

Plan Change 5

ENGAGEMENT

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3. Summary of Stakeholder Engagement

Ko te aaheinga
o te hanga he waahi ataahua he
waahi toiora ki Peacocke

Peacocke

Structure Plan

Weaving together a
new community

July 2021



Hamilton
City Council
Te kaunihera o Kirikiriroa

Peacocke: Weaving together a new community -

Engagement tactics and submission insight



**Hamilton
City Council**
Te kaunihera o Kirikiriroa



PEACOCKE: WEAVING TOGETHER A NEW COMMUNITY ENGAGEMENT TACTICS AND SUBMISSIONS INSIGHTS

Report prepared by:
Preeti Chitre, Research and Insights Analyst
Simone van Asbeck, Communication and Engagement Advisor
December 2020.

Report reviewed by:
Nigel, Team Leader, Communication and Engagement, Embracing Growth
Julie Clausen, Unit Manager, Strategy and Corporate Planning
December 2020.

EXECUTIVE SUMMARY

The review of the Peacocke Structure Plan offered us the chance to create a community, WITH the community. Using feedback gathered during the wellbeing engagement in March, stakeholder engagement in July and August, as well as guidance from central Government, we put together high-level themes for the community to provide input into the draft plan.

Community engagement on the Peacocke structure plan took place from 11 November to 9 December 2020. The public was asked to feedback on housing style and density, transport connections (including walking, cycling and public transport), community spaces, natural environment and culture.

The feedback will help us put together a draft Peacocke Structure Plan which will undergo a formal consultation in May 2021.

We reached more than 55,000 people through social media and more than 2,400 of those engaged with our posts across Facebook, Instagram, LinkedIn e.g. liked, commented, shared.

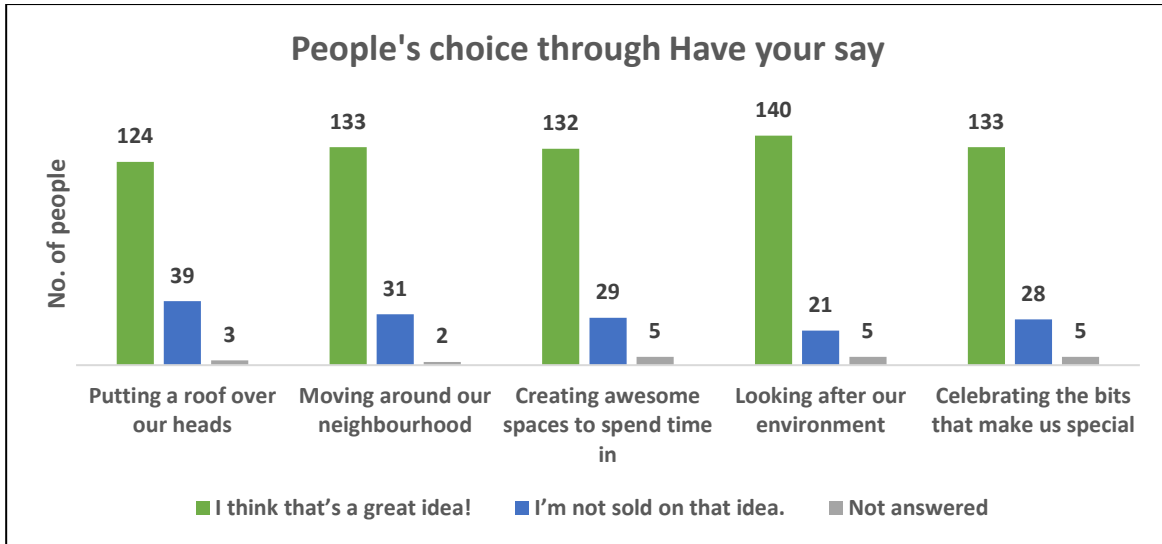
The team had a stand at the Steele Park Your Neighbourhood event which was attended by around 500 people. An open day held at the Glenview Club, specifically around the Peacocke programme, was well-attended by between 600-700 people. Commentary was predominantly positive and included questions around the environment, schooling and supermarkets and other community spaces.

We received 166 submissions through Have your say, either via the online portal or through hard copy feedback forms. We also received 8 submissions through emails or letters.

