

**Queenstown Lakes District
Council**

**Industrial and Business Zone
Review**

July 2010

Table of Contents

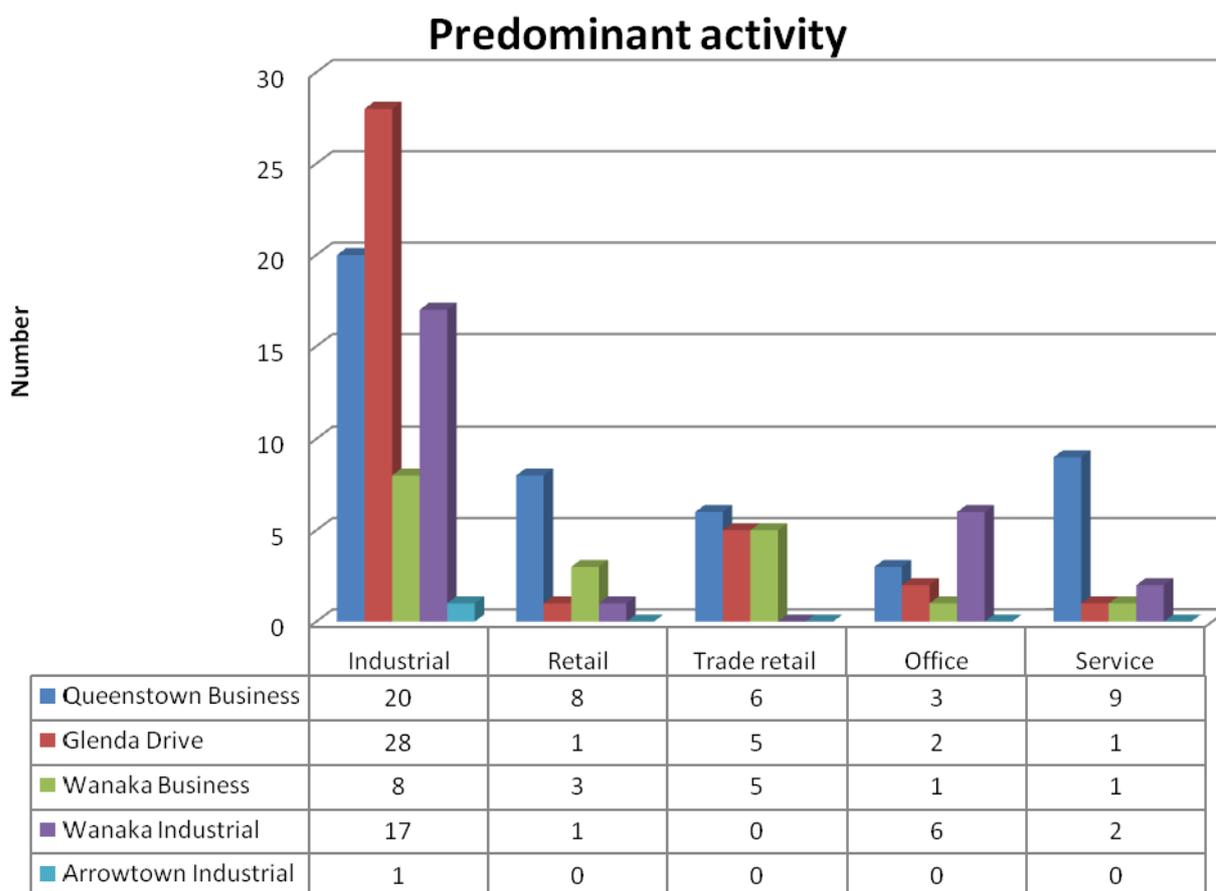
Table of Contents.....	2
1. Introduction.....	3
2. General Conclusions	3
3. Business Zones	15
Queenstown Business Zone Summary	15
Wanaka Business Zone Summary	20
4. Industrial Zones	23
Glenda Drive Industrial Zone Summary.....	23
Wanaka Industrial Zone Summary	28
Arrowtown Industrial Zone Summary.....	32
5. Methodology	33
Rationale.....	33
The Survey	33
Appendix 1: Survey Questionnaire	

1. Introduction

The Industrial and Business review was updated in 2010 to include additional areas of the Wanaka Industrial zone that were resurveyed in early 2010.

2. General Conclusions

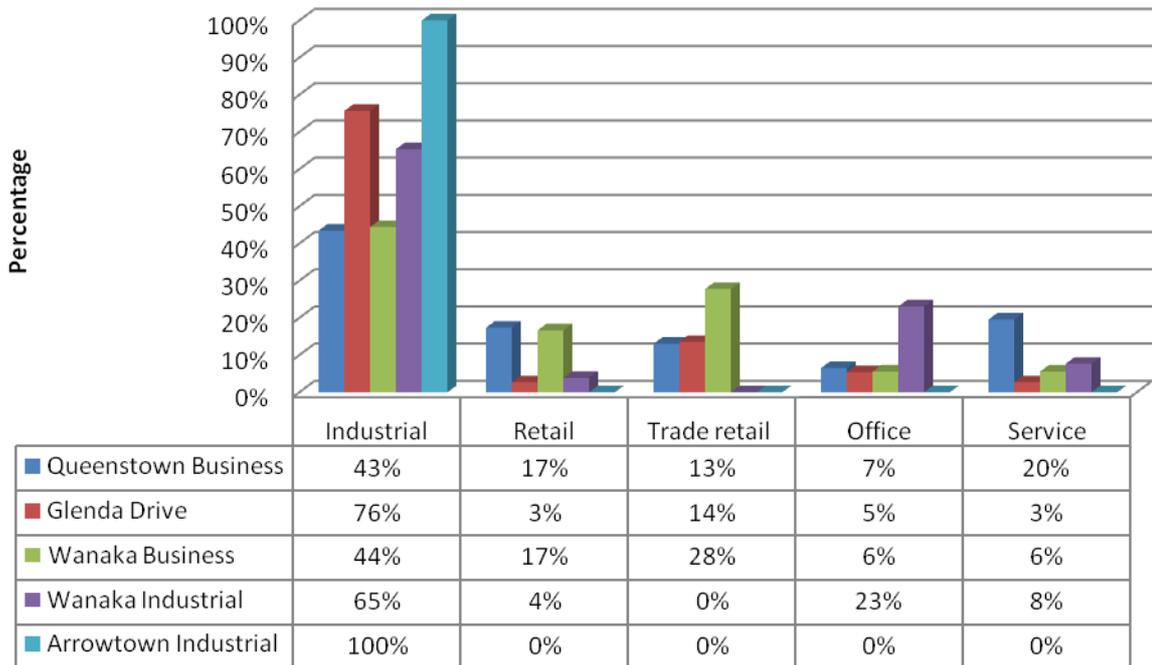
NATURE OF BUSINESS



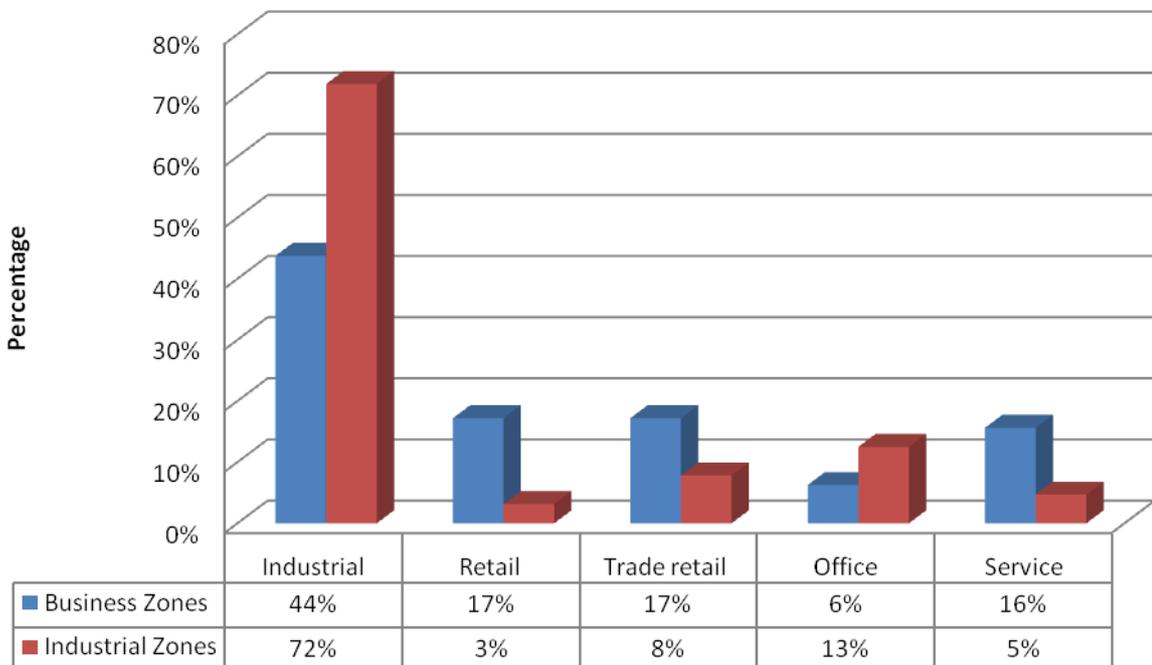
Respondents were questioned regarding how they characterised the nature of their business activity. These were coded to simply results into the following categories: industrial, retail, trade retail, office, service and other. Activities with a mixed component have been categorised towards their most industrial component as this reflects the underlying nature of the zone and the rationale for locating there.

