

Elected Member Briefing – 29 July 2020
Committee Room 1 and Audio Visual Link

Time	Topic	HCC Presenter(s)	Open / Closed	Time Req'd (mins)
11.00am	Economic Development (Council and Economic Development Committee)	Mike Bennett and Jen Baird	Open	45 Mins
11.45am	Hamilton – Waikato Metro Spatial Plan (Council and Strategic Growth Committee)	Luke O'Dwyer	Open	60 Mins
MEETING ENDS				

DISCUSSION TOPIC SUMMARY

Topic: Economic Development Agenda

Related Committee: Economic Development

Business Unit/Group: City Growth

Key Staff Contact/s: Jen Baird (General Manager, City Growth); Mike Bennett (Key Account Manager_

Direction Discussion/Drop in Session:

Information Status: Open

PURPOSE OF TOPIC/INFORMATION

This briefing will be an opportunity for Elected Members to establish desired outcomes and strategic objectives for the economic development programme, creating the basis of a refreshed economic development agenda.

This briefing covers:

- The 2012 economic development agenda developed by the Council
- The economic development ecosystem in Hamilton
- Economic Development Framework

WHAT KEY THINGS SHOULD MEMBERS THINK ABOUT/ CONSIDER IN UNDERSTANDING THIS INFORMATION?

- Members should consider that the primary goal of economic development is to make cities and regions an attractive and competitive place to invest and do business.
- Members should consider that creating employment opportunities for Hamiltonians will facilitate economic activity for the city including housing and consumption.
- Members should consider that elements of economic development may exist in many of the services that are provided at the local Government level, particularly by high-growth councils.
- Members need to consider that foundational research and marketing work will be critical to enabling proactive economic development.
- Members should identify the specific outcomes and strategic objectives that most closely align with their vision of economic development success.

KEY SUMMARY POINTS

- The most recent economic development agenda was created in 2012 and built around four key areas:
 - Leadership
 - Responsibility
 - Strategic Investment
 - Relationships
- The 2019-22 Triennium saw the Council establish an Economic Development Committee responsible for governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians.
- The Chair and Deputy Chair of the Committee requested staff construct a framework for understanding the partnerships, capabilities, and resources required to refresh and implement an economic development agenda.
- A framework was developed and presented to the Economic Development Committee on 12 May 2020.
- This framework was the first step to articulating this Council's economic development agenda.

- A well-defined agenda will enable a prioritised work programme to the most impact consistent with the Council's vision for the city and to enhance the wellbeing of Hamiltonians.

WHERE CAN MEMBERS FIND MORE INFORMATION?

The full 2012 economic development agenda, a 2015 Hamilton Investment Prospectus, and a presentation with additional details are available on Diligent as pre-reading for the briefing.

References and examples of elements of successful economic development programmes:

- Industry Profiles
 - [North Carolina's Aerospace Industry](#)
 - [The Greater Phoenix Tech Story](#)
 - [Food Manufacturing: Upstate South Carolina](#)
 - [Technology Industry Overview: Greater Raleigh](#)
 - [Information Technology: State of Utah](#)
 - [Shared Services: State of Utah](#)
- Marketing, Research, and Tools
 - [The Hershey Company Expansion Video: State of Virginia](#)
 - [2019 Metro Comparison: Greater Raleigh](#)
 - [Virtual Property Tool: McKinney, Texas](#)
 - [Opportunity Mapping Tool: City of Seattle](#)
 - [Available Sites: Asheville Chamber](#)
- Economic Development Websites:
 - [EDB Singapore](#)
 - [Albuquerque Economic Development](#)
 - [State of North Carolina](#)

WHAT DIRECTION/FEEDBACK/INPUT IS NEEDED FROM MEMBERS

Staff will require further direction on desired economic development outcomes in order to deliver a refreshed agenda and updated framework to the Economic Development Committee.

Elected Member Briefing

Economic Development Agenda

Purpose

- This document provides information in advance of the Economic Development Agenda topic scheduled for the 29 July Elected Member Briefing.
- The briefing will be an opportunity for Elected Members to establish desired outcomes and strategic objectives for the economic development programme, creating the basis of a refreshed Economic Development Agenda.
- Included in this preparation document is the following:
 - The previous Economic Development Agenda (2012)
 - Background on Hamilton's economic development ecosystem
 - Economic Development Framework
 - Additional References

2012 Economic Development Agenda



- In late 2012, the Council released an Economic Development Agenda that was built around four key areas:
 - **Leadership:** setting pro-growth policies and working with businesses and industry to support economic opportunity.
 - **Responsibility:** efficiently servicing the business community, growth planning, regulatory efforts and providing timely economic data.
 - **Strategic investment:** the Council would take a role in asset ownership where public investment could provide economic growth, as well as delivering cost effective and productive infrastructure.
 - **Relationships:** ensure that the business community was a part of the Council's development activities, particularly as it related to identifying and responding to market opportunities.
- A refreshed agenda for the current Triennium will provide clear direction regarding the priorities and desired outcomes for this programme.

Background

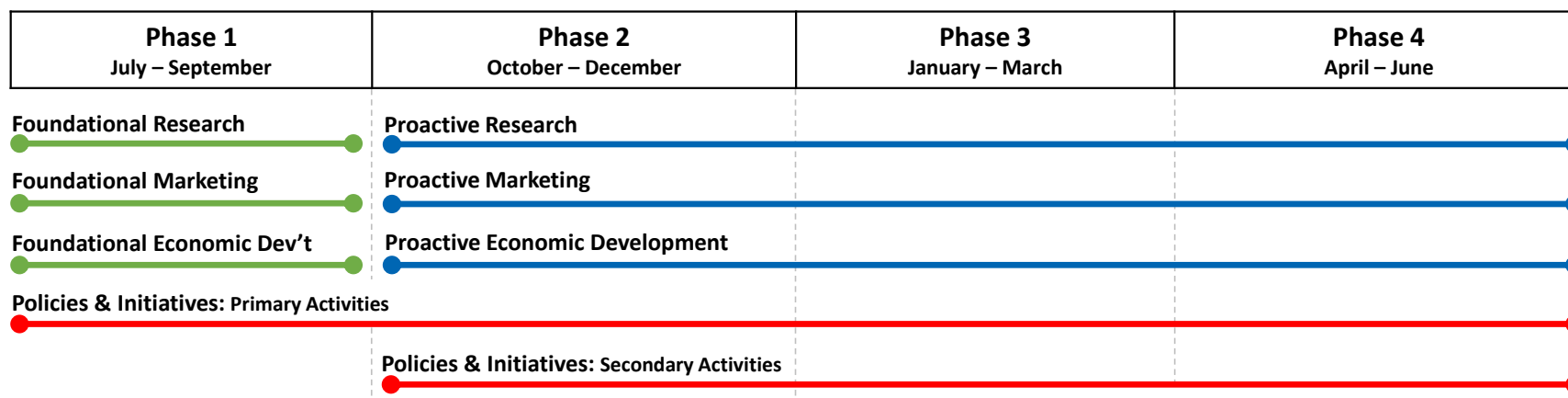


- The primary goal of economic development is to make cities and regions an attractive and competitive place to invest and do business.
- Elements of economic development exist in many of the services that are provided at the local Government level, particularly by high-growth councils.
- Hamilton's economic development ecosystem consists of a wide range of organisations that include:
 - Hamilton City Council
 - Waikato-Tainui
 - Te Waka
 - The University of Waikato
 - WINTEC
 - Waikato Chamber of Commerce
 - Hamilton & Waikato Tourism
 - Hamilton Central Business Association
 - SODA, Inc.

Economic Development Framework

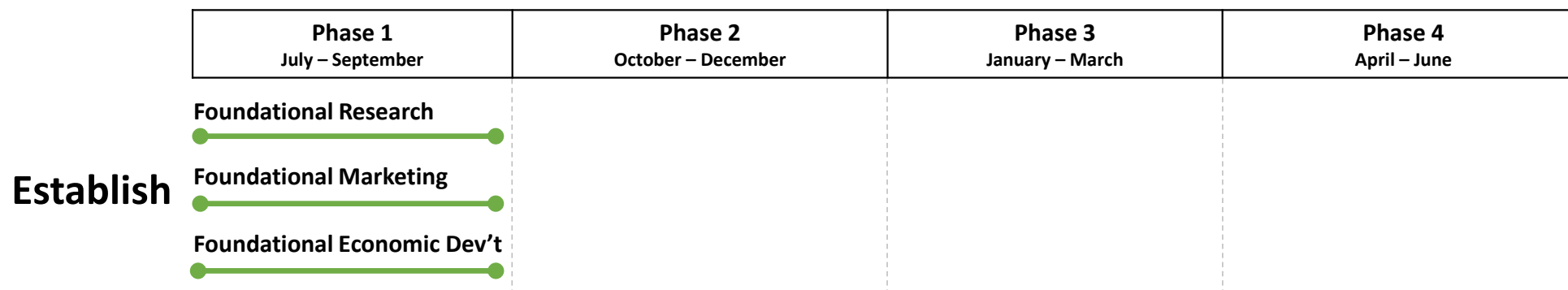
- Staff have developed a framework for understanding the partnerships, capabilities, and resources required to refresh and implement an Economic Development Agenda.
- The framework consists of three key workstreams: Establish, Enable, and Execute.

● Establish ● Enable ● Execute



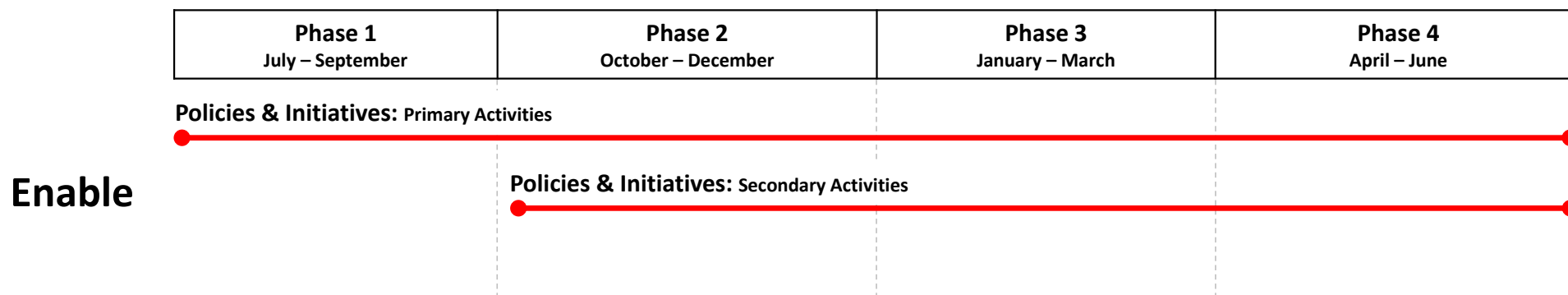
Economic Development Framework: Establish

- The **Establish** workstream creates a foundation to develop insights, tools, marketing materials and partnerships to respond to the needs of businesses. Work will be done to develop value propositions and messaging to promote Hamilton alongside key businesses and partner organisations.
- Work will begin on summaries of targeted industries, business cost comparisons, labour market insights, timely economic research and a revision of the Hamilton Invest website.
- This workstream will also see the Economic Development Manager onboard a dedicated analyst to support the agenda and the Economic Development Committee's terms of reference.



