



PANMURE

Town centre regeneration

High Level Project Plan

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ABBREVIATIONS

AMETI	Auckland Manukau Eastern Transport Initiative
ACPL	Auckland Council Property Ltd
AT	Auckland Transport
BID	Business Improvement District
CCO	Council-controlled organisation
the council	Auckland Council
HLPP	High Level Project Plan
LTP	Long-term plan
Panuku	Panuku Development Auckland
SHA	Special Housing Area
THAB	Terrace Housing and Apartment Building Zone
TRC	Tāmaki Regeneration Company



1.0

INTRODUCTION



1 INTRODUCTION

This plan seeks to unlock Panmure's considerable potential as a prime location for regeneration. Located between two stunning natural features - Mount Wellington and Panmure Basin - Panmure is situated close to a number of major employment areas including Auckland's CBD.

With many large development-ready sites and a growing demand for new, different types of housing, this plan will build on Panmure's distinct landscape, good infrastructure, transport connectivity, community facilities and local amenities to realise the vision of creating a vibrant town centre that is a great place to live, visit and do business.

As the city's redevelopment agency, Panuku Development Auckland (Panuku) is leading the Unlock Panmure project.

Panmure enjoys strong political and community support for its revitalisation. Panuku developed this High Level Project Plan (HLPP) in close collaboration with Auckland Council, Maungakiekie-Tāmaki Local Board, Mana Whenua, Tāmaki Regeneration Company (TRC) and the Panmure community.

The council family, TRC and the Crown own a concentration of property within the project area, which provides a big opportunity for partnership and to achieve an integrated development.

TRC is leading the delivery of 7500 new houses for Tāmaki's anticipated population increase of 20000 over the next 15-20 years. Major investment as part of the Auckland Manukau Eastern Transport Initiative (AMETI) will get underway later this year with the construction of an urban busway between Panmure and Pakuranga.

In this HLPP we outline the strategic moves Panuku will make to achieve the vision for Panmure over time and working alongside other agencies, local groups and the community.

Those four strategic moves are:

1. Develop a high-quality urban neighbourhood.
2. Reconnect the centre to its community.
3. Enliven the heart of Queens Road.
4. Foster mainstreet vitality and business growth.

Panuku will champion development on surplus council land and buy land strategically to provide development momentum for positive change. We will create a development environment that encourages and supports the private sector to achieve great outcomes.

We will also work with the council to provide fit-for-purpose community facilities, improve public spaces, and connections to and from the town centre. This will help support the vitality of Panmure town centre and grow local businesses.

1.1 MIHI

NAU MAI TAKU ITI. PIKI MAI E TAKU RAHI.
 NĀKU KOE I TIKI ATU I TE PAE-O-TE-RANGI.
 KA TŌIA MAI, KA KŪMEA MAI
 KIA EKE TANGAROA, EKE PANUKU.

Panuku, panuku, kia haumi e, kia hui e
 kia ara mai he tāiki ngāpara.
 Ka whakairihia e te rangi hei hua tipua,
 ka poua ā-whenua hei tupuranga hōu.

Māna e huaki te mana tangata
 e hora ai aku mahi.
 Kia hua ko te pai,
 kia piki ko te ora,
 he tohu kaitiaki o taku tuakiri tuku iho.

Nōku te whiwhi, nōku te hūmārire.
 Ka tūhono a Rangī, ka tūhono ki a Papa,
 taku taura here whanaungatanga;
 he mea nō tua whakarere mai.
 E kore e memeha; tū te ao, tū te pō,
 mauri tau, mauri ora.

WELCOME ONE. WELCOME ALL.
 YOU, FROM BEYOND THE HORIZON I HAVE TAKEN.
 I DRAW YOU NIGH, I DRAW YOU HITHER
 TO RAISE EXPECTATIONS AND TO FULFIL POTENTIAL.

Upward, onward until all is met and done
 and that which rises will endure still.
 From high it heralds divine aspirations,
 grounded in visions of new beginnings.

It empowers in essence our very being
 and pervades all that we have achieved.
 Let good be rife
 and may good health be assured,
 as guardianship defines a legacy given.

As destiny beckons, peace is mine.
 The sky itself seems to greet the earth,
 epitomising all I hold and revere;
 a token from that distant past.
 It abides as day and night without fail,
 with a gentle heart and a lively spirit.

1.2 SHAPING SPACES FOR AUCKLANDERS TO LOVE

Panuku Development Auckland’s structure is the first of its kind in New Zealand.

We work across multiple locations and scales – from large, long-term urban renewal projects, to small projects on specific sites. We operate in a commercial way but with good public outcomes. We make a profit and deliver returns to the council, but at the same time ensure developments and community outcomes are positive and sustainable.

Panuku has been established to provide leadership and remove barriers to enable urban transformation. We will pilot ideas to advance council objectives in affordable housing, housing for older people and iwi partnerships. We have the backing of council finances, which allows us to borrow at low cost and obtain funding through Auckland’s 10-year budget process. We can structure the delivery of projects in a way that helps fund public-good outcomes.



TRANSFORM

Creating change through urban renewal

We lead the transformation of select parts of our region; working alongside others and using our custodianship of land and planning expertise.

E.g. Wynyard Quarter



UNLOCK

Unlocking development potential for others

We are the facilitator; using our relationships to break down barriers and influencing others, including our council family, to create development opportunities.

E.g. Old Papatoetoe



SUPPORT

Making the most of what we’ve got

Intensification is a key driver in the Auckland Plan. We support housing demands by enabling development of council-owned land.

E.g. Link Crescent, Whangaparāoa

1.3 PANUKU – WHO WE ARE

Panuku Development Auckland is a council-controlled organisation of Auckland Council that helps to rejuvenate parts of our city.

We manage about \$2 billion in land and buildings that the council owns. We continually review this portfolio to find smart ways to generate income for the region, grow the portfolio or release land or properties that others can use better.

It's important we understand the communities in which we work. Panuku identifies development opportunities, and plans and prepares the ground to attract private investment and make it easier for others to develop houses and commercial buildings. Together with our partners, we unlock the full potential of this land to create spaces for Aucklanders to love.

Auckland is experiencing significant housing and infrastructure pressures as a result of rapid growth. About 800 people move to Auckland each week, and current projections suggest the population could reach 2.01 million by 2033 – an increase of more than 517,000 people within the next two decades.

To cater for this growth, we need a step change in urban renewal and intensification of town centres and brownfields. Panuku has the role and mandate to address this challenge.

LIKE THE NAME SAYS

We're the first Auckland Council organisation whose name represents what makes us unique as a New Zealand-based company: our connection to Māori culture and identity.

Development Auckland clearly states what our organisation is about, while Panuku is an abbreviated form of the whakataukī, or proverbial saying, Eke Panuku, Eke Tangaroa!

This saying acknowledges unseen energies from the realm of the land and sea, which are often called upon through Māori oratory traditions to help invigorate, inspire and manifest success, excellence and progress within groups.

Our organisation, like a waka, not only requires strength to move forward, but skill to navigate, balance to ride smoothly and teamwork to propel.

1.4 WHY PANMURE?

Panmure was chosen as an Unlock location for the following reasons:

- Major public investment is planned as part of the Tāmaki urban transformation led by TRC, a joint venture between the Government and the council to build 7500 new homes and new community facilities over the next 15-20 years. Other significant public investment includes AMETI.
- There has been a high level of local board planning and there is political and community support for change.
- The town centre is strategically located, with good infrastructure and access to public transport. Panmure is positioned between Mount Wellington and Panmure Basin, providing mountain and water connections to the Tāmaki River and Waitematā Harbour.
- There is a good range of local services, leisure and recreational facilities, including council facilities that can be enhanced to support future growth in the area.
- There are council and Crown landholdings that can act as catalysts for private sector investment and redevelopment.
- There is a good level of market attractiveness for residential development, with demand for different housing types (e.g. terraces and apartments).





2.0

PURPOSE OF THIS PLAN

2.0 PURPOSE OF THIS PLAN

The purpose of this HLPP is to outline the short, medium and long-term goals for the Unlock Panmure project.

The plan was endorsed by Maungakiekie-Tāmaki Local Board in February 2018 and Auckland Council's Planning Committee March 2018.

It is the central project initiation document used to detail key strategic moves and seek approval for any additional actions in Panmure. These actions include buying and selling sites and undertaking further detailed project planning, design and analysis.

In addition, this HLPP aims to summarise the projects proposed to achieve the redevelopment of Panmure and seeks to:

- Outline the context of what is proposed, including the strategic rationale for decision-making, information about any existing statutory or non-statutory plans that inform the proposal, known market opportunities, statutory issues and stakeholder requirements.
- Provide a vision and supporting principles, goals and strategic moves to guide the work programme for this project.
- Describe existing and proposed projects, including specific properties involved and any anticipated high-level outcomes or benefits.
- Describe the approach to place-led engagement.
- Outline the proposed high-level funding strategy.