Transportation, warehouse, activities require areas of outdoor storage etc have been coded as industrial. Mechanics, panel beaters etc which may have a service component have been classified as industrial due to the effects and associated restrictions on locating in other zones. Retail has been subcategorised to retail and trade retail to reflect the different nature of these activities and the generally larger space and parking/ loading requirements of trade activities.

Percentage of predominant activity



Percentage of predominant activity

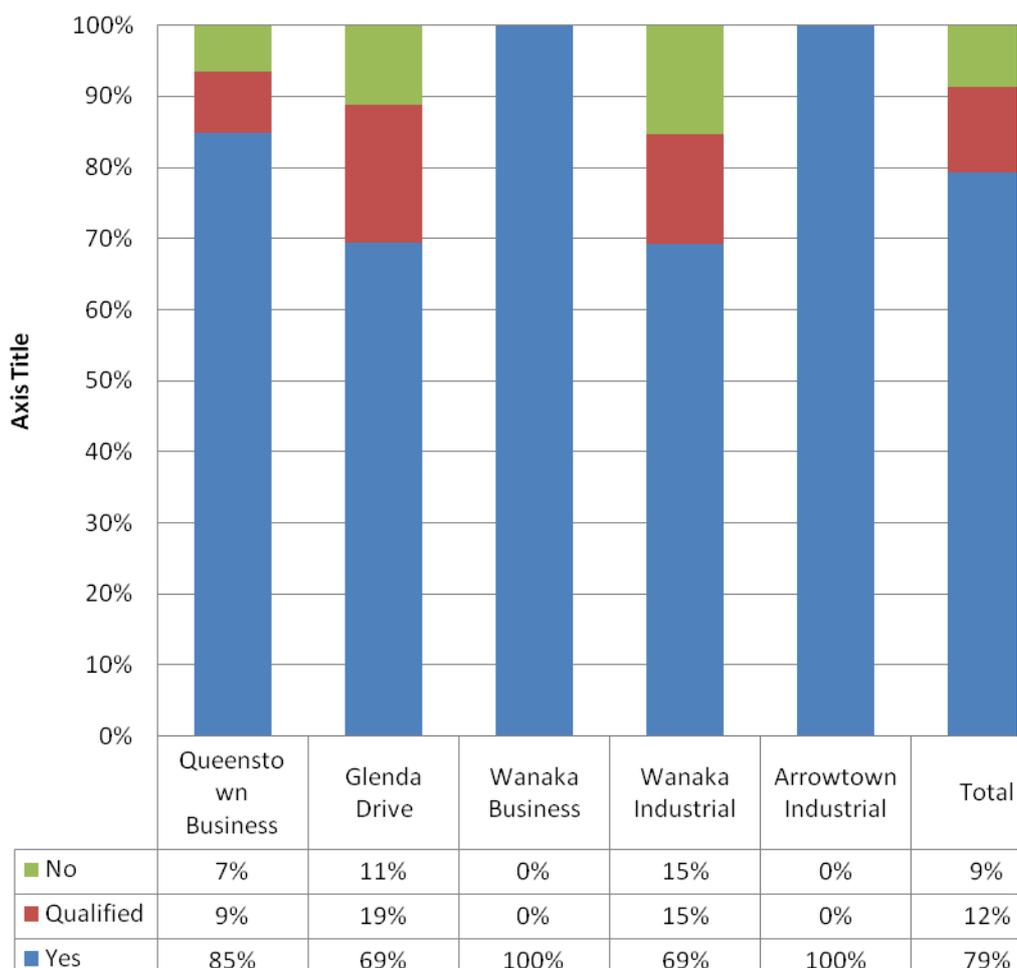


Consideration of predominant activity by zone type indicates that the Industrial zones have retained a higher proportion of activities considered industrial in nature and have experienced a lower level of penetration by retail or trade retail activities.

RETAIL

General results indicated that providing a retail component in industrial and business zones is supported by the majority of respondents. These figures were generally lower for Industrial zones and comments reflected a greater concern that the nature or scale of retail should reflect the purpose of the zone. Wanaka zones were generally less concerned about these issues and generally have less experience with the issues associated with retail or residential activities in these areas.

Question 1: Agree with retail in zone?



Comparing Industrial and Business zones there was still general support for retail within these zones, though more qualified feedback from Industrial zones with 30% indicating opposition to retail or qualified support. In general the nature of the qualification related to desire for the retail to reflect the activities that needed to be located in the zone – i.e. those of an industrial or trade related nature.

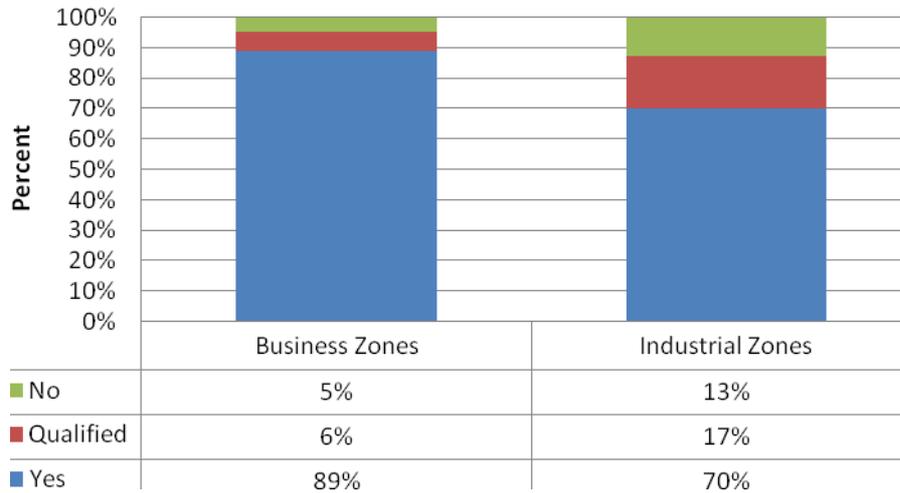
However, the presence of retail is a concern for a number of businesses which see it as potentially limiting their ability to remain located in these areas as reflected by the following comment:

- “Council should be looking now for further industrial land. With more retail occurring out here, more heavy industrial designating should be available.”

Industrial & Business Zone Review

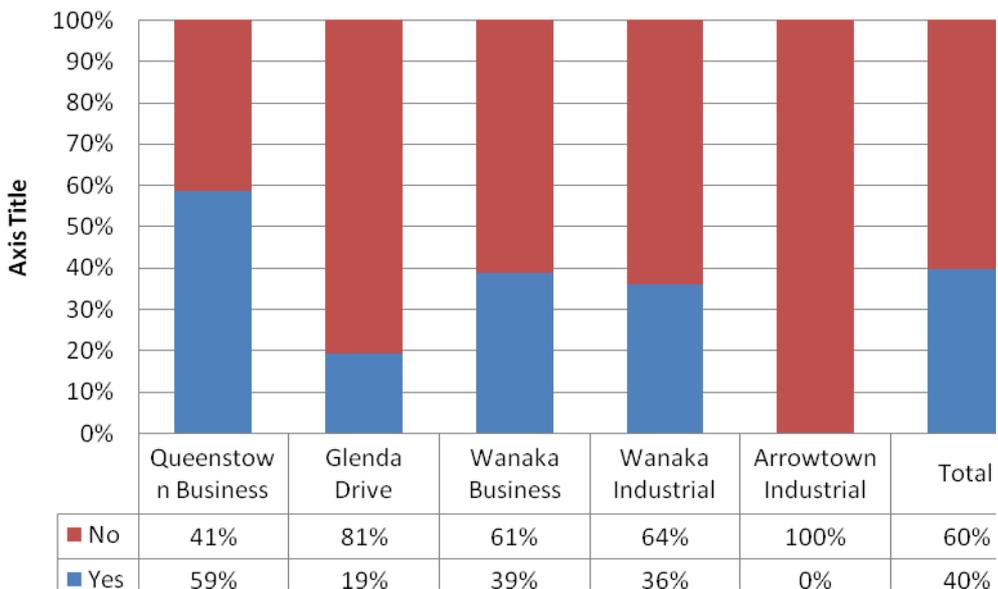
In general it is considered when the responses in relation to retail and the comments on retail are read in combination while the results show support for allowing retail to occur this does not necessarily equate to support for allowing a shift towards retail that is unrelated to activities associated to these zones or a shift towards more retail activity in general.

