























# Submission on PDP

				<p>SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-3</p> <p>The sign is not for third party advertising, <b><u>and is directly related to a permitted activity undertaken within the building or</u></b></p> <p>Include additional rule for fences R7</p>	
4	12	Signage – SIGN – S1	Seek amendment	<p>In regards to the Mixed Use Zone, the maximum total sign area is considered overly restrictive for a commercial setting.</p> <p>McDonalds seeks that this be increased for signage that is associated with the activity being undertaken on the site to better accommodate commercial activities.</p>	Amend SIGN – S1 to enable increased areas of signage in the Mixed Use Zone.
5 5	13	Signage – SIGN – S2	Seek amendment	<p>In regard to the Mixed Use Zone, the height limited for free standing signs is not appropriate. In general, free-standing signs, intended to be higher than the building to provide wayfinding assistance and be visible from a distance. Accordingly, McDonald’s seek the following amendment to provide flexibility noting that in the Mixed Use Zone</p>	<p>Amend SIGN – S2 as follows (or to same effect) :</p> <ol style="list-style-type: none"> <li>1.Freestanding signs must not exceed <del>the height of the building</del> <b><u>12m in height</u></b>;</li> <li>2.Signs attached to a building must not protrude above the highest point of the building</li> </ol>

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			buildings and structures are permitted up to 12m in height.	
Part 2 – District Wide Matters - General District Wide Matters – Natural Hazards				
S385.016	14	Natural Hazards – General River Flood Hazard	Seek amendment	<p>McDonald’s understand the importance of ensuring community safety when it comes to natural hazards. However, McDonald’s considers that appropriate consideration needs to be given to existing development in both the 1 in 100 and 1 in 10 River Flood Hazard Areas.</p> <p>Review Natural Hazards chapter to provide more flexibility to additions and alterations of an appropriate scale for existing infrastructure within River Flood Hazard areas.</p>
S385.017	15	Natural Hazard – NH-R2	Seek amendment	<p>McDonald’s Kaitaia and mapped as being within a River Flood Hazard Area. This rule provides for extensions and alterations to buildings and structures where they result in no more than a 10m<sup>2</sup> increase to Gross Floor Area.</p> <p>On review of the s32 analysis for Natural Hazards, it is unclear where this threshold has come from and how they are justified, particularly when considering the allowances that have been made for other structures (e.g; 30m<sup>2</sup> for a deck and 100m<sup>2</sup> for a structure ancillary to farming.)</p> <p>McDonald’s seeks that the thresholds for non-habitable buildings and structures be re-considered to enable better flexibility for extensions and alterations to existing structures in both the 1 in 100 <u>and</u> 1 in 10 Flood Hazard Area.</p> <p>Amend NH-R3 as follows (or to same effect)</p> <p>Activity status: Permitted</p> <p>1 in 100 Year River flood hazard area</p> <p><b><u>1 in 10 River flood hazard area</u></b></p> <p>Where: PER-1 <b><u>The works are located in a 1 in 10 Year River Flood hazard area and</u></b></p> <p><b><u>1. there is no increase to the GFA of the building or footprint of the structure that results in the building or structure exceeding the limits for new buildings or structures in NH-R3- PER 1 and new buildings or structures ancillary to farming activities in NH-R4 PER 1. PER 2</u></b></p>

# Submission on PDP



				<p><u>2.No part of the building or structure is enclosed in a manner that alters or diverts an overland flow path or reduces flood plain storage</u></p> <p><u>PER-2</u>  <u>The works are located in a 1 in 100 Year River Flood hazard area and:</u></p> <p><u>1.The increase in GFA to any building or structure is no more than 100m<sup>2</sup></u></p> <p><u>2.No part of the building or structure is enclosed in a manner that alters or diverts an overland flow path or reduces flood plain storage</u></p>
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## Part 3 – Area Specific Matters – Zones – Mixed Use

