **Mixed Use Zone**

The Mixed Use Zone applies to land in Ahuriri and Pandora and the western and southern fringes of the City Centre Zone. It replaces the Mixed Use Zone and Fringe Commercial Zones of the Operative District Plan and would enable residential and light industrial activities, with limited provision for retail and offices. Different provisions apply in the Ahuriri and City Centre Mixed Use Zones to recognise their different functions.

## **Large Format Retail Zone**

The Large Format Retail Zone provides specifically for retail activities that require space and are unable to locate in or around the city centre. As the area of land zoned Large Format Retail is limited, other commercial activities are generally not provided for. Access and transport effects are managed to ensure Prebensen Drive can continue to be an efficient route to access the Pandora industrial area, the city centre and the airport and port.

# KEY ISSUES AND CHANGES

## *Location of retail activity*

Managing the location of different types of retail activity across the city is a key function of the District Plan. To assist us in developing provisions for retail in the draft District Plan, a new Retail Strategy 2020 was commissioned. We invite feedback on the strategy which is available on our website, as well as the rules for retail activity in each of our zones.

Key principles underpinning the strategy are generally consistent with Council's previous approach, but with some minor changes. The key principles are:

- Retail activity supports vibrant and sustainable centres: Concentrating retail activity supports economic and social wellbeing, and reinforces the role of centres as focal points for community life. The draft District Plan permits retail activity in the centres' zones and restricts retail in the mixed use and non-commercial zones to assist in achieving these benefits.
- Efficient use of physical building resource: Following the 1931 Napier earthquake, city centre buildings were rebuilt for the purpose of retail activity. Having speciality retail concentrated in the City Centre, and in particular within the Napier City Heritage Precinct, supports the long-term retention of our heritage which - because of its uniqueness - also stimulates increased visitation from locals and tourists alike.

- Efficient provision of infrastructure: Having shops located together also means we can efficiently provide infrastructure to support those areas, including public transport, walking and cycling linkages, shared car parking facilities, and community facilities.
- Large Format Retail: The Retail Strategy acknowledges that some types of large format retail (over 1000sqm) aren't appropriate in our centres as they would displace speciality retail, hospitality and offices. These developments have different requirements, including large building footprints and car parking. The outskirts of the city centre (from the Mixed Use Zone to the City Centre fringe) and an area along Prebensen Drive (Large Format Retail Zone) are therefore set aside for these activities. This draft District Plan proposes to restrict large format retail activities in our centres' zones to protect their diversity of retail, service and community functions.

## *Design of buildings*

Council has already undertaken research on why businesses choose to locate in specific locations. See Business Location Decision Making Research Report - [www.sayitnapier.nz/assets/District-Plan-Review-Supporting-Docs/Business-Location-Decison-Making-Report-July-2019.pdf](http://www.sayitnapier.nz/assets/District-Plan-Review-Supporting-Docs/Business-Location-Decison-Making-Report-July-2019.pdf). The research indicates that the attractiveness of Napier's city centre is a key driver for businesses choosing to locate there.



The draft Retail Strategy 2020 also recognises that quality design in commercial areas can assist in encouraging people to leave their homes to shop, dine, relax and be entertained, often on foot. Increased vibrancy and vitality will assist in enhancing connectivity and economic wellbeing. Conversely, poor quality development could undermine the character of our centres and discourage businesses from establishing there.

The Draft District Plan allows a generally permissive approach for development in commercial zones, as long as development is in line with regulations. Key changes are:

- Design assessment: New buildings in the City Centre and Town Centre Zones, and large buildings in the Mixed Use Zones, will require resource consent. However, we are proposing that these consents be “non-notified” unless performance standards such as maximum height are not met. We have drafted some outcome-focussed assessment criteria and non-statutory design guidelines to assist developers and to reduce uncertainty in the process. We are also proposing to establish an Urban Design Panel to provide advice and feedback early in the design process.
- Performance standards: The performance standards provide clarity on the acceptable building envelope. They include:
  - a new maximum height limit of 24m in the City Centre Zone (outside of the heritage precinct) with rules requiring taller buildings be set back from the street boundary (see CC-S1 and CC-S2)
  - a maximum height of 12m in the Town Centre and Mixed Use Zones allowing for three-storey development (see TC-S1 and MUZ-S1)

new rules for verandahs and glazing at street level for key retail streets in the City Centre and Town Centre Zones to provide an attractive pedestrian environment (see CC-S3 and CC-S4, and TC-S4 and TC-S5)

### ***City Living for a Vibrant CBD***

Napier City Council encourages the provision of houses and apartment in and around our City Centre, Town and Local Centre Zones. Increasing the number of people living in and around our city centre will support businesses after 5pm, improving the vibrancy of our CBD for everybody. It will also add some greater variety to housing choices, and further encourage multi modal transport options including walking and cycling to work and for leisure. The draft District Plan proposes the following:

- Residential activity is permitted throughout the City Centre and Mixed Use Zones provided it is no closer than 10m at ground floor to a key retail street
- Multi-unit development requires assessment against criteria and design guidelines to ensure quality provision of housing options in our city. The draft design guidelines are available on our website [napier.govt.nz](http://napier.govt.nz) keyword **#designguide**
- New residential privacy and light access rules to ensure high density development provides a healthy living environment (see CC-S5)
- Minimum dwelling sizes are proposed (see CC-S6). Smaller apartments may be approved through a resource consent process where it can be demonstrated the layout will provide a reasonable living environment for residents.

To support residential activity and the function of the city centre, new industrial activities are generally discouraged. Light industry activities such as repair and maintenance services, and warehousing and storage may be appropriate in certain areas and are therefore provided for as a discretionary activity (resource consent required). Existing industrial activities can continue to operate.

Residential activities are also permitted above ground level in the Taradale Town Centre Zone and the Local Centre Zones.