Agreement with presence of retail in zone



PARKING

Question 2: Adequacy of parking & loading?



Industrial & Business Zone Review

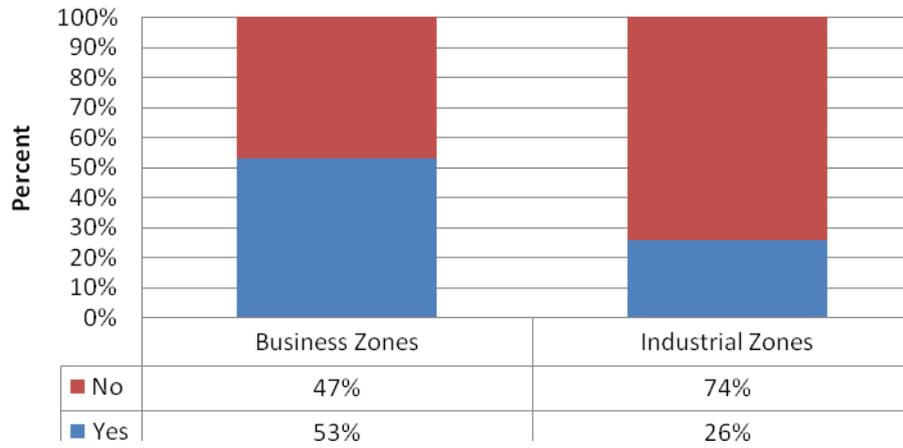
Overall 60% of those surveyed indicated there is not enough parking or loading space in these zones. This indicates a clear issue in terms of the District Plan policies and objectives for these zones which require that adequate parking is provided by activities establishing there.

These figures were even higher for industrial zoned areas where 74% of respondents indicated there was inadequate provision for parking and loading. A number of specific references stated that site size contributed to this issue with small sites and poor site design preventing the larger vehicles associated with business and industrial activities being able to effectively provide parking or loading on site.

It is clear from comments provided from many businesses that they are unable to provide sufficient parking for either customers or workers on site and are seeking street parking for Council provided parking to meet this need.

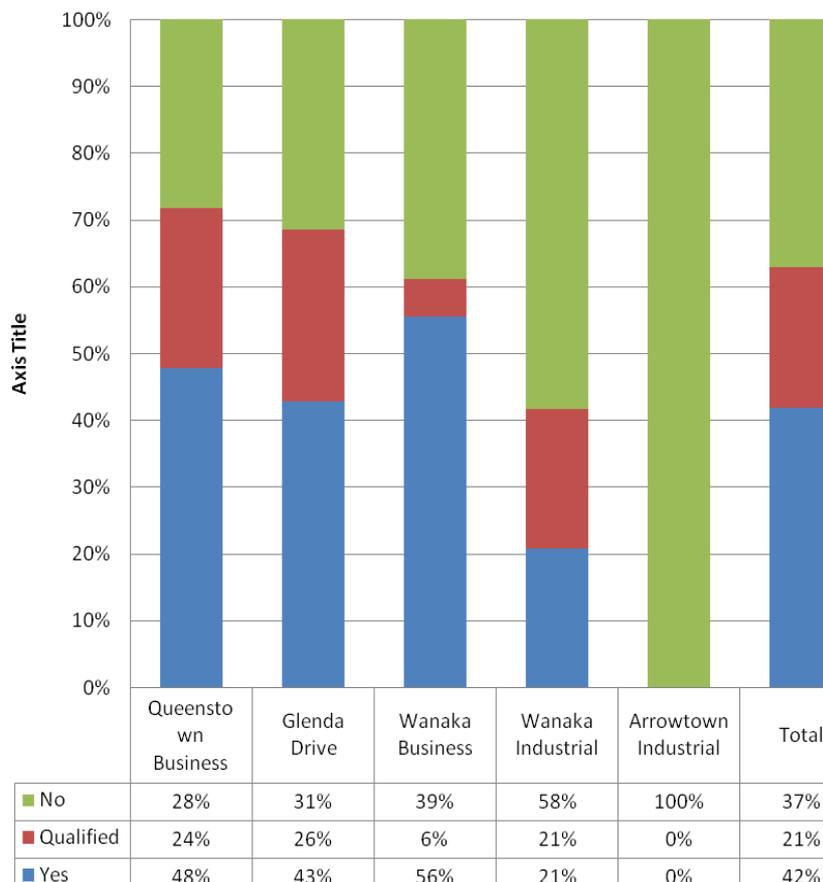
- "Planning of Industrial and Business zones has been short sighted by not ensuring roading is wider and more parking available."
- "Increase the number of carparks / lot; we do not need another Glenda Drive."
- "This development has been allowed to proceed with totally inadequate onsite parking for the business uses intended by the buildings permitted - eg freight businesses that can't be accessed by trucks, offices that readily have 6 people but only parking for 2-3 and visitors, should never be allowed by the planning rules - it seems too easy to build these commercial premises with totally inadequate parking allowed by QLDC."
- "Not sure what can be done about existing parking issues, but suggest future businesses and council require more parking for staff and customers."
- "Small lot size can't provide parking."
- "My customers often have nowhere to park because staff from other local businesses use all the parks for all day parking. Very frustrating for me and my customers. I lose business because of it."
- "Our own premises are fine as we have a yard but street parking is extremely bad. We constantly have to move vehicles parked over our access."

Agreement with adequacy of provision for parking and loading



RESIDENTIAL ACTIVITY

Question 3: Agree with residential activity in zone?



Views on providing for residential activity in the business and industrial zones are relatively mixed. This reflects the existing situation where a considerable volume of residential activity has been enabled through the existing relatively permissive controls. Where residential activity has been established to a larger extent (notably the Queenstown Business zone and Glenda Drive Industrial zone) there is a higher number of responses providing qualified support reflecting the issues that have arisen due to reverse sensitivity and the demand this has placed on and for other facilities such as parking and amenity improvements.

Comments associated with the response indicate a degree of support behind the original concept for allowing very limited residential activity for custodial security reasons but concern about the volume that has occurred and resulting reverse sensitivity issues and desire for increasing amenity and services resulting from residential activity in these areas zone.

Comparison of responses between Industrial and Business zones indicates greater opposition to residential activity, with 2/3rds of respondents against residential activity or for allowing residential activity only on a qualified basis. The following comments reflect some of the concerns:

- “No way should there be accommodation in industrial areas. You create slum like living conditions.”

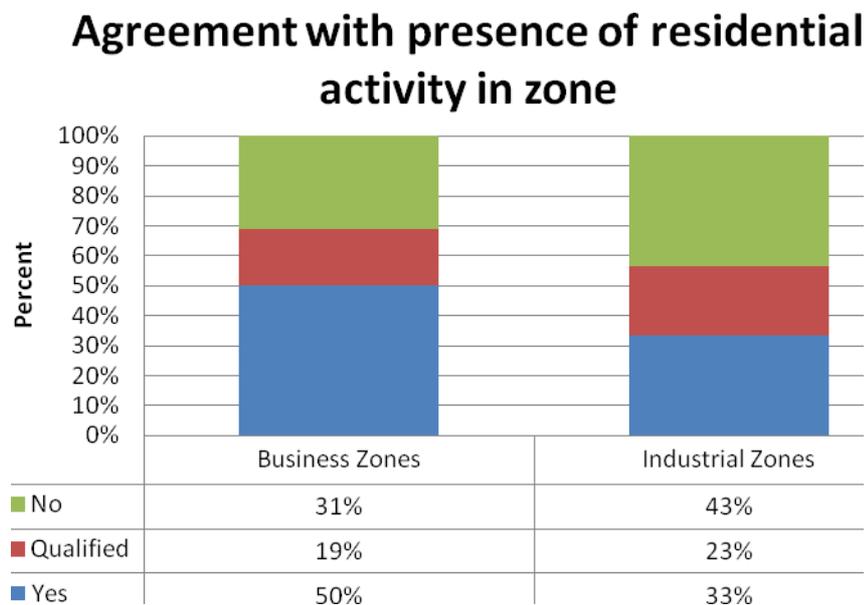
Industrial & Business Zone Review

- “Get rid of the allowance of managers accommodation on industrial sites.”

The following comments reflected the nature of the majority of qualified responses, which generally accepted a limited amount of residential activity may be acceptable on the assumption that they would not object to industrial activities occurring around them.