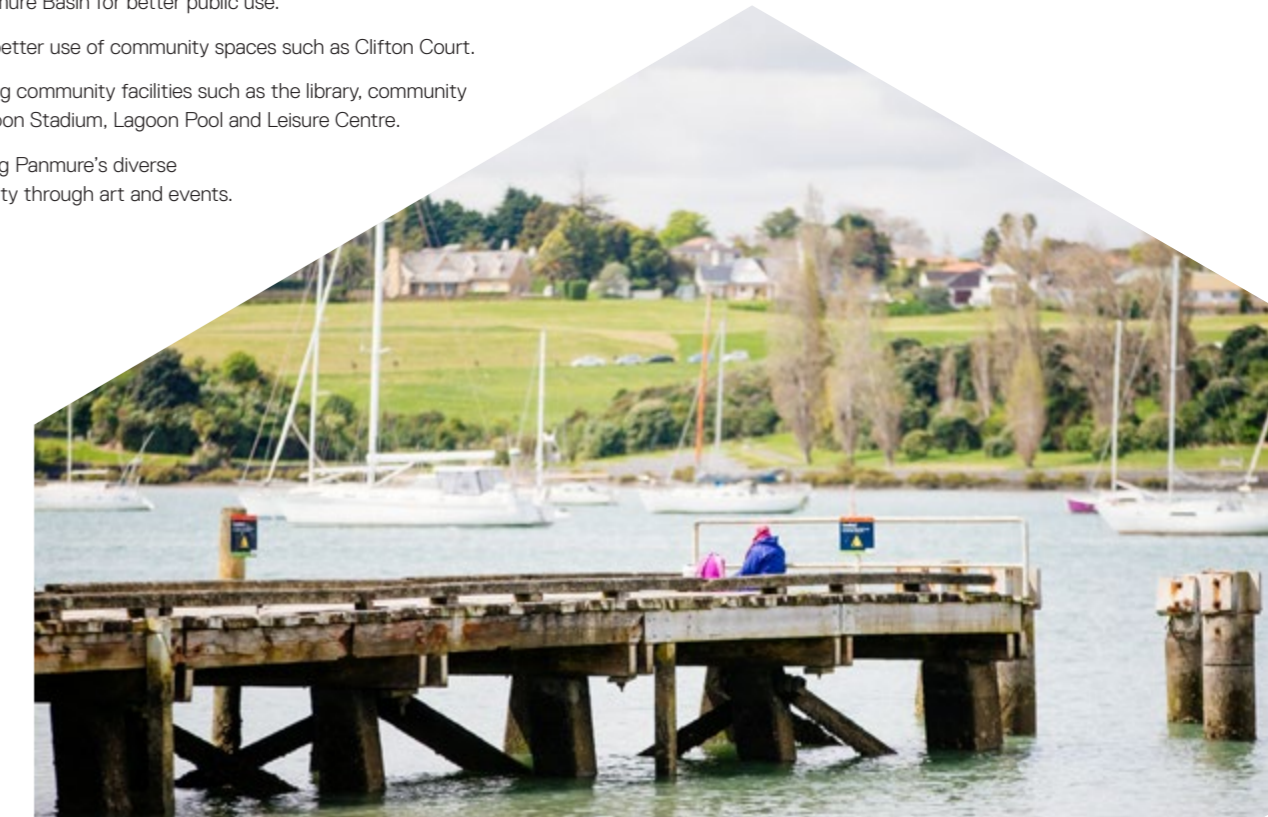
2.1 DEVELOPING THE UNLOCK PANMURE STORY

Panuku has worked closely with Maungakiekie-Tāmaki Local Board, TRC and the local community in shaping the future plans for Panmure town centre.

Community sessions and an online survey were open between October and December 2017, enabling people who visit, work and live in Panmure to share their thoughts. More than 280 people completed the survey and expressed their views on local connections, safety, community facilities and places to visit.

What we heard from the community captured the things they value and their many good ideas to make the local centre a better place. These include:

- A local supermarket and a greater variety of shops to restore a greater sense of safety and vibrancy in the town centre, especially on the western side of Queens Road.
- Planning for better connections between the train station, town centre, and the places where people bring their families for recreation.
- Making the most of proximity to Mount Wellington and Panmure Basin for better public use.
- Making better use of community spaces such as Clifton Court.
- Upgrading community facilities such as the library, community hall, Lagoon Stadium, Lagoon Pool and Leisure Centre.
- Reflecting Panmure's diverse community through art and events.





3.0

VISION



3.0 VISION

This HLPP builds on extensive work completed to date including the Maungakiekie-Tāmaki Local Board Plan and the Tāmaki Reference Plan.

It outlines Panuku's intention to:

Create a vibrant centre that is a great place to live, visit and do business.

This will be done by building on Panmure's distinct landscape, good infrastructure, transport connectivity, community facilities and local amenities.



4.0

CONTEXT

4.1 BACKGROUND AND LOCATION

Panmure has a rich history and culture and enjoys a strong sense of community. Originally a port town, Panmure was once considered as the potential new capital for New Zealand. The town centre sits within the dramatic embrace of Mount Wellington and Pamure Basin and has a proud heritage as a strategic transport stop for rapid access by canoe to the Waitematā Harbour and the west coast.

As Auckland grew eastwards, the first Tāmaki River bridge was built in 1865, with train services coming to Panmure in 1873. Housing and industry expansion grew hand in hand, with the Mount Wellington district sometimes called 'the home of modern industry'. Leading nationwide manufacturers and distributors were based there, such as Alex Harvey Industries, Fisher & Paykel, Mason & Porter Ltd (Masport), Dulux and Berger paints, and British Motor Corporation. Over four years, 80 shops were built in the Panmure town centre and 20 offices were established.

Panmure continued to grow as a busy and prosperous town, supplying all the needs of local residents and rivalling Queen Street in the CBD. However, industry slowly relocated through the 1980s, with cheaper land opening in East Tāmaki and Manukau. As nearby shopping malls increased, Panmure town centre's vibrancy and appeal slowly declined.

Today Panmure is a humble local centre surrounded by low-density residential and light industrial areas. Its residents enjoy a relaxed setting just outside the city while maintaining great access to the city's amenities. Panmure is community oriented, with a large range of services and local opportunities to get involved in. Its shopping areas offer a range of day-to-day necessities, clothing, speciality stores and an array of ethnic eateries. The area's parks and domains are popular and provide excellent recreational opportunities for families.

The past decade has seen significant transport investment, with Panmure Station and bus interchange completed in 2014 as part of the first stage of AMETI. These are valuable assets for the centre, giving Panmure residents exceptional public transport connection to wider Auckland.

Panmure lies in the Tāmaki urban transformation area, one of 10 Spatial Priority Areas in the Auckland Plan. The transformation will contribute to that plan by increasing the number of homes and creating a quality town centre prided by locals.

4.2 MANA WHENUA

Mana Whenua play an integral cultural, social and economic role in unlocking the potential of Panmure. Engagement with Mana Whenua has contributed to defining the overall goals of this project.

Mana Whenua has a strong historical footprint in Panmure and seek to build on this association through involvement in development which recognises their values and draws on Te Aranga Māori design principles.

Increasingly, as Te Tiriti o Waitangi/the Treaty of Waitangi settlements are reached, and through cultural and commercial redress, Mana Whenua can be leaders in revitalisation and placemaking. It is important that their input into decision-making processes enables opportunities for Mana Whenua contribution within the market. These opportunities may extend to joint ventures, land purchase and development.

The 12 Tāmaki Makaurau Mana Whenua iwi and hapū listed have interests in the broader Panmure area. Panuku will endeavour to work in partnership with these iwi/hapū towards best care for land, water and people throughout planning and implementation of land development in Panmure.

- Ngāi Tai ki Tāmaki
- Ngāti Maru
- Ngāti Pāoa
- Ngāti Tamaoho
- Ngāti Tamaterā
- Ngāti te Ata
- Ngaati Whanaunga
- Te Ākitai Waiohūa
- Te Kawerau ā Maki
- Ngāti Rehua
- Waikato-Tainui
- Te Ahiwaru



4.3 CULTURAL NARRATIVE

Mana Whenua engagement on the Unlock Panmure project has articulated a cultural narrative specific to the area. This narrative provides an overview of the association Mana Whenua has with Panmure and its wider surrounds.

TE TAUOMA – PANMURE

The pūrākau or story of place brings forward the essence of place, its whai me te pai rawa – glory and splendour. We are all associated to places which resonate deeply with us. The following pēpēha describes the identity of one who has a deep affinity to Tauoma.

Ko Maungarei te Maunga
Ko Te Waitematā te Moana
Ko Wai Mokoia / Te Wai o Taiki te Awa
Ko Mokoia me Mauinaina ngā Pā Tawhito
Ko te Waipuna-a-Rangiātea te Puna Wai Māori
Ko te Moko-Ika-Hikuwaru te Taniwha

Te Tauoma is associated with occupation of the **Wai o Taiki** (Tāmaki River) and Panmure area, as it relates to Mana Whenua. Te Tauoma is said to be the name of the original hill (now quarried away) next to **Maungarei** (Mount Wellington). As a geographical area, it is said to encompass Maungarei, Panmure, and the area along the western side of Tāmaki River to the **Waitematā** Harbour. The coastal environment and pā, as well as the portages and pathways connecting the various features and tupuna maunga, continue to be highly valued.

The volcanic cones of Tāmaki Makaurau are referred to in the Tāmaki Makaurau Collective Settlement as the Tūpuna Maunga, recognising their ancestral importance to Mana Whenua of Tāmaki Makaurau. The volcanic features are cultural and spiritual tāonga or resources for Mana Whenua. The maunga provided sites for defensive pā and māra (gardens) and were symbols of mana and identity.

Maungarei (Mount Wellington) is one of these significant maunga and the most visible feature on this area’s landscape. Occupation by Mana Whenua would have included using the maunga as a pā, and the lower slopes for customary activities including māra and wāhi tapu.

The pa of Maungarei and Te Tauoma were both occupied by the ancient confederation of tribes known as Te Waiohū through to the 18th Century. This began with the paramount chief and progenitor of Te Waiohū, Huakaiwaka and his ancestors, and ended with the final paramount chief of Te Waiohū and progenitor of Te Ākitai Waiohū, Kiwi Tāmaki.

The maunga in this region were positioned to look across Tāmaki Makaurau in all directions - over the Manukau Harbour to the south, the Tāmaki isthmus to the west and Tīkapa Moana (Hauraki Gulf) in the north and east.

Kai-a-Hiku (Panmure Basin) is the food bowl for the taniwha ‘Moko Ika Hikuwaru’.

