## APPENDIX 3: AUCKLAND UNITARY PLAN OBJECTIVES AND POLICIES ASSESSMENT TABLES

The following Table provides a framework for identification and assessment of the objectives and policies of the Auckland Unitary Plan (AUP). The content focusses on the relevant objectives and policies rather that every single provision.

Plan Provision	Comment
Urban Growth	
B2.2. Urban growth and form	The proposed George Street Precinct will provide
B2.2.1. Objectives	quality, compact neighbourhoods within a highly
(1) A quality compact urban form that enables all of the following:	accessible location and increase residential capacity.
(a) a higher-quality urban environment;	
(b) greater productivity and economic growth;	The George Street Precinct will enable 324 dwellings
(c) better use of existing infrastructure and efficient provision of new infrastructure;	on a site that is highly accessible to the Newmarket
(d) improved and more effective public transport;	Metropolitan Centre, the Newmarket and Grafton
(e) greater social and cultural vitality;	train stations, the FTN that runs along Broadway, the
(f) better maintenance of rural character and rural productivity; and	University of Auckland Grafton campus, ACG school,
(g) reduced adverse environmental effects.	the Auckland Domain, Auckland Hospital and a range
	of other social amenities. This provides for a significant
(2) Urban growth is primarily accommodated within the urban area 2016 (as identified in Appendix 1A).	increase in the efficient utilisation of a land resource
(3) Sufficient development capacity and land supply is provided to accommodate residential,	and existing infrastructure. Additionally, the co-
commercial, industrial growth and social facilities to support growth.	location of commercial and residential uses reduces
	the pressure on transport infrastructure.
(5) The development of land within the Rural Urban Boundary, towns, and rural and coastal towns and	
villages is integrated with the provision of appropriate infrastructure.	The Plan Change can be serviced by existing
	infrastructure.

B2.2.2. Policies	While the George Street Precinct provides for height
Development capacity and supply of land for urban development	limits which are within a similar range to those that
(1) Include sufficient land within the Rural Urban Boundary that is appropriately zoned to accommodate	apply within Newmarket Metropolitan Centre, the Plan
at any one time a minimum of seven years' projected growth in terms of residential, commercial and	Change will not undermine the hierarchy of centres.
industrial demand and corresponding requirements for social facilities, after allowing for any constraints	The Plan Change area is located adjacent to the
on subdivision, use and development of land.	Newmarket Metropolitan Centre and almost reads as
	part of the centre. The GFA study (refer to <b>Appendix 4</b> )
Quality compact urban form	has shown that the Plan Change will not significantly
(4) Promote urban growth and intensification within the urban area 2016 (as identified in Appendix 1A),	increase the GFA that can be achieved on site beyond
enable urban growth and intensification within the Rural Urban Boundary, towns, and rural and coastal	what a compliant commercial development can
towns and villages, and avoid urbanisation outside these areas.	achieve. Further the visual landscape assessment has
(5) Enable higher residential intensification:	shown that the height enabled by the Plan Change will
(a) in and around centres;	be viewed in the context of Newmarket Metropolitan
(b) along identified corridors; and	Centre to the south, the surrounding commercial
(c) close to public transport, social facilities (including open space) and employment opportunities.	environment as well as the residential urban fabric and
(6) Identify a hierarchy of centres that supports a quality compact urban form:	will not appear incongruous in this setting.
(a) at a regional level through the city centre, metropolitan centres and town centres which	
function as commercial, cultural and social focal points for the region or sub-regions; and	The Plan Change is entirely keeping with these
(b) at a local level through local and neighbourhood centres that provide for a range of activities to	objectives and policies.
support and serve as focal points for their local communities	
Quality Built Environment B2.3. A quality built environment B2.3.1.	The proposed George Street Precinct responds to the
Objectives	physical characteristics of the site and area, including
(1) A quality built environment where subdivision, use and development do all of the following:	its setting through ensuring that the very well utilised
(a) respond to the intrinsic qualities and physical characteristics of the site and area, including its	informal pedestrian connection between Clayton
setting;	Street and George Street is formalised and enhanced.
(b) reinforce the hierarchy of centres and corridors;	The George Street Precinct also introduces specific

