

# Penrose Te Papapa Business Forum

Report from workshop on 23<sup>rd</sup> October  
2008

## Executive Summary

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The Penrose Te Papapa Business Forum workshop involved 14 representatives from various businesses located in the Penrose Te Papapa area (see Appendix 1 for details). Many attendees had knowledge of the area gained over many decades and collectively the group brought a diverse wealth of experience about historical development and current issues facing Penrose Te Papapa.

Three representatives from Auckland City Council's Economic Development Group and two from City Planning also attended to help provide contextual information to guide discussions.

The purpose of the workshop was to gain an initial understanding of what local businesses think are the key issues to be addressed in enhancing economic prosperity for the area in the future. The workshop process involved asking attendees to identify ideal future scenarios for the area; current key issues and potential solutions to those issues.

The four key issues identified during the workshop were:

- **Transport**:- improved access for people and goods, and greater interconnectivity between road, rail and the airport with an emphasis on rail
- **Regulatory environment**:- a more flexible regulatory environment that ensures good policy decisions (particularly as regards zoning) and efficient processes that encourage investment
- **Brand / image**:- an enhanced image and reputation for the area that better reflects the land use changes arising out of the shift away from heavy industry towards a focus on lighter industry and business services
- **Sustainability**:- encourage a focus on environmental and social sustainability in terms of investment and development outcomes to reflect the global trends in this direction and ensure enduring competitive advantage for the area.

The outcomes from the forum workshop are to be fed into the area development planning process for Maungakiekie which in turn will contribute to the District plan review in 2010. All attendees felt that the opportunity to have timely input into these critical Council strategic planning exercises was valuable and to be welcomed. The group also expressed initial interest in establishing a more formal relationship with the council through some form of business association or business improvement district organisation.

# Workshop topics

## 1. The future for Penrose Te Papapa

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Attendees were asked to describe a future state of affairs to represent what they thought would be the most influential development in the area to enhance economic prosperity. The group was asked to present their ideas as a newspaper headline that captured the ideal future scenario.

The following statements reflect the ideas contributed by attendees in groups of key issues:

### **Transport:**

*Penrose becomes New Zealand's rail hub*

*Rail providing high quality access for goods and people*

*Penrose delivers city's best transport infrastructure*

*Improved transport access / egress leads to rejuvenation of the Penrose area*

*New flyover to free up motorway and ease street gridlock*

*Heavy industry moves from Penrose towards airport*

### **Regulatory framework:**

*Council delivers on 20 day consent process in Penrose*

*Service focussed industry – more offices*

### **Image:**

*Innovative attractive foreshore development makes Penrose beautiful*

### **Sustainability:**

*Industrial area with a green heart attracts both people and investment*

### **General economic growth**

*New unified regional city council to locate head office in Penrose*

*Penrose leads Auckland City's employment growth*

*World industry leader invests billions for hi-tech industry in Penrose that will employ thousands*

## 2. Key issues to enhance economic prosperity

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Attendees worked in groups to identify what key issues need to be addressed in the Penrose Te Papapa area to enhance economic prosperity for the future. Feedback from groups was collected and a master list of issues agreed.

Attendees were then asked to participate in a weighted voting exercise to determine a democratic consensus on the four most important issues to be addressed. Attendees had a total of six votes each.

The result of the weighted voting exercise was as follows:

Key issue	Description	Votes
Transport	<ul style="list-style-type: none"><li>Access – in and out – people and goods</li><li>Interconnectivity between road / rail and airport. Rail is critical.</li></ul>	35
Regulatory environment	<ul style="list-style-type: none"><li>Planning rules and their impact on investment</li><li>Needs to address both policy and process</li><li>Zoning is critical</li></ul>	15
Image	<ul style="list-style-type: none"><li>Urban design</li><li>Branding</li><li>Enhance reputation</li></ul>	8
Sustainability	<ul style="list-style-type: none"><li>Create environment that encourages investment in sustainability</li><li>Sustainable development – attract tenants that want sustainable buildings</li></ul>	5
Intensification	<ul style="list-style-type: none"><li>Well chosen sites for increased office space</li></ul>	3
ICT Technology	<ul style="list-style-type: none"><li>Address poor, slow bandwidth</li></ul>	2
Site contamination	<ul style="list-style-type: none"><li>Especially asbestos and closed landfill sites</li></ul>	2
Social amenities	<ul style="list-style-type: none"><li>Improve amenities to keep employees in the area (noted that this probably overlapped with “sustainability”)</li></ul>	2