“Kai-a-Hiku was named by **Taikehu**, a Chief aboard the Tainui waka. On his travels along the Te Wai o Taiki, Taikehu found the taniwha **Moko Ika Hikuwaru** feasting on fish trapped in the basin and therefore named the basin after this event. The taniwha made his den in the deep pool at the entrance to the Basin and this place is known as **Te Kopua a Hiku** and is where the taniwha resides to this day. Taikehu and those with him drank from a spring that feeds into the Basin and named it **Te Waipuna a Rangiātea** in memory of their home Rangiātea in Hawaiiki.”¹

Panmure Basin is also known as Te Kai o Hikuwaru (abbreviated to Kai-a-Hiku) and Te Wai Roto o Moko Ika.

In the time of Te Waiohū, Te Kai o Hikuwaru was used as a waka (canoe) carving and landing site. An entire fleet of canoe were sculptured and maintained at the whare waka (canoe house) for the paramount chiefs of Te Waiohū through to the time of Kiwi Tāmaki.

Te Waiohū also occupied and cultivated the nearby lands at Waipuna down through to Ōtāhuhu to take advantage of both the Manukau Harbour to the west and Te Wai o Taiki to the east.

The presence of taniwha is a deep and respectful association to ancestral lands, sites of significance, wāhi tapu and tāonga. This recognises the significance of Kai-a-Hiku, its associated waters and lands:

*“The entrance to Kai-a-Hiku also has cultural significance due to their association with the **kawau** (black shag), which are said to represent/hold spirits/wairua of Ngāti Pāoa tūpuna. Pōhutukawa trees that align the edge of Kai-a-Hiku entrance are associated with roosting habitat for the kawau.”²*

Te Wai o Taiki (Tāmaki River) was an important strategic transport route, being easily navigable for waka. It provided good access to Waitematā and Hauraki on the east coast, as well as connecting to the land portage links to Manukau Harbour on the west coast. As such, the Tāmaki River was a culturally and spiritually important waterway to all Mana Whenua.

“Te Wai o Taiki is associated with the Tainui waka, drawn over this portage in its crossing from the east coast to the west coast. Te Wai o Taiki was navigated by both the Tainui and Te Arawa waka. The narrative of Tainui’s journey around the Waitematā Harbour and ultimately into the Tāmaki River and across the Ōtāhuhu portage recording the journey of the Tainui waka around the Waitematā Harbour, events surrounding its journey into the Tāmaki River and the Ōtāhuhu portage.”

Various features within and surrounding the Tāmaki River and Manukau Harbour are named and associated with the voyage of Tainui and Te Arawa waka, their crew and descendants. These places are imbued with the mana associated with the Tainui waka and serve as important sites and tāonga to those iwi and hapū who retain customary authority over those places today.

The Waitangi Tribunal Manukau report (Wai 8) also conveys the spiritual link to these places and their importance to the customs and identity of Mana Whenua:

“One of the markers of Māori identity, then and now, has been their ability to trace (preferably by recitation of chants) ancestral genealogy or whakapapa from particular canoes and landforms, in the process marking ancestors, marriages, offspring, events,

mountains and waterways that form tribal history. In their particular philosophical view, Māori are not separate from nature or the natural world. They are part of the natural world because they are all born of Papatūānuku (the Earth Mother). The idea of being born from the earth is the foundation for whakapapa and relates the environment with people. ... identity is thus bound into Auckland’s volcanic cones and the extensive gardens that surrounded them, together with the Manukau harbour and the land portage--Te Tō Waka (the dragging place for canoes)--between the two Auckland harbours, the Waitemata and the Manukau. This portage from east to west was a main highway throughout pre-European times and access to the Manukau Harbour gave canoes access to the wider west coast as well as through another small portage to the Waikato River, and so to the interior of New Zealand. These historical stories give shape and meaning to the lives of [tribes]. They form their whakapapa, on which they draw in their goal to be enabled to live as Māori.”

Mokoia Pā and its landscape hold numerous stories in the history of Tāmaki and New Zealand. Next to the Panmure Basin and Tāmaki River, the pā is a significant feature for all Mana Whenua, especially Ngāti Pāoa where the pā was a major stronghold and also a place of grief following a battle with Ngā Puhī.

One account locates Mokoia Pā as a headland pā at the entrance to the Panmure Basin, with Mauinaina on the hill where the Church of England now stands. However, the names are used to describe the same location. Another account from Ngāti Pāoa has Mokoia encompassing the pā and the area around the lagoon, with Mauinaina being the kāinga that extended along the Tāmaki River.

For Ngāti Pāoa, Mokoia Pā remains an important tūrangawaewae, but it also represents a time of major change and grief. The tapu is such that it is a place to be respected, and any desecration of the tapu is a takahi (to undermine) of Ngāti Pāoa mana.

In the early 19th Century, many descendants of Te Waiohū lost their lives defending Waipuna and Te Tauoma against invading tribes from the north armed with muskets.

It is envisaged that the cultural narrative provides context for ongoing discussion with Mana Whenua as part of future implementation, in particular through:

- expressing Mana Whenua cultural associations
- pursuing development consistent with Te Aranga design alongside Mana Whenua principles and guidance
- favouring a people-centred environment that supports community-building and an awareness and respect for the natural environment
- improving stormwater management, which should be an integral and visible part of the projects.

4.4 PROJECT AREA

The Unlock Panmure project area is 43 hectares (ha) and covers the town centre mainstreet of Queens Road, Panmure transport interchange and a commercial area to the west.

Auckland Council owns 7.3ha and the Crown 3ha of landholdings within the project area outlined in (see Figure 1).

- Community facilities include Panmure Library, Panmure Community Hall, Stone Cottage, Lagoon Pool & Leisure Centre, and Lagoon Stadium.
- Transport assets include the Panmure interchange, two formal Park and Ride sites, two informal park and ride sites, and five public carparks.
- Land along Lagoon Drive has also been acquired for implementing the AMETI busway (Panmure to Pakuranga).

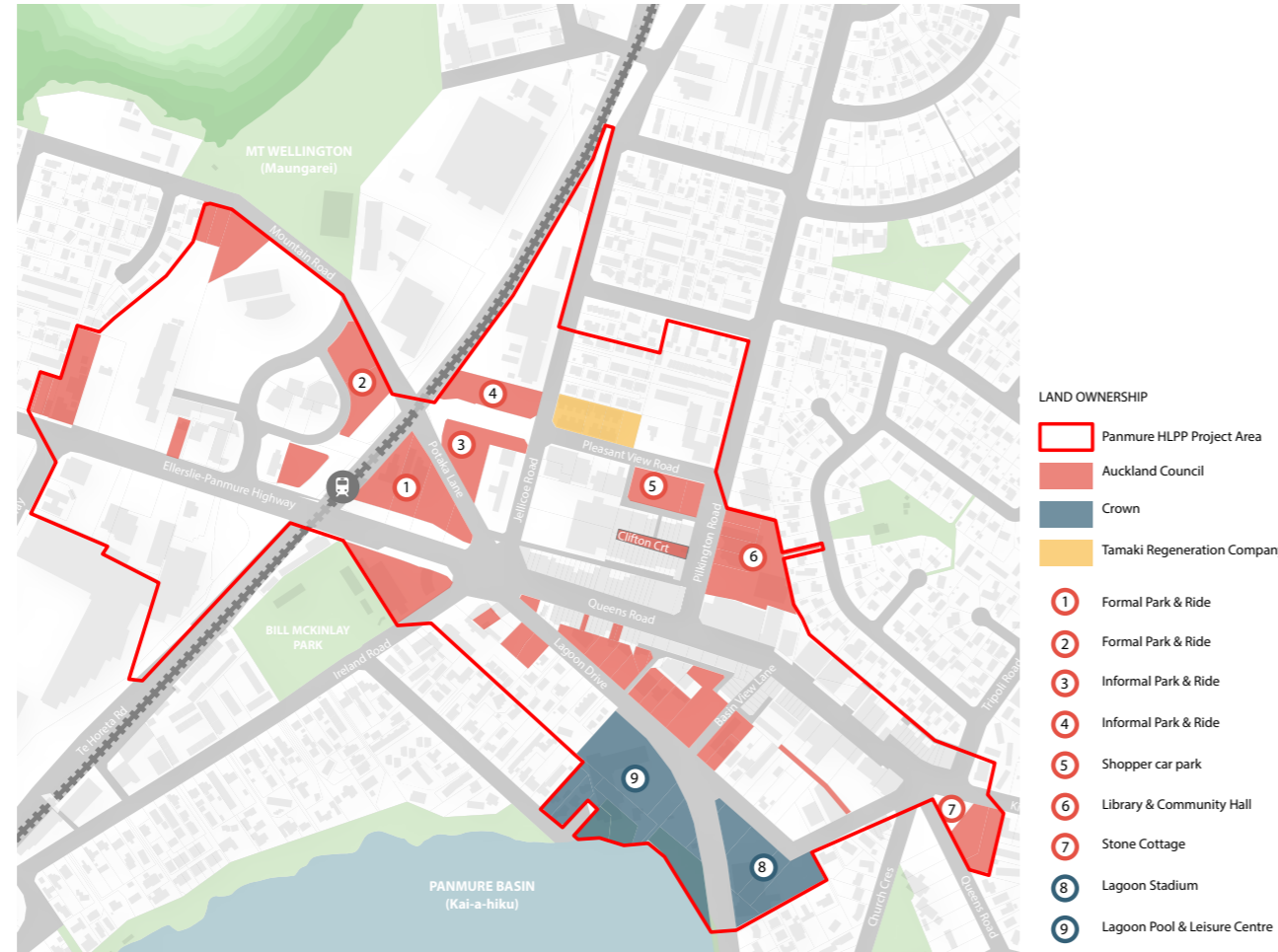


Figure 1: Project area

4.5 PLANNING

A number of statutory and non-statutory plans and policies have considered the strategic role and structure of Panmure. These plans reflect a broad understanding of Panmure as a town centre with significant potential for growth.

Auckland's more recent planning vision and regimes reinforce this direction for Panmure, with proposed zoning that supports the growth and intensification of the centre.

The Auckland Unitary Plan confirms a strategic direction to enable intensification of the wider project area. The zoning provides for a town centre zone with urban development along the centre's mainstreet Queens Road, surrounded by mixed-use and terrace housing and apartment buildings zoning.