(c) contribute to a diverse mix of choice and opportunity for people and communities;	provisions which respond to the unique characteristics
(d) maximise resource and infrastructure efficiency;	of the site and ensures that the existing and future
(e) are capable of adapting to changing needs; and	development at 8 Clayton Street, 33 Broadway, 2 Alma
(f) respond and adapt to the effects of climate change.	Street, 47 George Street and 39 George Street will have
(2) Innovative design to address environmental effects is encouraged.	a reasonable level of amenity not currently provided
(3) The health and safety of people and communities are promoted.	for under the Business - Mixed Use zone.
B2.3.2. Policies	The Visual Effects Assessment (refer Appendix 6) has
(1) Manage the form and design of subdivision, use and development so that it does all of the following:	shown that the higher buildings enabled by the Plan
(a) supports the planned future environment, including its shape, landform, outlook, location and	Change will not visually overpower Newmarket
relationship to its surroundings, including landscape and heritage;	Metropolitan Centre. The Visual Effects Assessment
(b) contributes to the safety of the site, street and neighbourhood;	finds that the development enabled by the Plan
(c) develops street networks and block patterns that provide good access and enable a range of	Change will sit comfortably into the existing urban
travel options;	fabric and will be seen as an integral component of the
(d) achieves a high level of amenity and safety for pedestrians and cyclists;	wider Newmarket area. The GFA study (refer Appendix
(e) meets the functional, and operational needs of the intended use; and	4) has shown that a completely commercial
(f) allows for change and enables innovative design and adaptive re-use.	development will not result in significantly more
(2) Encourage subdivision, use and development to be designed to promote the health, safety and well-	commercial floor space than a complying development
being of people and communities by all of the following:	under the current provisions. Therefore, the Plan
(a) providing access for people of all ages and abilities;	Change will not detract from the function of
(b) enabling walking, cycling and public transport and minimising vehicle movements; and	Newmarket as a Metropolitan Centre.
(c) minimising the adverse effects of discharges of contaminants from land use activities (including	
transport effects) and subdivision.	To ensure development with the additional height
(3) Enable a range of built forms to support choice and meet the needs of Auckland's diverse population.	enabled within the precinct integrates with the
(4) Balance the main functions of streets as places for people and as routes for the movement of vehicles.	surrounding development and demonstrates an
(5) Mitigate the adverse environmental effects of subdivision, use and development through appropriate	overall design strategy, a design-based approach has
design including energy and water efficiency and waste minimisation.	

					been implemented, with all building development requiring assessment against a tailored set of criteria. The Plan Change is entirely keeping with these objectives and policies.
Residential Gro	owth				
planned built cha (3) Land within a facilities (includi intensification. (4) An increase i lifestyles of Auck	es itensification sup reas are attractiv aracter of the ar ind adjacent to c ing open space n housing capac cland's diverse a	re, healthy an ea. eentres and co ) or employ ity and the ra nd growing p	d safe with qu orridors or in c ment opportu ange of housin opulation.	ban form. ality development that is in keeping with the lose proximity to public transport and social nities is the primary focus for residential g choice which meets the varied needs and preas to support the needs of people and	The George Street Precinct aligns with the residential growth policies of the Regional Policy Statement through enabling increased residential development capacity in a highly accessible city fringe location and with the ability to be serviced with infrastructure. Therefore, the Plan Change will make efficient use of land close to public transport, Newmarket Metropolitan Centre, The Auckland Domain and within close proximity to a range of healthcare, education and cultural amenities.
communities.	asible developm	ent capacity f	or housing is p	provided, in accordance with Objectives 1 to	With the proposed precinct in place the Plan Change area will have the capacity for approximately 324 dwellings and an almost 50% increase in residential GFA that could be achieved under a scenario that complies with the current AUP zoning for the Plan
Minimum Target (number of dwellings)	189,800	218,500	408,300		Change area. The Plan Change is entirely keeping with these objectives.

B2.4.2. Policies	
(2) Enable higher residential intensities in areas closest to centres, the public transport network, large	
social facilities, education facilities, tertiary education facilities, healthcare facilities and existing or	
proposed open space.	
(6) Ensure development is adequately serviced by existing infrastructure or is provided with	
infrastructure prior to or at the same time as residential intensification.	
(7) Manage adverse reverse sensitivity effects from urban intensification on land with existing	
incompatible activities.	
Residential neighbourhood and character	
(8) Recognise and provide for existing and planned neighbourhood character through the use of place-	
based planning tools.	
(9) Manage built form, design and development to achieve an attractive, healthy and safe environment	
that is in keeping with the descriptions set out in placed-based plan provisions.	
(10) Require non-residential activities to be of a scale and form that are in keeping with the existing and	
planned built character of the area.	
Affordable housing	
(11) Enable a sufficient supply and diverse range of dwelling types and sizes that meet the housing needs	
of people and communities, including:	
(a) households on low to moderate incomes; and	
people with special housing requirements.	
Commercial Growth	•
B2.5. Commercial and industrial growth	The George Street Precinct is located adjacent to the
B2.5.1. Objectives	northern extent of the Metropolitan Centre zone
(1) Employment and commercial and industrial opportunities meet current and future demands.	however, any adverse effects on the role, function and
	amenity of Newmarket Metropolitan Centre are