Economic Development Framework: Enable

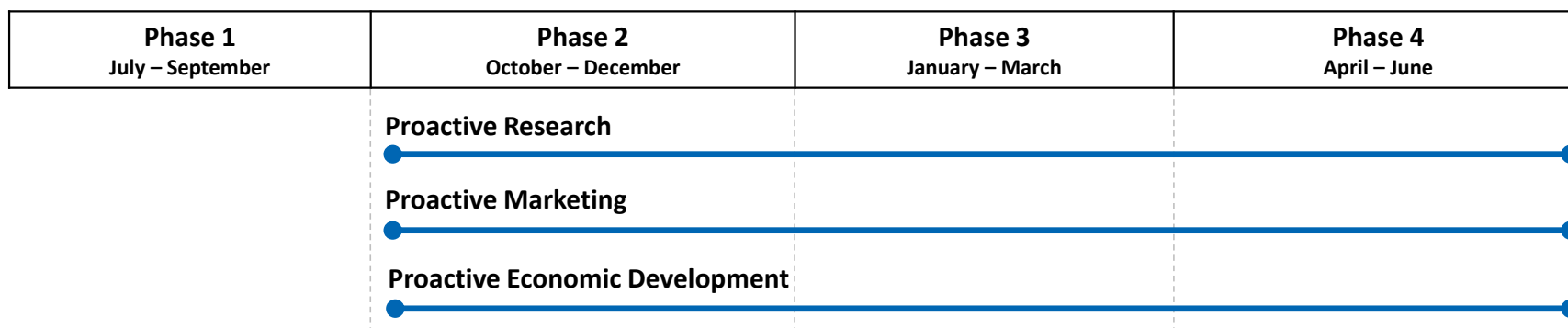
- The **Enable** workstream would begin in Phase 1, concurrent with the Establish workstream.
- This work is designed to organise and coordinate the use of existing policies and initiatives to implement the committee's agenda while ensuring input and coordination from key business sectors and partners.
- Primary Activities include supporting the Economic Innovation Project and Municipal Endowment Fund projects.
- Secondary Activities would be undertaken as time and staff workload permit. This could include work tied to development contributions and growth funding policies.



Economic Development Framework: Execute

- The **Execute** workstream consists of proactive economic development activities based on the research and marketing work initiated during Phase 1.
- Targeted engagement within key sectors will establish Hamilton's value proposition and seek to facilitate investment from businesses outside of the city and region as well the expansion of those already in Hamilton.
- Partnerships within Hamilton's economic development ecosystem will be a critical element of this workstream, building on the work being done by the Economic Innovation Project.

Execute



Additional References

- Sample Industry Profiles
 - [North Carolina's Aerospace Industry](#)
 - [The Greater Phoenix Tech Story](#)
 - [Food Manufacturing: Upstate South Carolina](#)
 - [Technology Industry Overview: Greater Raleigh](#)
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HAMILTON CITY COUNCIL ECONOMIC DEVELOPMENT AGENDA



ECONOMIC DEVELOPMENT IS THE KEY INGREDIENT FOR A THRIVING, PROSPEROUS COMMUNITY – AND A THRIVING, PROSPEROUS COMMUNITY IN TURN LEADS TO GREATER ECONOMIC ACTIVITY.

This Economic Development Agenda sets the scene for Hamilton City Council to work with the city's business community and others to energise economic growth and strengthen Hamilton's contribution to the New Zealand economy.

Throughout its development a clear role has been defined for the Council's contribution towards the city's economic development. This role is one where Council as a whole is responsible for creating the best possible business environment for business to invest with certainty and confidence.

The Council's key role is as a facilitator rather than an investor, a coordinator rather than an enforcer, and to ensure that the right policies and plans are in place so doing business in Hamilton is easy.

Our aim is to build a solid foundation for sustainable growth. Through working in partnership with business and industry sectors, the Council will establish clear guidelines for future economic development – an economic growth agenda the city's entire business community has a stake in, a commitment to, and a desire to implement.



THE **ROLE** OF COUNCIL IN ECONOMIC GROWTH

LEADERSHIP

- Set policy that provides a platform for economic growth
- Work with business and industry sectors to support economic opportunity

RESPONSIBILITY

- Provide cost-efficient services to the business community
- Growth planning through land use and transport systems
- Enhance the regulatory environment and ensure quality standards are maintained
- Provide access to up to date information about the local economy

STRATEGIC INVESTMENT

- Take a role in asset ownership where public investment can provide economic growth
- Provide cost effective and productive infrastructure to enable the city to function and prosper, such as water, wastewater, stormwater and transport services

RELATIONSHIPS

- Provide effective and timely responses to market opportunities
- Manage relationships with the business community



OUR PRIORITIES

1 DEVELOP HAMILTON'S VALUE PROPOSITION

- refine and articulate who we are and what Hamilton stands for
- champion Hamilton's city and business strengths and opportunities
- celebrate our city and our successes

2 PROVIDE KEY INFRASTRUCTURE AND PRECINCTS

- partner with the New Zealand Transport Agency to complete key transport projects including the Te Rapa section of Waikato Expressway and the Hamilton Ring Road.
- develop and manage our water, wastewater, stormwater and transport infrastructure
- develop the Structure Plan for Ruakura
- support the citywide installation of ultra-fast broadband
- complete the review of the Access Hamilton strategy
- develop a long-term infrastructure plan

3 POLICY SETTING

- proposed District Plan becomes operative
- implement the Central City Local Area Plan
- ensure Council's policy framework strengthens business growth opportunities for the city, including the Development Contributions Policy

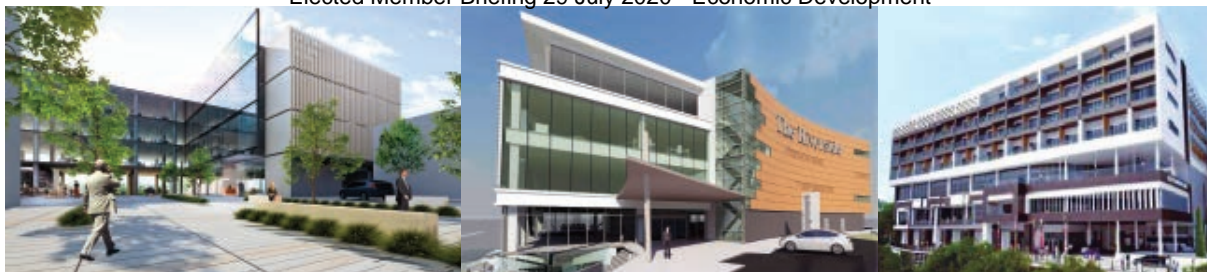
4 STRATEGIC INVESTMENT PLAN

- develop a Strategic Investment Plan for asset and investment management including the Hamilton International Airport, Riverside Hotels and event venues
- develop a long term view and review relevant Council policy to direct Council's property investment activity

5 ENHANCE COUNCIL'S SERVICES TO THE BUSINESS COMMUNITY

- engage with the business community and developers to design and implement a 'key account' service
- create favourable conditions for investment through regulatory consistency and responsiveness
- develop and implement a customer service plan for Council





6 WORKING WITH BUSINESS

- collaborate with the Hamilton Central Business Association and businesses on key strategies and actions to enhance the central city
- work with business industry sectors to develop a city plan to grow the economy

7 EVENTS AND BUSINESS TOURISM

- develop strategic direction for city events, including event sponsorship
- support the activities of Hamilton & Waikato Tourism to support both the city and regional visitor industry with a focus on event and business tourism sectors
- invest in major business development for our event venues that drive new opportunities for the wider business community

8 DEVELOP INFORMATION DATA AND ECONOMIC INTELLIGENCE THAT ENHANCES COUNCIL'S BUSINESS DECISION MAKING

- develop an enhanced six-monthly economic monitoring report





HAMILTON'S ECONOMY

HAMILTON IS THE ECONOMIC HUB OF THE WAIKATO, ONE OF THE WORLD'S PREMIER AGRICULTURAL AND PASTORAL REGIONS. Our economy is based on a large service sector which includes health, education, energy, business services and government agencies. These are of high value to the city and will continue to be an important source of jobs and income.

There is also a growing base of high technology machinery, equipment and materials manufacturers in the city – sectors which have grown from their foundations in servicing agricultural industries in the wider region. These sectors demonstrate comparative and competitive advantages, are trading nationally and internationally, and are of high value to the city.

With a young, agile and dynamic population, and sitting strategically in the growth triangle of Auckland and the Bay of Plenty, the city is a metropolitan hub yet enjoys many of the aspects associated with smaller city living such as our healthy natural environment.



COUNCIL IS COMMITTED TO
BUILDING A CITY THAT PEOPLE
WANT TO LIVE IN AND A CITY
THAT BUSINESSES WANT TO
DO BUSINESS IN



THE CHAMPION OF THE CITY

Council is Hamilton's strongest champion.

At a regional, national and international level, in whatever forum and context, Council will advocate for and pursue what is in the best interests of our city and its continued prosperity. But it cannot do this in isolation and it requires communication between Council and the business community.

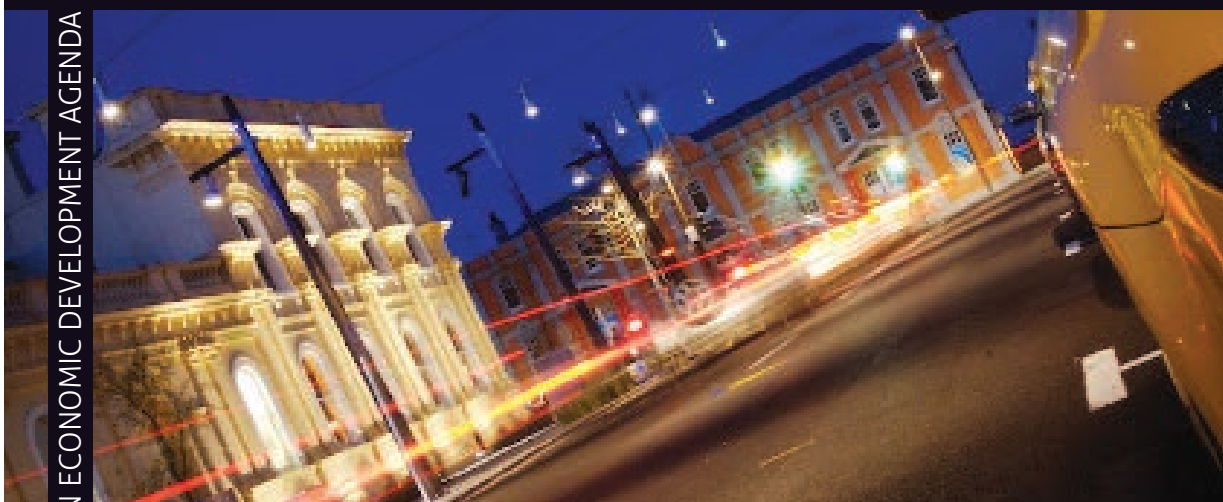
This requires that every Council activity is aligned and integrated with this Economic Development Agenda and that Council obtains and utilises information about the performance of the city's economic sectors, the issues they face and opportunities they offer.

Because of its role in the community and its commercial neutrality, Council has the ability to mitigate adverse business conditions and capture market opportunities. It can lend its authority to private commercial proposals where they clearly benefit the city and can facilitate connections between like-minded organisations. Key to this is having a liveable city, a healthy natural environment and planning towards a sustainable future.

Ultimately the development of Hamilton's economy will be built on successful relationships between all those who will benefit through greater opportunities and improved lifestyles.

By creating an interactive and business friendly environment, with favourable conditions for investment and growth, Hamilton and its residents will enjoy the benefits as we emerge towards this new approach for economic development.

