



Marsden City Private Plan Change

Presentation to Whangarei District Council Workshop
4th June 2020

The Applicant: Marsden City Limited Partnership

- Marsden City Limited Partnership (MCLP – associated with Southpark Corporation Limited) is the main land holder, with Great Northern Land Company and Bream Bay Village the others.
- Southpark have been successfully developing properties for the past 30+ years and have completed over **60 projects** to date across New Zealand.
- More recent developments include stand-alone houses, terraced dwellings and apartments at Kensington Park in Orewa, and master planning of Market Cove, a 14ha site in Favona, Mangere expected to accommodate 1,400 terrace houses and apartments together with commercial activities and public open spaces.

Site Context

- 127ha of land, 32km to south of Whangarei City.
- Main town centre for the Ruakaka / Marsden Point area.
- State Highway 15A to the southwest.
- KiwiRail Port Marsden rail spur designation to the North.



Site Context

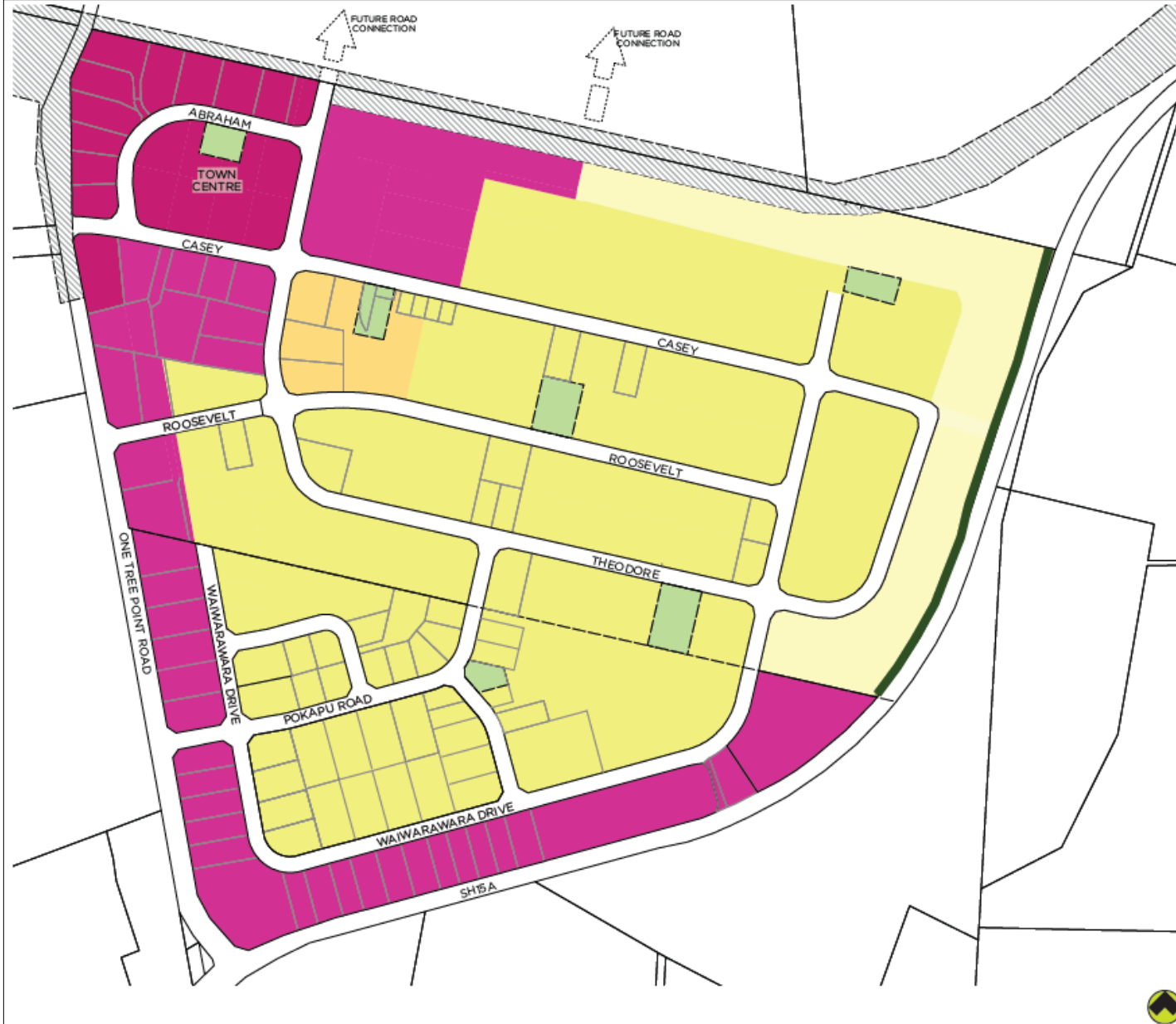
- Skelton roading network exists in the site.
- Some development in the southern part of the site (including stage 1 retirement village and gym).
- Majority of the plan change areas is undeveloped and largely retained in pasture.



Planning Context

- Zoned Marsden Primary Centre (MPC) and urban development is currently provided for.
- MPC provisions arose from the Marsden Point-Ruakaka Structure Plan 2008. A satellite town centre in this location is included in Sustainable Futures 30/50.
- The provisions are overly complex and challenging to interpret and apply. This has led to a slow uptake in development.
- The MPC were specifically excluded from the overall scope of WDC's Urban & Services plan Changes.





PROPOSED ZONING PLAN

Scale 1:6,000 @A3

PC88 ZONE DESCRIPTIONS

Low density residential zones are to provide for large lot, low density residential living on the periphery of the urban area.

