



Waitakere City Council
Te Taiao o Waitakere

NOTICE OF MEETING

NORSGA URBAN DEVELOPMENT COMMITTEE

I hereby give notice that a meeting of the NorSGA Urban Development Committee will be held on:-

DATE: Monday, 13 October 2008 **TIME:** 9.30 am
MEETING ROOM: Council Chamber
VENUE: Waitakere Central, 6 Henderson Valley Road, Henderson, Waitakere

to consider the business as set out herein and to take any necessary action connected therewith.

9 October 2008

Desiree Tukutama
COMMITTEE SECRETARY

Telephone (09) 836 8000 extn 8815

MEMBERSHIP:

Councillors	LA	Cooper, JP (Chairman)	
	PA	Hulse (Deputy Chairman)	
	DQ	Battersby, JP	
	MFP	Chan, JP	
	RP	Dallow, QPM, JP	
	WW	Flaunty, QSM, JP	
	VS	Neeson, JP	
Councillor	P	Walbran	Auckland Regional Council
	Mr A	McGregor	NZRPG Management Limited
	Mr S	Bignell	Hobsonville Land Company Limited
	Mr M	Spearman	North West Waitakere Networking Group
	(TBA)		New Zealand Transport Agency
Observer	Mr P	Clark	Auckland Regional Transport Authority
			Mr I Midgley (alternate)
			Mr W McDonald (alternate)

Mayor RA Harvey, QSO, JP (ex officio)

(Quorum 5 members)

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(Meeting Room could be subject to change)

(The reports and recommendations contained in all agendas are reports and recommendations only and are not to be construed, in any way, as Council policy until adopted.)

**AGENDA FOR A MEETING OF THE NORSGA URBAN DEVELOPMENT COMMITTEE
TO BE HELD IN THE COUNCIL CHAMBER AT WAITAKERE CENTRAL,
6 HENDERSON VALLEY ROAD, HENDERSON, WAITAKERE,
ON MONDAY, 13 OCTOBER 2008,
COMMENCING AT 9.30 AM**

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1 APOLOGIES



2 URGENT BUSINESS

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 provides that where an item of business is not on the agenda, it may only be dealt with at the meeting if:

- (i) the Committee by resolution so decides; and
- (ii) the Chairman has explained at the beginning of the meeting (when open to the public) that the item will be raised for discussion and decision, why the item is not on the agenda, and why it cannot be delayed until a subsequent meeting.

The Committee may make a decision on a matter determined to be urgent.

NOTE: Urgent Business need not be dealt with now and may be delayed until later in the meeting.



3 REGISTER OF INTEREST

Reported as at 13 October 2008.

	Name	Organisational Position	Other – Eg: Land Holdings (Physical Address)
1.	Cr Linda Cooper	Trustee - WLT	Not Applicable
2.	Cr Derek Battersby	Trustee-PLT Director WATS Board	Not Applicable
3.	Cr Peter Chan	Not Applicable	Not Applicable
4.	Cr Ross Dallow	Not Applicable	Not Applicable
5.	Cr Warren Flaunty	President – Waitakere Licensing Trust	Not Applicable

	Name	Organisational Position	Other – Eg: Land Holdings (Physical Address)
		Elected Member – Waitemata District Health Board Director: Westgate Pharmacy Limited	
6.	Cr Penny Hulse	Director - EECA	Not Applicable
7.	Cr Vanessa Neeson	Chairman: TLA Electoral College President: Village Green Quilters Director: BK&VS Neeson Limited	26 Wiseley Road, Hobsonville 5B Westergrove Road, West Harbour
8.	Cr Paul Walbran	Chairman Strategy and Planning Committee, ARC Director: Auckland Regional Holdings Director: Sea+City Projects Limited	Not Applicable
9.	Alan McGregor	Project Director New Zealand Retail Property Group Limited	Not Applicable
10.	Sean Bignell	Chief Executive Hobsonville Land Company Limited	Not Applicable
11.	Murray Spearman	CEO Waitakere Licensing Trust West Auckland Trust Services	3 Cellar Court, Westgate 118 Hobsonville Road, Hobsonville
12.	Ian Midgley	Not Applicable	Precinct C Massey North Precinct A Massey North (part of) 19-21-35 State Highway 16 575 Don Buck Rd, Massey
13.	Wayne McDonald	Not Available	Not Available

4 **CONFLICTS OF INTEREST**

The Council has acknowledged in its Code of Conduct that Elected Members need to be vigilant to stand aside from decision making when a conflict arises between their role as a member of the Council and any private or other external interest they might have. This note is provided as a reminder to members to check that no such conflicts arise in relation to any items on this agenda.