S385.018	16	Mixed Use Zone - Zoning	Seek amendment	<p>McDonald’s Kerikeri, Kaikohe and Kaitaia have all been zoned Mixed Use. Mixed Use Zone is the only commercial zone within the Proposed Plan suite. As noted in section 2.0, McDonald’s considers the limited commercial zoning to be a flaw of the Proposed Plan and seeks that Council review the suite of zoning, in the least, to differentiate between town centres and commercial areas on the peripheries where Light Industrial is not appropriate.</p> <p>This will enable a more targeted approach to ensure that the right activities are located in</p>	Review suite of commercial zoning.
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# Submission on PDP

			the right place and enable a much clearer hierarchy, and better planning outcomes.		
S385.019	17	Mixed Use Zone – Overview	Seek amendment	<p>The overview of the Mixed Use Zone provides for activities that are not defined (retail activities, and food and beverage). As per sub#1 and sub#2 McDonald’s seeks clear definitions and nesting tables to provide clarity to plan users.</p> <p>McDonald’s notes that the overview of the Zone suggests that it seeks to ‘revitalise urban centres’, however, the zone has been applied beyond urban centres which could create issues in terms of the integrity of this Chapter. As noted in sub#2 and section 2.0 McDonald’s seeks that Council review their suite of zones to provide additional commercial zones.</p>	Include definitions for retail activities and food and beverage.
S385.020	18	Mixed Use Zone – MUZ – R1		<p>McDonald’s seek amendments to the building and structures provisions to ensure that McDonald’s restaurants (buildings and structures) can be established as a permitted activity.</p> <p>As noted in sub#1 and sub#2 given the lack of definitions nesting table, it is difficult to understand how a McDonald’s restaurant would be treated. Regardless, it is considered that PER-1 is unnecessary as resource consent will be required for the activity separately if it is not permitted which will provide Council</p>	<p>Amend MUZ -R1 as follows:</p> <ul style="list-style-type: none"> <li>• Delete PER -1</li> <li>• Increase threshold for coverage for new buildings or structures</li> <li>• Permit alterations where they do not result in an increased building footprint</li> <li>• Permit extensions of an appropriate scale where they comply with MUZ-S1, MUZ-S2, MUZ-S3, MUZ-S4, MUZ-S10 to</li> </ul>

# Submission on PDP

			<p>the opportunity to consider the appropriateness of the activity.</p> <p>McDonalds considers that the 400m<sup>2</sup> Gross Floor Area restriction for permitted activity with a default to discretionary activity where compliance is not achieved is particularly onerous approach. In the absence of any s32 justification for this threshold, McDonald’s seeks that this be increased.</p> <p>Flexibility is also required for extensions and alterations for existing legally established structures. As currently drafted, any alteration to an existing building or structure that is already more than 400m<sup>2</sup> GFA would require discretionary resource consent, regardless as to whether this is internal/external or the degree of change to the approved footprint.</p>	<p>avoid unnecessary consenting requirements.</p> <ul style="list-style-type: none"> <li>• Default to a restricted discretionary activity for non- compliance with PER 2.</li> </ul>
19	Mixed Use Zone – MUZR5	Support	<p>McDonalds supports providing for commercial activities as a permitted activity, however as noted in earlier submissions, and section 2.0 it is critical to the effectiveness and efficiency of the plan that it is clear to plan users what is incorporated as a commercial activity that it includes ‘restaurants and cafes’ which is a term that needs to be defined.</p>	<p>Retain as notified subject to the changes sought in sub#5 which seeks that Council clarify what a restaurant and café activity is, and that they are a subset of commercial activity.</p>