(2) Commercial growth and activities are primarily focussed within a hierarchy of centres and identified growth corridors that supports a compact urban form.	unlikely and minor in relation to the scale of development. The Visual Effects Assessment (refer
	<b>Appendix 6</b> ) has shown that the development enabled by the Plan Change will sit comfortably into the existing
B2.5.2. Policies	urban fabric and will be seen as an integral component of the wider Newmarket Metropolitan Centre.
(1) Encourage commercial growth and development in the city centre, metropolitan and town centres, and enable retail activities on identified growth corridors, to provide the primary focus for Auckland's commercial growth.	Furthermore, the GFA study has shown that due to the setback controls that apply to taller development, significantly greater commercial GFA than what is
 (5) Enable retail activities, where appropriate, on identified growth corridors in business zones, having regard to all of the following:	currently enabled by the AUP is not provided by the Plan Change.
(a) adverse effects on the function, role and amenity of the city centre, metropolitan and town centres, beyond those effects ordinarily associated with trade effects on trade competitors;	The George Street Precinct further limits some industrial and vehicle orientated commercial activities
(b) adverse effects on the quality compact urban form including the existing and planned location of activities, facilities, infrastructure and public investment;	that do not mix well with the intended primary residential use and pedestrian orientated nature of the
<ul><li>(c) effects on community social and economic wellbeing and accessibility;</li><li>(d) the efficient use and integration of land and infrastructure;</li></ul>	precinct.
(e) effects on the safe and efficient operation of the transport network; (f) effects of the development on the efficient use of any industrial land, in particular opportunities for land extensive industrial activities and heavy industry;	
(g) avoiding conflicts between incompatible activities; and (h) the effects on residential activity.	
(6) Enable commercial activities, where appropriate, in business zones in locations other than the city centre, metropolitan and town centres and identified growth corridors, having regard to all of the following:	
(a) the matters listed in Policy B2.5.2(5)(a) to Policy B2.5.2(5)(h) above; (b) the extent to which activities would compromise the achievement of policies B2.5.2(1) and B.2.5.2(2): and	
(c) the extent to which activities would compromise the hierarchy of locations identified in policies B2.5.2(1) to B.2.5.2(5).	

Open Space	
B2.7. Open space and recreation facilities	The Plan Change enables intensification to occur in a
B2.7.1. Objectives	location that is very well serviced by open space. In
(1) Recreational needs of people and communities are met through the provision of a range of quality	particular, Pukekawa/Auckland Domain, which is one
open spaces and recreation facilities.	of Auckland's oldest and largest urban parks (75
(2) Public access to and along Auckland's coastline, coastal marine area, lakes, rivers, streams and wetlands is maintained and enhanced.	hectares) is located directly across George Street. The park contains several important civic facilities
	including, the Auckland War Memorial Museum, the
	Wintergardens and sportsfields. It is also the home of
	many cultural and sporting events.
	The Plan Change is in keeping with the relevant
	objectives and policies.
Social Facilities	
B2.8. Social facilities B2.8.1.	The Plan Change enables intensification to occur in a
Objectives	location that is very well serviced by social facilities.
(1) Social facilities that meet the needs of people and communities, including enabling them to provide	The Parnell Library and ACG Parnell College are located
for their social, economic and cultural well-being and their health and safety.	directly adjacent and across the road from the Plan
	Change area. The Parnell Lawn Tennis Club, the
	Auckland Hospital and St Peters College are located
	within a 5-15minute walk from the Plan Change area.
	Auckland Grammar is located within a 20m walk from
	the Plan Change area.
	Newmarket Metropolitan Centre is within a five
	minute walk of the Plan Change area. Newmarket is a
	significant retail and employment area with