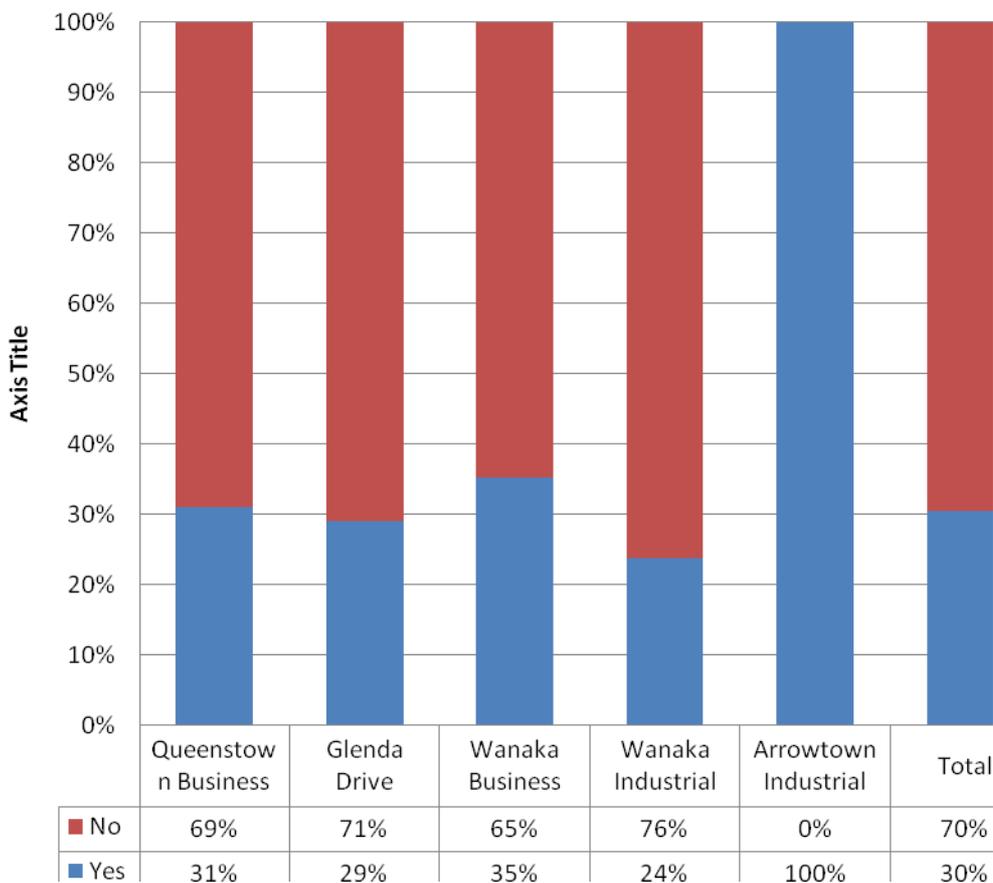
- “...occupants should be aware of the zoning they are in and considerate of that. For example if you want quiet don't live in an industrial zone.”
- “...they have to accept that industrial activity is noisy and hours are long.”
- “No, the purpose of this zone is I can make noise and manufacture goods 24/7 without bothering anyone.”

A converse to this position can be seen in the comments by one respondent that since residential activity had become established why not allow a child care activity to locate there also.



BUILDING HEIGHT LIMITS

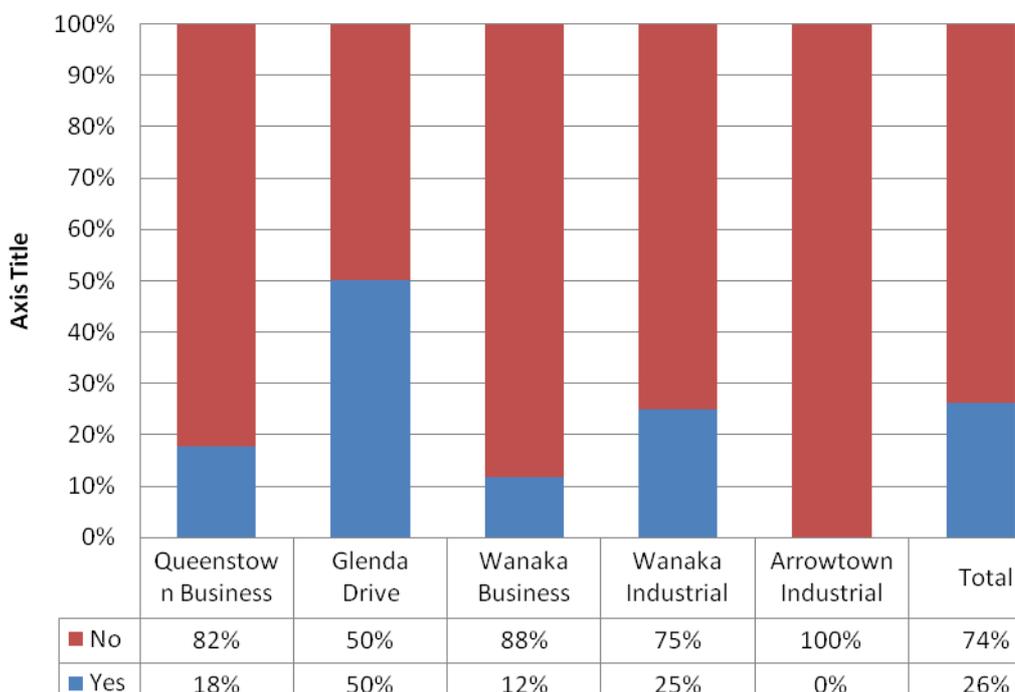
Question 4: Increase height limits in zone?



Relatively few respondents felt they would benefit from a relaxation in the height rules in these zones. This in part reflects the developed nature of these zones as businesses occupy existing buildings and would not benefit from such a change until redevelopment. In both the Industrial and Business zones approximately 70% of respondents did not consider an increase in existing height rules would be particularly beneficial.

ACTIVITIES NOT AGREED WITH

Question 5: Activities not agreed with?

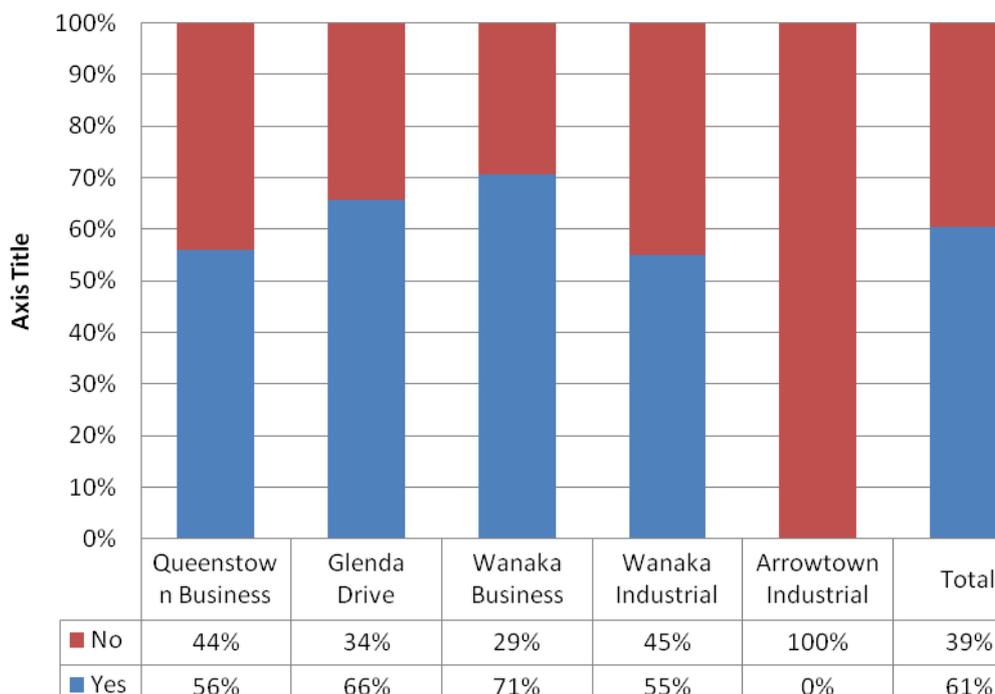


This question followed on from specific questions on retail and residential activity in the Business or Industrial zones. Residential activity was the most common activity identified as not being agreed with, other activities related to effects associated with what would be considered activities in a District Plan context. These have been grouped to include the following:

- Activities that create parking issues - eg car rental, mechanics, panel beating, gym
- Lack of parking
- Trucks parking on loading
- Rubbish
- Dust
- Residential
- Reverse sensitivity - residential, office, commercial
- Lack of domestic recycling
- Tourism operators
- Retail
- Vets
- Industrial activity

MINIMUM LOT SIZE

Question 6: Minimum lot size too small?



The existing minimum lot size of 200 m² was identified as an issue in a number of areas surveyed and frequently this was linked to inadequate parking and access for loading creating off-site problems. In both the Industrial and Business zones approximately 60% of respondents felt the minimum lot sizes was too small to be effective.