HAMILTON ECONOMIC DEVELOPMENT AGENDA NOVEMBER 2012



FOR MORE INFORMATION about Hamilton's Economic Development Agenda visit www.hamilton.co.nz/economicdevelopment

Welcome to HAMILTON

CITY OF GROWTH, OPPORTUNITY AND INNOVATION

November 2016



Hamilton City Council
Te kaunihera o Kirikiriroa

CITY OF GROWTH

Hamilton is a modern, innovative city, with affordable living costs and hardly any traffic jams.

Business is thriving. Hamilton's economy is prosperous and diverse, contributing around 3.4 per cent of the national GDP. We're home to some of New Zealand's most innovative and export-driven companies and research institutes at Waikato Innovation Park and beyond. Hamilton is also one of a few places in the country with a growing working age population.

Hamilton has an abundance of parks, playgrounds, river walkways, a world-class zoo and the internationally award-winning Hamilton Gardens.

Hamilton has a great cafe culture, a range of quality restaurants, a flourishing arts scene and is only a short distance to ski fields and beaches. We're home to some of New Zealand's leading educational institutes, hospital, top sporting facilities.

Above all, Hamilton is committed to attracting the best and brightest to our city – wherever you're from. We're an attractive, welcoming and diverse city that celebrates achievement, creativity, innovation and lifestyle.



CITY OF GROWTH

Hamilton is one of New Zealand's fastest growing cities. Here's why...

Global connections

Our proximity to international ports and New Zealand's busiest international airport mean we're highly connected to the rest of the world. Our communications network is exceptional with Gigabit Fibre available throughout the city. Gigabit Fibre offers speeds of up to 1Gbps for downloading, meaning you can download 100 5MB songs in two seconds - regular ADSL broadband would take one hour!

We're an economic powerhouse

We're home to many innovative and export-driven companies. Our diverse economy is based on manufacturing, health, education, and a growing freight and logistics sector. The surrounding region's agriculture base includes agricultural manufacturing, sheep, beef and goat farming as well as dairy.

Hamilton's a low-cost place to do business

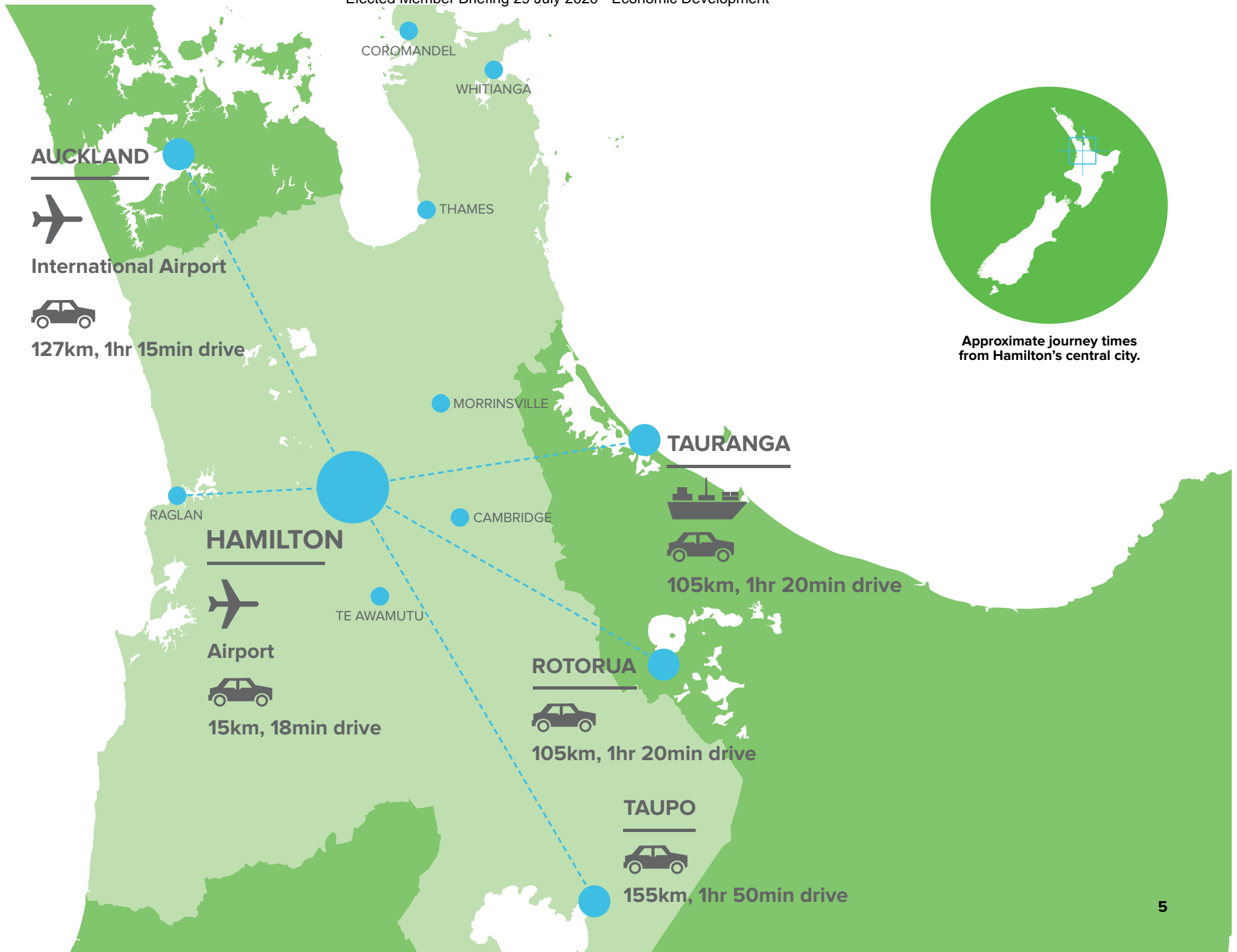
Land and office space are plentiful, prices and rents are moderate, and the cost of living is low compared to Auckland.

Access to a skilled workforce and a growing youthful population

Every year there are hundreds of brilliant graduates and trade-trained specialists from The University of Waikato, Waikato Institute of Technology, and Te Waananga o Aotearoa. Many would love nothing better than to keep making Hamilton their home while contributing their skills and labour to a local enterprise.

A city for families

It's all here: great primary, intermediate and high schools, university and tertiary providers, neighbourhood and destination playgrounds, Australasia's largest base hospital, a wide range of affordable housing options and beautiful urban and rural locations to discover and enjoy.



CITY OF GROWTH

You're in good company here.

Hamilton is home to some of the world's most innovative businesses. That means more jobs for talented people, greater opportunities for those with vision, and a powerful network of like-minded people and organisations.

Looking for scale? You'll find it here.



Fonterra has a major (and growing) presence, and Waikato Tainui's \$3b Ruakura Inland Port will soon attract even more businesses and create thousands of new jobs.

New Zealand is consistently ranked among the top 5 Forbes 'Best Countries for Business' list. It was No. 1 in 2012 and No. 2 in 2015.



Hamilton has a higher proportion of knowledge intensive employees than Auckland and New Zealand.



Hamilton's technology investment companies generated almost \$566m in revenue and created 62 jobs, according to the 2016 TIN100 Report.



THE HUB OF THE NORTH ISLAND

Hamilton is an emerging major freight and logistics centre. It's an essential corner of New Zealand's "growth triangle" with Auckland and Tauranga. The triangle accounts for two-thirds of all freight in New Zealand.

Work will soon begin on a multi-billion dollar, 480 hectare inland port at Ruakura, on the outskirts of Hamilton.

The port will generate around 11,000 new jobs for the region and contribute \$5b into the economy every year.

Hamilton's location between Auckland and Tauranga provides freight producers and distributors with choices: road, rail and port options, for domestic and international exporting and importing.

Datacom, one of Asia Pacific's leading IT-based service providers, recently opened its Kapua Data Centre in Hamilton.

It is one of only two centres in New Zealand certified by the Uptime Institute, placing it in the top tier of data centres worldwide.

Many large exporters and leading innovators are located here including Fonterra, Gallagher, AFFCO, NDA Engineering, Mainfreight, Prolife Foods, Greenlea Premier Meats and the Dairy Goat Co-operative.

Waikato Innovation Park in Ruakura helps local businesses take on the world by developing and exporting new technology and food, and building key connections here and overseas. Today, the Park houses more than 40 companies employing more than 400 people on site. Seventy per cent of the Park's companies are exporters, and collectively earnings were close to \$300m in 2015.

We're the agricultural heart of New Zealand. AgResearch, New Zealand's leading agricultural research institute is here, as are the annual Mystery Creek Fieldays, the southern hemisphere's largest farming and agricultural trade show.



KEEPING YOU MOVING

Waikato Expressway

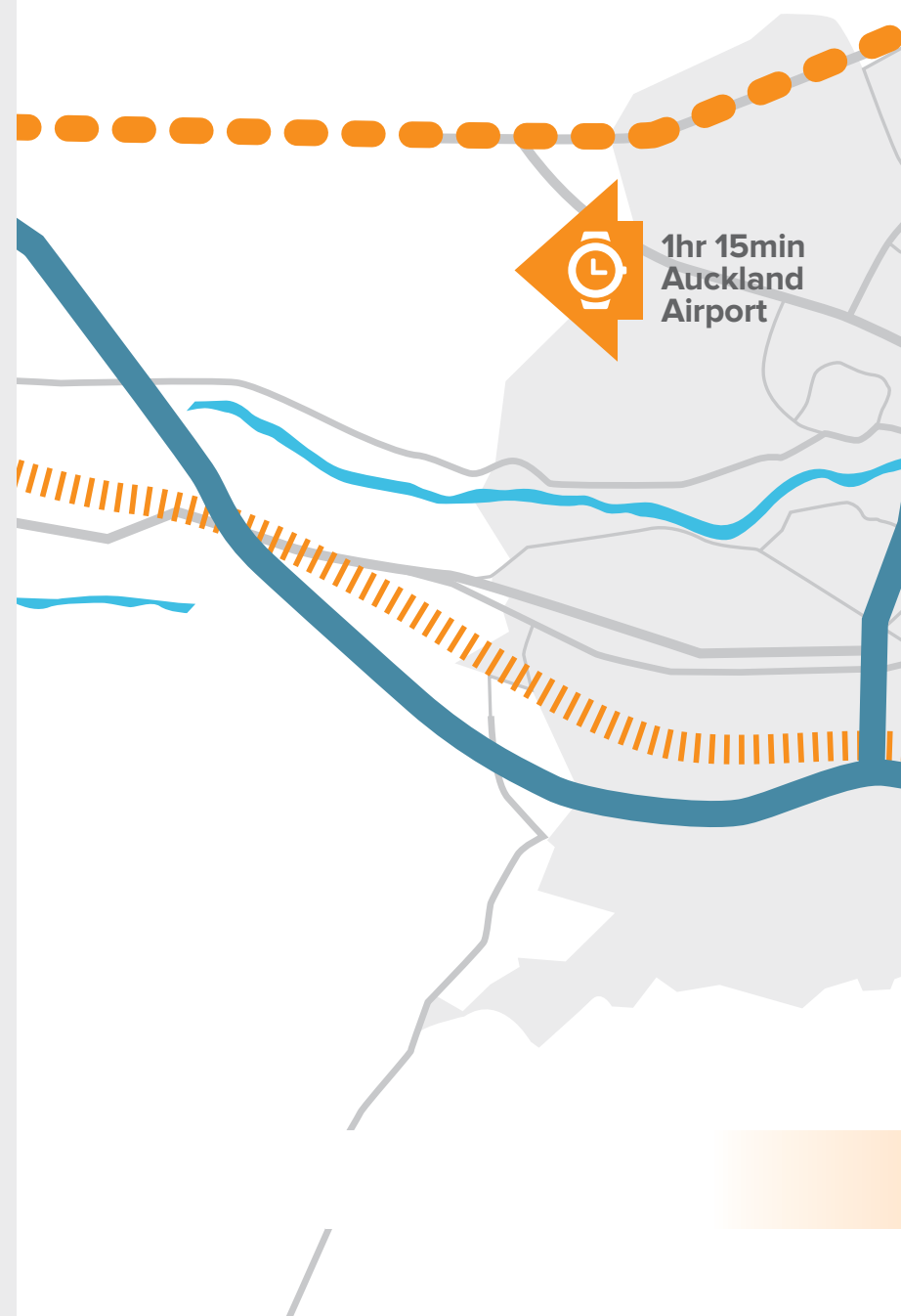
This major roading project connects Auckland, Hamilton and Tauranga, reducing travel times and enabling supply routes for industry, freight and tourism throughout the upper North Island.