There are a number of volcanic viewshafts that impact on Panmure town centre. These restrict most building in the centre to a height of 15m or below (see grey highlights in Figure 3). In some areas (highlighted purple in Figure 4) building to a height limit of 27m is permitted. All other areas within the centre have a variable height limit between 15m and 27m, depending on viewshaft contours.

The Unitary Plan specifically requires that issues of significance to Mana Whenua are addressed in respect to the Te Tiriti o Waitangi/the Treaty of Waitangi partnerships and participation. This means integrating mātauranga and tikanga Māori into sustainable management of the natural and physical environment; economic, social and cultural development; and protection of Mana Whenua cultural heritage.

Enabling provisions	
Auckland Plan	Panmure is identified as a town centre and an area of moderate change
Unitary Plan	Zoned Town Centre, with a portion of the centre permitted to 27m through the Height Variation Control, surrounded by mixed-use and Terrace Housing and Apartment Buildings Zone (THAB).
Maungakiekie-Tāmaki Local Board Plan	Supports quality infrastructure investments to match growth. Prioritises securing funding to develop a civic space and community facilities in the heart of the town centre.
Tāmaki Open Space Network Plan	Supports investment in replacing the community centre, recognising the need for aquatic and leisure facilities
Community Facilities Network Plan	Supports investment in investigating library and indoor leisure provision, recognising the fit-for-purpose issues and the condition of existing facilities



4.5 PLANNING

Unitary Plan Zones in Panmure town centre.

- Railway (25,000)**
- Railway (25,000)
- Roads (8,000)**
- Roads (8,000)
- Parcels**
- Parcels
- Property Boundaries**
- Property Boundaries
- Indicative Coastline (I)**
- Indicative Coastline (I)
- Rural Urban Boundary (RUB)**
- Rural Urban Boundary (RUB)
- Zones**
- Residential - Large Lot Zone
- Residential - Rural and Coastal Settlement Zone
- Residential - Single House Zone
- Residential - Mixed Housing Suburban Zone
- Residential - Mixed Housing Urban Zone
- Residential - Terrace Housing and Apartment Buildings Zone
- Open Space - Conservation Zone
- Open Space - Informal Recreation Zone
- Open Space - Sport and Active Recreation Zone
- Open Space - Civic Spaces Zone
- Open Space - Community Zone
- Business - City Centre Zone
- Business - Metropolitan Centre Zone
- Business - Town Centre Zone
- Business - Local Centre Zone
- Business - Neighbourhood Centre Zone
- Business - Mixed Use Zone
- Business - General Business Zone
- Business - Business Park Zone
- Business - Heavy Industry Zone
- Business - Light Industry Zone
- Future Urban Zone
- Green Infrastructure Corridor (Operative in some Special Housing Areas)
- Rural - Rural Production Zone
- Rural - Mixed Rural Zone
- Rural - Rural Coastal Zone
- Rural - Rural Conservation Zone
- Rural - Countryside Living Zone
- Rural - Waitakere Foothills Zone
- Rural - Waitakere Ranges Zone
- Strategic Transport Corridor Zone
- Special Purpose Zone
- Coastal - General Coastal Marine Zone [rcp]
- Coastal - Marina Zone [rcp/dp]
- Coastal - Mooring Zone [rcp]
- Coastal - Minor Port Zone [rcp/dp]
- Coastal - Ferry Terminal Zone [rcp/dp]
- Coastal - Defence Zone [rcp]
- Coastal - Coastal Transition Zone
- Water [l]
- Hauraki Gulf Islands
- Road [l]
- Lakes**
- Lakes
- Base Region Auckland Council (5m)**
- Land Outside
- Water
- Region Cache Public Open Space Extent**
- Region Cache Public Open Space Extent

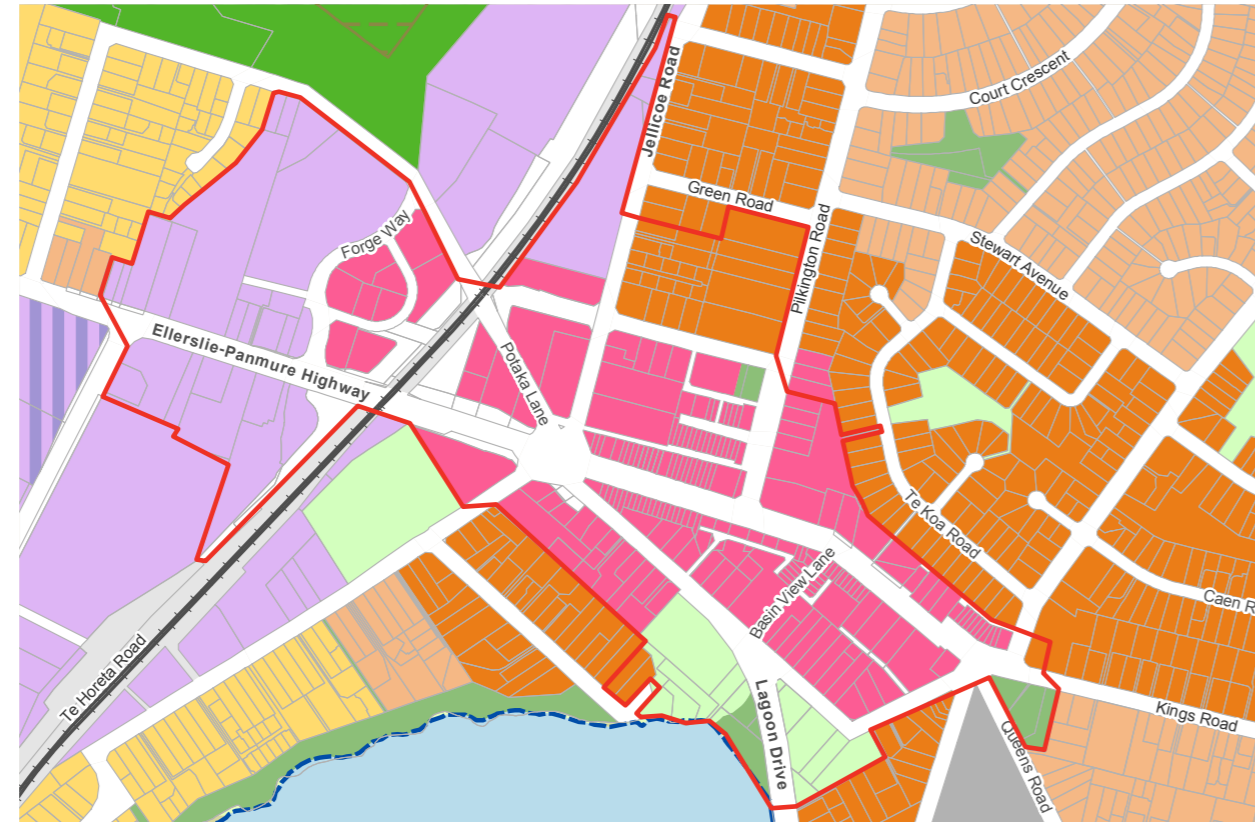


Figure 2: Unitary Plan zones

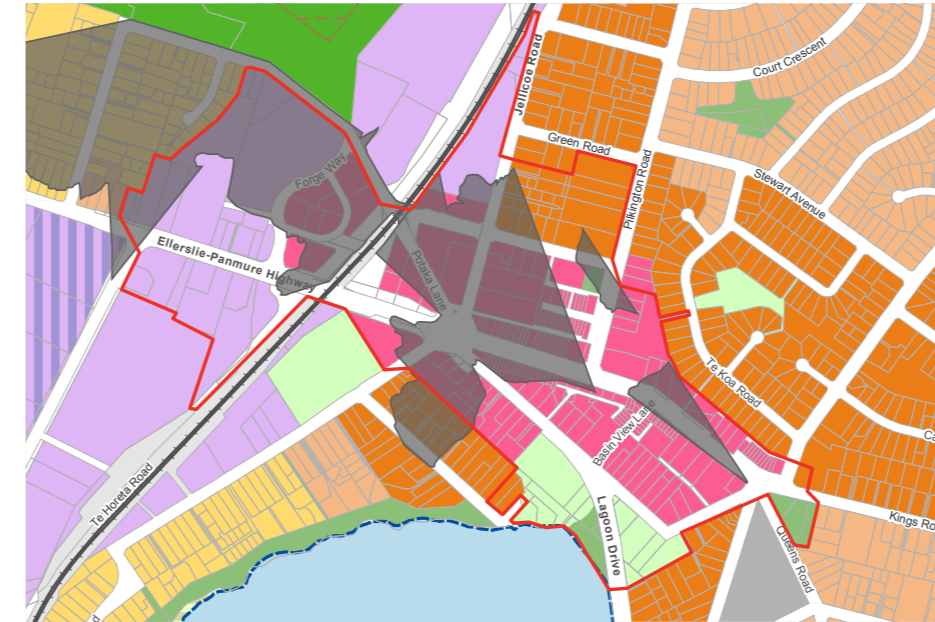


Figure 3: Volcanic viewshafts - areas restricted to 15m or below (grey)