### 3. Potential Solutions

The four top scoring key issues were discussed at each table with attendees brainstorming solutions to each of the four key issues. The following ideas were generated:

Key issue	Solutions
<b>Transport</b>	<ul style="list-style-type: none"> <li>▪ Improve infrastructure road / rail with specific focus on cross-town connection (e.g. Penrose connection to SH20) for people and goods</li> <li>▪ Develop an airport rail link</li> <li>▪ Make Penrose a regional transport hub</li> <li>▪ Widen roads along key arterials and use slipways to ease congestion</li> <li>▪ Look at ways to minimise non-value add traffic (i.e. through traffic) by, for example, using highways to re-route</li> <li>▪ Improve funding and leadership of regional transport agencies. Ensure there is one regional voice on this issue that has good central government support</li> <li>▪ Create a “masterplan” for the area that provides for a genuinely integrated traffic solution</li> </ul>
<b>Regulatory environment</b>	<ul style="list-style-type: none"> <li>▪ Simplify rules for clear regulatory frameworks that enable quality investment</li> <li>▪ Provide more flexibility with zoning to suit local requirements</li> <li>▪ Adopt a “no rules” approach (e.g. Houston where there is no zoning) and allow the market to determine what is best</li> <li>▪ Re-zone to more appropriate land uses – e.g. Business 6 zoning no longer fits and can be in conflict with ARC requirements for emissions to air</li> <li>▪ Provide a maximum 20 day turn-around consent process that is transparent</li> <li>▪ Look at ways to reduce unaffected third party involvement with RMA processes</li> <li>▪ Incentivise desired outcomes, through bonuses or other incentives (e.g. Green Buildings attract development bonus, such as more floor space allowance)</li> <li>▪ Invest in real rehabilitation and removal of contaminated land and water (ARC is working on this) – not just moving contaminated soil from one place to another</li> <li>▪ Improve storm water collection and reticulation</li> </ul>
<b>Image</b>	<ul style="list-style-type: none"> <li>▪ Brand clarity – drop “Te-Papapa” – improve branding focus on “Penrose”</li> <li>▪ Provide stronger design and development guidelines and criteria</li> <li>▪ Improve public realm, e.g. access to and from Mt. Smart Stadium</li> <li>▪ Develop whole harbour / foreshore area</li> <li>▪ Develop and improve social amenities including recreation areas</li> <li>▪ Create an environment where developers are encouraged to create better outcomes – e.g. by enabling higher returns</li> <li>▪ Re-introduce the Penrose Business Association to act as a voice for business</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>▪ Green Star rating requirements and incentives (such as reduced rates or development contributions) for all buildings and leases</li> <li>▪ Plug sustainability requirements into planning rules</li> <li>▪ More green open spaces and appropriate planting that is going to last</li> <li>▪ Use contemporary, cutting edge technology</li> <li>▪ Use sustainability as a point of difference and as reference point for image and design that enhances brand recognition</li> <li>▪ Enlarge the area to increase the boundaries and create sustainable scale</li> </ul>

# Conclusions and recommendations

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Conclusions from the forum are grouped together under the four topic areas that were identified as the key issues facing the Penrose Te Papapa area.

## **1. Transport and access**

The issue of access for both people and goods in the area was a key issue that came up repeatedly throughout the Forum and is reflected in this issue being identified as the key for enhanced future economic prosperity. It became clear that improved interconnectivity between road, rail and the airport was regarded as vital for increased economic success in the Penrose Te Papapa area. Development of the rail network and appropriately located stations, and establishing a rail link to the airport were seen as particularly important in this respect.

There was also a strong feeling that roads in the area are congested due to narrowness and poor planning for interconnectedness. The widening of roads, use of slipways and re-routing of non essential through-traffic were all put forward as ideas for solving these congestion problems.

## **2. Regulatory environment**

The forum confirmed that business operators often see the existing resource consent process as a barrier to investment was clearly reflected in a large number of discussions. In particular, the amount of time it can take to process resource consents, requirements for car parks and the efficiency of communications with the council were issues that arose a number of times. A number of attendees called for a shorter consent processing timeframe (20 days) with greater amount of transparency in decision-making.