5 **CONFIRMATION OF MINUTES**

Meeting Minutes - Monday, 18 August 2008

It is recommended that the NorSGA Urban Development Committee resolve to:

Receive the minutes of the meeting of the NorSGA Urban Development Committee held on Monday, 18 August 2008, as circulated, and that they be taken as read and now be confirmed.



6 **PRESENTATIONS**

A. **PROJECT OVERVIEW**

The Director: Strategic Planning will provide a presentation update on the Project Overview to the NorSGA Urban Development Committee.

B. **NEW ZEALAND TRANSPORT AGENCY**

Provision has been made for the New Zealand Transport Agency to provide a presentation update to the NorSGA Urban Development Committee.

C. **AUCKLAND REGIONAL COUNCIL**

Provision has been made for Auckland Regional Council to provide a presentation update to the NorSGA Urban Development Committee.

D. **AUCKLAND REGIONAL TRANSPORT AUTHORITY**

Provision has been made for the Auckland Regional Transport Authority to provide a presentation update to the NorSGA Urban Development Committee.

E. **NEW ZEALAND RETAIL PROPERTY GROUP MANAGEMENT LIMITED**

The Project Director, New Zealand Retail Property Group Management Limited, will provide a presentation to update the NorSGA Urban Development Committee on their draft Comprehensive Development Plan application.

F. MEMBERS REPORTS

Provision has been made to enable Committee members from the Hobsonville Land Company Limited and the North West Waitakere Networking Group to provide an informal update on matters related to the planning and development of the Northern Strategic Growth development.

G. MARINE PRECINCT INDUSTRY SPECIAL AREA

Waitakere Properties Limited (WPL) on behalf of the Council, will provide a presentation to update the NorSGA Urban Development Committee on the development of the Marine Precinct Industry Special Area (MISA) at Hobsonville Airbase.

H. DEVELOPMENT CONTRIBUTIONS

A1-A3

The Infrastructure Funding Manager will provide a presentation to update the NorSGA Urban Development Committee on development contributions, a new funding tool introduced by the Local Government Act 2002. A summary is attached at pages A1 to A3.



7 BROADBAND UPDATE

GLOSSARY

Auckland City Council	(ACC)
Auckland Regional Broadband Advisory	(ARBA)
Auckland Regional Sustainable Development Forum	(ARSDF)
Broadband Investment Fund	(BIF)
Expression of Interest	(EOI)
Hobsonville Land Company	(HLC)
Information and Communications Technology	(ICT)
Manukau City Council	(MCC)
Ministry for Economic Development	(MED)
Waitakere City Council	(WCC)
Waitakere Information Access Framework	(WIAF)
Waitakere Information Access Programme	(WIAP)

EXECUTIVE SUMMARY

The purpose of this report is to update the NorSGA Urban Development Committee on the broadband infrastructure programme of work as it relates to the NorSGA area.

The development of the One Plan "Digital Auckland" programme is described and the Auckland, Manukau and Waitakere Expression of Interest (EOI) to the Broadband Investment Fund (BIF) is discussed.

RECOMMENDATION

It is recommended that the NorSGA Urban Development Committee resolve to:

Receive the Broadband Update report.