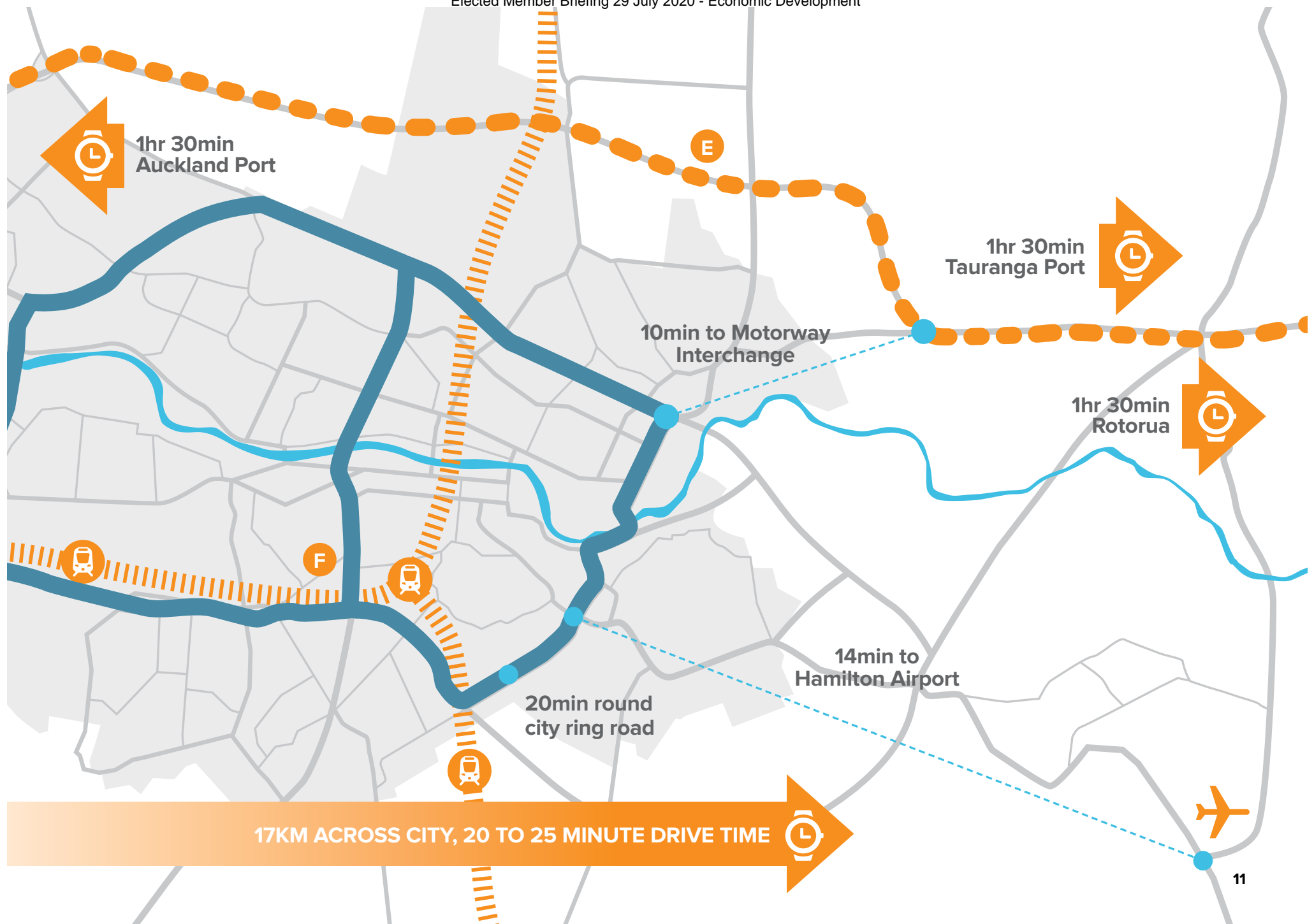
Hamilton Ring Road

An \$84m project to help move people and goods around Hamilton quickly and safely. It will reduce congestion on city streets and transform movement around Hamilton. The Hamilton Ring Road integrates with the Waikato Expressway, freeing up traffic to move easily in and out of Hamilton.

Hamilton Airport

Hamilton Airport has frequent direct flights to most destinations within New Zealand, including all the major centres, and is only a 15-minute drive from the central city.





HAMILTON: THE FACTS AND FIGURES

Hamilton is the largest inland and fourth largest city in New Zealand.

Growing

- Growing by an average of 40 new residents per week
- Population 2015: 156,800 Expected population 2033: 194,200
- Youthful population compared to Auckland, Tauranga, Christchurch and New Zealand as a whole
- More than 160 ethnicities
- \$1.35b worth of building consents granted over the past three financial years (2013/14 to 2015/16)
- Residential building consents have grown by 42 per cent between 2014/15 and 2015/16 financial years
- 100 hectares of industrial land ready now with 250 hectares more available after 2021

Connections, logistics and freight

- Road, rail, air, ports – Hamilton is a cornerstone for freight
- Ultra Fast Fibre internet is available throughout Hamilton
- Ruakura commercial zone has 365 hectares of land, making it more than three times larger than Highbrook Business Park in Auckland
- When fully operational Ruakura will have the capacity to process 1m TEU (20ft shipping containers) per year. Ports of Auckland and Tauranga combined currently both process approximately 1.7m TEU per year
- Fonterra's Crawford St dry store receives about 10,000 tonnes of product every week during peak production periods and fills more than 100 containers each day
- Crawford St's extensive rail network reduces 50,000 truck movements per year



Prosperous

- GDP is \$7.7b, 3.4 per cent of national GDP
- Between 2010 and 2015, Hamilton's GDP grew by 2.7 per cent compared to national GDP growth of 2.5 per cent
- Hamilton's GDP growth in 2015 was 4.1 per cent, New Zealand was 3.6 per cent
- Productivity growth overtook national productivity growth in 2015
- High levels of employment in healthcare, manufacturing, retail trade and professional, scientific and technical services
- In 2015, the number of filled jobs in Hamilton grew by more than 2100

Smart

- 39 per cent of employees in Hamilton have a degree or high level of education
- More than 25,000 tertiary education students
- Almost half of Hamilton's employed workforce is in 'high skilled' or 'medium/high skilled' jobs - higher than the New Zealand average

Safe

- Big data centres and a strong analytics industry are located in Hamilton because the city has a low risk of disruptive natural events
- 32.5 per cent reduction in police reported crime in the central city over the last two years

YOU'RE WELCOME HERE

Hamilton is a business-friendly city. Whatever size or type of business you have, we have a place for you. There is a ready supply of industrial land, and office and commercial space available to buy or lease.

Companies that are investing significantly in growth and development projects around Hamilton include:

- Fonterra (Crawford St)
- Porters and JV Partners
- Dairy Goat Co-operative
- Datacom (Kapua)
- Waikato Tainui Inland Port
- Livestock Improvement Corporation
- NZ Agricultural Fieldays
- Waikato Innovation Park
- Gallagher

Other developments include the Peacocke Growth Cell (620 hectares of residential housing); the \$14m Rototuna development featuring a commercial and retail precinct, two new schools and the Rotokauri industrial and housing development.



THE PLACE TO LIVE

Hamilton may be the most liveable city in New Zealand.

Getting around is easy

Traffic flows easily in and around Hamilton. We're at the hub of New Zealand's most advanced roading network, which connects Hamilton with its neighbours, as well as the rest of New Zealand.

Home

We're one of New Zealand's fastest growing cities – 2947 new homes were approved for building over the past three financial years with a total value of \$710m.

Stretch your legs

Hamilton is home to more than 200 parks and reserves, including the world renowned Hamilton Gardens and amazing Waikato River walks.

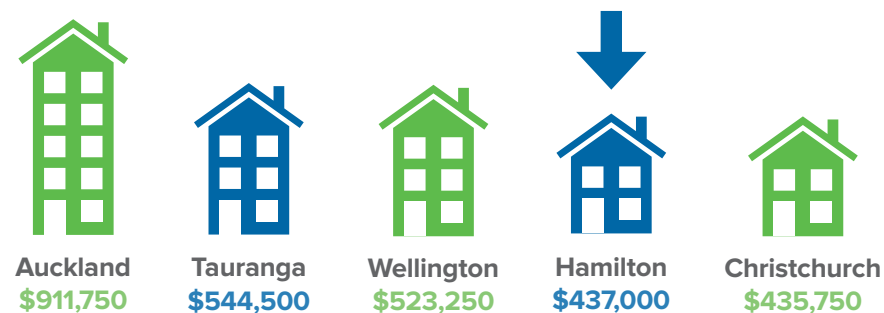
Diversity

Hamilton's population includes more than 160 different ethnic groups.

The affordable city

Hamilton house prices are, on average, about half those in Auckland, and also compare favourably with the rest of New Zealand.

Median house prices* in 2016 are:



*Source: REINZ, August 2016

THE PLACE TO LIVE



Hamiltonians love art.

- The Hamilton Garden Arts Festival, held every summer, features music (from jazz and blues to classical), pantomime, theatre, comedy, dance, painting, a Readers & Writers Festival and the outdoor film festival.
- New Zealand's leading art prize, The National Contemporary Art Award, is hosted in Hamilton.
- The Waikato is home to the Kingitanga (Maaori King) movement, one of New Zealand's most enduring political institutions and widely respected by Maaori and non-Maaori alike.
- More than 38,000 taonga (treasures) of Tainui in the Waikato Museum in Hamilton's central city. Pride of place goes to the awe-inspiring 200-year-old carved waka taua, or war canoe.
- Claudelands - an award-winning entertainment arena, conference centre and exhibition space.
- The Heritage Collection at the central Hamilton Library. Its thousands of photographs, documents and maps record Hamilton's history right back to the 1800s.



Hamiltonians love sports.

- FMG Stadium Waikato is home to the Chiefs Super Rugby Team, the Waikato Provincial Rugby Team, and regularly hosts All Blacks games.
- Seddon Park is one of New Zealand's leading cricket grounds, famous for its family friendly, village-like atmosphere.
- Waterworld Pools features a full Olympic-size pool and competition grade diving boards.
- Porritt Stadium is home to the Hamilton City Wanderers football team, who were recently promoted to the ASB Premiership, and the venue for Hamilton's major athletics tournaments.
- More than 35 sporting grounds and facilities are spread around Hamilton, hosting everything from skateboarding to badminton, tennis to rugby league.

LIFESTYLE

Breathe

Head up the hills

Grab your walking shoes and go explore Mt Te Aroha in the east, Mt Pirongia to the west. Discover the massive, awe-inspiring kauri on the nearby Hakarimata Kauri Loop Walk, or wander the walkways around the historic Waikato River, right in the city.

