



SUBMISSION BY HARVEY NORMAN PROPERTIES (N.Z.) LIMITED

ON THE PROPOSED PLAN CHANGE 49

To: leayne.huirua@whanganui.govt.nz

1.0. INTRODUCTION

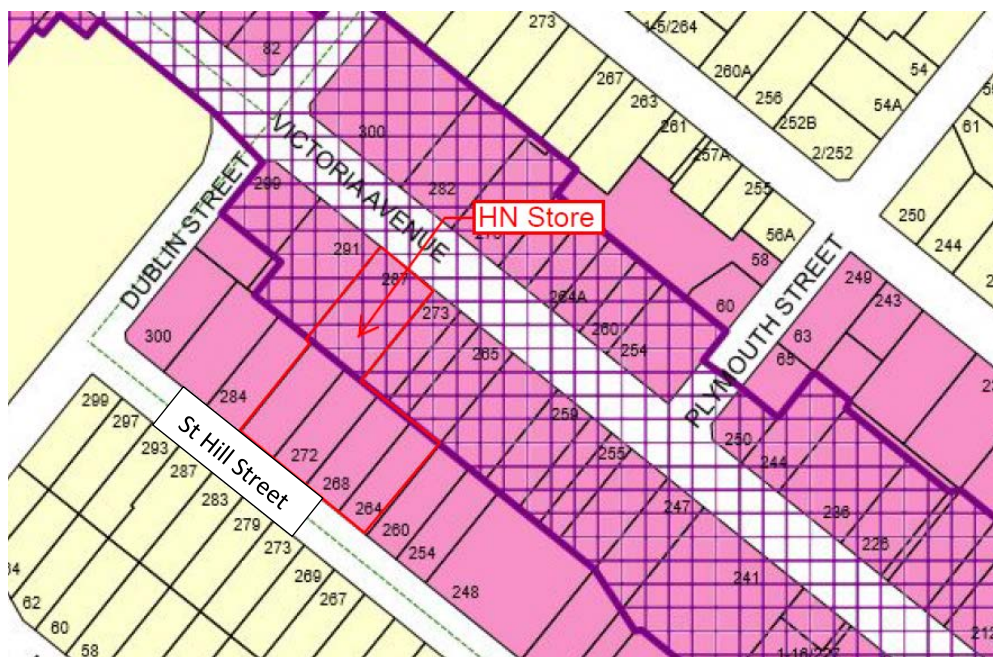
- 1.1. Harvey Norman Properties (N.Z.) Limited ("**Harvey Norman**"), c/o Haines Planning Consultants Limited at the address for service below, makes this submission on the Proposed Plan Change 49 ("**PC49**") to the Whanganui District Plan.
- 1.2. Harvey Norman is a household name and a market leader in the retailing of electrical, computer, furniture, entertainment and bedding goods. It owns and operates large format retail centres, smaller outlets and warehouses throughout Australasia. Domestically, Harvey Norman has a presence in all major urban and provincial centres. In Whanganui, Harvey Norman operates a store at 287 Victoria Avenue.
- 1.3. The Submitter is the proprietor of the store site (Lot 18 DP 43519), as well as four other contiguous allotments (Lots 11-14 DP 43519) fronting St Hill Street. The combined landholding measures approximately 5075m² and is herein referred to as "the Site". The Site contains the Harvey Norman store and associated carparking area.
- 1.4. The Site is zoned 'Outer Commercial' under the Whanganui District Plan.

2.0. THE SUBMISSION

- 2.1. PC49 introduces building design guidelines for new development within areas affected by the Outer Commercial Design Guide Overlay. This is given effect through Rule 5.10.3, which requires a restricted discretionary activity resource

consent for new buildings and major alternations and extensions to existing buildings.

- 2.2. The Submitter is not opposed to introducing urban design guidelines for town centres. The proviso is that these guidelines, and the policies and rules that give effect to these guidelines, are effective at achieving the appropriate urban design outcomes without unduly interfering with the rights of landowners to use and develop their land.
- 2.3. The Submitter supports the Council's approach to the application of urban design guidelines at a relatively fine grained level. Instead of applying the Outer Commercial Design Guidelines (Appendix G) to the entire Outer Commercial Zone, PC49 introduces the Outer Commercial Design Guideline Overlay, and restricts the application of the guidelines to areas within the Overlay.
- 2.4. The "front half" of the Harvey Norman store, which has frontage onto the more prominent Victoria Avenue, falls within the proposed Outer Commercial Design Guideline Overlay. The "rear half" of the store and the carparking area, which fronts onto St Hill Street, is not affected by this Overlay (see image below where the Overlay is shown in hatched purple).



- 2.5. Bulky goods and large format retail outlets, such as the Harvey Norman store, typically operate from large, warehouse-style buildings surrounded by expansive carparking areas. It is often difficult to integrate these developments with the surrounding, finer-grained developments. Recognising the important role these retailers play in providing for the social and economic wellbeing of people and communities, as well as the established nature of, and significant investments in, these developments, it is necessary that urban design guidelines give due regard to the functional requirements of these activities.

- 2.6. In the case of PC49, although the guidelines themselves do not specifically acknowledge or provide for the needs of large format retailers, the application of the Outer Commercial Design Guideline Overlay to only the “front half” of the Harvey Norman store is considered an appropriate response to the Submitter’s concerns. To this end, the Submitter seeks that the Overlay be applied in the manner notified.

3.0. RELIEF SOUGHT

- 3.1. The Submitter neither supports nor opposes the insertion of Rule 5.10.3(b) and Rule 5.10.3(c) which require a restricted discretionary activity for new development within the Outer Commercial Design Guideline Overlay, and subjecting these to the relevant guidelines in Appendix G.
- 3.2. The Submitter supports the exclusion of Lots 11-14 DP 43519 from the Outer Commercial Design Guideline Overlay as shown on Planning Map U21, and requests that this position be retained.

4.0. PROCEDURAL MATTERS

- 4.1. Harvey Norman could not gain an advantage in trade competition through this submission.
- 4.2. Harvey Norman wishes to be heard in support of this submission, and would consider presenting a joint case with any other party seeking similar relief.



Daniel Shao

Date: 18 August 2016

On behalf of Harvey Norman Properties (N.Z.) Limited

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