BACKGROUND

Key Council Resolutions

1. Initial work on the Broadband strategy began in 2003. On 7 April 2003, a meeting of the Finance and Operational Performance Committee, it was resolved that:

“The following approach towards potential Council investment in ensuring the provision of Information and Communications Technology (ICT) infrastructure be approved:

- a) *Council continues to develop and strengthen relationships with ICT investors and service providers to actively facilitate appropriate service provision within Waitakere City.*
- b) *Council utilises its regulatory powers to ensure collaborative planning and implementation of current and future service provision between all utility operators and investors.*
- c) *Direct Council investment in the provision of conduits for ICT infrastructure (either on its own or in partnership) should only be considered where a transparent analysis demonstrates that:*
 - *Council has not been able to get other parties to invest;*
 - *Council investment would enable one or more of its strategic urban-form objectives to be achieved in this particular priority location that would not otherwise occur.*
 - *There is a business case that demonstrates an appropriate risk-adjusted rate of return on the investment.”*

756/2003

2. Initial work focussed on ensuring optic-fibre duct infrastructure was installed in new developments and changes were made to the Code of Practice (for City Infrastructure and Land Development) that required developers to install telecommunications ducting as part of new subdivisions.
3. A more comprehensive strategy for broadband development was then formulated. This strategic position is outlined in the Waitakere Information Access Framework (WIAF). The WIAF identifies the Council's role in mitigating the high cost and low uptake of Broadband in Waitakere as being:
 - **E-Government** - to provide meaningful online services that support our civic role.
 - **Partnerships for Primary Infrastructure** - seek public and private sector partnerships for the deployment of Broadband Infrastructure across Waitakere and the Council should only invest directly in this infrastructure where there is a clear business case to support this action.
 - **Stimulating Demand** - develop projects that encourage community and business networks to create online content; i.e. Waitakere Online, and set examples by supporting products and services that will raise awareness of the benefits of Broadband to our communities and our local economy.

Recent History

4. The Auckland Regional Sustainable Development Forum (ARSDF) has developed a "One Plan" for Auckland that has, as one of its key signature projects, a Digital Auckland strategy. The objective of this strategy is to:

"...leverage private sector investment and the Broadband Investment Fund to accelerate delivery of high speed, open access broadband, thereby invigorating business and enriching people's lives throughout the region. The goals and initiatives of the programme have been aligned with both the central government Digital Strategy 2.0 and the objectives of the Auckland Metro Project Action Plan, and will be driven through an integrated regional approach to strategy, engagement and delivery."

5. Waitakere City Council (WCC) has endorsed One Plan (through the ARSDF) and the Auckland Regional Broadband Advisory (ARBA) has been charged with championing this objective for the region.
6. ARBA is a regional think tank that brings together Auckland local government and the Ministry of Economic Development (MED) to progress the development of broadband in Auckland. The ARBA group has been meeting weekly for the past few months with an aim of developing a single regional broadband network, funded in part by the government's BIF. The MED has indicated that regional collaboration and alignment will be a major consideration when accessing funding applications.
7. In July 2008, Auckland City Council (ACC) advised ARBA that it had signed a confidentiality agreement with a private network provider and that the two parties were in negotiations to develop a joint application to the BIF. ACC also advised that Manukau City Council (MCC) had subsequently signed an agreement with ACC to also partner on the bid.
8. In September 2008, WCC officers negotiated to be included as part of a three-city application. Officers have now signed a confidentiality agreement with ACC and are party to a Memorandum of Understanding, with Auckland and Manukau City Councils, to work together to develop an EOI for BIF funding (now submitted) and to continue to work towards a full application should the EOI be approved.
9. Officers are aware that the Hobsonville Land Company (HLC) was contemplating an EOI to the BIF. It is recognised that there may be an opportunity for HLC and the Council to work on a common business case should this be appropriate following government feedback on the EOI.

DECISION MAKING

Issues

10. A joint EOI (with MCC, ACC and a network provider), has been submitted under an Auckland regional "umbrella". Approval to proceed to a full application is expected at the end of October 2008. The Auckland regional "umbrella" has been developed by ARBA and is guided by the vision and objectives of the "Digital Auckland" workstream under One Plan. The vision for Digital Auckland is to:

"Leverage private sector investment to accelerate the delivery of high speed, open access broadband infrastructure to 80% of the Auckland region's businesses, community facilities and residents."