Simply chill

Parana Park, on the banks of the Waikato River, is a magical playground for children and picnic area for families.

Hamilton Lake, nestled in the west of the city, boasts a walking loop, dog exercise area and an incredible destination playground for a day-out experience for the whole family.

The nearby Hamilton Gardens attracts more than one million visitors a year to its 20+ gardens. Entry is free.

Or visit one of Hamilton's themed destination playgrounds - designed so the family can stay all day.

Enjoy

Go shopping

There are many shopping centres to explore from The Base, New Zealand's largest shopping centre, to the independent and boutique shops in the central city.

Eat out

From fine dining to family fare you'll find a wealth of cafés restaurants and bars to choose from. And our coffee is awesome.



AT THE HEART OF IT ALL

Discover New Zealand – one weekend at a time.

You're only a short drive from some of New Zealand's greatest scenic and holiday spots.



Less than an hour away:

- Waitomo Caves
- Hobbiton movie set
- Raglan – New Zealand's best left-hand surf beach
- Ngauwahia – home of the Maori Kingitanga (King Movement) and Waikato local Tainui.

Less than two hours away:

- Rotorua – New Zealand's geothermal wonderland
- Auckland – New Zealand's largest city
- Taupo – New Zealand's largest lake, a mecca for trout fishing and family adventures
- Mt Maunganui – one of New Zealand's most popular family beaches
- Ruapehu – a skier's paradise.

Less than a day's drive away:

- The Hawkes Bay – where food and wine rule
- Gisborne – the first city in the world to see the sun each day.

A BRIGHT FUTURE

As a city, we're committed to building on the lifestyle and economy we already have to maximise all opportunities to redefine Hamilton as one of New Zealand's leading cities. We are always thinking about the future and we have plans to make that future great.



River Plan

With 16km of the Waikato river at its heart, Hamilton deserves a comprehensive plan to make the river a centrepiece of daily activities. The River Plan features a floating pontoon swimming pool and beach, a world class pedestrian bridge and a walkway we can all be proud of. It will also energise the central city.



Hamilton Central City Transformation Plan

An action-focused practical plan to transform Hamilton's central city into a more vibrant, prosperous centre for the Waikato.



Playgrounds of the Future

Six destination playgrounds create a unique, high quality experience for Hamilton's children. Over the next 10 years, we plan to have nine more big playgrounds – all reflective of their local area.



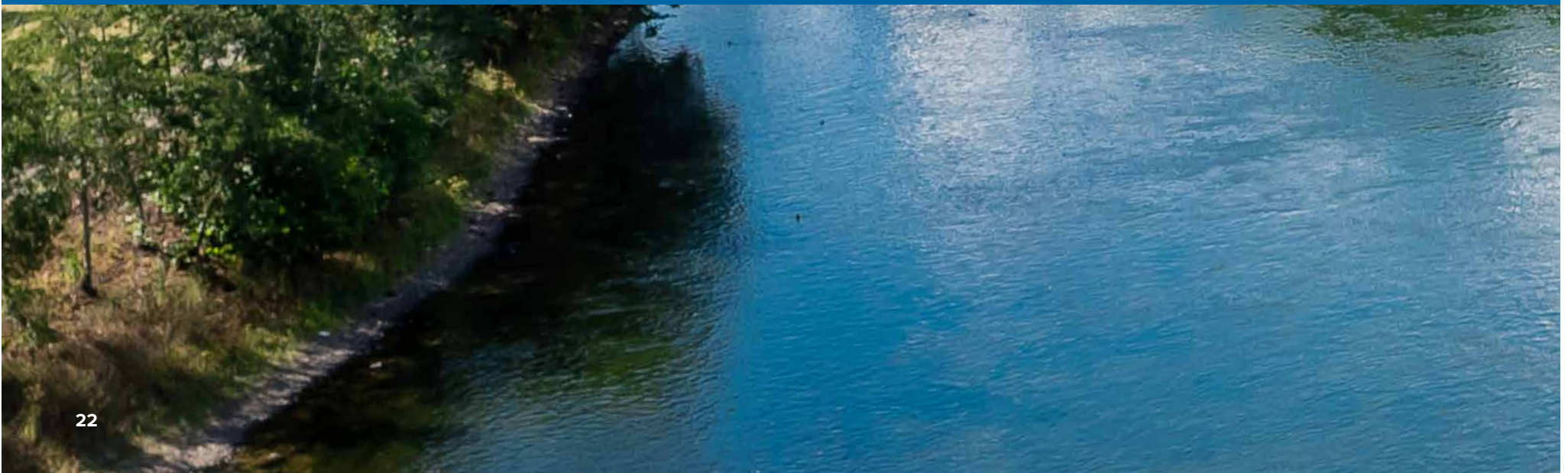
Hamilton Gardens

In last 30 years Hamilton Gardens has transformed from a former rubbish dump to an internationally award winning garden. The gardens include 13 uniquely themed gardens with more to be created over the next few years.



Biking Plan

Hamilton's a flat city, ideally suited to cycling. The 30-year Bike Plan sets out to make biking safe and convenient.




A RIVER CITY

At 425km, the Waikato River is the longest river in New Zealand. It has deep spiritual significance for Maaori – particularly the Tainui tribe, whose Turangawaewae marae sits close to its banks at Ngaruawahia.



For more information contact:

 07 838 6699

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 hamilton.govt.nz

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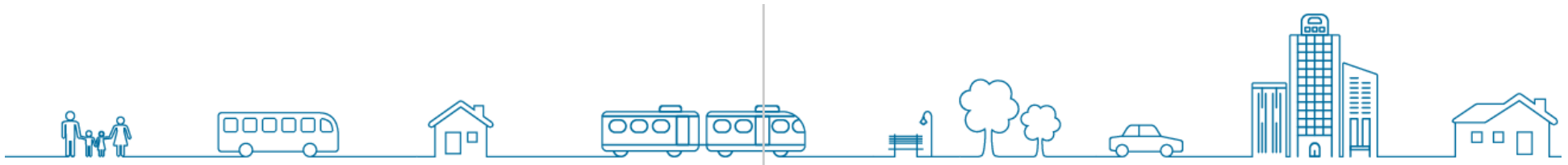
HCC elected member briefing 29 July 2020



Hei awarua ki te oranga
Hamilton-Auckland
Corridor for wellbeing

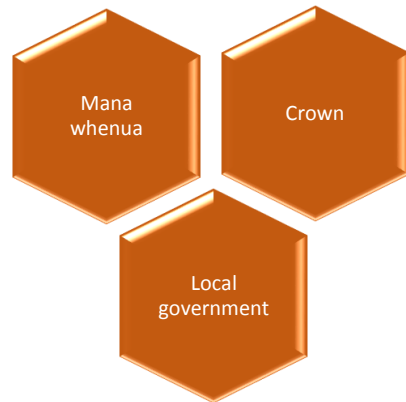
Purpose

- Briefly outline the Urban Growth Agenda context and spatial planning approach
- To seek provide an update to HCC elected members on the project
- To outline the next steps for this project



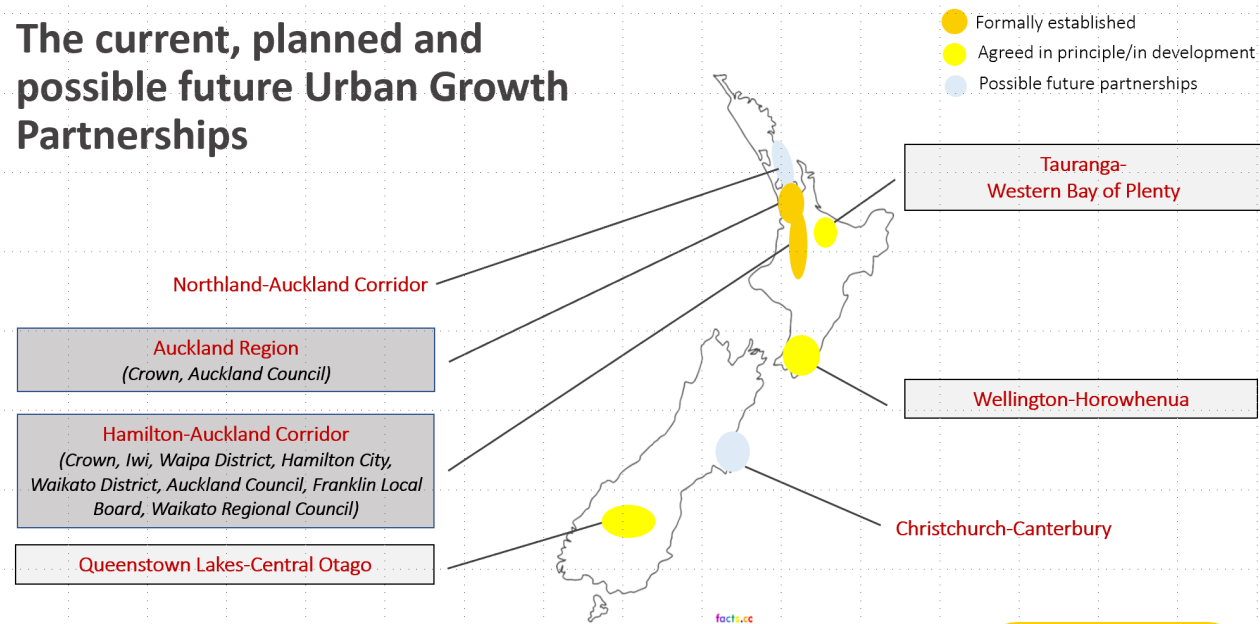
Urban Growth Agenda

Urban Growth Partnerships



The core structure of each urban growth partnership, with the private sector, utility and NGO as close additional partners

The current, planned and possible future Urban Growth Partnerships



Each partnership has three core components or deliverables:

1. An enduring growth management **partnership structure** and system which develops joint plans and programmes and responds to issues and opportunities as they arise
2. A **joint spatial plan** - signed off by all - which outlines how and where the region will grow over 50+ years
3. A "rolling" **urban growth programme** of key



Urban Growth Agenda

Urban Growth Partnerships



The structure of 'UGA' Joint Spatial Plans

What
*is the current
context &
performance?*

1. Context, Challenges & Opportunities

- Existing context, including urban form and quality
- Key growth management challenges and opportunities
- The need for a spatial plan and the NPS UD requirements

Why
*continue to
grow and
develop?*

2. The Desired Future State

- The assumed growth scenario
- Desired outcomes, objectives and KPIs

Where
*to
successfully
grow and
develop?*

3. The Plan

The five core elements, with work-in-progress examples of each shown on the following slides:

1. Areas to protect in perpetuity (wāhi toitū)
2. Public transport, active mode, road and rail freight networks
3. Blue-green, transport and infrastructure corridors
4. Future urban areas
5. Centres and other key locations

How
*to
successfully
grow and
develop?*

4. The Urban Growth Implementation Programme

- Growth management **principles** e.g. quality place making
- **Priority initiatives** including priority development areas; transport and mode shift; land use policy and planning; funding and financing tools; housing; utility, environmental and social infrastructure and services; and urban growth-related economic development

Urban Growth Agenda

Urban Growth Partnerships



Critical features of the UGA spatial plans

1. To ensure we **protect what we value most** each plan rigorously identifies spatial constraints and hazards and seeks to avoid or moderate any future development in relation to these
2. To achieve the **required transformational change** each plan has at its core a new or strengthened rapid and/or frequent public transport network
3. To successfully grow **well-structured and cost-effective areas** each plan identifies and seeks to protect the critical transport and blue-green corridors that may be required over the long term
4. To enable **competitive land markets** each plan sets out a range of appropriate future growth opportunities through both urban intensification and expansion
5. To successfully **manage future growth at the required pace and scale** each plan is underpinned by a proposed programme of key lead and enabling initiatives including economic development.