GENERAL CONCLUSIONS

- In the more intensively developed Business and Industrial zones the proportion of residential and retail activity is resulting greater pressure on parking.
- The increasing proportion of residential and retail activity in these zones is resulting greater pressure on parking.
- Increasing these further would put further pressure on parking.
- Retail and residential activity seeking greater amenity investments eg planting and pedestrian access. Moving further away from original intent to create area for industrial activities.
- Some suggestions identify the conflict between these ideals with some respondents suggesting improving the aesthetics of the verges and providing footpaths while others wish to reduce the height of gutters to facilitate parking on these spaces.
- Large areas and low density of activities makes providing footpaths in these areas relatively expensive for the volume of pedestrian traffic they receive.

Industrial & Business Zone Review

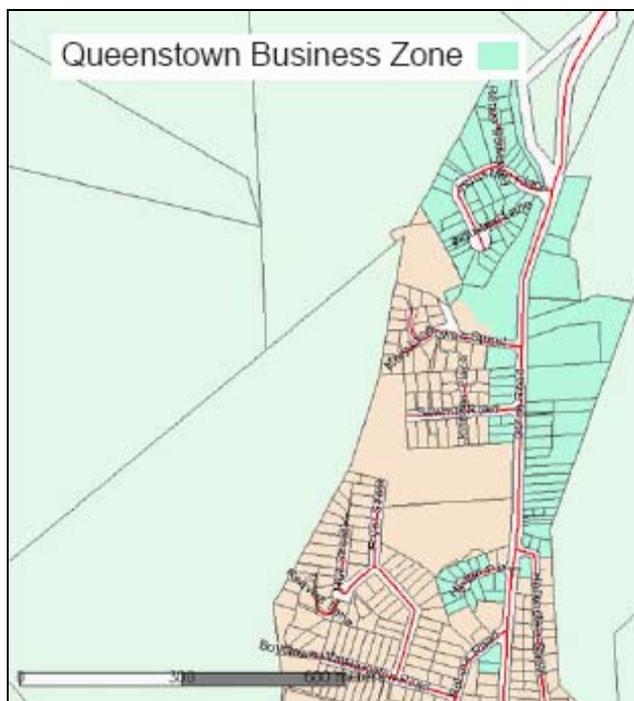
- Parking and loading provisions are clearly inadequate. This is recognised as an issue by most respondents. Small lot sizes cited as part of the reason for this issue.
- Increasing assumption that as parking provisions are inadequate parking should be provided by Council in the public realm.
- Lot size generally recognised as too small and contributes to issues of access and parking.
- There is general support for allowing a degree of retail activity in these existing zones, although it is also recognised that this is creating some issues in this area. This in part reflects the number of retail businesses which have become established in these zones and the changing nature of many of these businesses which now include a element of trade related retail.
- A tension exists between facilitating this component of business activity in a way that does not compromise the zone's ability to provide for heavier business/ industrial activities.

RECOMMENDATIONS

- In planning for future industrial / business zoning it is recommended that the following be considered:
- Avoiding or more effectively restricting residential activity to provide areas that are free of sensitive activities / reverse sensitivity issues.
- Limiting the nature and/ or area of retail activity to preserve these zones for the intended business/ industrial activity types.
- Ensuring provisions relating to parking and loading match the policies for the zone to contain the effects of activities on site.
- Requiring a larger minimum site area and stronger provisions for comprehensive site development may help address issues in relation to access and lack of onsite parking.

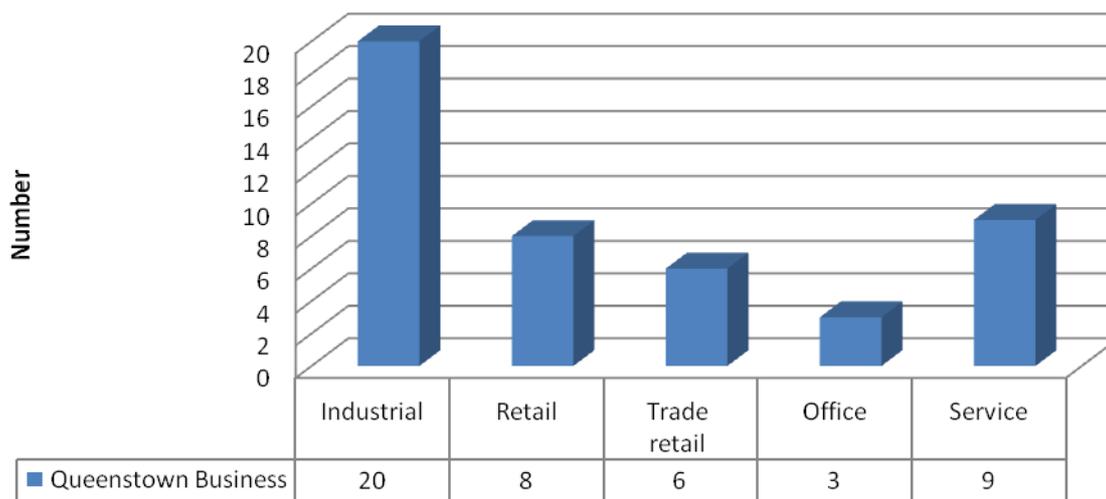
3. Business Zones

Queenstown Business Zone Summary



NATURE OF BUSINESS

Queenstown Business Zone



RETAIL

The extent of the Queenstown Business zone has grown through the development of the District Plan to incorporate an number of isolated pockets of retail development at its southern end including the Supermarket in Hylton Place and a retail development at the

Industrial & Business Zone Review

corner of Robbins Road and Gorge Road. At the northern end of the zone a retail park has also been established on Gorge Road.

In relation to questions about the appropriateness of retail activity in the zone 85% (39 out of 46) agreed with retail occurring in the Queenstown Business Zone with a further 9% providing qualified support for retail activities. It is considered that this reflects the changing nature of this zone which has moved from a more industrial focus to more of a mixed business zone. This has been reflected by a move of industrial activities out of this area and a greater proportion of retail (17% of activities are predominantly retail in nature and 13% trade retail)) and service related activities becoming established. In addition some quasi industrial activities such as warehousing have more of a retail / trade retail component than in the past.

PARKING

Overall in Queenstown Business Zone, 59% of businesses felt there was enough parking and loading spaces in the zone, however broken into the Gorge Road and Industrial Place sub areas provided a different picture. While 80% of businesses on Gorge Road indicate there is enough parking, 75% of those in Industrial Place indicate that there is insufficient parking. Issues associated with parking were also identified as a cause for some comments against retail in this location. Comments include:

- "Yes, within the retail centre there is heaps. Elsewhere in the zone not really"
- "No. The majority of parking is council owned with no time restrictions. Therefore, non-customers fill all the parks with all-day parking."
- "No, generally not. Parking on footpaths and road reserves is an issue."
- "No, trucks blocks streets."
- "No most street parking is taken up by various businesses staff cars."

Parking issues mentioned elsewhere in the survey included:

- "Other businesses using carparks to store clients cars to be worked on, using street parking as own personal yard. It takes up parks for our clients."
- "Parking in 15min parks for months."

Parking issues and suggestions included:

- "My customers often have nowhere to park because staff from other local businesses use all the parks for all day parking. Very frustrating for me and my customers. I lose business because of it."
- "Small lot size cannot provide parking."
- "...future businesses and Council require more parking for staff and customers."
- "All sites should have unloading facilities for large trucks and forklifts to operate."
- "Area would benefit from increased monitoring of parking and street lighting provided."

Industrial & Business Zone Review

- "Have daily parking officer visits."
- "More parking or an area where vehicles that are going to be there more than 12 hours can be left."

RESIDENTIAL ACTIVITY

Almost half of the respondents agreed with residential activity occurring in the Queenstown Business Zone. Twenty eight percent were opposed to residential activity, with 24% indicating qualified support.

Qualified responses anticipated that residential activity would have to be fully accepting that the environment in which they were locating did not provide 'residential' amenity, or that the scale or location is limited e.g.:

- "Yes – so long as residents/owners of such, acknowledge that it is an industrial zone operating 24hrs a day and the residential may not always be pleasant and that is not going to change."
- "Industrial zones should not be curtailed activities due to residential, noise and other concerns."

Conversely the effect of residential activity on businesses was also noted elsewhere in the survey:

- Mix of residential, commercial and retail can be interesting - residents having loud parties while we're working is difficult.

BUILDING HEIGHT LIMITS

Under a third (31%) of respondents felt they could make better use of their land if the building height limits were set higher.

MINIMUM LOT SIZE OF 200 M²

Twenty three out of 41 (56%) respondents feel that the minimum lot size of 200 m² is too small. A number of respondents linked this to issues with parking and loading.

- "Minimum lot size should be 800 m²."
- "No as it does not allow enough parking."
- "Not sure. May suit some businesses but doesn't allow parking."

