

PART II - FUTURE FORM

CITYWIDE

Waitakere has set a hierarchy for how development will take place in the city.

City centres provide city and sub-regional services and include Henderson as the central business district and New Lynn and Massey North/Westgate. Town centres, such as Glen Eden and Te Atatu Peninsula support city centres but offer fewer services. Local centres such as Te Atatu South, Ranui and Swanson provide more local services but also support the larger centres.

What follows are demographic profiles of each of the key city, town and local centres (utilising 2001 Census data)⁶. This information provides a snapshot of the make up of households living within the city.

In general there is not a huge variation in the demographic profiles across the city, although in some areas the ethnic profiles do vary considerably as does the mean average income. The more intensive nodes tend to have smaller household sizes than the more rural or suburban centres.

There were also fairly significant differences in the numbers of full time employed between some centres. Often these differences depend on the average age of the resident population. Where there are higher numbers of children or elderly the number of adults eligible for work in an area naturally decreases.

Waitakere has some way to go to ensure its children are leaving school with some form of qualification. There are still some disappointing statistics in the category showing the numbers of school children leaving the education system with no formal qualifications. However, the council has undertaken a number of initiatives in this area in the past five years, the results of which would be expected to take some time to show up in the education statistics.

Historically much of the land in the city was either pastoral or used for orchards and wine growing and other horticultural uses. Key industries have always been in the manufacturing sector with ceramics, brickworks and tiles often being key components.

The amount of commercial business activity within the city has been increasing more recently. Since the 1950s and the opening of the motorway there has also been a relatively steady rise in residential activity.

The following statistics provide a summary of the key trends within the city at present.

- At the time of amalgamation (1989), the city had a population of 137,000 people, most of whom lived within suburbs. Since that time the city has grown to number approximately 191,900 people making it the fifth largest city in New Zealand. [source: 2005 Statistics NZ population estimate]
- The city has experienced a very strong rate of residential growth over the last ten-years, an overall population increase of 23%. [source: 2001 Census]
- Close to 40% of the city's total population are aged under 25 years of age. [source: 2001 Census]
- The mean age in the city is 32.8 years. [source: 2001 Census]
- Waitakere is home to 14% of the region's population but only 8% of the region's jobs. [source: 2005 Statistics NZ population estimate & business demographics]
- Of the 77,000 workers who live in the city, 43,000 leave the city each day to travel to work. That figure represents approximately 56% of the total workforce and is the highest in the region. [source: 2001 Census]
- Most people working in the city work for small to medium sized enterprises with statistics showing that 88% of local businesses employ five people or less. [source: 2005 Statistics NZ population estimate & business demographics]
- The mean personal income in the city is \$25,161. [source: 2001 Census]
- Film, boat building and organics are some of the businesses currently being targeted for growth. [source: Waitakere City Council Economic Development Strategy]
- Innovative local educational and training programmes are being developed to match employee skills and local employment opportunities – especially for young people. [source: 2001 Census]

⁶These profiles will be updated using 2006 Census data when it becomes available.

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CITYWIDE

Vision for the Future

GROWTH AREA PROFILES

City Centres

Henderson

New Lynn

Massey North / Westgate

Town Centres

Glen Eden

Te Atatu Peninsula

Local Centres

Ranui

Glendene

Kelston

Te Atatu South

Fruitvale

Sturges

Sunnyvale

Swanson

Growth Corridors

Great North Road

Lincoln Road

FUTURE URBAN GROWTH AREAS

The North

Hobsonville Peninsula

Massey North / Westgate

Hobsonville Corridor

Babich

Penihana

Redhills

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- Waitakere is a city of increasing ethnic diversity. [source: 2001 Census]
- The types of families are changing, with one parent families becoming more common. [source: 2001 Census]
- Forty six percent of families within Waitakere are couples with children, 32% are couples without children, and 22% are one parent families with children. [source: 2001 Census]
- Five percent of people living in the city are unemployed while 51% are either employed full or part time. The balance are not part of the labour force. [source: 2001 Census]

Vision for the Future

Overall the vision for the city is one that sees a series of compact urban centres with a wide range of uses, focussed predominantly on nodes, existing town centres and transport corridors. The Waitakere City Council is concerned not only with building housing but creating communities, communities which offer a range of facilities and services, and local work opportunities.