Majority of the respondents were from West area 6 and East area 6 (Bader, Deanwell, Fitzroy, Glenview, Melville, Peacocke, Hillcrest, Ruakura, Riverlea, Silverdale) which are surrounding suburbs. Majority of the respondents were also in the 25-45-year-old age bracket which is probably reflective of those looking for their first homes.

People were largely supportive of elements we proposed. The number in brackets refers to percentage of people who selected "I think it is a great idea" for each of the element/topic described in the consultation document.

- Putting a roof over our heads (75%)
- Moving around our neighbourhood (80%)
- Creating awesome spaces to spend time in (80%)
- Looking after our environment (84%)
- Celebrating the bits that make us special (80%).



The 8 email/letter submissions made suggestions and recommendations around various topics for the draft Structure Plan. These include housing, infrastructure for electricity, community development, roading, environment and ensuring history and aspirations of tangata whenua can be best represented. A summary of each email submission is provided on page 15 and 16.

ENGAGEMENT TACTICS

The purpose of the community engagement was to provide landowners in the Peacocke area, and the wider Hamilton community, to provide input into the review of the Peacocke Structure Plan. We wanted landowners to feel like they were involved early to make positive changes to the draft Plan before it is notified in mid-2021. The Peacocke Structure Plan should also reflect the wants and needs of Hamiltonians and ultimately create a community they want to live in.

The community was asked to feedback on housing style and density, transport connections (including walking, cycling and public transport), community spaces, natural environment and culture; selecting either “I think that’s a great idea!” or “I’m not sold on that idea” and space for any comments. An attractive and visual hard copy booklet was created to help tell the story of all the plans for the area, which was replicated online through Have your say.

The engagement tactics were targeted at these two key groups. Landowners were posted hard copies of the engagement document prior to engagement starting, with direct contact details to ask questions, an invite to the open day and opportunity to provide feedback through the Have your say page. Other key stakeholders for the area were also given an early heads up via email and provided all the engagement material.

The wider Hamilton community were communicated to more broadly, focussing on telling the story of what we are trying to achieve in Peacocke. This was predominantly through traditional media and social media advertising.

An open day held at the Glenview Club was a highlight of the engagement period and attended by nearly 700 Hamiltonians. There was an obvious shift to a more positive conversation when compared to previous open days about the area, with the community’s questions focussed around environmental work and locations of schools, supermarkets and other community facilities.

Key engagement tactics used included:

- Hard copy engagement booklet – printed and distributed to Council offices and libraries.
- Have your say web page.
- Direct mail
 - Letter with booklet to landowners in the Peacocke Structure Plan area.
 - Email to key stakeholders.
 - Email to other stakeholders we have previously engaged with.
 - E-newsletter to people interested in Peacocke news.
 - Email to Southern Links community liaison group members.
- Paid social media campaign across Facebook and Instagram.
- Meetings with Glenview Community Centre and Hamilton East Neighbourhood House.
- Newspaper advertising in community papers ahead of Open Day.
- DLE flyer drop to surrounding neighbourhoods ahead of Open Day.
- Open days
 - Peacocke Open Day at Glenview Club attended by 600-700 people.
 - Steele Park Your Neighbourhood attended by approx. 500 people.
- Internal
 - Moorena Mail
 - Executive update
 - Posters in elevators and reception areas.
 - Pull up banners in reception.
- Our Hamilton stories

- [Plan lays the foundation for sustainable community](#), 11 November 2020
- [Environment and community spaces led conversation at Peacocke Open Day](#), 2 December 2020
- Media coverage
 - Waikato Times / Stuff.co.nz, [Public invited to have say on structure of new Peacocke neighbourhood, south of Hamilton](#), 11 November 2020
 - Waikato News / Nzherald.co.nz, [Hamilton City Council looks to future proof Rotokauri for growth](#), 18 November 2020
 - Waikato Times / Stuff.co.nz, [Hamilton's swing south all go as Peacocke development ramps up](#), 2 December 2020

ENGAGEMENT RESULTS



Help us shape Peacocke from the ground up

Give us your feedback about our plans for Hamilton's newest neighbourhood at hamilton.govt.nz/peacockestructureplan

OPEN DAY
Tuesday 1 December, 4pm to 7pm
 Glenview Club, 211 Peacockes Road

TELL US WHAT YOU THINK BY
9 December

HAVE YOUR SAY

A total of 166 submissions were received through Have your say, either through the online portal or through hardcopy feedback forms. 161 people provided their names and 162 people provided their email address. Detailed results and further analysis are provided page 8 onwards.