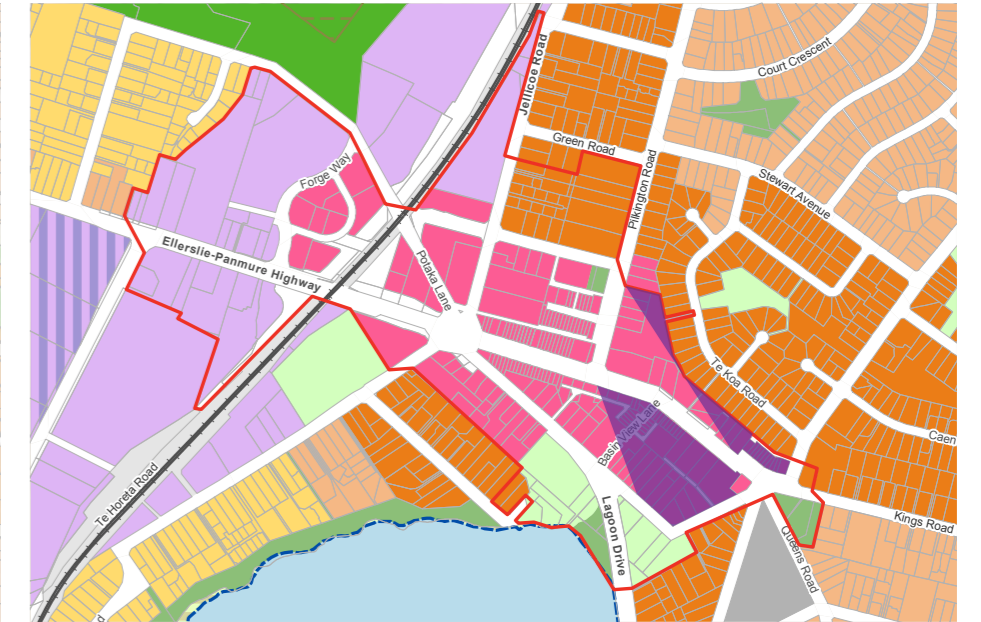
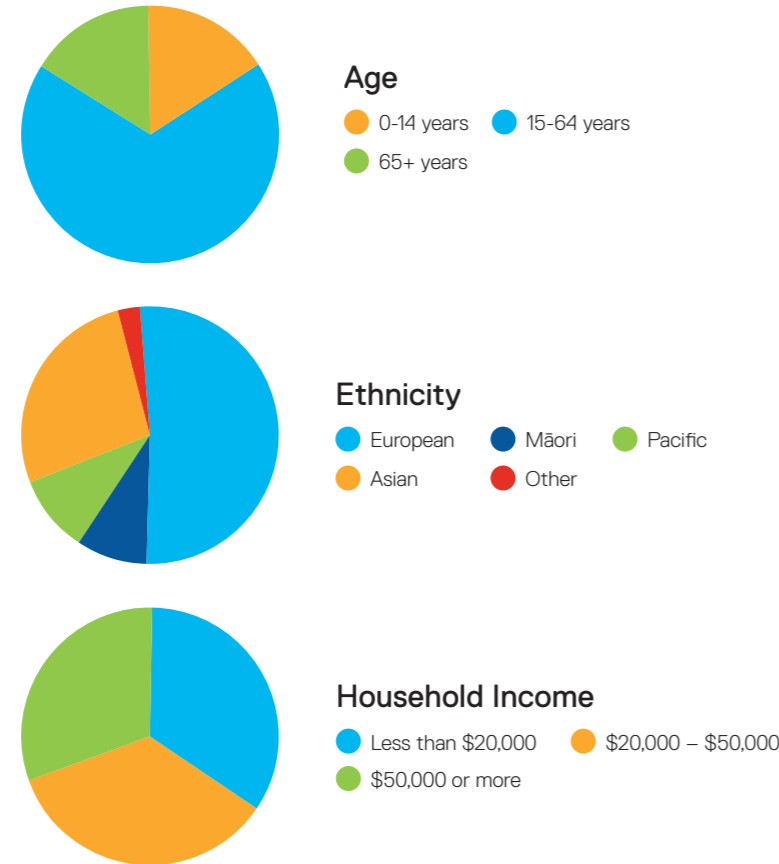


Figure 4: Volcanic viewshafts - areas permitted to 27m (purple)

4.6 THE PANMURE COMMUNITY

Panmure's current population of 4226 is expected to rise by 93 per cent to 8175 by 2046. Its population growth has been relatively slower than the wider region, increasing at a compounded annual growth rate of only 1.35 per cent from 2013 to 2017, when Auckland grew at 2.8 per cent.

The area has a high proportion of working-age group people and it has a similar ethnic composition to wider Auckland, with a marginally lower Māori population (9.2 per cent). European remains the largest ethnic group. Diversity in ethnicities has grown between 2001 and 2013, with Asian and minority ethnicities increasing by 15.5 per cent.



4.7 MARKET DYNAMICS AND HOUSING DEMAND

Panuku has identified Panmure as an area for growth, Panmure is among the next suburbs in Auckland where demand for more residential and business development is expected to increase.

The average tenure of residence is split between 45 per cent staying one to four years, and 43 per cent staying 5 to 10-plus years. (12 per cent of people indicated 'other' in the research statistics).

Housing Market Growth Indicators*	
Panmure Special Housing Area (SHA) housing stock/growth	2,769 (2020) (SHA areas Q4 2016)
Tāmaki regeneration area housing stock/growth	7,500 (2030) (TRC Annual Report 2016)
Population growth primary area (Panmure)	8,300 (2018) 10,750 (2033) 12,280 (2043)
Population growth primary area and including Point England and Mount Wellington	18,900 (2018) 23,920 (2033) 27,120 (2043)
Population growth within the Maungakiekie-Tamaki Local Board area	82,700 (2018) 107,800 (2033) 122,300 (2043)
First home buyers' affordability index	43.9%-52.5% of net income
Home ownership	43% (2013 census)
Tenure of residence	1-4 yrs 45% 5-9 yrs 20% 10+ yrs 23% (QV)
House median	\$813,200-\$920,000 (QV 12/2017)
Median market rental	\$512-\$520 (QV 12/2017)

*Statistics New Zealand data unless otherwise stated

4.8 TRANSPORT AND CONNECTIVITY

RECENT DEVELOPMENTS

The following developments by long-term local organisations are nearing completion:

- Kotuku House is a new development of 36 public housing units specifically designed for older Asian people. The development was built by the Chinese New Settlers Services Trust and opened in March 2018.
- McDonalds Panmure is due to finish redeveloping its site at the corner of Ellerslie-Panmure Highway and Mount Wellington Highway in late 2018. This will deliver a new restaurant and more than 500m² of ground floor retail. The floor above is leased to a commercial operator.

HOUSING DEMAND

The under supply of housing is a key strategic issue for Auckland and has been the subject of much political and planning focus.

Housing scarcity has a number of effects. It inflates the value of existing housing stock, which directly impacts on people's ability to enter the market, household debt and disposable income. It increases pressure on rentals for those who can't, or choose not to, own their own home.

Panuku seeks to enable housing in places where existing infrastructure is already in place and adding more people will add to the town centre's vitality. We see Panmure town centre as a prime location for housing and mixed-use developments.

Factors that will make Panmure more desirable as a future housing choice are:

- The affordability of housing compared to other areas in central Auckland.
- Better connections to other parts of Auckland due to major upgrades to public transport including AMETI.
- Special Housing Areas (SHAs) and the population growth that they offer.
- The Tāmaki Transformation Plan to meet housing, cultural and community needs and improve the living environment in Panmure, Glen Innes and Point England over the next 15-20 years.
- Notable commercial developments currently in initial planning stages.

RETAIL AND COMMERCIAL

Queens Road is one of Auckland's largest outdoor retail strips, with about 157 businesses on the mainstreet and side streets. Panmure town centre is community-oriented, featuring many health centres and community groups and more than 42 eateries offering food from different cuisines.

Panmure is an affordable location for retail and service businesses to set up and grow. It has a range of well-sized spaces for rent at reasonable prices. However, much of the retail property stock is in poor condition and the town centre lacks a designated town square or similar meeting area where the community can gather and spend time. Property owners are a mix of owner operators and investors.

Retail spend in the area in the year to June 2013 was \$111.06 million (data from Marketview, 2013).

Core retail made up most of Panmure's spending (48 per cent), while recreation (12 per cent), automotive (12 per cent) and food and beverage (12 per cent) were significant contributors. The higher share of core retail spend reflects the food and beverage spend is much lower than comparative town centres that have a supermarket.

Automotive spend is expected to decrease in the future due to the closure of Moyes Holden in November 2017, which was the area's largest car dealership for more than 30 years.

Panuku recognises the opportunity it has in redeveloping Panmure town centre to strengthen and add vitality to its current retail and commercial offering, in particular along Queens Road.

Panmure has exceptional public transport links and good motorway connections to the wider Auckland region.

PANMURE STATION

Panmure Station has two major transport networks – the railway and AMETI – and is the terminal station for numerous local connector bus services. Residents near the station have easy access to Auckland CBD (18 minutes by train), numerous employment areas and other popular destinations.

Currently, Panmure Station is Auckland's fifth-busiest railway station (up from 15th in 2013) and when AMETI is finished, daily boarding is expected to increase from 3700 to 12000. Rail passenger boardings have vastly exceeded initial projections. By some estimates, one million boardings a year will be reached sometime between 2019 and 2021, with two million as early as 2026. This significant flow of customers will support town centre retail and commercial activities, particularly on sites around the station.

CITY RAIL LINK

With the City Rail Link (CRL) expected to be completed in 2023, the frequency of the rail network is expected to double. Trains will arrive at Panmure every five minutes during the peak and every 10 minutes across the day. This effectively reduces travel times and provides passengers with more choice and freedom. Instead of needing to plan ahead with timetables, passengers will be able to just 'turn up and go'.

The CRL will also open up key employment destinations along the train network for Panmure passengers including Aotea Station, Karangahape Road, Newmarket and Mt Eden.

BUS – THE NEW NETWORK

In December 2017, Auckland Transport launched a new bus network for east Auckland. It is part of a wider network being rolled out across Auckland to simplify routes and make taking public transport easier.

Panmure features as a key terminal station in the new network. Most buses from the eastern suburbs terminate at Panmure where passengers can connect to Eastern Line rail services. Local services are designed to connect to Panmure Station, providing convenient access to many destinations, especially once AMETI is completed.

Local services also cover the eastern suburbs of Sunny Hills, Farm Cove, Bucklands Beach and Pakuranga Heights. Frequency ranges from 15 to 30 minutes during the peak, to half-hour to hourly across the day.