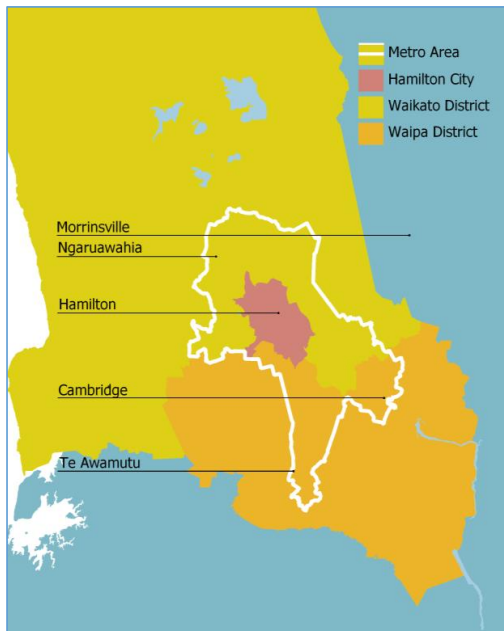
KEY PRINCIPLE: Transit-orientated development *only*

In the four emerging spatial plans future employment and housing *at scale* - and key tertiary facilities and other high trip generating activities - are located on significantly enhanced rapid and/or frequent public transport 'spines'.

KEY PRINCIPLE: Fully integrated planning

The plans spatially integrate all planned or envisaged the large-scale housing, business land, transport, open space and tertiary (or large trip-generating) facility developments.

Hamilton- Waikato Metropolitan Area



[newzealand.govt.nz](https://www.newzealand.govt.nz)

The new **metropolitan spatial plan** is a revision of the existing non-statutory 30-year Future Proof integrated land use and transport strategy for this metropolitan sub-region. It applies the new UGA framework and longer term (30+ years) outlook and draws on other key documents like RLTP and Waikato Plan. This is the first spatial plan for this area that is jointly developed with the Crown (other than NZTA and the DHB) and builds on well-established Future Proof planning alliances between the four councils and iwi.

URBAN GROWTH CONTEXT

Size (hectares)	76,515
Population (2018)	212,949
% Māori	23.69%
% 65+	11.75%
Median age	32.2
GDP/capita (2018)	\$64,059
Deprivation index (10 highest)	6.1
Median dwelling price (2019)	\$542,000
Population growth (average last 5 years)	2.44%
Population growth (average last 20 years)	1.84%

GROWTH MANAGEMENT PERFORMANCE

Housing affordability	Mean dwelling price / Mean household income...	5.2
Housing choice	% 1 and 2-bedroom dwellings...	22%
Transport choice	Public transport's share of trips (2014-18)...	1%
Access to opportunities	Estimated % of HH <30 mins travel to work or study...	70%
Climate change	Transport's estimated share of CO2 emissions...	53%

The Plan will show how a possible future population of **500,000** can be **successfully** accommodated...

... which is slightly more than **double** the current population. If the metro area keeps growing at the average of the last 20 years, then this scenario could become reality in around **45-50 years**.

KEY CHALLENGES

SET BY THE PARTNERSHIP FOR THE SPATIAL PLAN TO ADDRESS

The metro area is the third least affordable housing market in NZ and infrastructure is limiting future land supply capacity

The transport system is not performing as it needs to be with NZ's highest private vehicle dependency and poor safety outcomes for cyclists and pedestrians

The economy is underperforming with lagging GDP per capita growth, high income disparities and low labour productivity levels

The Waikato River is significantly degraded and valued ecological resources are being depleted.

Benefits of spatial planning

1. Carefully targeting and managing growth
2. Ensuring that the metro area provides opportunities for businesses
3. Better co-ordinating and responding to the variety of planning challenges impacting the metro region
4. Improving the effectiveness of population and economic growth to address pollution, sprawl, congestion, and housing supply
5. Supporting investment business cases where relevant
6. Providing better guidance for infrastructure investment to enable long term growth
7. Improving the alignment of land use and infrastructure planning and delivery timelines
8. Telling a coherent story and prospectus to the outside world to optimise external investment and jobs;

Focus areas for change and growth context



Focus areas for change -

A metro area that could accommodate a future population of 500,000 people and accompanying jobs. Importantly, this is a scenario and not a policy target.

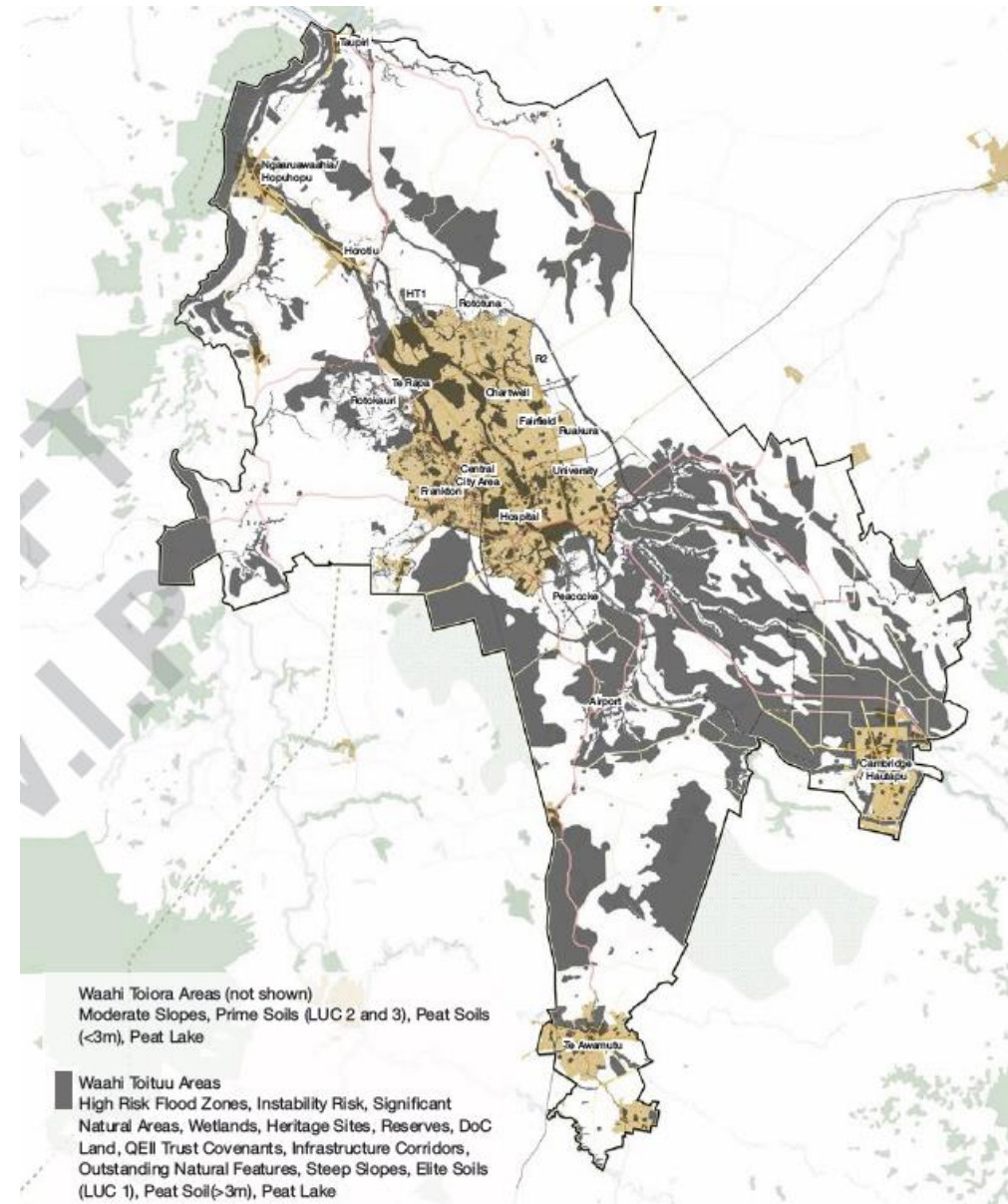
Future growth areas that will over time become medium to high density, mixed use areas; purposefully located in areas serviced by high-quality public transport

Waahi toituu

To ensure we protect what we value most development should avoid or mitigate any future development on these areas.

Spatial Planning Direction

- The location and nature of waahi toituu areas will influence the location of future growth areas
- New development will be directed away from constraints, avoiding hazards and risks now and in the future
- Growth will be managed so that Waahi Toituu areas are safeguarded and their values enhanced.

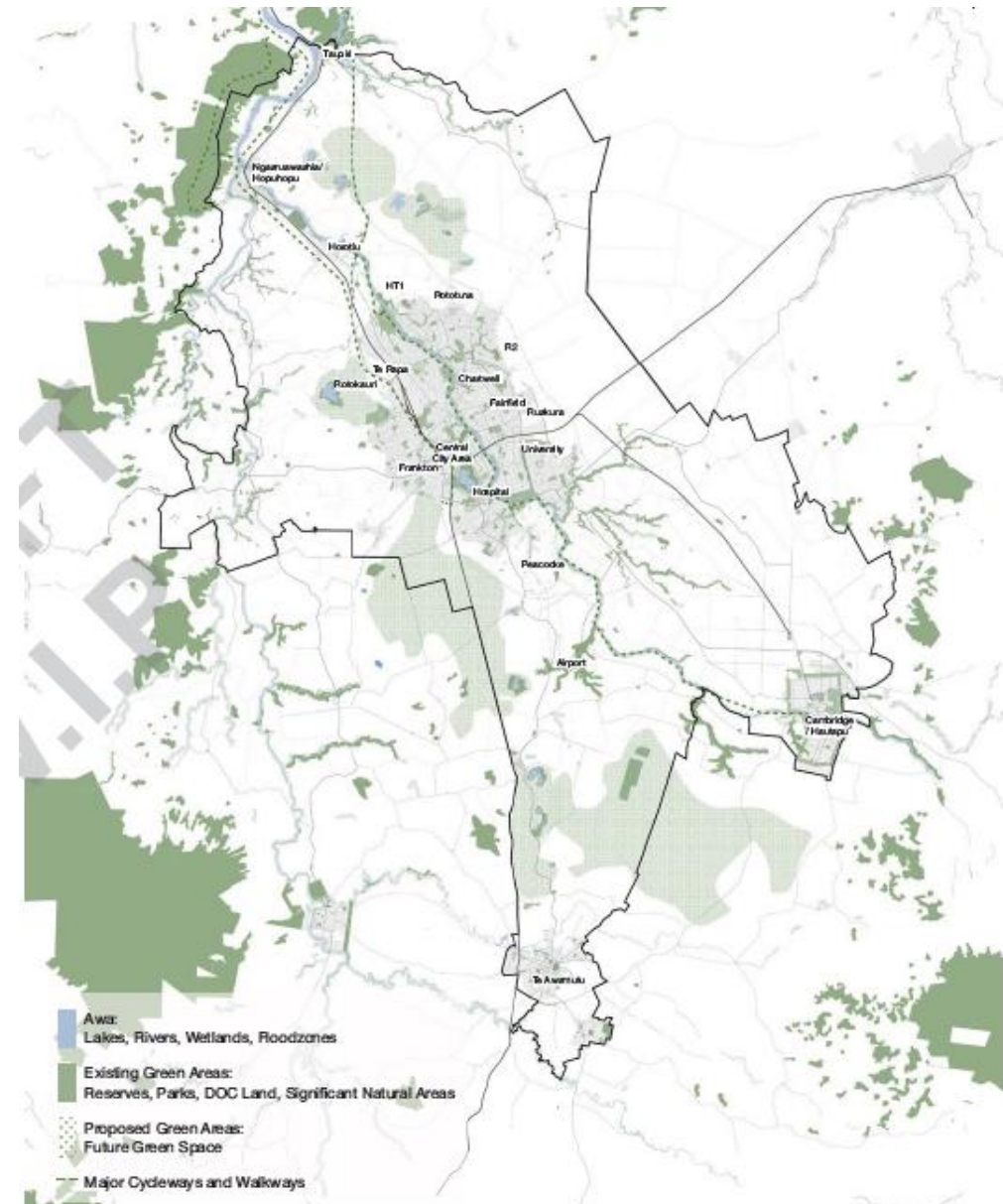


Waikato River and the blue-green network

Identifying areas and corridors that may be required over the longer term as growth occurs

Spatial Planning Direction

- Buffering waterways with a riparian zone will improve water quality, protect banks and improve biodiversity.
- Further restoration of the peat lakes, their catchments and areas of peat dome will facilitate the establishment and enhancement of wetland ecosystems.
- A network of green space will improve the quality and quantity of public space. Green walking and cycling links through the city will improve connectivity and encourage mode shift and active transport use.
- New or redeveloped urban areas will benefit from increased tree canopy and increases in green connections.