11. The detail of the network will be negotiated by all parties subsequent to approval and feedback from the MED. The inclusion of ducting along the main transport and growth corridor from New Lynn to Hobsonville is a high priority for Council and officers will be working to ensure its inclusion in the final design. The huge growth anticipated in the NorSGA region will also need to be accounted for in the design. We have every expectation that the regional network will deliver substantial benefits to NorSGA and the wider WCC area. Due to confidentiality constraints, no additional information can be made available at this time.
12. The benefits of world-class broadband infrastructure have been recognised by HLC and they have 'gone to market' for the build and operation of a comprehensive duct and fibre network. A decision on ownership of the network has yet to be made by HLC. The specifications of the HLC network exceed the requirements of the Council's Code of Practice (Section 8) and the provision of separate Council duct is not warranted. The HLC network may become an exemplar for other developments in the area.
13. Officers have been in discussion with HLC regarding options for submitting EOI's to the BIF. It was agreed that HLC would submit their own, stand-alone EOI with an acknowledgement that Council officers were aware of, and supported, the broadband plans for the Hobsonville area.
14. There is potential for significant synergies between the proposed regional network and that proposed by HLC. Officers will continue to work with all parties to deliver an optimal solution for Waitakere.
15. In the NorSGA area, the Council's Code of Practice for City Infrastructure and Land Development (Section 8) requires developers to lay duct as part of any new subdivision. Officers are reviewing this section to ensure it still meets best practice. There is some expectation that newer techniques and products may present a more comprehensive solution to broadband delivery in green-field areas. This solution may require additional design consultancy and specialist installation expertise, both of which may impose greater cost on the developer - but add value to the development. The benefits would be significant as ongoing disruption to the environment would be avoided.

STRATEGIC CONTEXT

16. The development of a fibre network in Waitakere is driven by the Digital Auckland component of the One Plan and by the Connection arm of the Council's WIAF. The Connection strategy delivers on the Community Outcomes of **Strong Economy** and **Urban and Rural Villages**, which has a priority to build infrastructure, such as broadband, that reduces the need to travel. It also delivers on the following Council Strategic Platforms:

Integrated transport and communication, Te Whakaurunga Waka Te Whakawhiti korero:

- Fibre broadband in Waitakere will encourage telecommuting; support home-based businesses and improve Waitakere's attractiveness as a business location. All of these effects will contribute to reducing the need to travel.

Urban and rural villages, Nga kainga taone, tuawhenua:

- Fibre broadband will assist in making Waitakere's town centres desirable locations for businesses to locate and will enhance their competitiveness. This will in turn support the Council's aspiration for intense, mixed-use centres.

Strong innovative economy, He tupuranga kaha ihi wana:

- Fibre broadband directly supports the achievement of the Council's Economic Development Strategy's vision: "Waitakere is home to innovative and sustainable economic activities which provide a range of quality local employment options for its people, enabling a growing proportion of them to work closer to home. All people of Waitakere have the opportunity to participate in, or benefit from this dynamic local economy."

Strong Communities, He iwi kaha:

- Wider access to broadband will strengthen participation in society and the digital economy by a broader range of Waitakere residents. It will reduce social exclusion and allow deprived communities in particular better access to information and services.

Sustainable energy and clean air, He kaha motuhake. He hau ora pai:

- Wider access to broadband will foster working from home, local employment and appropriate home-based businesses, all of which reduce the energy intensity and environmental impacts of the transport system.

17. The Connection strategy also supports specific objectives of the Economic Development strategy, namely:

- Objective 1: "Waitakere is a high quality location to live work and do business."
- Objective 2: "The Waitakere economy is underpinned by strong industry sectors that contribute to growing a sustainable and competitive economy."
- Objective 3: "Waitakere's current and future workforce has the skills and the capacity to participate and to meet the needs of a dynamic and innovative economy."
- Objective 4: "Enterprises in Waitakere embrace innovation as the key driver to add value."

CONSULTATION

18. Consultation with ARBA, the MED, the private provider and the wider broadband industry, continues in good faith. There has been no direct consultation with the general public in respect of a fibre network, because of commercial sensitivity issues. Iwi were consulted on broadband issues during the development of the WIAP in 2006, but have not been consulted with since. It is anticipated that further consultation will be undertaken upon MED approval to proceed to a full application.