The online survey page was visited by 795 users, translating to a conversion rate of 20%. The top sources of traffic were direct (by typing the URL hamilton.govt.nz/peacockestructureplan), organic search, Facebook and Our Hamilton.

EMAILS/LETTERS

We received 8 email or letter submissions. A summary of each email submission is provided on page 15 and 16.

SOCIAL MEDIA

We reached more than 55,000 people through social media and more than 2,400 of those engaged with our posts across Facebook, Instagram, LinkedIn e.g. liked, commented, shared.

A paid advertising campaign through Facebook and Instagram reached more than 35,000 people alone, driving 1,201 unique users to our have your say website. This is a high click through rate compared to previous campaigns.

The campaign saw a total of 74,727 impressions of which 35,384 were individual profiles – a massive audience reach for this budget and timeframe.

The ad for ‘putting a roof over our head’ was the highest engaging – driving 516 link clicks and reaching 17,068 individuals.

All ads performed above average in quality, engagement rate and conversion ranking (against other Facebook ads).

Posts	Reach	Engagement	Comments	Reactions	Shares	Post Clicks
Facebook and Instagram campaign	35,384	N/A	54	121	15	1,408
8 December – video	3,867	101	0	13	0	NA
Event posting	1,739	50	0	7	NA	NA
18 Nov - Event posting	7,082	0	61	17	2	126
11 Nov – Ourham story link	3,808	170	2	20	0	146
8 December – video LinkedIn	1,272	371		16	1	13
11 Nov – Ourham story link	1,944	110	2	33	3	73
TOTAL	55,096	2,400	119	227	21	1,766

WEBSITE

Further information could also be found at hamilton.govt.nz/our-city/city-development/peacocke/Pages/Our-plans-for-the-future, however people were not directed there specifically during this campaign. This web page was visited 3,417 times by 2,314 unique users during the engagement period. This was up 58% from the previous month. The average time spent on the page was 00:00:29.

OPEN DAY

The team had a stand at the Steele Park Your Neighbourhood event which was attended by around 500 people. This included collateral outlining each theme, maps with magnets to demonstrate how things might fit in the new neighbourhood and engagement documents to hand out.

An open day held at the Glenview Club, specifically around the Peacocke programme, was well-attended by between 600-700 people. Commentary was predominantly positive and included questions around the environment, schooling and supermarkets and other community spaces.