Public Transport

Protect corridors and sites that may be required over the longer term as the when growth occurs

Spatial Planning Direction

- Public transport reduces the need for more roads and parking spaces, creating space for quality public realm.
- The rapid and frequent networks will expand the reach of high-quality public transport.
- Mode-shift will have positive impacts on the environment and wellbeing of residents.
- An integrated public transport network increases daily levels of physical activity, improving the overall health of the community.

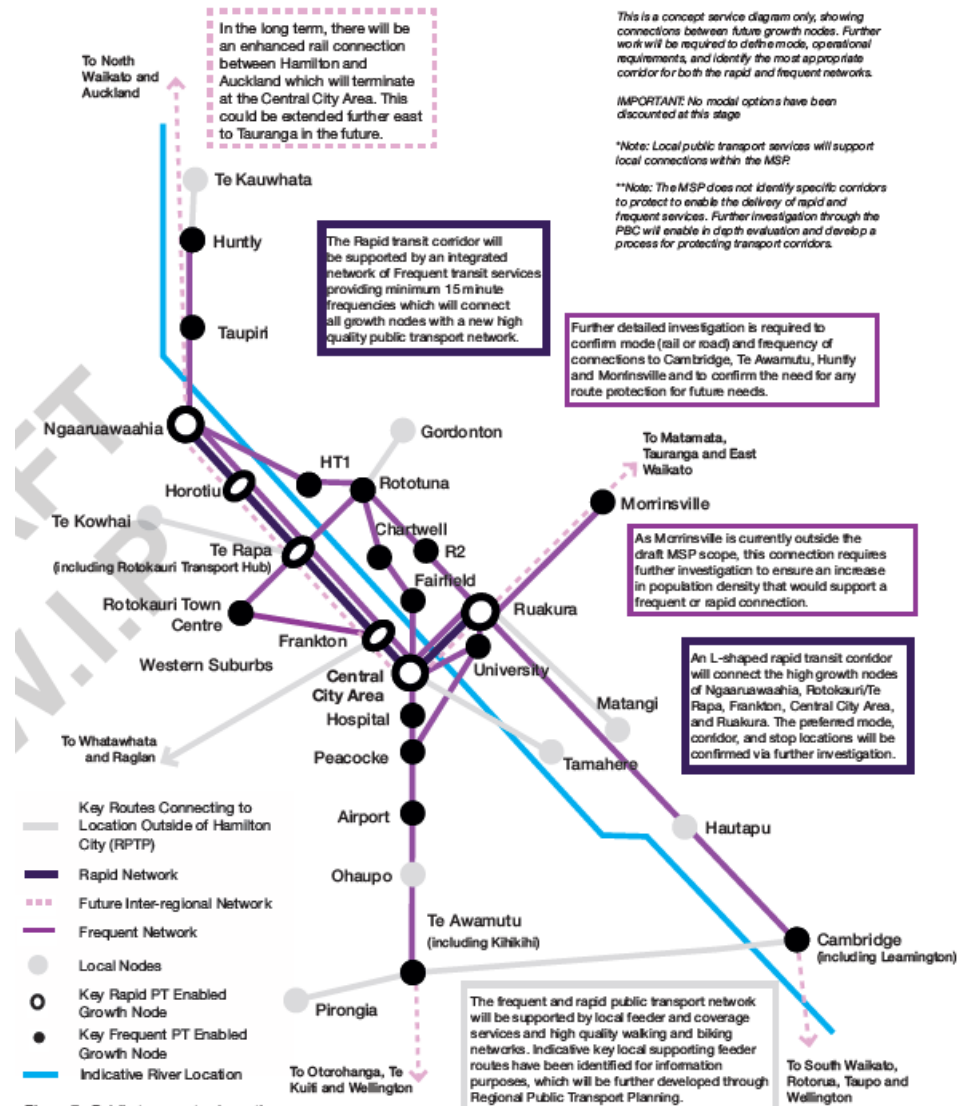


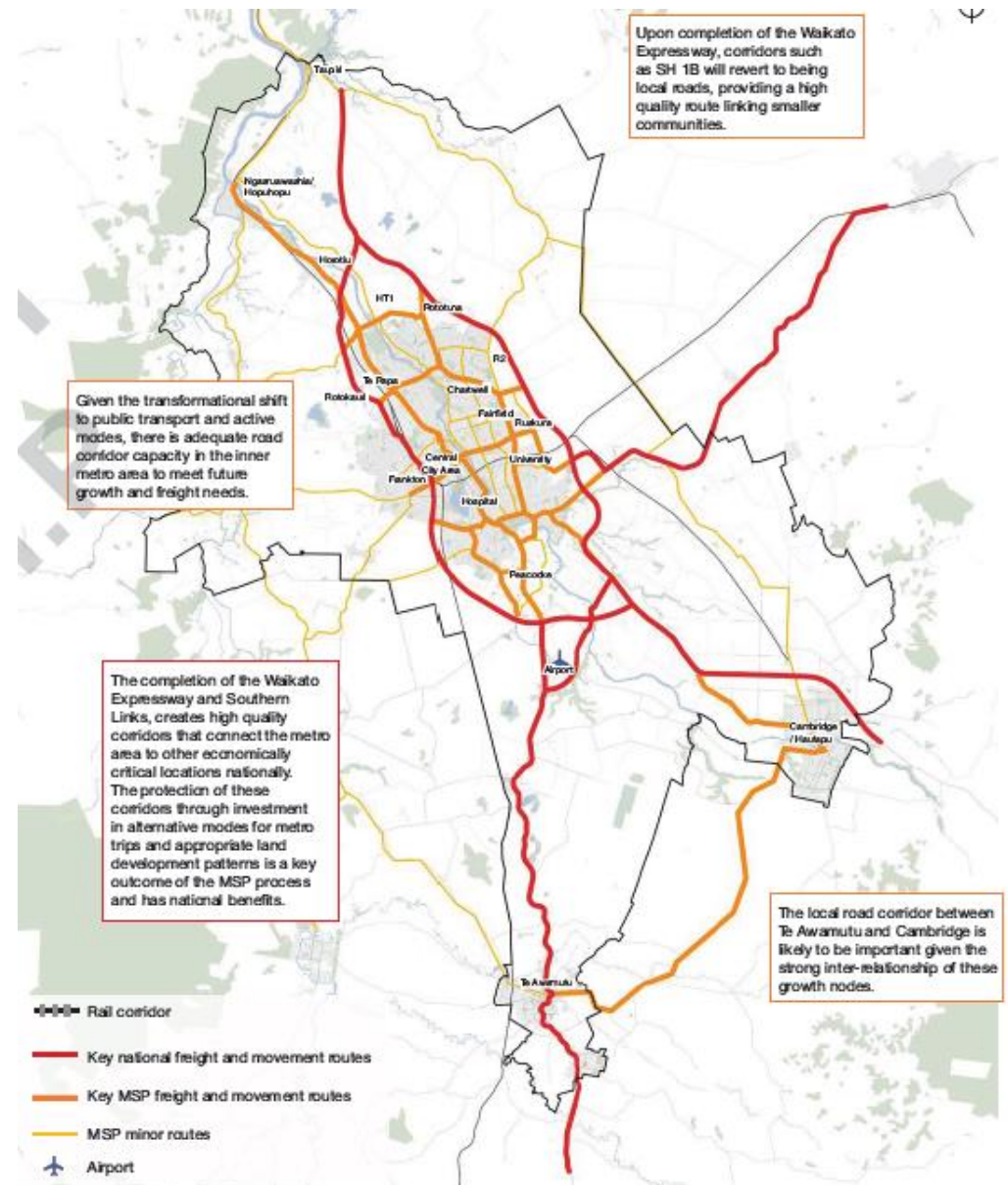
Figure 7: Public transport schematic

Strategic Transport

Protect corridors and sites that may be required over the longer term as the when growth occurs

Spatial Planning Direction

- Place-shaping networks will create the opportunity for a higher density and more diverse urban form.
- Completing the road and rail freight network, such as rail sidings into inland ports, will improve connectivity and efficiency across the freight network.

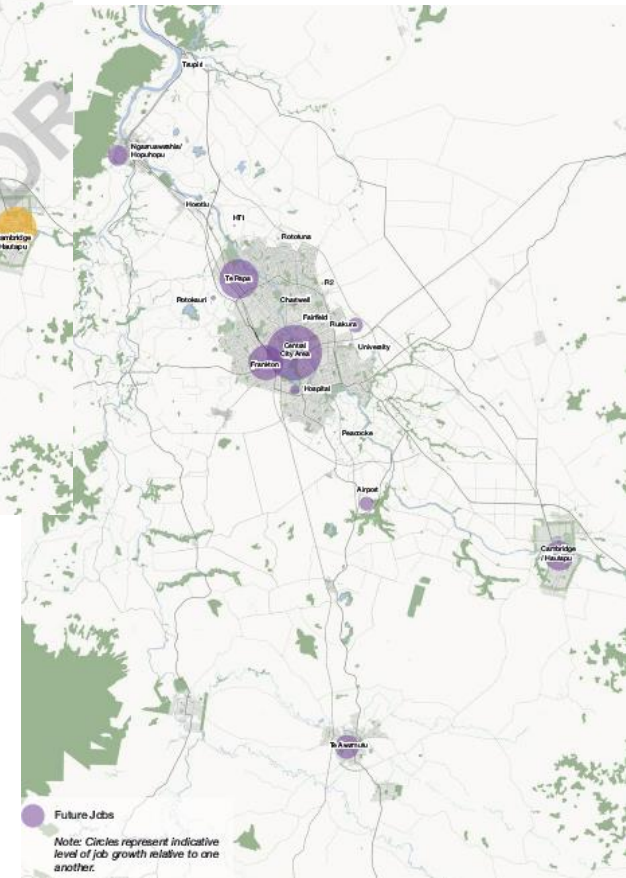
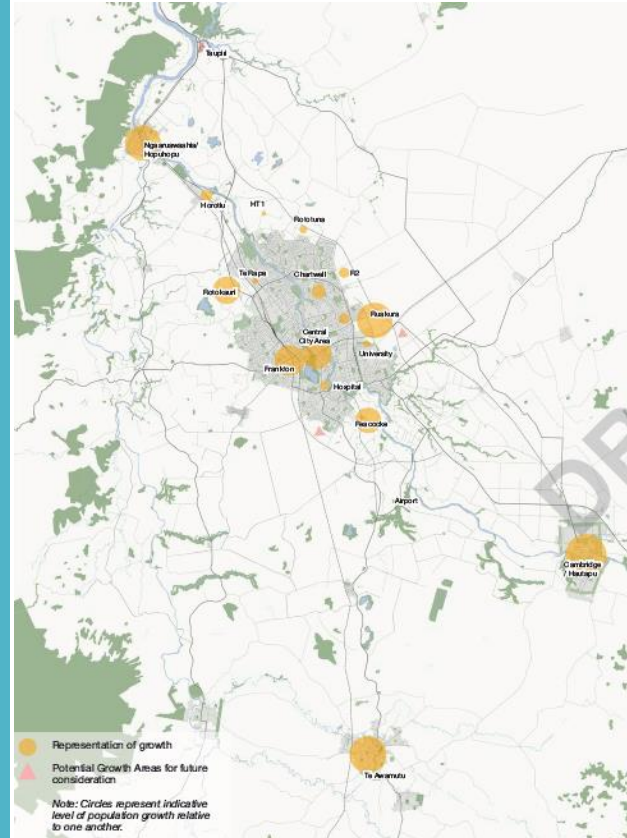


Future Growth Areas

To enable competitive land markets the MSP enables a range of planned and future growth opportunities, both through intensification and expansion.