ACTIVITIES NOT AGREED WITH

Respondents identified more behaviours than actual activities they do not agree with:

- "...people parking on yellow dotted lines."
- "Mix of residential, commercial and retail can be interesting – residents have loud parties while we're working is difficult."

Industrial & Business Zone Review

- "Yoga studio in Industrial Lane."
- "Other businesses using carparks to store clients cars to be worked on, using street parking as own personal yard. It takes up space for our clients."
- "People parking in loading zone to shop at Salvation Army."
- "There are often young children riding small bikes on the ramp outside. They go shooting down onto the road! Very dangerous."

ISSUES MENTIONED:

Some businesses in the Gorge Road Retail Centre feel that they need a recycling collection:

- "Recycling collection please!!!"
- "No collection of recyclable material from retail and residential property."
- "Commercial businesses in Queenstown need to be serviced by a recycling system, currently we are not, and the property managers are under no obligation to do so. We are residential tenants in this park and the fact that QLDC does not offer them a recycling service is remiss."

VISUAL AMENITY

- "Standard of maintenance of sites – waste on road verges."
- "...we pay rates as well like shops in town but we get no tree planting to tidy the streets up."
- "Vacant sections should be kept tidy. The section beside us including the road frontage is very bad. Footpaths and gutters are in a bad state of repair."
- "The place needs a good tidy up. Old cars off street."

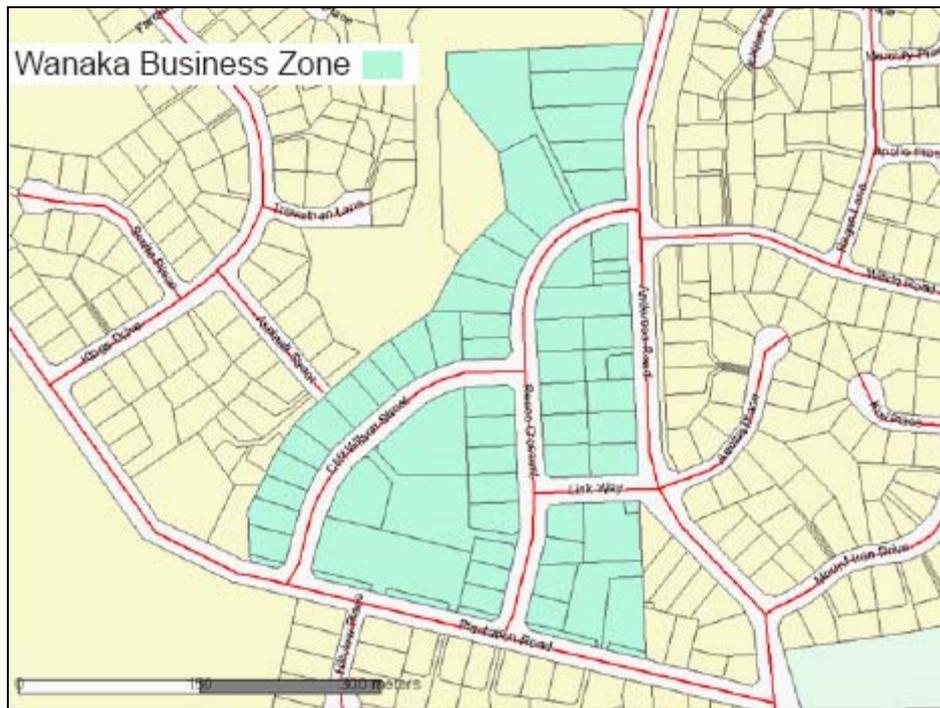
SUGGESTIONS:

- "A roundabout on the corner of Gorge Road and Hallenstein Street could be useful. More pedestrian friendly and limit traffic speed past school grounds and Warren Park."
- "Get rid of the allowance of manager's accommodation on industrial sites."
- "Keep the height restrictions. Don't destroy the scenery which keeps the people coming. Have the same rules for everyone regarding car parking. Big businesses and shopping areas need to provide the car parking."
- "Reduce allowable site coverage to 50%."
- "Do not allow the subdivision of any lots regardless of original size."
- "...I feel overall, industrial zones need to be allowed to have height restrictions consistent with being in an industrial zone! Much higher!"

Industrial & Business Zone Review

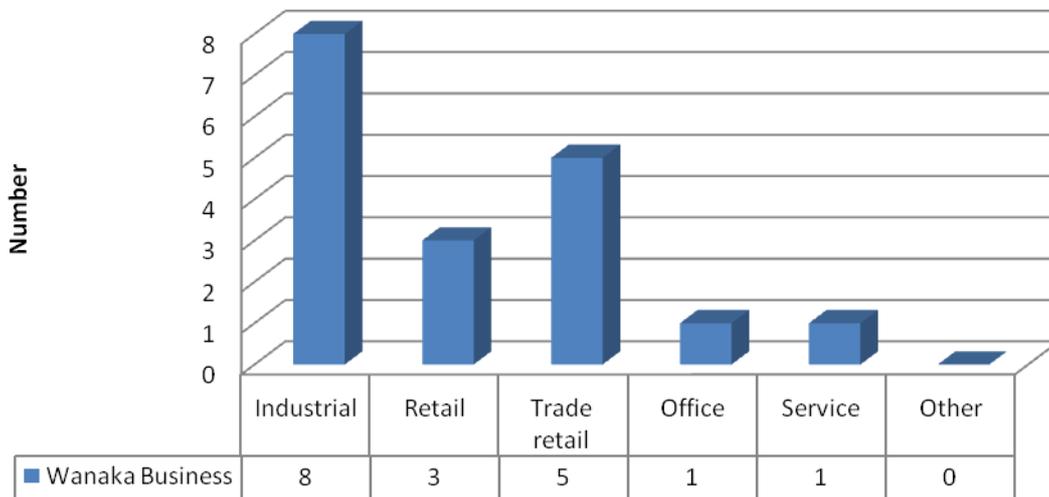
- “Minimum lot size should be 800 m².”
- “...Buildings should have extra insulation for noise pollution.”

Wanaka Business Zone Summary



NATURE OF BUSINESS

Wanaka Business Zone



The Wanaka Business zone was coded by sub areas Reece Crescent, Cliff Wilson Street, Anderson Road and Plantation Road.

RETAIL

All respondents to the survey supported provision for retail activity in the Wanaka Business zone.

PARKING

Eleven out of 18 businesses (61%) identified an issue with parking or loading in the Wanaka Business Zone, however two additional respondents answered that there was sufficient parking or loading but separately identified this as an issue in this zone later in the questionnaire which brings the response closer to 70%. A large number of the issues and suggestions identified by respondents relate to parking and loading issues.

RESIDENTIAL ACTIVITY

Of all the Business and Industrial zones surveyed, the respondents in the Wanaka Business zone were most supportive of residential activity being provided for in the zone with over half (56%) being in favour. This may in part reflect the fact that the location of this zone, being completely surrounded by residential activity, has discouraged industrial activities that are more likely to generate adverse effects from locating in this area. Despite this support, almost 40% are opposed to residential activity and a further 6% provide only qualified support.

BUILDING HEIGHT LIMITS

The survey asked “Would your business be able to make better use of the land if the height limits in your zone were set higher?” The majority of respondents (65%) did not see a potential benefit in increasing the height limit in the Wanaka Business zone.

MINIMUM LOT SIZE OF 200 M²

In response to the question “Do you feel that the minimum lot size of 200 m² is too small?” 12 out of 17 respondents indicated that the minimum lot size of 200 m² is too small.

ACTIVITIES NOT AGREED WITH

The vast majority (88%) could not identify any activities that they felt were inappropriate in the Wanaka Business zone.

ISSUES MENTIONED:

- “Traffic speed is too fast”
- “Reece Crescent is too narrow – when large trucks are unloading, passing is difficult”
- “There is no area for unloading large trucks in Reece Crescent area”
- “QLDC signage bylaw and enforcement, it appears to be solely a revenue gatherer. If my signage complies I still have to pay”

Industrial & Business Zone Review

- “Need to keep lawns mown more often. Rates are too high”

SOLUTIONS SUGGESTED

Many suggestions focused on regulation of parking/ loading to address the issue or provision of additional facilities by the community to address the shortage of parking provided by activities.

- “Street widening for better traffic flow”
- “Make part of Anderson roadside reserve into parking lots”
- “Make streets wider with more public car parking when doing Industrial Zones”
- “Have a car park off Reece Crescent to help ease street congestion”
- “Designate an area for unloading trucks. Standardise frontages for businesses”
- “Better signage indicating that Mitre 10 car park is also Council car park – many people do not realise that they do not have to be a Mitre 10 customer to park there.”
- “Maybe cut out the green areas – they certainly look good but do take up space”
- “Consistency on policy and enforcement (on signage)”

4. Industrial Zones

Glenda Drive Industrial Zone Summary



NATURE OF BUSINESS

Glenda Drive Industrial Zone



RETAIL

Despite having a higher industrial component than most of the other business zones in the district, retail was identified as an important component of the Glenda Drive Industrial zone

with 69% of respondents (25/36) supporting retail activity in the zone. A number of activities that would be categorised as industrial also include a retail component. Only 11% were opposed to retail outright but a further 19% provide only qualified support for retail occurring in this zone. Issues identified in qualified support included the need for the Council to provide more parking / loading if retail increases and to invest in higher amenity such as footpaths and street improvements.

