



# **INDUSTRIAL AND COMMERCIAL LAND USE TYPES**

# land use activity types

The council has identified the typical land uses envisaged to assist you. Discuss your plans with the council as early as possible to help ensure you make the best possible decision over what, where, why, and how. The following key land use types have been identified as being most appropriate to Massey North and Hobsonville Corridor.

activity type	General industry	Light industry	Service trades and small offices	Clean production
description	<p><i>This refers to manufacturing and engineering activities that can be noisy, dirty and involve the use of dangerous goods. Site sizes average around 5,000sqm although many will require more than 1ha.</i></p>	<p><i>This refers to manufacturing and production operations that are smaller and generally less noisy, dirty or noxious than general industries. Site sizes range between 1,000sqm - 5,000sqm generally averaging around 2,000sqm. Light industry can locate at the periphery of town and village centres.</i></p>	<p><i>This refers to business premises that service industries around them and often the general public as well. Site sizes range between 1,000-5,000sqm generally averaging around 2,000sqm.</i></p>	<p><i>This refers to high quality, often high technology businesses that manufacture with high precision, hygiene and investment. Site sizes for small and multi tenant developments range between 1,000-5,000sqm. Large single developments generally average 5,000sqm.</i></p>
typically looks like				
ideal site features	<ul style="list-style-type: none"> <li>→ Easy accessibility to strategic routes.</li> <li>→ Flood free, flat land that does not need significant fill with a solid geology for easy foundations.</li> <li>→ Areas at least risk of causing creek and waterway pollution (at least 200m away).</li> <li>→ Locations less sensitive to heavy vehicle movements.</li> <li>→ Ability to be visually and spatially buffered from sensitive areas e.g. schools, town / village centres, residential, places of recreational / scenic amenity.</li> </ul>	<ul style="list-style-type: none"> <li>→ Easy accessibility to strategic transport routes.</li> <li>→ Away from existing / future residential areas.</li> <li>→ Separated or buffered from any main street / commercial retail area but located in close proximity to enable employee facility, service, customer base sharing.</li> <li>→ Close proximity to other industrial areas to benefit from shared services and customers.</li> <li>→ Away from high amenity gateways.</li> <li>→ Can locate closer to more sensitive environment areas.</li> </ul>	<ul style="list-style-type: none"> <li>→ Easy accessibility to strategic transport routes.</li> <li>→ Away from existing / future residential areas.</li> <li>→ Separated or buffered from any main street / commercial retail area but located in close proximity to enable employee facility, service, customer base sharing.</li> <li>→ Close proximity to other industrial areas to benefit from shared services and customers.</li> <li>→ Away from high amenity gateways.</li> <li>→ Can locate closer to more sensitive environment areas.</li> </ul>	<ul style="list-style-type: none"> <li>→ Away from noisy, less clean, low visual amenity activities and general industry.</li> <li>→ Locations with the greatest positive visual impact e.g. highly visible gateways.</li> <li>→ Easy accessibility to strategic transport routes and interchanges.</li> <li>→ Locations less sensitive to heavy vehicle movements.</li> <li>→ Flat land suitable for larger buildings.</li> <li>→ Small, flexible business premises for R&amp;D / start up closer to larger technology businesses.</li> </ul>
go to page	28	30	32	34

# land use activity types cont.

Warehousing	Boat and car sales	Vehicle trades and services	Yard-based retailing	Corporate offices
<p><i>This refers to the storage, intermediary assembly of products imported from elsewhere and also distribution of goods including direct wholesaling to customers. Site sizes are typically between 2,000-5,000sqm although some users will require more than this.</i></p>	<p><i>This refers to sales yards comprising (usually) of large quality showrooms. Major emphasis is given to displaying the range of 'product' available to passers-by. Site sizes are typically between 2,000-5,000sqm.</i></p>	<p><i>This refers to vehicular oriented services that are generally small scale but which can generate visual and noise nuisances. They will often seek to orient to passing motorists at the expense of pedestrian and street amenity. Site sizes are typically between 1,000-2,000sqm.</i></p>	<p><i>This refers to sales yards with small to medium sized showrooms or storage buildings on site. Site sizes are typically between 2,000-5,000sqm.</i></p>	<p><i>This refers to premier settings for major businesses. They require quality, high amenity settings for reasons of corporate branding, staff amenity and customer convenience. Site sizes are typically between 2,000-5,000sqm.</i></p>
				
<ul style="list-style-type: none"> <li>→ Away from noisy, less clean, low visual amenity activities and general industry.</li> <li>→ Locations with the greatest positive visual impact e.g. highly visible gateways.</li> <li>→ Easy accessibility to strategic transport routes and interchanges.</li> <li>→ Locations less sensitive to heavy vehicle movements.</li> <li>→ Flat land suitable for larger buildings.</li> <li>→ Convenience to quality employee facilities and amenities, recreational and residential areas.</li> </ul>	<ul style="list-style-type: none"> <li>→ Easy accessibility to strategic transport routes.</li> <li>→ Away from the main highway and 'gateways' e.g. entrances to residential, business and industrial.</li> <li>→ Locations less sensitive to heavy vehicle movements.</li> <li>→ Away from clean production areas.</li> <li>→ Ability to be visually and spatially buffered from sensitive areas.</li> <li>→ Flood free, flat land that does not need significant fill with a solid geology for easy foundations.</li> <li>→ Areas at least risk of causing creek / waterway pollution (≥200m away).</li> </ul>	<ul style="list-style-type: none"> <li>→ Easy accessibility to strategic transport routes.</li> <li>→ Away from existing / future residential and main street areas.</li> <li>→ Close proximity to business and retail areas enable employee facility, service, customer base sharing.</li> <li>→ Close proximity to other industrial areas to benefit from shared services and customers.</li> <li>→ Away from high amenity gateways.</li> <li>→ Can locate closer to more sensitive environment areas.</li> </ul>	<ul style="list-style-type: none"> <li>→ Easy accessibility to strategic transport routes.</li> <li>→ Away from the main highway and 'gateways' e.g. entrances to residential, business, industrial.</li> <li>→ Locations less sensitive to heavy vehicle movements.</li> <li>→ Away from clean production areas.</li> <li>→ Ability to be visually and spatially buffered from sensitive areas.</li> <li>→ Flood free, flat land that does not need significant fill with a solid geology for easy foundations.</li> <li>→ Areas at least risk of causing creek / waterway pollution (≥200m away).</li> </ul>	<ul style="list-style-type: none"> <li>→ High amenity locations within / close to town and / or around public transport nodes.</li> <li>→ Clustering of iconic buildings at gateway locations to create a credible business address.</li> <li>→ High amenity landscaped / proximity to natural settings.</li> <li>→ Linkages (walking / cycle) to centres and recreational areas.</li> <li>→ Visible and physical separation from heavier, less attractive industry e.g. warehouse, yards.</li> <li>→ High trafficked / community routes.</li> <li>→ Accessible / highly visible to strategic routes / interchanges.</li> <li>→ Locations with panoramic views.</li> </ul>
36	38	40	42	44