	entertainment and leisure facilities including the Olympic Swimming Pool, movie theatres and several gyms. The Plan Change is in keeping with the relevant
Infrastructure	objectives and policies.
B3.2. Infrastructure B3.2.1. Objectives  (5) Infrastructure planning and land use planning are integrated to service growth efficiently. 	The Plan Change has been informed by an infrastructure assessment (refer <b>Appendices 8 and 9</b> ) which shows that the development enabled by the George Street Precinct can connect efficiently to existing infrastructure networks, and does not rely on more comprehensive upgrades to the network. The Plan Change is in keeping with the relevant objectives and policies.
Transport	objectives and policies.
B3.3. Transport B3.3.1. Objectives	The Plan Change has been informed by a transport assessment (refer <b>Appendix 7</b> ) which shows that the
<ul> <li>(1) Effective, efficient and safe transport that:</li> <li>(a) supports the movement of people, goods and services;</li> <li>(b) integrates with and supports a quality compact urban form;</li> <li>(c) enables growth;</li> <li>(d) avoids, remedies or mitigates adverse effects on the quality of the environment and amenity values and the health and safety of people and communities; and</li> <li>(e) facilitates transport choices, recognises different trip characteristics and enables accessibility</li> </ul>	surrounding road network can operate safely and efficiently with the precinct in place. Additionally, parking maximums are incorporated to mitigate the traffic impacts of the increased height enabled by the Plan Change and take advantage of the accessibility of the Plan Change area to encourage travel behavior change. The Plan Change will formalise a highly used
and mobility for all sectors of the community.	pedestrian route between Clayton Street and the

B3.3.2. Policies	Domain, and the vehicle access requirements to the
Managing transport infrastructure	Plan Change area have been designed to enhance this
(1) Enable the effective, efficient and safe development, operation, maintenance and upgrading of al	connection by prioritising pedestrian safety and
modes of an integrated transport system.	amenity.
(2) Enable the movement of people, goods and services and ensure accessibility to sites.	
	The Plan Change is in keeping with the relevant
Integration of subdivision, use and development with transport	objectives and policies.
(5) Improve the integration of land use and transport by:	
(a)	
<ul> <li>(b) encouraging land use development and patterns that reduce the rate of growth in demand fo private vehicle trips, especially during peak periods;</li> </ul>	r
<ul> <li>(c) locating high trip-generating activities so that they can be efficiently served by key public transport services and routes and complement surrounding activities by supporting accessibility to a range of transport modes;</li> </ul>	
<ul> <li>(d) requiring proposals for high trip-generating activities which are not located in centres or or corridors or at public transport nodes to avoid, remedy or mitigate adverse effects on the transport network;</li> </ul>	
(e) enabling the supply of parking and associated activities to reflect the demand while taking into account any adverse effects on the transport system; and	
(f) requiring activities adjacent to transport infrastructure to avoid, remedy or mitigate effects which may compromise the efficient and safe operation of such infrastructure.	5
E27.2. Objectives	
<ul> <li>(1) Land use and all modes of transport are integrated in a manner that enables:</li> <li>(a) the benefits of an integrated transport network to be realised; and</li> <li>(b) the adverse effects of traffic generation on the transport network to be managed.</li> </ul>	
(b) the adverse effects of traffic generation on the transport network to be managed.	

(3) Parking and loading supports urban growth and the quality compact urban form.	
(4) The provision of safe and efficient parking, loading and access is commensurate with the character,	
scale and intensity of the zone.	
(5) Pedestrian safety and amenity along public footpaths is prioritised.	
E27.3. Policies	
(3) Manage the number, location and type of parking and loading spaces, including bicycle parking and associated end-of-trip facilities to support all of the following:	
(a) the safe, efficient and effective operation of the transport network; (b) the use of more sustainable	
transport options including public transport, cycling and walking;	
(c) the functional and operational requirements of activities;	
(d) the efficient use of land;	
(e) the recognition of different activities having different trip characteristics; and	
(f) the efficient use of on-street parking.	
 (5) Limit the supply of on-site parking for office development in all locations to:	
(a) minimise the growth of private vehicle trips by commuters travelling during peak periods; and	
(b) support larger-scale office developments in the Business – City Centre Zone, Centre Fringe Office	
Control area, Business – Metropolitan Centre Zone, Business – Town Centre Zone and Business – Business	
Park Zone.	
(6) Provide for flexible on-site parking in the Business – Metropolitan Centre Zone, Business – Town	
Centre Zone, Business - Local Centre Zone and Business - Mixed Use Zone (with the exception of	
specified non-urban town and local centres and the Mixed Use Zone adjacent to those specified centres)	
by:	
(a) not limiting parking for subdivision, use and development other than for office activities, education	
facilities and hospitals.	
(b) not requiring parking for subdivision, use and development other than for retail (excluding marine	
retail and motor vehicle sales) and commercial service activities.	
(6A)Enable the reduction of on-site parking for retail and commercial services activities in the Business-	
Metropolitan Centre Zone, Business-Town Centre Zone, Business-Local Centre Zone and Business-Mixed	