Medium density residential zones are to provide for traditional suburban densities and housing forms and is characterised by one or two storey stand-alone (detached) residential units on larger properties.

High density residential zones are to provide predominantly for higher density residential development in urban areas with few constraints and that are within easy walking distance to public open space and commercial centres.

Mixed use promotes active street frontages and a range of activities which aim to enhance economic growth and are compatible with residential activities.

Parks/Reserves are to provide open space to the development in accordance with the provisional guidelines set out by WDC.

KEY

- Low density residential zone
- General residential zone
- Medium density residential zone
- Town centre zone
- Mixed use zone
- Indicative open space
- Rural Production zone
- Noise barrier area
- KiwiRail designation

The Proposal - Key Elements

- Delete MPC chapter.
- Removal of industrial focus.
- Increased residential land use to support the development of a viable and sustainable town centre.
- Create a Special Purpose Marsden Town Centre Zone.
- Rezone remaining land as a mixture of Mixed Use and Residential Zones.
- Consequential changes to other chapters (e.g. Noise and Vibration Chapter).

Marsden Town Centre Zone

- New zone, secondary to the Whangarei City Centre Zone.
- Will provide a more vibrant community heart and vitality than operative MPC provisions.
- Urban Design focus – encouraging high quality, well designed development that reflects the context.
- Design based controls and consent requirements.



Marsden Town City Precinct

- Precinct applies over and above the underlying zoning.
- Largely duplicate rules from U&S plan changes to ensure consistency.
- Unique precinct provisions to ensure that development is supported by appropriate infrastructure, that a quality built environment is achieved and to manage reverse sensitivity effects.



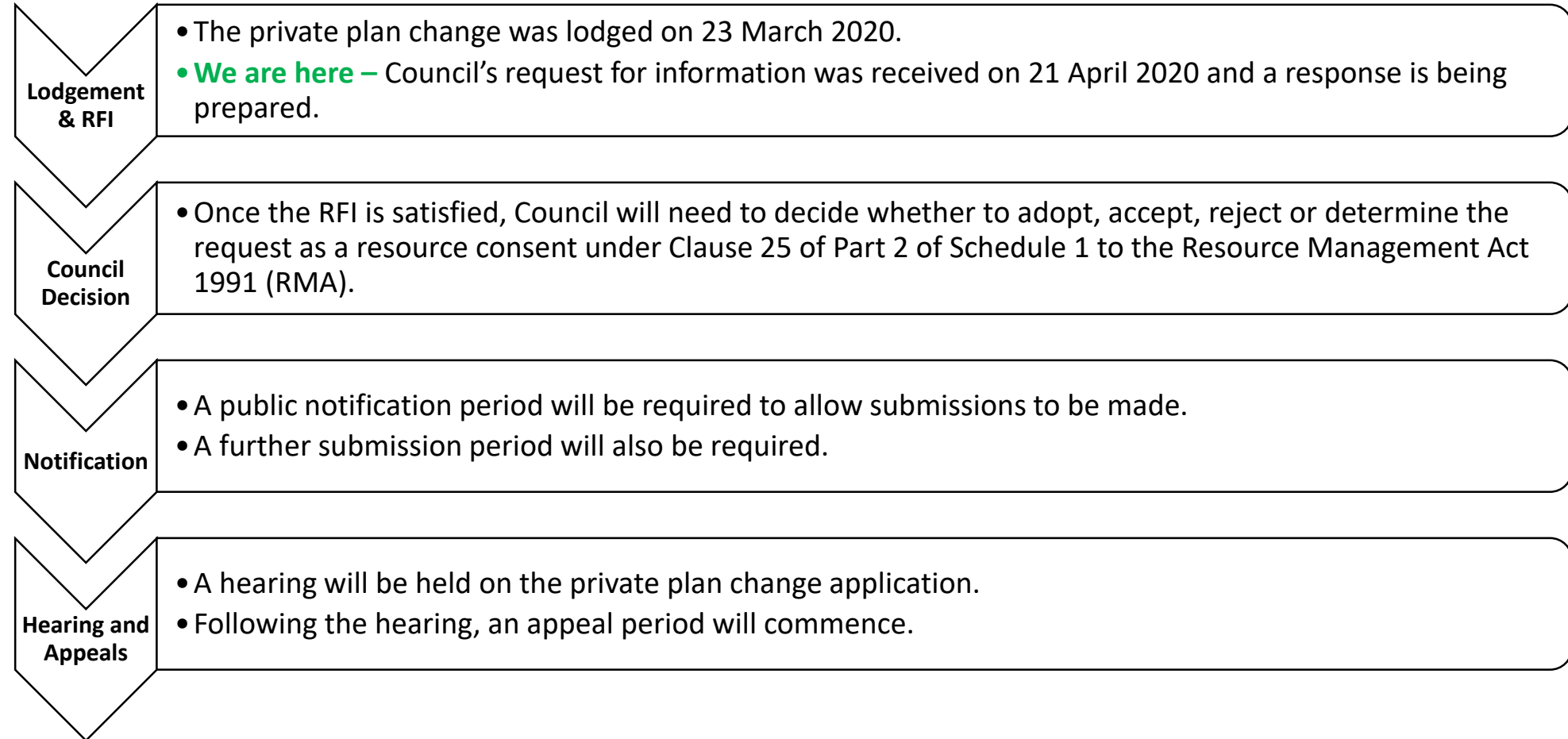
Sub-Precinct Map

KEY

Scale 1:6,000 @ A3

A - Town Centre Zone
B - Mixed Use Zone
C - Medium Density Residential Zone
D - General Residential Zone
E - Low Density Residential Zone
F - Indicative Open Space

Next Steps



Any Questions?

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