

8. TERMS OF REFERENCE FOR COMMERCIAL STRATEGY

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The purpose of this report is to outline the scope of issues as identified by Council Officers and added to at the Urban Planning and Growth Special Committee Workshop on 27 November 2002 for the "terms of reference and issues for the formation of the Commercial Strategy" and follows on from reports to the Committee on 12 February 2002 and 30 October 2002.

ISSUES

The issues/concerns to be examined within the Commercial Strategy include:

- Threats to environmental quality and social conditions in commercial areas arising from changing market trends in commercial development and investment;
- Concern over possible decentralisation of population and employment in a manner inconsistent with the objectives and policies in the City Plan, Chapter 4 'City Identity' and Chapter 6 'Urban Growth';
- Potential effects of the above changes on:
 - Amenity of affected areas; and
 - The transport network and ability of people to have convenient access to retail and commercial facilities in a manner that minimises the need for private transport.
- Threats to the financial viability and community social fabric and environmental quality of the central city and existing suburban centres (both local centres and district centres), where these centres are important as both commercial trading areas and as community focal points;
- Potential impacts on the distribution and location of community facilities (including social services);
- Potential for the rate of transition and/or over-intensification of sites to impact upon urban amenity and urban design of affected areas;
- Effects on transport networks (local and regional traffic changes; ease of access for cyclists, and pedestrians), and network and integration matters;
- Environmental impacts such as additional traffic, impacts on local neighbourhoods etc;
- The need to assess existing City Plan policies and rules with respect to retail and commercial development towards achieving Council and community objectives.

And as added at the meeting on 27 November, 2002:

- The need to establish the optimum size and appropriate number of large scale shopping centres within the City and their location;
- The need to incorporate an understanding of the drivers behind commercial expansion and development within the City, including consultation and input from the retail/commercial community;
- The need to coherently link together the integration between commercial development and the transportation network (including local level effects such as parking/access and the wider strategic network effects);
- The role that community facilities (such as hospitals/rest homes) play within the distribution of commercial centres;
- The impact and effects on the City's commercial centres and distribution from both residential and retail development in adjoining territorial authorities;
- The role of the Council to facilitate, manage and limit commercial development within the City;
- An understanding of the world trends for retailing, including 'work at home', large scale mall developments, and car based retailing;
- The environmental nuisance effects of commercial activities, including, noise, effects to groundwater, reverse sensitivity, signage and glare; and
- The impact that expanded commercial/retail activity at the Christchurch Airport would have on surrounding suburban centres and the Central City.

CONCLUSIONS

The formation of the Commercial Strategy would provide to the Council an overarching framework for managing the statutory and non-statutory direction of business activity within the City. Given the extensive influence of the Strategy, it is important to ensure that the 'Issues' for the Strategy are clearly identified so that the project can follow a focussed process.

Staff

Recommendation: That the above 'issues' be utilised as the Terms of Reference for the formation of the Commercial Strategy.

Chairman's

Recommendation: That the staff recommendation be supported.