Use Zone where a suitable public off-site parking solution is available and providing for no or reduced on-site parking will better enable the built form outcomes anticipated in these zones.	
 (7) Provide for flexible on-site parking by not limiting or requiring parking for subdivision, use and development (excluding office) in the Centre Fringe Office Control area, Residential – Terrace Housing and Apartment Buildings Zone and Residential – Mixed Housing Urban Zone (studio and one bedroom dwellings).	
 (9) Provide for flexible approaches to parking, which use land and parking spaces more efficiently, and reduce incremental and individual parking provision.	
(20) Require vehicle crossings and associated access to be designed and located to provide for safe,	
effective and efficient movement to and from sites and minimise potential conflicts between vehicles,	
pedestrians, and cyclists on the adjacent road network.	
Viewshafts	
B4.3. Viewshafts	George Street Precinct is consistent with this policy
B4.3.1. Objectives	direction as the height limits that apply to the western
(1) Significant public views to and between Auckland's maunga are protected from inappropriate	portion of the site are lower than the height limits
subdivision, use and development.	allowed under the volcanic viewshaft. Consequently,
	buildings enabled by the Plan Change will not intrude
D14.2. Objectives [rcp/dp]	into E8 Mount Eden, Viewshaft, allowing this regionally
(1) The regionally significant views to and between Auckland's maunga are protected.	significant view of Mount Eden to be preserved.
(2) The locally significant views to Auckland's maunga are managed to maintain and enhance the visual	
character, identity and form of the maunga in the views.	The Visual effects assessment also analyses the visual
D14.3. Policies [rcp/dp]	effects of development enabled by the Plan Change
(1) Protect the visual character, identity and form of regionally significant volcanic maunga, together with	from several Maunga including Ohinerau (Mt Hobson
local views to them, by:	summit), Maungawhau (Mt Eden summit), Takarunga
(a)	(Mt Victoria summit) and North Head summit.

(b) imposing height limits which prevent future encroachment into views of the volcanic maunga that	The Visual effects assessment finds that the visual
would erode the visibility to their profile and open space values, while allowing a reasonable scale of	effects from development enabled by the Plan Change
development.	from these Maunga will be low - negligible.
(2) Manage subdivision, use and development to ensure that the overall contribution of the regionally	
significant volcanic maunga scheduled as outstanding natural features to the landscape of Auckland is	
maintained and where practicable enhanced, including by protecting physical and visual connections to	
and views between the volcanic maunga.	
(4) Avoid new buildings or structures that intrude into volcanic viewshafts scheduled in Schedule 9	
Volcanic Viewshafts Schedule	
(6) Require urban intensification to be consistent with the protection of volcanic features and viewshafts.	
Outstanding Natural Features and Landscapes	
<b>B4.2.1 Objectives</b> (1) Outstanding natural features and landscapes are identified and protected from inappropriate	Pukekawa/Auckland Domain is scheduled as an Outstanding Natural Feature. Although the Plan
subdivision, use and development.	Change will not physically affect Pukekawa there is the
(2) The ancestral relationships of Mana Whenua and their culture and traditions with the landscapes	potential for landscape/visual effects. Therefore, the
and natural features of Auckland are recognised and provided for.	Plan Change includes an objective and assessment
(3) The visual and physical integrity and the historic, archaeological and cultural values of Auckland's	criteria to ensure new development is respectful of its
volcanic features that are of local, regional, national and/or international significance are protected and, where practicable, enhanced.	landscape context.
B4.2.1 Policies	Additionally, an assessment of Landscape and Visual
(8) Manage outstanding natural landscapes and outstanding natural features in an integrated manner to	Effects has been undertaken to help inform the Plan Change application. The Visual Effects Assessment
protect and, where practicable and appropriate, enhance their values.	finds that the physical and visual integrity, aesthetic
	values and memorability of the ONF will not be
	adversely affected by development enabled by the
	Plan Change. As part of this assessment the visual

effects of the Plan Change have been assessed from a number of representative viewpoints within the Auckland Domain which were decided in collaboration with Auckland Council. These viewpoints include the Domain playing fields, Domain Winter Gardens, the War Memorial Museum Front Lawn, the Auckland War Memorial Museum Front Lawn (West). Additionally, indicative montages have been taken from Maunsell Avenue and George Street.

