

5 Commercial

Introduction

Commercial centres around the City provide residents with the ability to obtain the goods and services they require to meet their needs. To recognise the distinct differences between the commercial centres in the City, such centres have been categorised into the following four activity areas:

- (a) **Central Commercial;**
- (b) **Petone Commercial;**
- (c) **Suburban Commercial; and**
- (d) **Special Commercial.**

In this Plan retailing is generally confined to the above four areas. In order to ensure that these commercial centres become strong focal points in the community, it is important that retailing be restricted in non-commercial activity areas. It is considered that such an approach will ensure that a sense of place can be achieved in commercial centres. In addition, existing public infrastructure and services associated with commercial centres will be used efficiently. Grouping retail activities enables public transport to be provided to such centres, and this will result in a more efficient use of a non-renewable energy resource.

(a) **Central Commercial Activity Area**

The Central Commercial Activity Area is one of the largest in the Wellington region. Over the last few years there has been considerable commercial and retail growth. It is important that this growth and development be accommodated so that a healthy, vibrant and vital commercial centre can be achieved.

The Central Commercial Activity Area is that area generally bounded by High Street to the south, Cornwall Street to the east, Daly and Rutherford Streets to the west, and Melling and Brunswick Streets to the north, including the Market Grove area.

(b) **Petone Commercial Activity Area**

The Petone Commercial Activity Area is strategically positioned at the hub of the Wellington region. The centre has a wide catchment area, and caters for a significant number of shoppers that come from beyond the immediate area for a variety of reasons. Two distinct areas are identified in the Plan as follows:

(i) **Area 1 - Victoria Street to Cuba Street**

Area 1 consists of both sides of Jackson Street, between Victoria and Cuba Streets, and adjoins residential activity areas. These commercial sites are generally small and consist of a mix of one and two storeyed buildings, with small frontage retail and commercial activities at road level. Residential flats and offices are located above street level activities. Many of the buildings in this area were built between 1926 and 1940, and have a distinctive built form, style and character. It is important that this be protected.

(ii) **Area 2 - Te Puni Street to Victoria Street**

Area 2 comprises the space generally between Te Puni and Victoria Streets. This area has large sites and is suitable for vehicle oriented retailing, and other large scale activities.

(c) Suburban Commercial Activity Area

The Suburban Commercial Activity Area provides residents with facilities to meet their day to day needs, and to engage in community activities in close proximity to their homes. This Activity Area includes all but a few very small suburban retail locations in the City. These small retail centres are incorporated in the residential activity area, where they are recognised as non-residential activities. By including retail shops in a residential activity area, those shops that are underutilised or remain empty for long periods of time, have the opportunity to become residential dwellings.

Suburban Commercial centres within the City vary in size and function. The larger centres such as Naenae, Stokes Valley and Wainuiomata, provide a wide range of activities, including supermarkets, banks and libraries, and serve a large catchment area. The smaller commercial centres such as Waiwhetu and Waterloo, provide more of a neighbourhood service, with facilities such as dairies, takeaway shops and hairdressers. While the Suburban Commercial Activity Area provides for a number of activities, there is an emphasis on minimising any adverse effects on residential activity areas.

(d) Special Commercial Activity Area

The Special Commercial Activity Area has two areas. They are as follows:

(i) **Area 1 - Station Village**

Area 1 comprises the Station Village complex at the western end of Railway Avenue. Station Village was originally established as a tourist and entertainment centre, and consequently encourages activities of a similar nature. The total floor area provided for retailing activities in this Activity Area is purposely limited, to encourage the establishment of leisure, entertainment and craft facilities. In addition to these facilities, Station Village encompasses a recognised historic building, and additional buildings designed in keeping with the historic theme. While it is important to maintain a leisure, entertainment and craft centre for the City, activities and buildings will not compromise the historic significance of the Station Building and its complementary surroundings.

(ii) **Area 2 - Boulcott Village**

Area 2 consists of the Boulcott Village commercial centre on High Street. The close proximity of Boulcott Village to the residential area warrants the need to protect residential amenity values from the adverse effects of activities at the commercial centre.