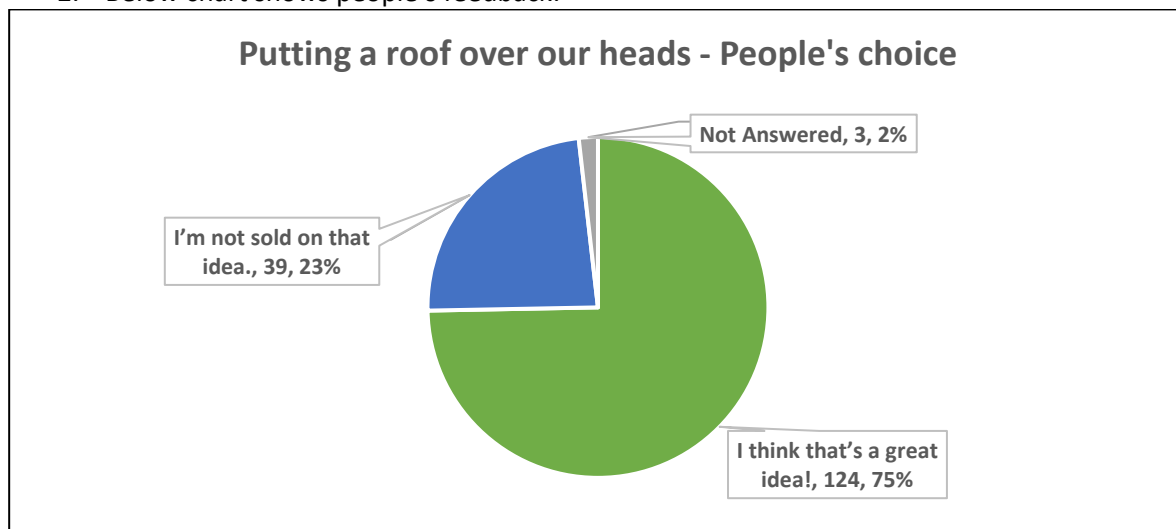
SUBMISSIONS INSIGHTS

FEEDBACK THROUGH HAVE YOUR SAY (ONLINE AND HARDCOPY FEEDBACK FORMS)

1. 166 people responded to the survey through Have your say, either online or by completing a hardcopy feedback form.
2. Of the 166 submissions, 161 people provided their names and 162 people provided their email addresses.
3. 143 (86%) were Hamilton residents.
4. People were asked to give feedback on elements/topics we were proposing around putting a roof over our heads, moving around our neighbourhood, creating awesome spaces to spend time in, looking after our environment and celebrating the bits that make us special. Analysis of their feedback is mentioned below.

PUTTING A ROOF OVER OUR HEADS

1. We proposed:
 - a. A mix of housing density and style.
 - b. Housing that's supported by quality open spaces, and
 - c. Good walking, cycling and public transport connections.
2. Below chart shows people's feedback:



3. The top themes from people who thought it was a great idea and gave us a reason for their choice were:
 - a. 30 people supported mixed style/types of housing.
 - b. 10 people emphasized the need for housing to be affordable.
 - c. 7 people supported increasing housing supply using less land.
 - d. 7 people supported mixed neighbourhoods e.g. there would be a diversity in people living in the community (age, ethnic groups and income).
4. The top themes from people who were not sold on the idea and gave us a reason for their choice were:
 - a. 9 people did not support high density housing.
 - b. 6 people were concerned that housing wouldn't be affordable.

- c. 4 people highlighted that housing should be such that it follows universal design standards e.g. housing built according to topography of the area.

5. Examples of some verbatim comments:

“Mixed neighbourhoods can help diminish the increasing gap between the rich and poor as people are less likely to live their lives in a bubble.”

“Densification is great for cities, it helps make them more liveable while also increasing housing supply using less land, I'd love to see lots of high and medium density housing to make Hamilton a more liveable city.”

“Sprawling cities are relics of the past. They force people into cars and gobble up vast amounts of land.”

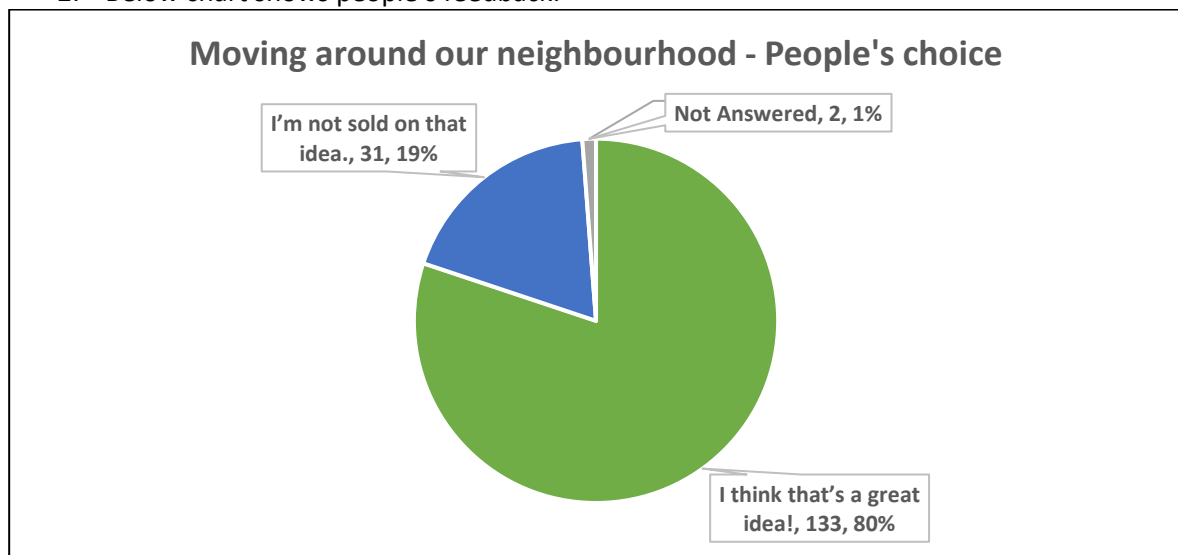
“Makes living in the area affordable. If housing is affordable rent wise and purchase price wise without the competition of investors, then the above proposal works with affordable living.”

