

Section 22 – Industrial Area

22.1 Background

The Industrial Area is made up of the Industrial Zone, Light Industrial Zone and Marine Service Zone. The Industrial Area provides land for industries that serve important economic sectors, such as construction, forestry, agriculture and aquaculture, promoting social and economic wellbeing.

The majority of the Industrial Area is located in or near the three main settlements of Thames, Whangamata and Whitianga. Limited industrial land is also provided within other settlements, including Coromandel Town, Tairua and Matarangi. Marine Service Zones also provide for marine-related industry, however these cater more for mixed uses, with commercial and community facilities promoted to form 'marine precincts' that are also popular as places to visit and live.

Industrial activities need functional buildings, large sites and considerable manoeuvring spaces for parking, loading and moving of goods and workers. Industrial activities often generate significant environmental effects, such as loud noises, dust, odour, discharge of contaminants, heavy vehicle movements, and use, storage and transport of hazardous substances, which are incompatible with more sensitive activities. For this reason, industry is clustered in the Industrial Area and separated from other zones so industries can operate efficiently, work together, and grow the local economy while minimising adverse effects on adjacent activities. This also allows for the effects of industry on water quality through stormwater runoff and other discharges to be addressed effectively.

Where industry is clustered together there may be a need for premises or a campus to provide for education and training to provide trade and related skills where workshops, machinery and processing skills can be learned and applied.

22.2 Issues

1. Industrial activities in the District need sufficient land in appropriate locations to accommodate the wide range of industrial activities that occur within the District.
2. Industrial activities can degrade the amenity of adjacent non-industrial land, land adjacent to streets that provide access to the Industrial Area, and sensitive ecosystems.
3. Non-industrial activities in an Industrial Area can affect the operation and viability of industrial activities by demanding a higher level of amenity than should be expected in the Industrial Area.
4. Traffic generated by industrial subdivision and development has the potential to affect the safe and efficient functioning of the road network. Conversely a poor road network has the potential to affect the safe and efficient functioning of the Industrial Area.
5. An industrial activity located outside the Industrial Area can create conflict between existing uses and the industrial activity, can cause adverse traffic, stormwater, water quality, wastewater, visual and

amenity effects and reduce the economic viability and vitality of the Industrial Area. This also leads to inefficient use of land resources and infrastructure.

6. There are very few existing locations within the District's settlements that are adjacent to the coast, and have water and land infrastructure suitable for marine-related industrial, commercial and recreational activities.
7. Reverse sensitivity effects can result from inappropriate subdivision, land use and development that compromises the safe and efficient operation of network utilities in the Industrial Area.

22.3 Objectives and Policies

Objective 1

Industrial land is provided and serviced in appropriate locations to accommodate the wide range of industrial activities that occur within the District.

Policy 1a

Industrial land shall be protected for industrial purposes and its availability shall not be reduced by the establishment of non-industrial activities, other than:

- a) Specified activities provided for in the Marine Service Zone; and
- b) Activities accessory to an industrial activity on the site; and
- c) Community activities directly related to an industrial activity; and
- d) Retail activity for servicing the travelling public in specific locations at Kopu.

Policy 1b

Industrial activities should locate in the Industrial Area where possible, rather than outside settlements where suitable infrastructure is unavailable and adverse effects may result.

Policy 1c

The Industrial Area shall have sufficient infrastructure to accommodate stormwater, water, wastewater, energy, telecommunications and solid waste requirements from a wide range of industrial activities.

Policy 1d

Industrial subdivision and development should create road layouts and access to the existing network that efficiently and safely handle the heavy loads and traffic volumes from industrial activities.

Policy 1e

The Marine Service Zone shall be reserved for activities that are marine-related and that can coexist with the other marine activities in the Zone without adverse or reverse sensitivity effects.

Objective 2

A variety of industrial activities are established that create jobs and generate income for the District.

Policy 2a

Industrial development and growth shall be encouraged within the Industrial Area.

Policy 2b

Industries should co-locate with other industries where this enables more efficient production and the use of end products and waste material as inputs for other industrial activities.

Policy 2c

Marine industrial, commercial and recreational activities shall be provided for in the Marine Service Zone.

Objective 3

Industrial activities do not adversely affect sensitive activities and ecosystems located outside the Industrial Area, or these adverse effects are mitigated.

Policy 3a

Sensitive ecosystems downstream of the Industrial Area shall be protected from the adverse effects of industrial activities and infrastructure that service the Industrial Area, such as stormwater, wastewater, sedimentation and solid waste.

Policy 3b

Incorporation of sustainable practices and design shall be encouraged to mitigate adverse effects of industrial activity, for example renewable and solar energy, solid waste recycling, rain harvesting, 'grey water' re-use, and stormwater absorption.

Policy 3c

Activities in the Light Industrial Zone should not create significant adverse effects on residential, commercial and community activities that are located outside the Industrial Area.

Objective 4

Activities that are incompatible with industrial activities do not establish within the Industrial Area.

Policy 4a

Activities that may hinder the regular operation of industrial activities through reverse sensitivity effects and are more suitably located in other Areas of the District, shall not be located within the Industrial Area.

Policy 4b

Incompatible activities already within the Industrial Area should not have the same amenity standards apply to it and the surrounding sites that would apply in another Area.

Policy 4c

In the Light Industrial Zone, residential and commercial activities that are accessory to the operation of industrial activities should be provided for.

Objective 5

The interface between the street and buildings and land use within the Industrial Area is clean, functional and safe.

Policy 5a

The area fronting the street should be presentable and free of clutter and should have clear routes for both vehicles and pedestrians from the street to the buildings.

Policy 5b

Buildings should face the street by orienting main entrances, offices, windows, landscaping and any architectural features to front the street.

Objective 6

The safe, secure and efficient use and operation of network utilities is protected from the adverse effects of other land use activities in the Industrial Area.

Policy 6a

Subdivision, use and development shall be designed and located to avoid activities and vegetation close to network utilities where they may compromise the ability of the network utilities to be operated, maintained and upgraded safely and efficiently.