In highly accessible places new industrial centres will be created and existing land in town centres will have more of a focus as Waitakere experiences growth in service-based employment.

The wider strategy for the city will see small increases to the urban limits with some green fields development taking place in areas where it will not compromise intensification priorities.

The council sees that a compact city offers a more energy efficient environment to work, live and play, and one which will allow for the protection and enhancement of rural areas, in particular the Waitakere Ranges.

The graphs (next page) identify areas of significant population and employment growth within the city between 2001 and 2051.

Further details of these growth areas are provided in the following growth area profiles.



Boat building, organics and film production are some of the businesses currently being targeted for growth.

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CITYWIDE

Vision for the Future

GROWTH AREA PROFILES

City Centres

- Henderson
- New Lynn
- Massey North / Westgate

Town Centres

- Glen Eden
- Te Atatu Peninsula

Local Centres

- Ranui
- Glendene
- Kelston
- Te Atatu South
- Fruitvale
- Sturges
- Sunnyvale
- Swanson

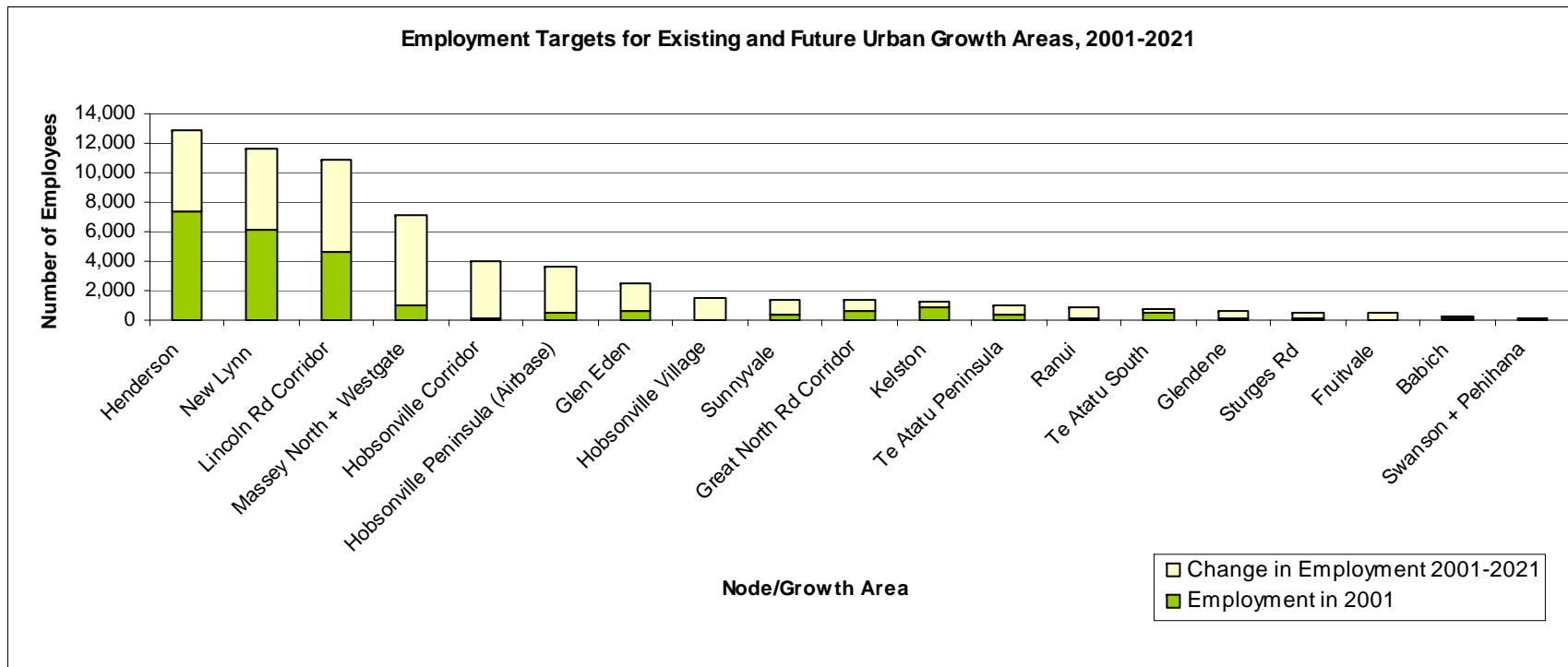
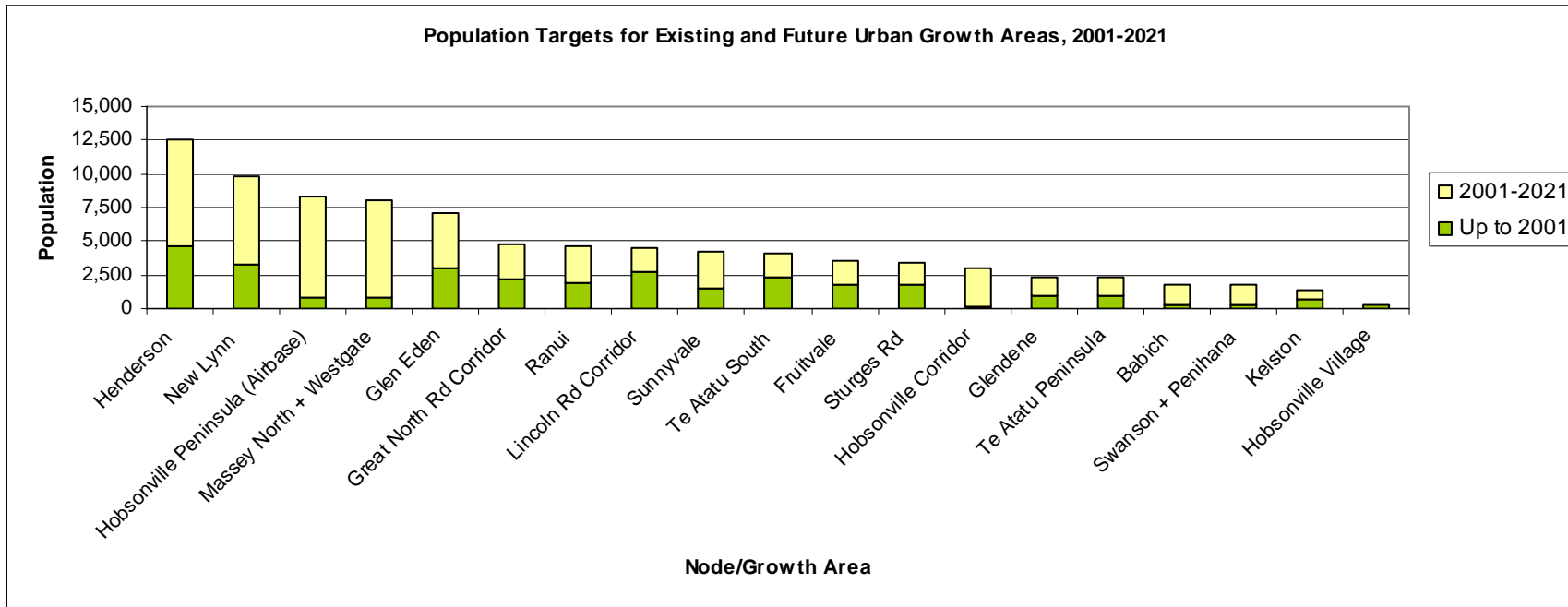
Growth Corridors

- Great North Road
- Lincoln Road

FUTURE URBAN GROWTH AREAS

The North

- Hobsonville Peninsula
- Massey North / Westgate
- Hobsonville Corridor
- Babich
- Penihana
- Redhills



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