“The problem I have with this proposal, is the mid to high density housing. There is never enough off-street parking for these kinds of properties. You can talk lots about what can be done but at the end of the day people want great travel, and that only comes from a car or motor bike.”

MOVING AROUND OUR NEIGHBOURHOOD

- 1. We proposed:
 - a. To prioritise public transport, walking and cycling as key ways to move around Peacocke.
 - b. Transport networks in the right place to support a mix of housing and reduce our dependency on cars.
 - c. Better connections within Peacocke and to the rest of Hamilton.

2. Below chart shows people’s feedback:



- 3. The top themes from people who thought it was a great idea and gave us a reason for their choice were:
 - a. 22 people supported priority to cyclists and pedestrians.

- b. 19 people included suggestions around cycleways such as: safe cycleways (11), connected cycleways (10) and separated cycleways (6).
 - c. 17 people supported bus priority.
 - d. 14 people included suggestions around car use such as: allow for enough parking including on-street (10), prevent congestion on roads due to cars (3), reduce dependency of cars for local use (2) and do not build from a car-first approach (1).
 - e. 12 people supported what we proposed as it was better for the environment.
 - f. 11 people included suggestions around public transport such as: ensure it is good for travelling to all areas and not just CBD (3), public transport needs to be reliable (3), future proof for other modes of public transport (2), public transport needs to be affordable (2), public transport needs to be quick (2) and consider smaller buses (1).
 - g. 10 people emphasized the need for good and safe walking paths/walkways.
4. The top themes from people who were not sold on the idea and gave us a reason for their choice were:
- a. 10 people included suggestions and concerns around public transport such as: public transport needs to be reliable (3), public transport needs to be affordable (2), concerned about lack of use of public transport (1), consider smaller buses (1), ensure wider bus network is upgraded (1), future proof for other modes of public transport (1) and ensure public transport is travelling to all areas and not just CBD (1).
 - b. 10 people included suggestions around car use such as: allow for enough parking including on-street (5), future proof for increased electric cars (3), concerned about it being a disconnected suburb if car travel is discouraged (1) and do not discourage cars as they are convenient with family pickups and supermarket trips (1).
 - c. 4 people emphasized the need for wider roads so that buses can turn safely and there is enough space for cyclists.
 - d. 4 people included suggestions around cycleways such as: connected cycleways (1), safe cycleways (1), separated cycleways (1), ensure wider cycle network is upgraded (1).

5. Examples of some verbatim comments:

“Public and active transport are good ways to slow climate change, reduce congestion and increase social connectedness.”

“For Hamilton to become a great little city, people need to have access better network of alternative transport options, not just the car. The priority in this new development should be on walking, then biking/scootering/mobility, then public transport and lastly the car. Traffic calming, raised crossings, continuous sidewalks, narrowed roads etc needs to be prevalent. Parents should be happy letting their kids get to school and back by themselves.”

“It’s great to have suburban “blocks” that people can walk around rather than dead-end cul de sacs. In our present suburb of Grandview Heights there are lots of little connectors through parks, gullies and alleyways between streets, and we love being able to walk around the block.”