RESOURCES

19. Resources are provided for Strategic Projects staff to work on the WIAP and operational and capital budgets are also provided to Strategic Projects to support a regional broadband infrastructure programme.

IMPLEMENTATION ISSUES

20. There are four stages to the BIF process (each requiring MED approval to proceed):

- Expressions of Interest - completed;
- Approval to proceed to business case - due end of October 2009;

- Submission of full business case - due February 2009; and
 - Grant of funds - expected June 2009.
21. Because of the number of relationships and partnerships required to deliver the regional network, the three partnering councils have requested funding for a dedicated project manager. The project manager will coordinate all aspects of the work required to develop the business case. Further defining of the roles and responsibilities of all parties will occur as part of that business case. It is expected that the implementation of the network (if approved) would be the primary responsibility of the network provider.

Report prepared by: Dean Drake, Communications Infrastructure Manager.



8 **DRAFT INDUSTRIAL AND COMMERCIAL BUILDING DESIGN GUIDELINES FOR DEVELOPERS: MASSEY NORTH AND HOBSONVILLE CORRIDOR**

GLOSSARY

CB Richard Ellis	(CBRE)
Derek Kemp at Prosperous Places	(PP)
Draft Industrial and Commercial Building Design Guidelines	(Design Guidelines)
Plan Change 15 - Massey North Urban Concept Plan	(Plan Change 15 area)
Plan Change 14 - Hobsonville Village Urban Concept Plan	(Plan Change 14 area)

EXECUTIVE SUMMARY

The purpose of this report is to update the NorSGA Urban Development Committee on the draft Industrial and Commercial Building Design Guidelines (Design Guidelines) that have been produced for both the Employment Special Area within Plan Change 15 - Massey North Urban Concept Plan (Plan Change 15 area) and the Industry Employment Precincts within Plan Change 14 - Hobsonville Village Urban Concept Plan (Plan Change 14 area).

To ensure that developments in these new growth areas are well designed, the Council has developed Design Guidelines to assist landowners and developers to achieve the best from their site.

In January 2008, a specialist consultant, Urbanism Plus was engaged to develop these Design Guidelines, drawing on best practice both nationally and internationally. The Design Guidelines have been produced as a non-statutory document, to act as an advocacy tool for the City and to assist both internal and external stakeholders in visualising how a modern best practice industrial employment area can look and interact with the street and neighbouring land uses. The Design Guidelines are not intended to put the Council in the position of prescribing the ultimate design, as applicants still need the flexibility to come up with designs that meet the needs of the end land use, but rather to set standards for quality.

As a precursor to the work on the Design Guidelines, economic development work was undertaken to investigate the likely outcomes of the development process on the business land in Massey North and Hobsonville and the outcomes of this work fed directly in to the development of the Design Guidelines. It is now intended that the draft document is finalised and reported to the Council's Policy and Strategy Committee for endorsement. The Design Guidelines will then be printed and be made available on the Council website and referenced on the Waitakere Enterprise website.

RECOMMENDATION

It is recommended that the NorSGA Urban Development Committee resolve to:

Receive the Draft Industrial and Commercial Building Design Guidelines for Developers: Massey North and Hobsonville Corridor report.

BACKGROUND

Massey North

- A4
1. Within the approximate 160 hectare Plan Change 15 area shown in the attachment at page A4, approximately 51 hectares has been identified as the Massey North Employment Special Area. This area is envisaged to be an integrated industrial business and employment area, with a broad range of mutually compatible business activities and employment opportunities that are integrated with private and public transport. The area is to primarily focus on the 'Group One' business sectors of manufacturing, construction, wholesale trade, transport and storage (defined by the Auckland Regional Council's 2006 Auckland Region Business Land Strategy), with preference to those sectors which have high employment densities. Retail is limited to lunch bars and similar and residential development is prohibited.
 2. Plan Change 15 states that development in the employment area is to ensure that activities and buildings are designed and located so that they address the street and public spaces, thereby contributing to amenity values and in particular pedestrian accessibility and safety. Plan Change 15 states that an inclusive approach to development in this area is needed, including the achievement of an excellent standard of industrial urban design.

