

Attachment C: C.3 Commercial/Retail Objectives and Policies

Objective 1.0

TO MAINTAIN AND ENHANCE THE AMENITY VALUES IN CENTRES OF COMMERCIAL AND RETAIL ACTIVITY, THAT PROMOTE SHOPPING AND COMMERCIAL ENVIRONMENTS AS CONVENIENT AND PLEASANT PLACES IN WHICH TO SHOP, WORK AND LIVE.

Policy 1: Amenity Values

Maintain and wherever possible enhance the amenity values of the commercial/shopping centres of the district by avoiding, remedying or mitigating adverse effects of commercial and retail activities on the efficient functioning, safety and character of commercial town and village centre areas.

Objective 2.0

RETAIN AND ENHANCE THE VITALITY AND VIABILITY OF THE DISTRICTS MAIN CENTRES AT PARAPARAUMU, WAIKANAE AND OTAKI AS PART OF AN ECONOMICALLY AND SOCIALLY STRONG COMMUNITY.

Policy 1: Consolidation

Ensure that Retail activities (other than small scale convenience shopping for day to day needs) is located within the District's main centres and that the development of retail activities enhances the District as a place that is accessible, healthy and safe for pedestrians and cyclists. Encourage development of the District's main centres that:

- Increases the range of activities, particularly business, entertainment and employment activities beyond the traditional mix of retail, commercial and civic services;
- Increase their effectiveness as catalysts for economic growth;
- Improves the appearance of the centres and sense of confidence of people working in, running businesses from and using those centres;
- Actively encourages the increased use and viability of passenger transport services and reduction of energy use and impacts
- Actively promotes safe, direct, continuous, and convenient pedestrian access to and movement between activities and sites within centres;
- Contributes to a strong and unique public space environment that connects different land uses and the movement system together;
- Provides necessary car parking, other than public on-street car parking, in locations and configurations that enhance but are otherwise subservient to the quality of connection between land use activities and the public space environment;
- Provides for loading and servicing relative to long term intensification and development of business activity on the site.
- Supports community cohesiveness and a sense of belonging.

New development should build on the quality and distinctiveness of existing development within centres through increasing the range of activities and the considered design of buildings and spaces so that they contribute to the quality of the public environment and attractiveness for residents businesses and visitors.