AMETI (PANMURE TO PAKURANGA)

AMETI's set of travel improvement projects have included heavy investment in Panmure over the past 10 years. Early phases included improvements at Te Horeta Road and completion of the Panmure Station and bus interchange in 2014 (Stage 1).

Stage 2 of AMETI is planned to start later in 2018 and take three to four years. It includes changing the roundabout at Ellerslie-Panmure Highway and Queens Road to an intersection with traffic signals and building an urban busway from Panmure to Pakuranga. Buses will travel in dedicated lanes, avoiding road congestion. Stage 3 (Pakuranga to Botany) is in the design and consenting phase, with completion expected in 2026.

WALKING AND CYCLING

A number of projects are already underway and more are planned that will improve walking and cycling connections in Panmure. These include the extension of the Glen Innes to Tāmaki Shared Path, the Jubilee Bridge replacement, the Tāmaki Estuary Path, walking and cycling improvements planned as part of AMETI and footpath widening at Panmure Basin and the Rotary Walkway.

4.9 INFRASTRUCTURE CAPACITY

The council has assessed the infrastructure capacity of Panmure, with key points as follows:

- **Water supply:** generally good capacity in the network.
- **Wastewater:** some wastewater constraints in the area and some upgrades are likely required.
- **Stormwater:** minor network upgrades required east of Jellicoe Road. The topography is generally steep enough that excess rainfall will drain to the Panmure Basin via overland flows.
- **Open space:** A shortfall in provision; the town centre particularly lacks a civic space as a focal point for community events.
- **Education:** Increasing capacity at existing schools could cater for most of the projected growth.





5.0

DEVELOPMENT PRINCIPLES
AND GOALS

5.1 OUR COMMITMENT

As the lead council agency in Panmure’s transformation, Panuku will champion the project’s goals and coordinate local and central government activities needed to achieve them.

Panuku has committed, through its key strategic and policy documents, to a particular way of doing business. These documents, which can be accessed separately include the:

- Statement of Intent and Business Plan
- Corporate Responsibility Framework
- Māori Engagement Framework
- Māori Commercial Relationships Action Plan
- Māori Responsiveness Action Plan
- Mana Whenua Values and Principles for Panuku Projects
- Panuku and Mana Whenua Roles and Decision-Making Process
- Panuku and Mana Whenua Project Charter for Unlock Panmure.

5.2 DEVELOPMENT PRINCIPLES

These are the principles that guide Panuku projects.

- **Demonstrate leadership** – act as a catalyst for urban development and provide for additional density in strategic locations. Make decisions based on robust evidence about the costs and benefits associated with delivering strategic outcomes across development projects.
- **Deliver quality place-led design** – deliver high-quality design, and inclusive and accessible outcomes for public realm and commercial projects. Development enabled by Panuku will apply Te Aranga Māori Design Principles.
- **Provide for housing** – identify sites and providers that can contribute to housing affordability through a range of housing products and accessible housing for a diverse population.
- **Integrate sustainability** – deliver projects that can actively respond to climate change, improve environmental quality and design, and deliver infrastructure to support long-lasting behavioural change.
- **Work with Mana Whenua** – partner collaboratively with iwi to achieve shared outcomes and support Mana Whenua as partners in exercising their kaitiakitanga and manaakitanga.
- **Undertake place-led engagement** – work with the local board and community, providing a tailored approach in each community to best harness the local identity, attributes and aspirations within development areas.
- **Strategically create value from assets** – manage assets to attract private investment, optimise returns from development and disposals and make strategic acquisitions to assist outcomes.
- **Support local economic development** – work with other agencies and the community to ensure that redevelopment contributes to local prosperity and stimulates innovation.

5.3 GOALS FOR UNLOCK PANMURE

These four project goals are based on the outcomes specified in the Maungakiekie-Tāmaki Local Board Plan 2017 and previous planning work for Panmure.



GOAL ONE: RESTORE TOWN CENTRE VITALITY

The local board plan identifies a thriving local economy in the town centre as a key outcome. Panmure has traditionally been successful at supporting the needs of the local population; however, there is some evidence of decline in the centre. Investment is therefore seen as timely and we intend it to act as a catalyst to reinvigorate the town centre. This revitalisation is an opportunity to cater for population growth and build the town centre economy.



GOAL TWO: IMPROVE CONNECTIONS TO AND WITHIN THE TOWN CENTRE

Panmure originated as a port town and has strong transport links due to being the traditional portage along the Tāmaki River and rail infrastructure that was developed later.

Its mainstreet shopping area is disconnected from the local community due to poor local access. Improving the quality of walking and cycling links will give residents better access to the wide range of services and amenities that the centre has to offer.



GOAL THREE: MAKE A STEP CHANGE IN HOUSING

Panuku seeks to increase the number and types of homes available in the town centre. Panmure has a number of development-ready sites that represent significant opportunities for new homes to be built to cater for the growing number of people expected to move there in the next decade.



GOAL FOUR: DEMONSTRATE LEADERSHIP IN SUSTAINABLE DEVELOPMENT

Panuku will make the most of development opportunities to strengthen connections to Panmure’s majestic natural features, from the popular Panmure Basin to the majestic Mount Wellington and the reserves along the Tāmaki Estuary. This will help give the town centre its own point of difference and enhance its character.

We are working on introducing environmental standards in all our new developments. These standards will ensure that development initiated by us provides leadership in environmental design. When choosing development partners, we will consider their ability to deliver sustainable design elements.

Development in Panmure should provide a ‘whole of site’ direction on integrating sustainability. We want to showcase to the market how developments can deliver on green building objectives and integrate with town centre intensification. This will bring visibility to Panmure and act as a catalyst for embracing sustainability.





6.0

STRATEGIC MOVES

6.1 MOVE 1: DEVELOP A HIGH-QUALITY URBAN NEIGHBOURHOOD

We will champion the delivery of a high-quality urban neighbourhood by increasing the supply of quality housing and diversity of services in Panmure town centre.

Panmure has the ability to contribute significantly to the Auckland housing supply by developing council landholdings to grow the centre into a high quality urban neighbourhood. The development programme aims to increase quality housing supply and diversity in the centre's service offer.

Panuku will lead quality housing development on council landholdings and strategic sites acquired to support the centre's regeneration. Primarily we will model a medium-density housing type, which is not the area's predominant form of development.

We will also require all buildings to meet Homestar 6 standard and sustainability objectives to uplift the overall quality of the local built environment.

Development and commercial analyses indicate there is good market demand to support residential development in Panmure. Panuku will carry out the following initiatives:

- Activate council landholdings to enable high-quality, medium-density housing developments. We will ensure a range of housing choices suitable for building strong communities.
- Work with major landowners and developers to deliver quality and well-integrated mixed-use developments that contribute positively to town centre service offerings.
- Work with the Crown and community housing providers to provide quality affordable homes.

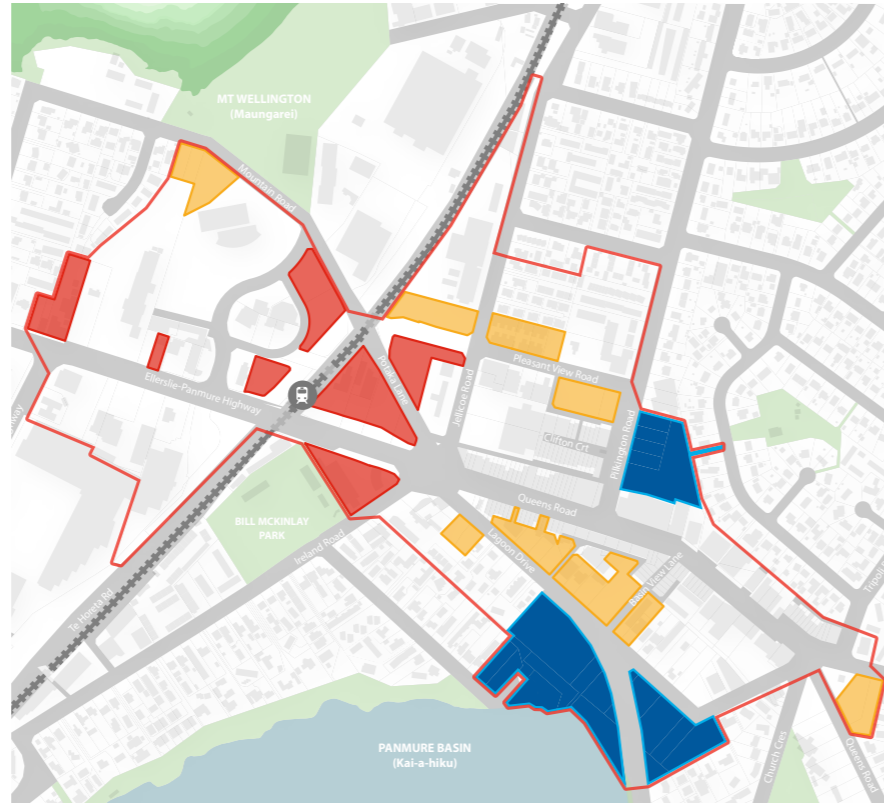
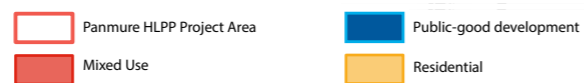


Figure 5: Move 1 – Unlock Panmure project area

MOVE 1: DEVELOP A HIGH QUALITY URBAN NEIGHBOURHOOD



6.2 MOVE 2: RECONNECT THE CENTRE TO ITS COMMUNITY

We will work with key stakeholders to improve the physical links between the town centre and its residential community, train station, mountain and basin.

Many of Panmure's facilities and natural assets are underused due to poor local connections. The town centre needs to maximise the benefit of transport investments including AMETI, greenways, and walking and cycling improvements. We have an opportunity to strengthen links between Panmure Station and the town centre.