Hobsonville Village

- A5
3. Within the approximate 100 hectare Plan Change 14 area shown in the attachment at page A5, 52 hectares of land has been identified as Industry Precincts A and Precinct A2. These precincts are to be appropriately developed to include industry, manufacturing, offices, service stations, retail sale of goods manufactured on site and limited convenience shops (such as lunch bars).
 4. Plan Change 14 states that the industry precincts aim is to achieve a high standard of architectural, urban design and landscape development, particularly in those areas facing Hobsonville Road, Brigham's Creek Road and the existing Hobsonville Primary School, where it is important to control the effects of non-residential development on the surrounding environment. Plan Change 14 has specific rules on landscaping, building frontages and buffering that seek to encourage good design outcomes. Precinct A2 (commonly referred to as the 'Fulton Hogan' land) requires further technical work before it is able to be developed for non-residential activities, however all relevant policies and rules that apply to Precinct A will apply to Precinct A2.

DECISION MAKING

Issues

Development of the Design Guidelines

5. Neither of the industry employment areas for Plan Change 14 or 15 require a Comprehensive Development Plan to be lodged before new developments can be consented (while other areas, such as the town centres in these areas do).

6. It was therefore considered prudent to develop Design Guidelines, to primarily assist external stakeholders such as land developers during the early stages of their design process, so that the desired outcomes for these two new regionally significant employment areas can be realised. Council officers will also benefit from having further guidance on what is envisaged in these two areas, when interpreting the assessment criteria which will be introduced by the Plan Changes.
7. In January 2008, a specialist consultant, Urbanism Plus was engaged to compile these Design Guidelines. The brief was for the guidelines to:
 - Be non-statutory and voluntary;
 - Add to the existing plan changes for Massey North and Hobsonville Corridor;
 - Be used as an advocacy tool to promote the new industrial employment areas and the Council's desired outcomes for them;
 - Provide further guidance to the Council consent staff (and the applicants') in the interpretation/elaboration of the relevant assessment criteria, policy and interface issues with other uses (such as open space, riparian margins, residential, office etc);
 - Not be inconsistent with the relevant policies and rules in Plan Change 14 and Plan Change 15;
 - Not be a 'wordy' document, but rather comprise mostly visual images that represent the desired outcomes for the area;
 - Not put the Council in the position of prescribing the ultimate design, as applicants still need the flexibility to come up with designs that meet the needs of the end land use, but rather to set standards for quality;
 - Be relevant to a modern industrial employment area, drawing on best practice both nationally and internationally; and
 - Primarily focus on private space and the interaction with the public realm.

Business Land Development Research

8. As a precursor to the work on the Design Guidelines, Council officers engaged other specialist consultants to investigate the likely outcomes of the development process on the business land in Massey North and Hobsonville. The first report, by CB Richard Ellis (CBRE) was an examination of a likely development outcome given current market conditions. The second, by Derek Kemp at Prosperous Places (PP), used the CBRE report as an input to examine an optimum mix of developments that would meet Waitakere's economic demands and the Council's development aspirations. These reports were used as inputs into the development of the Design Guidelines.
9. The conclusion of the CBRE report is that these business areas will be developed because they satisfy core demand for land that is in short supply throughout the Auckland region, particularly in the north and west. The CBRE report was then used as an input to the PP report which attempted to identify the "best use" and desirable "development visions" for the Massey North/ Hobsonville Corridor land. The analysis was based on historic and projected future employment growth and the demand for land emanating from that growth. The PP work identifies a number of development options to guide the future development pattern in NorSGA. These development options have in turn guided the typologies of land use development in the Design Guidelines.