Spatial Planning Direction

- Future growth areas are purposefully located in areas where the current and future transport infrastructure could provide a high-quality public transport network.
- Sufficient, serviced land to meet the requirements of the National Policy Statement on Urban Development Capacity.
- Compact urban form that accommodates long-term growth and provides high quality social, cultural, economic and environmental outcomes.
- Efficient use of existing infrastructure.
- Access to education and employment opportunities will be enhanced across the metro area.



Visualising density

Visualising density and development - Northern Corridor

Taupiri / Ngaarauwaahia / Hopuhopu

Medium density residential within Metro Centre, supported by Rapid and Frequent Transit



Net density: 40-50 dwellings per hectare



Net density: 30-40 dwellings per hectare



Mixed-use development

Horotiu

Low density residential within Town Centre, supported by Rapid Transit



Net density: 25-35 dwellings per hectare



Net density: 15-25 dwellings per hectare



Net density: 20-30 dwellings per hectare

Te Rapa

Medium-high density residential within Metro Centre, key employment hub and supported by Rapid and Frequent Transit



Net density: 30-50 dwellings per hectare



Net density: 20-40 dwellings per hectare



Net density: 45-65 dwellings per hectare

Rotokauri

Low-medium residential supported by Town Centre and access to Rapid and Frequent Transit



Commercial and retail development



Net density: 30-40 dwellings per hectare



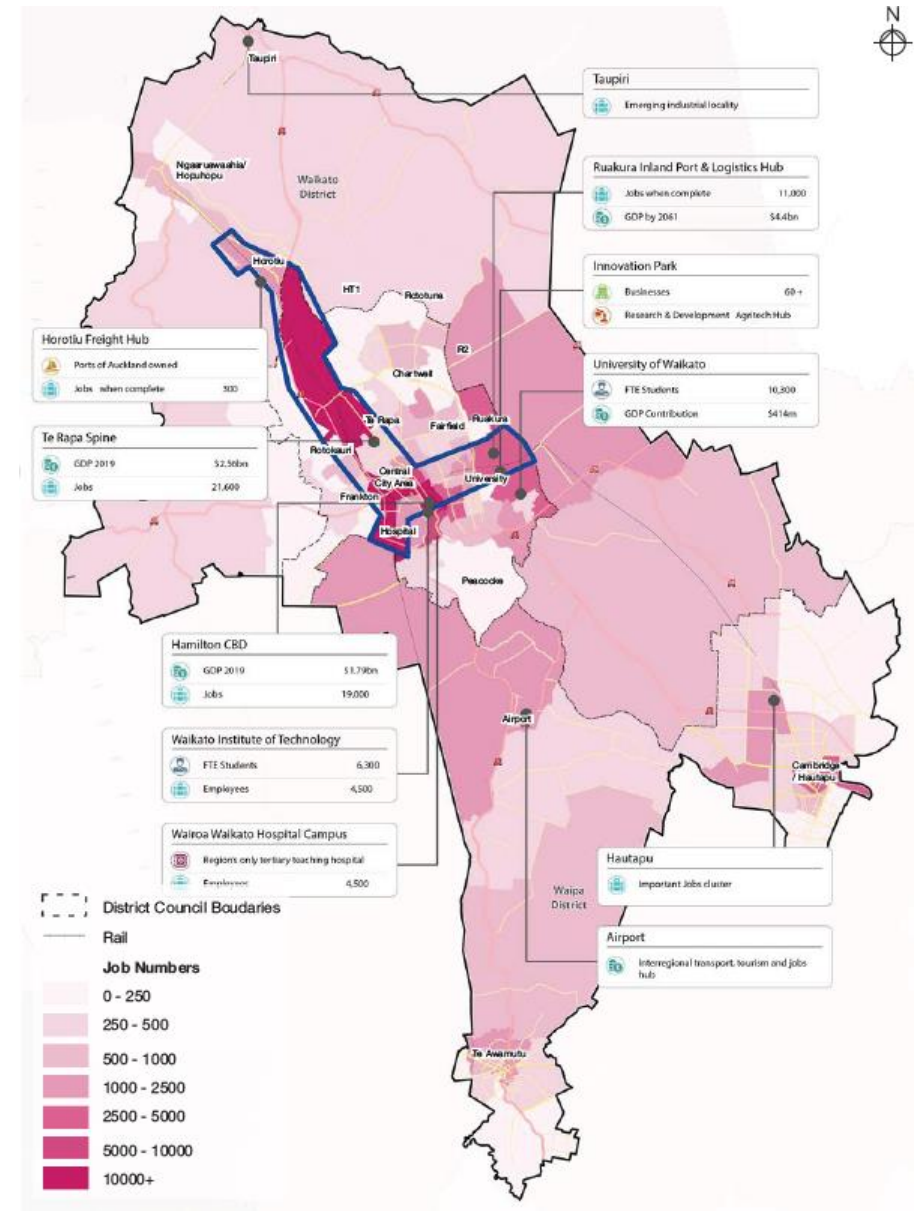
Net density: 30-40 dwellings per hectare

Growing Jobs

To successfully manage future growth at the required pace and scale, the MSP is underpinned by a programme of key lead and enabling initiatives – including economic development.

Spatial Planning Direction

- The development of an economic corridor will build on existing economic strengths in the metro area and drive higher value employment growth.
- Strengthening connections between business services and industries within the economic corridor will support the efficient movement of goods and services.
- The economic corridor will support improved productivity and economic performance.



Implementation approach

Key implementation Area

Priority development areas (PDA)

Key transport and waters initiatives

Land use planning and financing initiatives

Large-scale housing initiatives (outside priority development areas)

Urban growth-related economic development, jobs and skills initiatives

Table 5: Priority development areas - Northern corridor

Northern Corridor (Rotokauri, Te Rapa, Horotiu, Ngaaruawaahia, Hopuhopu, Taupiri)

Ngaaruawaahia/Hopuhopu/Taupiri cluster
Precinct planning to determine TOD opportunities, urban structure layout and transport linkages between Ngaaruawaahia, Hopuhopu and Taupiri.

Rotokauri/Te Rapa Metro Centre

Completion of the railway station, park and ride facilities and investigating alternative land use arrangements to support transit-oriented development.

Table 6: Priority development areas - Central corridor

Central Corridor (Frankton, Hamilton city centre, Hospital, University, Ruakura)

Hamilton Central City Area

Deliver central City place-making initiatives to support increased residential density and provide amenity.

Ruakura

Progress the rezoning of the Tramway Block to provide for initial repurposing of industrial land for higher density residential development.

Investigate alternative land use arrangements for the long-term development of Ruakura, including to the east of the Waikato Expressway.

Table 7: Priority development areas - Ruakura-Central City-Te Rapa-Horotiu Economic Corridor

Ruakura-Central City-Te Rapa-Horotiu Economic Corridor

Investigate alternative planning / financing and economic development frameworks to promote growth along the envisaged Economic Corridor.

Table 8: Priority development areas - Southern corridor

Southern Corridor (Peacocke, Airport, Te Awamutu, Cambridge)

Cambridge West - Hautapu

Complete infrastructure provision for western growth cells. Complete Hautapu structure plans.

Airport

Complete northern precinct structure plan.

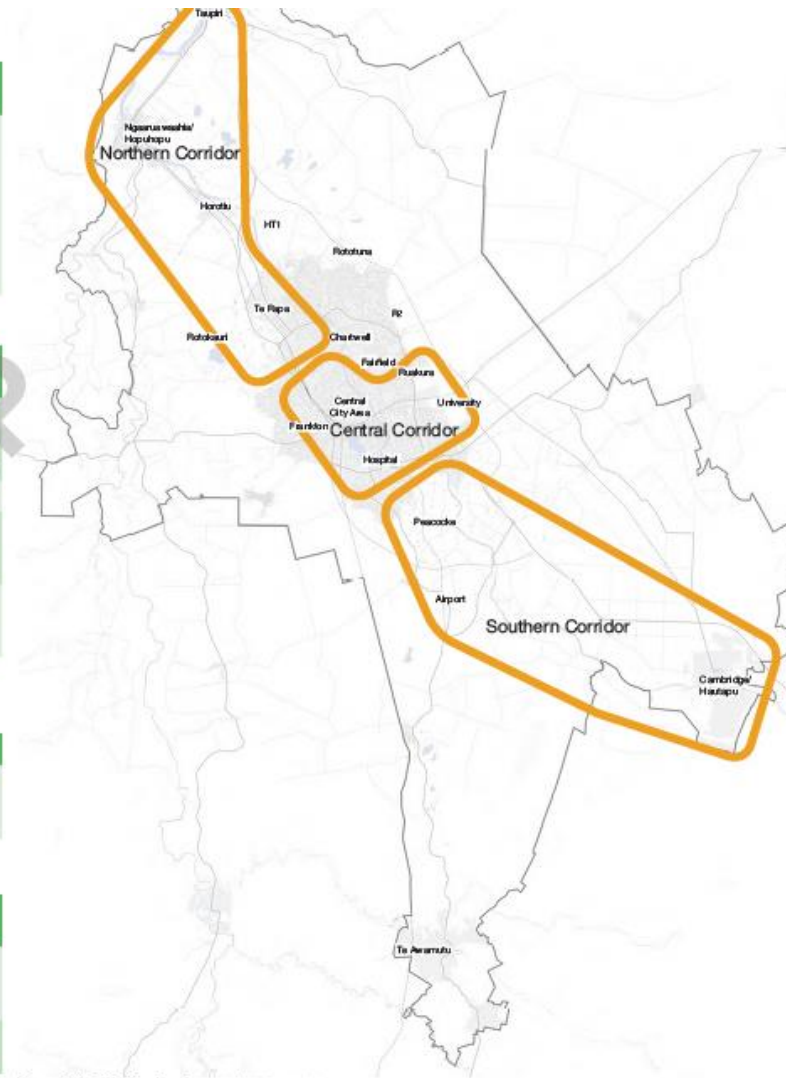


Figure 14: Priority development areas map

Next steps till FPIC September

- Document refinement between now and an next FPIC meeting
- Engagement
 - *Targeted stakeholder engagement*
- Implementation plan / urban growth programme
 - *Continued development of implementation programme*