Walking and cycling projects planned and being carried out in Panmure include:

- AMETI walking and cycling shared path along Lagoon Drive.
- Glen Innes to Tāmaki Shared Path along Pilkington Road.
- Tāmaki Estuary Path.
- Panmure Basin and Rotary Walkway footpath widening.
- Jubilee Bridge replacement.

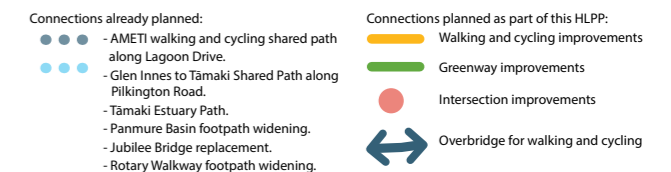
Panuku will work with delivery agencies for the projects above and provide leadership on town centre initiatives to further enhance the planned walking and cycling network. The following initiatives will further improve local connections.

1. Improve pedestrian and cycling connections along Pleasant View Road, Kings Road and Queens Road to strengthen access between immediate residential areas, the town centre and Panmure Station.
2. Ensure intersection improvements along Lagoon Drive at Ireland Road and Basin View Lane as part of AMETI to improve walking access to Panmure Basin and Lagoon Pool & Leisure Centre from the town centre.
3. Provide direct physical and visual connection between Queens Road and Panmure Basin through a pedestrian and cycling overbridge. Panuku will investigate incorporating the overbridge structure in redeveloping council landholdings along Lagoon Drive.
4. Greenway improvements to strengthen visual and physical links between the town centre and its natural assets including Mount Wellington, Panmure Basin and Mount Wellington Memorial Reserve through greenway improvements.



Figure 6: Move 2 – Reconnect the centre to its community

MOVE 2: RECONNECT THE CENTRE TO ITS COMMUNITY



6.3 MOVE 3: ENLIVEN THE HEART OF QUEENS ROAD

We will work with key stakeholders to build a fit-for-purpose, multi-purpose community facility and civic space to bring new life to town centre mainstreet.

As Panmure intensifies as part of the planned developments in Tāmaki, and the town centre grows, demand on community services and facilities will increase. A recent building condition review found that several community facilities require upgrades. This offers an opportunity to investigate options for improving existing facilities to better meet the needs of their current and future communities.

Panuku will work with key stakeholders to deliver the following initiatives:

1. Build a strong community anchor in the centre of Queens Road with a fit-for-purpose, multi-purpose community facility and civic space. An opportunity to create a vibrant heart where the community can access services including a library, community centre and local events.
2. Enhance the streetscape at Clifton Court to make the most of the pedestrian laneway for community gatherings and establish a dining zone to encourage outdoor seating. Through partnership with private landowners, we could extend the laneway as another connection between the community heart and Panmure Station.
3. Develop a fit-for-purpose indoor leisure facility to meet residents' recreational needs.
4. Enhance the Lagoon Pool & Leisure Centre to maximise the use of existing indoor and outdoor aquatic facilities.



Figure 7: Move 3 – Enliven the heart of Queens Road

6.4 MOVE 4: FOSTER MAINSTREET VITALITY AND BUSINESS GROWTH

We will work in partnership with the business community to improve local business performance and attract new investment.

Regeneration requires robust business investment to improve the attractiveness of town centre services. Strong local businesses and a broader range of services will meet the changing needs of current and future residents. Panuku will work with the Panmure business community on a mainstreet strategy including the following initiatives:

- Enhance town centre streetscapes and laneways so they have more visual appeal and provide a better experience for people using them.
- Undertake a mainstreet business improvement programme. Targeted placemaking initiatives will support the growth of existing businesses and attract new investment.
- Demonstrate leadership by activating council landholdings to build strong activity attractors including a transport hub, community heart, heritage quarter and commercial quarter. New developments will aim to fill existing service gaps and broaden the centre's offering.

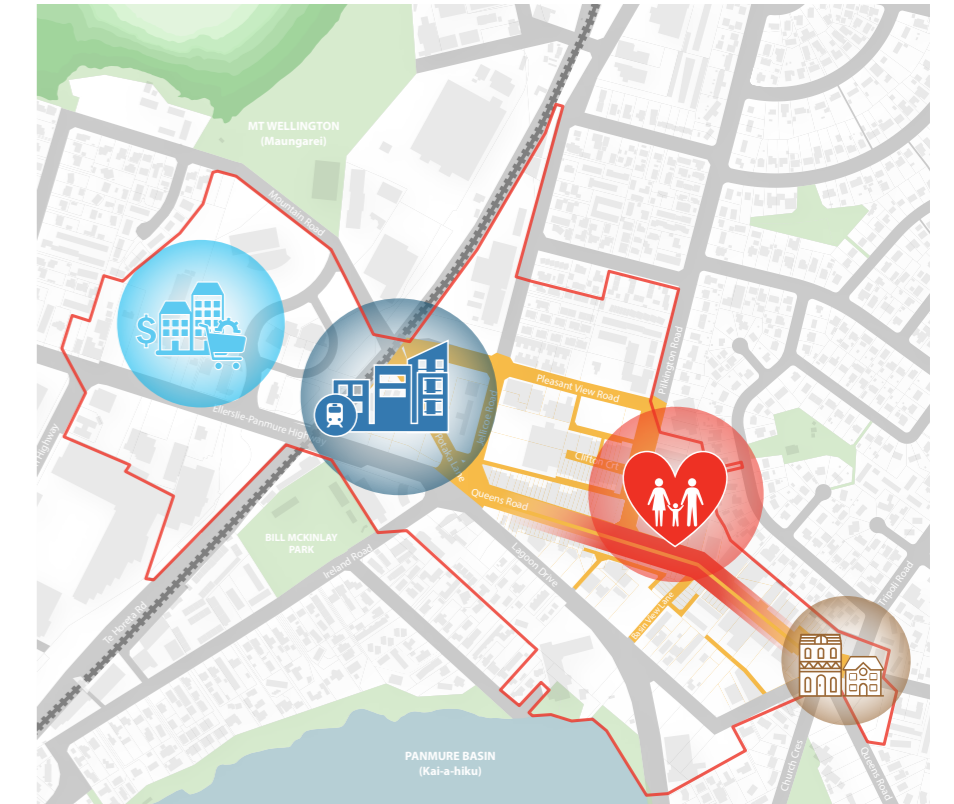


Figure 8: Move 4 - Unlock Panmure project area





7.0

PROPOSED IMPLEMENTATION

7.1 DEVELOPMENT STRATEGY

Panuku will use existing council-owned properties to deliver development that supports the regeneration of Panmure. We will also look at further strategic acquisitions where required.

This summarises how we will approach the HLPP work:

- Clarify the current state, including the context for any masterplanning and the preferred realisation strategy – market, strategic, statutory, budget, planning and stakeholder analysis.
- Identify key strategic moves.
- Identify a strategy for implementation.

Each new development proposal will go through a detailed business case and implementation stage.

As part of the implementation, Panuku will assess the current financial benchmark for properties being considered. We will report additional value creation through the planning and realisation process, as well as the ultimate completed built value of the project undertaken by the private sector.

7.2 FUNDING

Panuku will develop a funding strategy for operational and capital works under Unlock Panmure. The project's scale of transformation can be achieved through the following funding sources.

- Reinvest sale proceeds from development sites in the project area to fund initiatives to deliver agreed HLPP outcomes.
- Use and reprioritise existing council budgets towards delivering the strategic moves.
- Apply for funding under the Infrastructure Funding Framework Agreement established for the Tāmaki regeneration programme.
- Look into possible access to funds arising from partnership with the Government such as the KiwiBuild housing scheme.

Other funding options we will investigate include:

- The council's long-term plan.
- The Panuku development and strategic development fund.
- Local board discretionary funds.

Auckland Transport Capital Funds are not available for Panuku use but may be allocated to some complementary roading improvements next to development sites.

7.3 COMMERCIAL VALUE CREATION

Panuku has done a desktop assessment of the baseline existing value for properties that the council owns.

Once development constraints are addressed, the value of these properties could potentially be realised through our development strategy and reinvested in public-good investments. The development realisation strategy will establish the opportunities for these properties to contribute to carrying out the strategic moves. It will also establish the basis for submitting detailed business cases.

7.4 TOTAL VALUE CREATION

This HLPP establishes a direction that will enable the broader benefits of Unlock Panmure to be assessed at the detailed business case stage.

We will consider the four well-beings: environmental, economic, social and cultural. Mana Whenua values and aspirations, and recognition of the Mana Whenua identity and footprint in Panmure, will also be specifically considered.

7.5 TIMEFRAMES AND PHASING

Panuku estimates to have delivered the project and completely enabled the development of Panmure town centre within 15 years. We will play an advisory role where a task is delivered by another agency.

7.6 OUTCOMES MONITORING

The outcomes stated in this HLPP will be monitored and reported after three years of a project plan being adopted, and every three years after that. We will measure success on how well the area achieves the regeneration goals and performance indicators set out in Table 1.





Regeneration goals	Performance indicators	Outcomes							
		Panuku			Community				
		Catalyst	Value	Leader	Housing	Environment	Community	Access	Town centre
 Enhance and restore the natural environment	1. Increase in the use of low-impact design devices to manage stormwater issues			✓		✓			✓
	2. Increase in the number of green buildings and sustainable design	✓	✓		✓				✓
 Sustainable, enabled, connected community	3. Increase in public satisfaction with the quality of the town centre development		✓	✓		✓	✓		✓
	4. Increase in the public's perception of safety in the town centre		✓	✓			✓	✓	✓

Table 1: Performance indicators

Regeneration goals	Performance indicators	Outcomes							
		Panuku			Community				
		Catalyst	Value	Leader	Housing	Environment	Community	Access	Town centre
 Stimulate local growth, investment and innovation	5. Increase in occupier satisfaction with the quality of the town centre		✓				✓		✓
	6. Increase in private investment in the town centre		✓	✓					✓
 Liveable Communities	7. Increase in the number of dwellings that are affordable, accessible and sustainable	✓	✓	✓	✓				✓
	8. Increase diversity of dwelling units (size, types, price points)	✓	✓	✓	✓				✓
	9. Increase in residents' sense of community and pride with the way the town centre looks and feels		✓				✓		✓



8.0

8 PLACE-LED COMMUNITY ENGAGEMENT AND COMMUNICATION

8.1 OUR APPROACH

Panuku will continue to work in partnership with Mana Whenua and the Maungakiekie-Tāmaki Local Board. We will take a fresh and bold approach to stakeholder engagement and communications, and will be proactive, collaborative and authentic across all relationships.