The Visual Effects Assessment finds that from the Domain Playing Fields the Plan Change will have negligible visual effects as it will be screened by mature plantings in the south eastern part of the Domain, flanking George Street.

Development enabled by the Plan Change will be visible from the Domain Wintergardens however, it will be viewed in association with the Parkwood Apartments towards the western end of George Street. The Visual Effects Assessment finds that development enabled by the Plan Change will not adversely affect the visual integrity of the War Memorial Museum which would remain the significant iconic building in the view. The form, height and scale of development enabled by the Plan Change is appropriate in this location adjacent to the wide expanse of the Domain grounds. In terms of the visual bulk of development

enabled by the Plan Change, the combination of the use of height areas, building separations and controls on maximum tower dimensions above the podium would reduce the visual bulk and scale. Therefore, the Visual Effects Assessment concludes that although the proposal may be highly visible but may have minor visual effects, depending largely on the context in which the development is seen and the quality of the built form and development.

The Auckland War Memorial Museum Front Lawn viewpoint was selected due to the popularity of this lawn for events and also because it encompasses the iconic view towards the War Memorial Museum across the foreground and open space of the lawn. Development enabled by the Plan Change would be entirely screened by the landform and War Memorial Museum. Consequently, the visual effects of development enabled by the Plan Change would be negligible from here.

The Auckland War Memorial Museum Front Lawn (West) viewpoint was selected following discussions with Auckland Council following an analysis of the Zone of Theoretical Visibility ('**ZTV**') maps indicating that development enabled by the Plan Change would be visible from this location. The scene encompasses the

iconic view towards the War Memorial Museum across the foreground and open space of the lawn. The viewing audience would be large, comprising recreational users and visitors to the Doman in the vicinity of the front lawn.

The visual effects assessment finds that development enabled by the Plan Change will be largely screened by the landform and War Memorial Museum with only a portion of the upper two levels of Building A being visible to the rear of the Museum. Consequently, the visual effects of development enabled by the Plan Change will be very low from here. While partially visible, development enabled by the Plan Change will not adversely affect the visual integrity of the War Memorial Museum and open space area to the north. In relation to the ancestral relationship of Mana Whenua to Pukekawa, Ngāti Whātua Ōrākei and Ngāti Tamaoho identified the potential impact of views to Maungakeikei (One Tree Hill) from the Auckland Domain and a photo of the view was provided by Ngāti Whātua Ōrākei's representative.

In response, an analysis was prepared by Warren and Mahoney with regards to the photo provided and this was provided to both authorities (see **Appendix 13**). This analysis compared the following:

• A theatrical building mass of a building that would comply with the current planning standards for the site, i.e. 27m height limit (which is less than the

volcanic view shafts), building setbacks, height in relation to boundary, etc;
<ul> <li>A potential scenario of a development that would be enabled by the proposed plan change; and</li> </ul>
• Building mass of a compliant building mass vs plan change scenario.
Following review of this further analysis, both authority representatives noted that they did not object to the additional height limits sought if the impact of the loss of this view is culturally offset within the final design of the development. The applicant will continue to work with lwi regarding cultural offsetting and there is a trigger within the assessment criteria (IX.8.2(1)(a)(v) to ensure that the design process integrates mātauranga and tikanga.