Design Guidelines

A6-A51

10. The Design Guidelines are attached at pages A6 to A51 and set the context for Massey North and Hobsonville Corridor, through the identification of the wider vision and key analysis for the two areas. Good design principles are contained at the beginning of the document, selling the message as to why they should locate activities in the most appropriate location relative to opportunities and constraints, as they will operate with a much greater efficiency and prosperity. Whereas activities that locate in a less appropriate location will operate with higher costs and less efficiency, even compromising other land uses nearby.
11. Ten key general design considerations are then discussed:
 - Putting the right use in the right place;
 - Site design;
 - Building interface and entrances;
 - Visitor and staff car parking;
 - Safety and Security;
 - Landscaping;
 - Signage;
 - Energy efficiency and conservation;
 - Low impact design; and
 - Storage and collection of wastes, servicing and loading.
12. Drawing on the PP work, nine typical land use activity types are described as being most appropriate for the new industrial employment land in Massey North and Hobsonville Corridor:
 - General Industry;
 - Light Industry;
 - Service Trades;
 - Clean Production;
 - Warehousing;
 - Boat and Car Sales;
 - Vehicle Trades and Services;
 - Industry/Yard-Based Retailing; and
 - Corporate Offices.
13. These activity types are described in a summary table with indicative images and ideal site features. They are then discussed further in case studies that graphically illustrate best practice site design, with diagrams, photos and annotations to assist stakeholders in understanding the intent of Plan Changes 14 and 15. Importantly the case studies reinforce the key design considerations identified earlier in the document.

Consideration of Community Views

14. Planning for Massey North and Hobsonville Corridor has been ongoing since 2001, with a number of opportunities during this time for the wider community to have their say and be heard through the comprehensive consultation period. No specific consultation has taken place with the general community in the development of these Design Guidelines.

15. However, selected members of the development community are being consulted with during the finalisation of the Design Guidelines, contributing an important peer review function to the document.
16. A final version of the draft document will then be taken to the Council's Policy and Strategy Committee for their endorsement.

STRATEGIC CONTEXT

17. Massey North is identified in the Council's 2006 Draft Growth Management Strategy as one of the City's three major centres, while Hobsonville Village has been identified as a key town centre. Significant growth is expected to occur in Massey North and Hobsonville as urban development and intensification takes place in residential, retail and employment areas, as part of the development of the NorSGA area. This growth contributes to Council's Urban and Rural Villages and Strong Innovative Economy strategic platforms and Strong Economy and Urban and Rural Villages community outcomes.
18. In particular the development of industrial and commercial design guidelines contribute to the implementation of the urban design principles that have guided the development of Plan Changes 14 and 15. These principals are based upon the Ministry for the Environments 'People Places and Spaces' document, whose approach is also strongly sustainability based and seeks quadruple bottom line outcomes in line with the Council's strategic and long term planning goals.

CONSULTATION

19. Consultation with key staff across the Council has taken place during the identification of the need for the Design Guidelines, the development of the brief and the finalisation of the draft document. Representatives from; Urban Design and Development, Strategic Projects, Economic Development, Eco Water, Transport Assets, Consent Services, Resource Management, Parks Planning, Transport Strategy, Corporate Sustainability, Public Affairs and Waitakere Enterprise have been involved.
20. No specific consultation on the Design Guidelines has taken place with Te Taumata Runanga / iwi recently, although they have been consulted in the past during the development of Plan Changes 14 and 15.

RESOURCES

21. Work on the development of the Design Guidelines is contained within existing budgets and work programmes.

IMPLEMENTATION ISSUES

22. Staff resources are available to finalise and implement the Design Guidelines. Once all final feedback has been collated, the final draft of the Design Guidelines will be reported to the Council's Policy and Strategy Committee for endorsement.
23. In terms of the Council's role in economic development in NorSGA, the most effective intervention at this stage is in visioning, leadership and advocacy, with the Design Guidelines part of this package.
24. These Design Guidelines will assist staff from the Council and Waitakere Enterprise who are involved in business attraction through the Council's Business Investment Marketing Strategy. Staff will also use the Design Guidelines to help in the clarification of the relevant District Plan assessment criteria in Plan Changes 14 and 15.

25. It is envisaged at a later date that these Design Guidelines may be 'rolled out' to other parts of the City.

Report prepared by: Stephanie Jowett, Strategic Planner, Strategic Projects, Peter Joyce, Project Manager Urban Design, Urban Design and Development.