A key priority is maintaining positive momentum and demonstrating quick wins. Engaging hearts and minds will be vital to this. Establishing understanding, trust and credibility with people will help us address negative sentiments, which can delay progress by leading to proposals being relitigated.

We recognise that valuable engagement involves several disciplines including:

- community and stakeholder engagement
- placemaking
- communications
- marketing.



8.2 COMMUNITY AND STAKEHOLDER ENGAGEMENT

Because we believe effective collaboration will regularly outperform individual or ‘siloed’ approaches, Panuku is committed to engaging regularly with key stakeholders to ensure urban regeneration in Panmure takes place in a cohesive way.

MANA WHENUA

An Unlock Panmure Project Charter was prepared to guide the Mana Whenua engagement approach, and this engagement will continue as the project progresses. Panuku also holds a regular Mana Whenua forum that helps inform and enable iwi/hapū to consider commercial opportunities arising through the project.

CENTRAL GOVERNMENT

While existing relationships are strong, Panuku needs to ensure more cohesive coordination with the government across the wider council family. The local MP for Maungakiekie, who represents Panmure, is also a key stakeholder. We will connect with central government agencies such as Housing New Zealand, the New Zealand Police, Ministry of Education and Ministry of Social Development.

TĀMAKI REGENERATION COMPANY (TRC)

Panuku has been working closely with TRC since the inception of Unlock Panmure. Established in 2013, TRC is a joint venture between the Government and the council to lead the Tāmaki urban transformation. TRC has a well-established community network, and staff at its permanent office in Panmure town centre actively assist people into suitable housing. Panuku will continue to work together with TRC to build a strong Panmure town centre for the existing and future residents.

MAUNGAKIEKIE-TĀMAKI LOCAL BOARD

Panuku is committed to its partnership with the local board. A tailored approach to engaging at the local level is vital to developing a genuinely effective working relationship. We will work with the local board in a collaborative manner and agree a Terms of Reference, setting out high-level roles and responsibilities. We will also establish meetings with the local board to ensure clear lines of communication early in development planning.

MAUNGAKIEKIE-TĀMAKI WARD COUNCILLOR

The elected member for the council’s Maungakiekie-Tāmaki Ward is a key stakeholder with accountability to the Panmure community and a significant interest in community outcomes. Panuku will look to the ward councillor to champion transformation and help identify the best outcomes. We will work collaboratively to align our shared objectives wherever possible.

COMMUNITY AND SPECIAL INTEREST GROUPS

Panmure has a strong history of community connectedness. We will engage, and where possible partner, with groups to produce engagement activities tailored by the community, for the community. Panuku will continue to work with the following key groups and involve others throughout the project implementation:

- Panmure Business Association
- Panmure Community Action Group
- Panmure Historical Society
- Panmure East Residents Association
- Panmure RSA
- Chinese New Settlers Services Trust
- Panmure Yacht Club
- Panmure sports clubs
- Panmure schools and education providers
- Panmure youth groups
- Mātāwaka.

AUCKLAND COUNCIL FAMILY

Panuku understands that to successfully deliver urban regeneration, we need to partner with the council family and Tūpuna Maunga o Tāmaki Makaurau Authority (Maunga Authority), particularly where we share interests in assets and outcomes. We will take an integrated approach to our work in Panmure, working closely with the locally-focused council officers and establishing a cross-council engagement working group.

8.3 PLACEMAKING

Panuku has a strong reputation for its placemaking approach and is developing process and learnings from the Wynyard Quarter to best support new project areas such as Panmure.

Placemaking is a process that fosters the creation of vital public spaces that people can value as special places and feel a strong relationship with their communities. It is based in the culture of how people interact, an iterative approach founded on taking the time to watch and listen to those for whom we are making spaces.

With this approach, local communities are involved in the planning and making of their physical surroundings. Small moves can connect us back to the fundamental importance of people-friendly scale and design, test long-term ideas, and build the sense and importance of manaakitanga in Auckland's places.

Placemaking will be involved early in Panmure to support a place-led process of regeneration throughout the project. Our approach will contribute towards:

- Messaging and signage the Unlock Panmure vision and goals
- Planning, designing and initiating placemaking such as art installations, interactive and creative spaces
- Activating and enlivening potential construction areas or project sites.

These initiatives will be designed to build excitement and connection, partner with the community, and potentially activate empty spaces or improve connectivity in the area.





Appendices

APPENDIX 1 – COUNCIL PROPERTY OVERVIEW
APPENDIX 2 – SPECIAL HOUSING AREAS

APPENDIX 1: COUNCIL PROPERTY OVERVIEW

Property address	Legal Description	Area (sqm)	Rating \$CV
59 Mountain Road, Mount Wellington	Lots 67 DP 35427, NA914/60	1,619m ²	\$1,750,000
59a Mountain Road, Mount Wellington	Section 1 SO 500055, CFR 797578	2,380m ²	
3 Mountwell Crescent, Mount Wellington	Section 3 SO 471986, CFR 672276	1,972m ²	\$3,850,000
7 Mountwell Crescent, Mount Wellington	Section 6 SO 471986, CFR 672277	2,572m ²	\$5,300,000
3 Kings Road, Panmure	Lots 1 & 2 DP 120243, NA69C/662, NA69C/663	3,373m ²	\$640,000
15 Forge Way, Mount Wellington	Lot 5 DP 189494, NA119A/744	2,456m ²	\$5,100,000
7 and 9 Jellicoe Road, Mount Wellington	Section1-2 SO 458625, CFR 618285	8,149m ²	\$12,250,000
30-34 Potaka Lane, Panmure	Lot 1 DP 33816, NA881/95	1,581m ²	\$3,125,000
486-492 Ellerslie-Panmure Highway, Mount Wellington	Lot 8 DP 12992and Lot 4 DP 39291 and Lot 2 DP 61745, NA18A/739(part-cancelled)	4,578m ²	\$4,350,000
516 Ellerslie-Panmure Highway, Mount Wellington	Lot 48 DP 20306, NA616/17(part-cancelled)	809m ²	\$1,260,000
Ex 528 Ellerslie-Panmure Highway, Mount Wellington	Currently vacant land and partially sealed	2,526m ²	
530 Ellerslie-Panmure Highway, Mount Wellington	Section 17 SO 471986, CFR 672278	971m ²	\$1,850,000
532-534 Ellerslie-Panmure Highway	Section 19 SO 471986, CFR 672280	2,179m ²	\$4,200,000
535 Ellerslie-Panmure Highway, Mount Wellington	Section 29 SO 471986, CFR 672282	5,249m ²	\$9,000,000
536 Ellerslie-Panmure Highway, Mount Wellington	Section 21 SO 471986, CFR 672281	751m ²	\$1,650,000
7-11 Queens Road, Panmure	Part Lot 2, Lot 3 & Lot 4 DP 36382, NA968/241(part-cancelled), NA957/203	496m ²	\$1,200,000
39-41 Queens Road, Panmure	Lot 18 DP 36382, Lot 19 DP 36382, Lot 21 DP 36382, NA1159/22, NA943/294, NA952/269	1,051m ²	\$2,225,000
11-13 Lagoon Drive, Panmure	Lot 3-4 DP 20487, NA2C/740	1,616m ²	\$2,350,000
16 Lagoon Drive, Panmure	Lot 20 DP 36382, NA1054/224	855m ²	\$1,450,000
20 Lagoon Drive, Panmure	Lot 22 DP 36382, NA951/277	809m ²	\$1,400,000
22 Lagoon Drive, Panmure	Lot 15-17 DP 57965 and Part Lot 23 DP 36382, NA13D/444	1,196m ²	\$2,150,000
26 Lagoon Drive, Panmure	Lot 1 DP 38838, NA1025/92	812m ²	\$1,650,000
28 Lagoon Drive, Panmure	Lot 2 DP 38838, NA1186/83	809m ²	\$1,340,000
30 Lagoon Drive, Panmure	Lot 2 DP 66584, NA24A/425	1,143m ²	\$1,925,000
32-34 Lagoon Drive, Panmure	Lot 1 DP 75845, Part Lot 11 DP 54283, NA32B/817, NA8A/911	3,460m ²	\$5,600,000
1-19/10 Basin View Lane, Panmure	LOT 2 DP 92844	1,396m ²	\$6,640,000
23 Domain Road, Panmure	Lot 1 DP 92844, NA49B/888	678m ²	\$1,000,000
28-30 Pilkington Road, Mount Wellington	Lots 30 and 31 DP 52157, NA7A/1476, NA7A/1477(cancelled)	3,541m ²	\$3,175,000
7-13 Pilkington Road, Panmure	Lot 1 DP 176192, Lots 457-460 DP 42010, Lots 1-3 DP 52083, NA33A/884, NA8B/972, NA33A/840, NA13C/818, NA4C/115, NA100C/965	9,516m ²	\$18,000,000

APPENDIX 2: SPECIAL HOUSING AREAS

These three SHAs are in the vicinity of the Unlock Panmure project area:

- Forge Way, Mount Wellington (within the area of interest, south of Mountain Road and west of the railway).
- Domain Road, Panmure (within the area of interest, to the south-east).
- The Tāmaki regeneration area (to the north-east, just outside the project boundary).

These SHAs are shown in pink on the map.



Figure 21: SHAs in the vicinity of the Unlock Panmure project area

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