Business – Mixed Use Zone	
H13.2. Objectives	The George Street Precinct is in keeping with the
(1) A strong network of centres that are attractive environments and attract ongoing investment,	objectives and policies of the underlying Business –
promote commercial activity, and provide employment, housing and goods and services, all at a variety	Mixed Use zone. Although the George Street Precinct
of scales.	provides for buildings within a similar height range to
(2) Development is of a form, scale and design quality so that centres are reinforced as focal points for	Newmarket Metropolitan Centre, development
the community.	enabled by the Plan Change has been found to not
(3) Development positively contributes towards planned future form and quality, creating a sense of	impact the surrounding urban amenity and sit
place.	comfortably into the existing urban fabric.
	Development will be seen as an integral component of
(6) Moderate to high intensity residential activities and employment opportunities are provided for, in	the wider Newmarket area and will be an appropriate
areas in close proximity to, or which can support the City Centre Zone, Business – Metropolitan Centre	form and scale for its location.
Zone, Business – Town Centre Zone and the public transport network.	
(7) Activities within the zone do not compromise the function, role and amenity of the City Centre Zone,	The level of commercial floor space provided for in the
Business – Metropolitan Centre Zone, Business – Town Centre Zone and Business – Local Centre Zone.	precinct is not significantly greater than what a
(8) A mix of compatible residential and non-residential activities is encouraged.	complying commercial development will result in.
(9) Business – Mixed Use Zone zoned areas have a high level of amenity.	Therefore, the proposal does not undermine the role
	and function of Newmarket Centre.
H13.3. Policies	
(1) Reinforce the function of the city centre, metropolitan centres and town centres as the primary	The George Street Precinct provides for high intensity
location for commercial activity, according to their role in the hierarchy of centres.	residential and/or commercial development of the
(2) Enable an increase in the density, diversity and quality of housing in the centre zones and Business –	edge of Newmarket Metropolitan Centre to support an
Mixed Use Zone while managing any reverse sensitivity effects including from the higher levels of	efficient use of land and public transport.
ambient noise and reduced privacy that may result from non-residential activities.	
(3) Require development to be of a quality and design that positively contributes to:	The increase in height will not affect special character
(a) planning and design outcomes identified in this Plan for the relevant zone;	or identified landscape features as the height limit is
(b) the visual quality and interest of streets and other public open spaces; and	

(c) pedestrian amenity, movement, safety and convenience for people of all ages and abilities.	below the Volcanic Viewshaft.
(4) Encourage universal access for all development, particularly medium to large scale development.	
(5) Require large-scale development to be of a design quality that is commensurate with the prominence	To ensure development with the additional height
and visual effects of the development.	enabled within the precinct integrates with the
(6) Encourage buildings at the ground floor to be adaptable to a range of uses to allow activities to change	surrounding development and demonstrates an
over time.	overall design strategy, a design-based approach has
(7) Require at grade parking to be located and designed in such a manner as to avoid or mitigate adverse	been implemented, with all building development requiring assessment against a tailored set of criteria.
effects on pedestrian amenity and the streetscape.	
(9) Discourage activities, which have noxious, offensive, or undesirable qualities from locating within the	objectives and policies.
centres and mixed use zones, while recognising the need to retain employment opportunities.	
(10) Discourage dwellings at ground floor in centre zones and enable dwellings above ground floor in	
centre zones.	
(11) Require development to avoid, remedy or mitigate adverse wind and glare effects on public open	
spaces, including streets, and shading effects on open space zoned land.	
(12) Recognise the functional and operational requirements of activities and development.	
(13) In identified locations within the centres zones, Business – Mixed Use Zone, Business – General	
Business Zone and Business – Business Park Zone enable greater building height than the standard zone	
height, having regard to whether the greater height:	
(a) is an efficient use of land;	
(b) supports public transport, community infrastructure and contributes to centre vitality and vibrancy;	
(c) considering the size and depth of the area, can be accommodated without significant adverse effects	
on adjacent residential zones; and	
(d) is supported by the status of the centre in the centres hierarchy, or is adjacent to such a centre.	
(14) In identified locations within the centre zones, Business – Mixed Use Zone, Business – General	
Business Zone and Business – Business Park Zone, reduce building height below the standard zone height,	
where the standard zone height would have significant adverse effects on identified special character,	

identified landscape features, or amenity.
(15) In areas surrounding the city centre, recognising their proximity and accessibility to the Business –
City Centre Zone and Business – Metropolitan Centre Zone at Newmarket, provide opportunities for
substantial office activities in the Business – Local Centre Zone and Business – Mixed Use Zone.
(17) Provide for a range of commercial activities that will not compromise the function, role and amenity
of the City Centre Zone, Business – Metropolitan Centre Zone, Business – Town Centre Zone and Business
- Local Centre Zone, beyond those effects ordinarily associated with trade effects on trade competitors.
(18) Enable the development of intensive residential activities
(20) Promote and manage development to a standard that: recognises the moderate scale, intensity and
diversity of business, social and cultural activities provided in the zone; recognises the increases in
residential densities provided in the zone; and avoids significant adverse effects on residents.