PARKING

In response to the question “Are there enough parking spaces and on-site loading zones in your zone?” 29 out of 36 (81%) respondents mentioned lack of parking as an issue in the Glenda Drive area. A number of respondents from other business/ industrial areas also cited Glenda Drive as an example of a parking situation that they did not want. Many also mentioned parking issues in other questions including:

- “Allowing units to be used as accommodation means too many cars”
- “Some businesses are using public parking for vehicle storage etc”
- “Rental cars taking up all the parking”
- “Allowing businesses like car wreckers to operate from Margaret Place with approx 20 cars stored on the street”
- “Some companies don’t have enough carparks for their type of business and some have too many”
- “The trucks load in the middle of the road causing a lack of carparks”
- “Customers can’t find parks and transport companies have a terrible time dropping off goods”
- “Rental car cleaning takes up far too many carparks”
- “Our own four spaces are often taken up by non-customers”
- “Parking spaces are too small in length and too many people are using them for long-term parking. Concrete trucks taking up three spaces, meaning no parks outside our business”
- “This development has been allowed to proceed with totally inadequate onsite parking for the business uses intended by the buildings permitted - e.g. freight businesses that can’t be accessed by trucks, offices that readily have 6 people but only parking for 2-3 and visitors, should never be allowed by the planning rules - it seems too easy to build these commercial premises with totally inadequate parking allowed by QLDC.”

Some solutions were:

- “More policing of parking so we can get parks out on the street. Boats, large vehicles and obvious long time vehicles take a lot of the parking here”
- “Wider roads for big trucks, lots of parking – angle parking or large loading zones”
- “Staff parking on the road so customers can park on site”

Industrial & Business Zone Review

- "A free carparking area centrally located off Glenda Drive for staff to maximise customer parking"
- "Vehicle repair businesses should not be allowed to store vehicles on the street. This should be monitored better and enforced"
- "When new buildings are built there needs to be provisions for loading zones, car parking, pedestrian access and large warehouse facilities. Roading needs to be wider to allow for large vehicles and cars to pass at the same time."

Other suggestions focused on regulation of parking to address the issue or provision of additional parking by the community to address the issue.

- "Consents to be increasingly enforced on activities rather than just buildings - need to anticipate uses or restrict certain uses in initial consent applications."
- "Build footpaths, ENFORCE parking bylaws."
- "This development has been allowed to proceed with totally inadequate onsite parking for the business uses intended by the buildings permitted - e.g. freight businesses that can't be accessed by trucks, offices that readily have 6 people but only parking for 2-3 and visitors, should never be allowed by the planning rules - it seems too easy to build these commercial premises with totally inadequate parking allowed by QLDC."
- "When new buildings are built there needs to be provisions for loading zones, car parking, pedestrian access and large warehouse facilities. Roading needs to be wider to allow for large vehicles and cars to pass at the same time."
- "Underground parking onsite."
- "More policing of parking so we can get parks out on the street. Boats and large vehicles and obvious long time vehicles take a lot of the parking here - also the parks have been made too short."
- "Vehicle repair businesses should not be allowed to store vehicles on the street. This should be monitored better and enforced."
- "Turnarounds for truck and trailer units should be built into road design. Residential accommodation should not be allowed."
- "Better policing of vehicles parked on road as works cars and not rental vehicles or other workshop service vehicles taking public parks."
- "Limit road parking to one side."
- "A free carparking area centrally located off Glenda Drive for staff to maximise customer parking."
- "More staff parking would be great on the road."

RESIDENTIAL ACTIVITY

In response to questions about residential activity in the zone 31% were opposed to residential activity and 26% support residential activity only in a qualified manner. Taken

together 57% of respondents indicate a need to control or limit the impact of residential activity in the zone. Qualified support included suggestions that it may be appropriate where it was limited in scale, such as for staff or security, and recognised the purpose and nature of the zone. However other support for residential activity was based on the ideal that the amenity of the area should be upgraded by providing more green space, footpaths etc. One respondent suggested that as residential activity was provided for a childcare facility may also be appropriate. Some 43% of respondents supported residential activity in the zone.

BUILDING HEIGHT LIMITS

The survey asked “Would your business be able to make better use of the land if the height limits in your zone were set higher?” Only 9 out of 31 respondents said that they could make better use of their land if the height limits were set higher with 71% indicating they could not use greater height provisions.

MINIMUM LOT SIZE OF 200 M2

In response to the question “Do you feel that the minimum lot size of 200 m² is too small?” 23 out of 35 respondents indicated that the minimum lot size of 200 m² is too small. Parking and loading issues were the chief issue identified as contributing to these sites being too small.

- “Developers should be required to stick to the site built and not divide it up into units later”

ACTIVITIES NOT AGREED WITH

The following activities were suggested as not being appropriate in the Glenda Drive Industrial zone:

- Rental Car Agencies
- Foul smelling activity such as fish factory!
- Residential accommodation
- Tourism operators using industrial land for offices etc. They are the first to whinge about noise, dust, trucks etc
- Retail should not be in an industrial area

ISSUES MENTIONED:

Footpaths:

Ten out of 37 respondents mentioned the lack of footpaths as an issue. This issue was not mentioned in the information booklet or incorporated into a specific question. Footpaths have generally not provided in industrial zones because the nature of the activities locating there does not encourage pedestrianization. The distance between activities tends to encourage people to drive from site to site and the effects of industrial and business activities tend to result in a lower amenity pedestrian environment due to issues such as noise, dust, heavy vehicle movements. However, the desire for footpaths may be the result of a number of drivers including the lack of onsite parking requiring people to park some

Industrial & Business Zone Review

distance from their destination and walk to them and the number of non industrial activities, such as retail and residential activities that have established in the zone which seek a more attractive street environment.

- "Lack of footpaths – such a busy area and it is not safe for the amount of pedestrians there are"
- "Children walking to school bus with no footpaths!"
- "Build footpaths"
- "There needs to be footpaths provided along Glenda Drive"
- "Footpaths NONE why??"
- "Glenda Drive lacks sidewalks. Locals are forced to walk on the road where drive speeds are up to 70 km/h"
- "there are no footpaths to enable walking between businesses readily"
- "Glenda Drive needs a footpath – too often pedestrians have nowhere to walk. Very dangerous for both drivers and pedestrians"
- "A lot of people walk along Glenda Drive but there is no footpath on either side of the road. A footpath would seem to be a good idea"
- "Lack of pedestrian pathways"

Rubbish:

Some businesses located near the Waste Transfer Station on Glenda Drive have an issue with rubbish escaping from the Station out into surrounding areas:

- "We get a lot of rubbish blowing onto our site"
- "The rubbish from recycle centre is not contained properly and spreads throughout Glenda Drive"
- "Recycling depot rubbish goes over and through the fence"
- "Recycling centre – rubbish is not contained and is continually blowing out into the street and neighbouring businesses"

A solution suggested:

- "Recycle centre and tip fences constructed more effectively and put up higher"

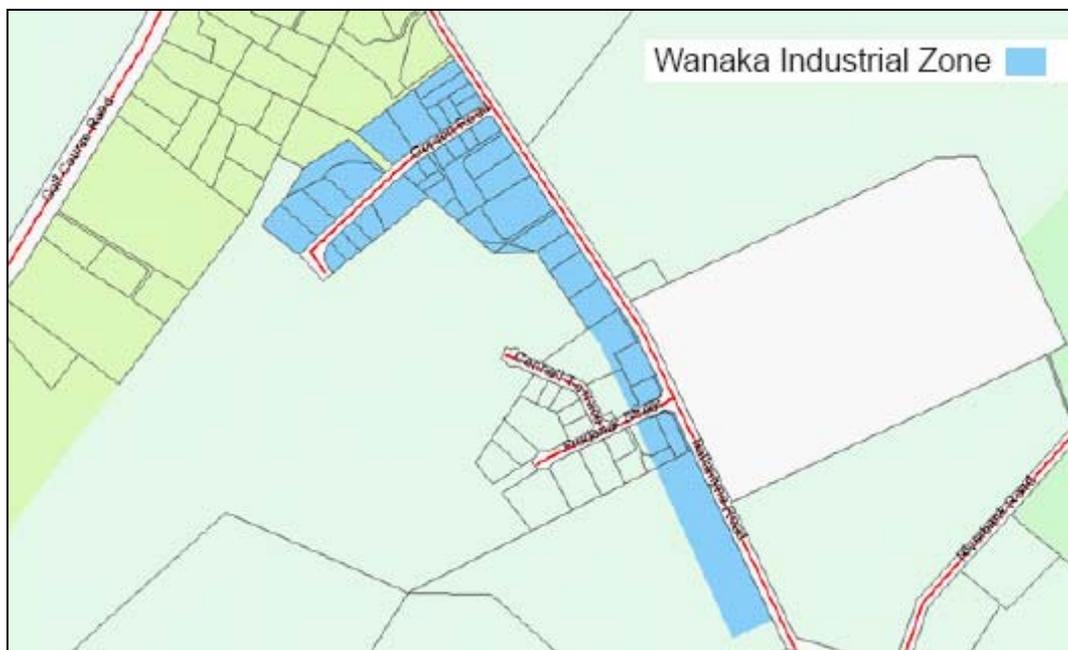
Other Issues:

- "The school bus visiting the site to pick up children is COMPLETELY unsafe with heavy traffic and numerous blind spots"
- "This development has been allowed to proceed with totally inadequate onsite parking for the business uses intended by the buildings permitted – e.g. freight businesses that can't be accessed by their own trucks, offices that readily have six employees plus visitors but only have two or three parking spaces"

Industrial & Business Zone Review

- “Trucks speeding down the road”
- “Speed bumps should be put in”
- “Consents need to be increasingly enforced on activities rather than just buildings – need to anticipate uses or restrict certain uses in initial consent applications”
- “The allowable signage is not good enough, too many people in here are unable to find the business they are looking for”
- “Corner of Margaret Place onto Glenda Drive – visibility is poor”
- “Need a minimum level of presentation on grass verge, aesthetic thing”
- “Gutters are too high – need a low gutter for full access off road”

Wanaka Industrial Zone Summary



NATURE OF BUSINESS

Wanaka Industrial Zone



Ballantyne Road, Frederick Street and Gordon Road sub areas make up this area.

RETAIL

Although only one respondent indicated that they were primarily retail in nature almost 70% of responses indicated that they did not have an issue with a component of retail activity occurring in this zone. Only two respondents qualified this in relation to limiting the nature of retail to trade related or that this should not limit the operation of existing activities. This is considered relatively a low level of concern but, this may be a reflection of a limited awareness of the potential issues that may arise between different activities due to the developing nature of this zone and the relatively low level of non trade related retail currently existing in this area.

PARKING

Parking was considered an issue in the Wanaka Industrial zone by 64% of respondents. This was particularly pronounced in Gordon Road and Frederick Street where over 70% of respondents felt that parking was inadequate whereas fewer respondents on Ballantyne Road identified this as an issue. It is considered that this may reflect the nature of subdivision of these areas with Ballantyne Road generally retaining larger lot sizes in contrast to the more intensive subdivision and development of Gordon Road and Frederick Street.

RESIDENTIAL ACTIVITY

Fifty eight percent of respondents were opposed to residential activity in the Wanaka Industrial zone with a further 21% providing only qualified support. The level of residential activity is relatively limited in the zone and only recently becoming more established through the development of mixed use units. The following comments reflect the nature of concerns identified:

Industrial & Business Zone Review

- “Not (residential activity) unless tenants know there is going to be noise occasionally”
- “Yes, only if they realise they have no grounds to complain about noise etc.”

Others were more definite in their opposition.

- “No I don't think there is a need. It would affect existing usage.”
- “No, the purpose of this zone is I can make noise and manufacture goods 24/7 without bothering anyone.”
- “Not an issue as long as the industrial rules apply before residential.”
- “Only if it does not affect the day to day running of our business - complaints re dust & noise”
- “No I don't think there is a need. It would affect existing usage.”
- “No, Noise, dust, people on call working through the night etc - create annoyances.”

BUILDING HEIGHT LIMITS

In relation to the question “*Would your business be able to make better use of the land if the height limits in your zone were set higher?*” under a quarter of responses were positive.

MINIMUM LOT SIZE OF 200 M²

Over half the respondents indicated that 200 m² is too small. Some suggestions were for a 1000 m² minimum however one respondent indicated that a range of site sizes was useful. There was no strong correlation between the type of business and the response to this question. Some respondents made a direct connection between the minimum lot area and the issues with parking and loading issues which affected other businesses around them.

ACTIVITIES NOT AGREED WITH

Relatively few respondents identified specific activities that they did not agree with in this zone. Those that did identified residential type activities and activities that create dust as undesirable.

Although these responses may be interpreted as indicating a high level of tolerance for other types of activities it may also be reflective of the fact that this zone does not contain many examples of the types of activities that have caused problems in other similar zones.

OTHER ISSUES MENTIONED:

- “Sewerage ponds are a major smell issue – especially with an easterly”
- “There isn't any rubbish collection”
- “Signage is inconsistent – there should be a clean up of non-compliant signs”
- “Unloading of vehicles blocking streets. Too many businesses cramped onto one lot.”

Industrial & Business Zone Review

- The speed of traffic on Ballantyne Road and the safety of the intersection of Ballantyne Road and Frederick Street was raised by a number of respondents.

SOLUTIONS SUGGESTED

- "Increase parking, maybe by using council reserves in the area"
- "Vehicles travel too fast in our area. I suggest 30 km/h speed limit"
- "Looking at the use of Wanaka's industrial and business zoned land would suggest that there is not enough 'business' zone and too much 'industrial'"
- "Land zoning needs to keep pace with use e.g. Frederick Street (Wanaka Industrial Zone) still having rural zoning. As a result resource consents are needed for signage that would otherwise comply. This is just a waste of money"

Arrowtown Industrial Zone Summary



Only one response was received from the Arrowtown Industrial zone which prevents any conclusions being drawn.

5. Methodology

Rationale

The 2006 study of commercial and industrial land needs in the Queenstown Lakes District identified issues in terms of the future supply of industrial and business zoned land. In particular this study identified issues in terms of the overall capacity of existing zones and the pressure they faced from non-industrial and business uses establishing in these areas including: competition for space with anticipated uses of these zones resulting in direct displacement of them; or resulting in increased land values that adversely affect the economics of industrial activities locating in these areas; or reverse sensitivity issues affecting the ability of industrial activities to operate.

To build upon this earlier work a survey was undertaken to assess the views of users of industrial and business zoned land on key issues that had been raised through this process or to test other anecdotal issues that had been identified separately. The District Plan includes both Industrial and Business zones which different purposes. The survey will assist in identifying areas that may need to be reviewed for new industrial or business zoning or through a District Plan review. In addition the results may guide Council activity in other areas such as infrastructure provision or design.

INDUSTRIAL ZONES

The purpose of industrial zones is for industrial activities and services with possible negative effects or unpleasant features which mean that they might not be suitable near other activities e.g. visual, noise, odour, emissions, and increased heavy traffic volumes and operating hours. These areas are located away from heavily populated urban areas. Industrial zones include Glenda Drive Queenstown, Ballantyne Road Wanaka and Bush Creek Road in Arrowtown.

BUSINESS ZONES

The purpose of business zones is to provide for light industrial uses, processing, storage, and retailing of bulky or larger goods plus vehicle orientated services and retail uses. These types of businesses serve the day-to-day needs of the District and have effects that are more acceptable in areas closer to urban centres and residential areas. Business zones include Gorge Road in Queenstown and Anderson Road in Wanaka.

The Survey

Haley Mahon, student employed by Queenstown Lakes District Council over the 2009 Christmas period, sent the survey to businesses in the Industrial and Business zones and visited to collect them a week later. Where businesses had not completed the survey but expressed a desire to do so a repeat visit was arranged. The Industrial and Business review was updated in 2010 to surveyed areas of industrial activity in the Frederick Street area, many of which sit outside the industrial zone but have been established as a industrial development through the resource consent process.

As only one response was received from the Arrowtown Industrial zone interpretation no comparison between activities was possible in this area.

Industrial & Business Zone Review

	Queenstown Business	Glenda Drive	Wanaka Business	Wanaka Industrial	Arrowtown Industrial	Total
Responses	46	37	18	26	1	128
Non response	28	41	17	17	2	105
Total	74	78	35	43	3	233

The survey included a mixture of closed and open questions structured around key issues previously identified were used in the questionnaire to facilitate interpretation of results. Open questions were also provided to capture any issues not identified and to enable respondents to express their views in their own words. The survey included a brief discussion of these key issues. These issues include:

- Retail in an Industrial Zone
- Car Parking and Loading Zones
- Residential Accommodation in the Industrial Zone
- Height Limits
- Activities Not Expected
- Minimum Lot Sizes

Businesses were questioned regarding the nature of their business and this was subsequently coded to achieve a more consistent categorisation for comparison. A copy of the survey is included in Appendix 1.



Appendix 1:

Survey Questionnaire