S385.021

# Submission on PDP



S385.022	20 Mixed Use Zone – MUZ-R16	Oppose	<p>As noted earlier, Drive-through is not a defined activity, as such it is difficult to understand if a McDonald’s drive through would be captured by this definition.</p> <p>On the assumption that it would be captured, McDonald’s oppose Drive-through activities as a discretionary activity in the Mixed Use Zone, and notes that this activity is not currently provided for as a permitted activity in any zone.</p> <p>McDonalds seek that this activity be permitted in the Mixed Use Zone.</p>	Provide for drive-through as a permitted activity in the Mixed Use Zone.
S385.023	21 Mixed Use Zone – MUZ S1	Support	McDonald’s supports the 12m building height for buildings and structures.	Retain as notified
S385.024	22 Mixed Use Zone – MUZ S2	Support	McDonald’s supports no height in relation to boundary standard for where the site adjoins industrial or mixed use zoned sites.	Retain as notified
S385.025	23 Mixed Use Zone – MUZ S3	Support	McDonald’s support no setback requirements where the site adjoins industrial or mixed use zoned	Retain as notified
S385.026	24 Mixed Use Zone – MUZ S6	Seek amendment	<p>McDonald’s Kerikeri is subject to a pedestrian frontage overlay. McDonalds seek that MUZ-S6 be amended so that it does not apply to extensions and alterations.</p> <p>Further, McDonald’s considers that 65% clear glazing on building frontages will generate issues in terms of passive solar gain and seek that this be reduced. It is difficult to</p>	<p>Amend MUZ-S6 as follows (or to same effect). For sites with pedestrian frontage identified on the planning maps:</p> <p><b><u>1. Any new building must have:</u></b></p> <p><del>1.a.</del> At least <del>25%</del>65% of the building frontage at ground floor must be clear glazing; and</p>



# Submission on PDP

			understand the justification behind this figure, accordingly, McDonald's seeks that this be reduced to 25% which will still provide for active street frontages.	<del>2-b.</del> The principal public entrance to the building must be located on the front boundary
S385.027	Mixed Use Zone – MUZ S7	Seek amendment	<p>McDonald's Kerikeri is subject to a pedestrian frontage overlay. McDonalds seek that MUZ-S6 be amended so that it does not apply to extensions and alterations.</p> <p>McDonald's is concerned that this provision may prevent property owners upgrading the exterior of existing buildings which could result in perverse urban design outcomes and impacts on streetscape.</p>	<p>Amend MUZ-S7 as follows:</p> <p>For sites with pedestrian frontage identified on the planning maps:</p> <ol style="list-style-type: none"> <li>1. Any new building, <del>or extension or alteration to a building (including alterations to the façade)</del> must be built up to the road boundary; and</li> <li>2. A verandah must be provided for the full frontage of the road boundary of the site. The verandah shall:             <ol style="list-style-type: none"> <li>a. directly adjoin any adjacent veranda so there is no horizontal gap to provide continuous pedestrian coverage; and</li> <li>b. have a minimum height of 3m and a maximum height of 6m above the footpath immediately below; and</li> <li>c. be setback a minimum of 300mm and a maximum of 600mm from a vertical line measured up from the face of the kerb.</li> </ol> </li> </ol>
S385.028	Mixed Use – MUZ S7	Seek amendment	McDonald's seeks flexibility within the drafting of provisions so that MUZ-S7 is not triggered where an alteration of extension to	Seek amendment to MUZ-S7 to provide flexibility for alterations and extensions.

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# Submission on PDP

S385.029

S385.030

			a legally established building or structure that contains a permitted activity (see sub# 18).	
27	Mixed Use – MUZ S8	Seek amendment	McDonald’s seeks flexibility within the drafting of provisions so that MUZ-S7 is not triggered where an alteration of extension to a legally established building or structure that contains a permitted activity (see sub# 18).	Seek amendment to MUZ-S8 to provide flexibility for alterations and extensions.
28	Mixed Use – MUZ S10	Seek amendment	McDonald’s seeks flexibility within the drafting of provisions so that MUZ-S10 is not triggered where an alteration of extension to a legally established building or structure that contains a permitted activity (see sub# 18).	Seek amendment to MUZ-S10 to provide flexibility for alterations and extensions.

## 4.0 Specific Submission Points on PDP

## ATTACHMENT 1 – PLANNING MAPS



Figure 1 showing Proposed Plan zoning of McDonald's Kaitaia.



Figure 2 showing Proposed Plan zoning of McDonald's Kerikeri.



Figure 3 showing Proposed Plan zoning of McDonald's Kaikohe.