There were also a number of comments made about how zoning in the Penrose area is not reflecting changing land uses or market requirements for land use. Business zone 6 was put forward as a clear example of a zoning that could be reviewed to enhance economic prospects in the area. Overall, the group expressed a need for greater flexibility in planning rules that enabled more focus on considerations relevant to the particular location and local requirements as opposed to "blanket" policy decisions.

## **3. The Penrose brand image**

The forum discussions suggested that there is a real opportunity to update and improve the brand image of Penrose as a location for business investment. There was a strong feeling that Penrose's reputation reflects its heavy industrial past rather than the current reality which has seen the area shift towards light industrial and a service industry focus.

Discussions indicated that the establishment of relevant design guidelines would help with this brand redevelopment, and the development of a formal business precinct plan is likely to play a significant role in this. Improving social amenities and public open spaces was noted as one key aspect that would ensure the area was seen as attractive for employees as a place to work. Penrose Te Papapa's current image does not convey the feeling of it being an attractive place to work, an issue that is compounded by the problems with traffic congestion and access.

## **4. Sustainability**

The integration of economic, social and environmental sustainability is now widely accepted as a critical issue in designing for future success and prosperity. This trend was recognised by the group which felt it was important for future development in the Penrose area to ensure sustainable development was seen as a priority. Identifying ways to incentivise green building initiatives, building a strong ICT network, committing to integrated transportation solutions and being creative in developing a people friendly environment were seen as important factors for consideration in Penrose. The group noted that success on this issue could provide a valuable opportunity to reinvigorate the Penrose brand through a clear point of difference that provided strong incentives for future business investment.

## **Recommendations**

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The following recommendations are made as flowing out of the discussions at the forum:

1. Investigate how to work effectively with appropriate transport agencies to ensure that rail services and interconnected road access are improved for the Penrose Te Papapa area, with particular focus on the establishment of an airport rail link.
2. Consider using Penrose Te Papapa as a pilot programme for a streamlined resource consent process enabling greater transparency in decision making and incentives for more sustainable development outcomes.
3. Review land use zoning in Penrose Te Papapa, and in particular the Business 6 zones, to ensure that zoning properly reflects the changing market requirements for land use in the area.
4. Progress transformation of Penrose Te Papapa into a formal business precinct, including the establishment of a business association or business improvement district, with a business precinct plan that aligns the Penrose brand with an appropriate future vision for the area.
5. Ensure that sustainable development outcomes are regarded as a priority in all new developments in the area.

### Tamaki Innovation Precinct – Business Reference Group

#### Workshop attendees

	<b>Attendee</b>	<b>Position</b>	<b>Organisation</b>
1.	Tony Wilson	Penrose Branch Manager	Allied Workforce
2.	Michael Egan	MD	Arrow Civil Engineers
3.	Doug Burt	MD	Eric Paton Ltd
4.	Chris O'Brien	Property Advisor	Fletcher Building
5.	John Bould	Senior Principal	Harrison Grierson Consultants
6.	Christine Moxam	Operations Manager	Redlands Construction
7.	Rose Dury	Facilities Manager	SGS NZ
8.	Kay Bourke	Office Manager	Siemens
9.	Danny Gleb	General Manager	Southpark Corporation
10.	Charlie Gray	NZ Manager	Yates NZ
11.	Angus Fletcher	Rotary	The Fletcher Trust
12.	Marilyn Wales	Rotary	
13.	Tim Edney	Rotary	Property owner
14.	Fred Okkerse	Assistant General Manager	Wilson Hellaby
15.	Janet Schofield	Economic Development	Auckland City Council
16.	Alicia Taylor	Economic Development	Auckland City Council
17.	Paul Venier	Economic Development	Auckland City Council
18.	Matthew Riley	City Planning	Auckland City Council
19.	Bryce Pomfrett	City Planning	Auckland City Council
20.	Simon Harvey	Director	BusinessLAB
21.	Colin Bass	Director	BusinessLAB

#### Apologies:

1. Bryan Curtis, General Manager, Owens Group
2. Grant Johnston, Accountant, Fletcher Construction
3. Darren Smith, General Manager, PB Technologies