“Yes, public transport and other eco-ways of getting around are great. But, the bus system is not the most efficient. We need to look at smaller buses (mini-vans) that can accompany the bigger

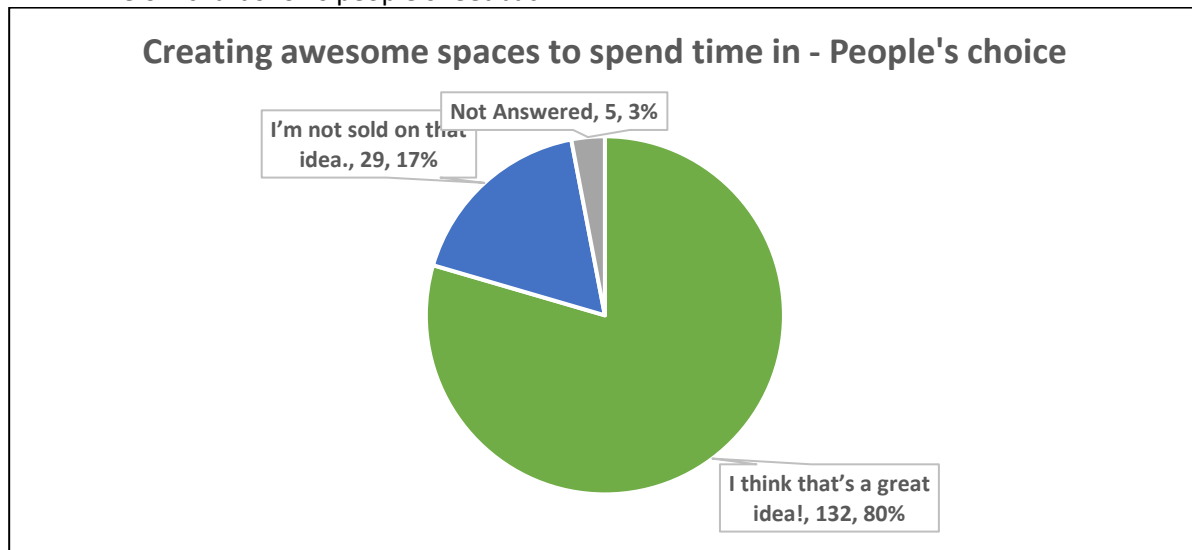
buses for more agile transport. Again, clustering the cars to the outside of neighbourhoods will encourage other forms of transport and require less roading internally.”

“Should have wide enough roads for buses, not tight corners. Cars on both sides are filling up the roads and stopping bike safety. Future proof for light rail.”

CREATING AWESOME SPACES TO SPEND TIME IN

1. We proposed:
 - a. A high quality and connected open space network.
 - b. Accessible community spaces that support a mix of housing density and styles.
 - c. To identify areas for our smaller neighbourhood centres and a larger suburban centre.

2. Below chart shows people’s feedback:



3. The top themes from people who thought it was a great idea and gave us a reason for their choice were:
 - a. 27 people supported making community spaces e.g. parks, good quality community/public spaces.
 - b. 9 people emphasized the need for small shopping centres i.e. local shops.
 - c. 9 people mentioned that community spaces should be easy to get to.
 - d. 6 people mentioned that their schooling (including early childhood centres) should be zoned/considered appropriately.
 - e. 6 people emphasized that open spaces should be mixed well with mid-high-density housing.
 - f. 5 people mentioned that ecologically productive/food security and resilience factors should be considered while designing common spaces. Suggestions here included community garden allotments, community supported food producing spaces, shared green spaces.
 - g. 4 people mentioned that some community spaces should provide access to the river.
4. The top theme from people who were not sold on the idea and gave us a reason for their choice was of 3 people who mentioned that we don't need such community spaces in every suburb as the CBD has them or we should promote them to come to CBD.

5. Examples of some verbatim comments:

“Being surrounded by houses on every side kind of sucks, especially when you're talking multi-story apartment blocks / town houses. Breaking it up with green spaces keeps people sane, even to the point where maybe mandating development styles that include shared green spaces (e.g. multi-storey blocks facing courtyards or similar) might let you accomplish liveable dense neighbourhoods. And make them go places - tie them in with off-road foot/bike paths rather than little reserves that hardly get used. And town centres are a must - nothing worse than all the shops/services being halfway across town.”

“I value the spaces in the community that are free, and I can spend time with my family and meet other people”

“Great thinking ahead to needing more shops, supermarket and medical centre. My only question is what is the plan for schools?”

“Hamilton has a CBD that already has community facilities, sports parks, open spaces, shopping facilities... don't need them in any suburb. You should be focusing on connecting suburbs to the CBD, like better rail links that run 24/7”

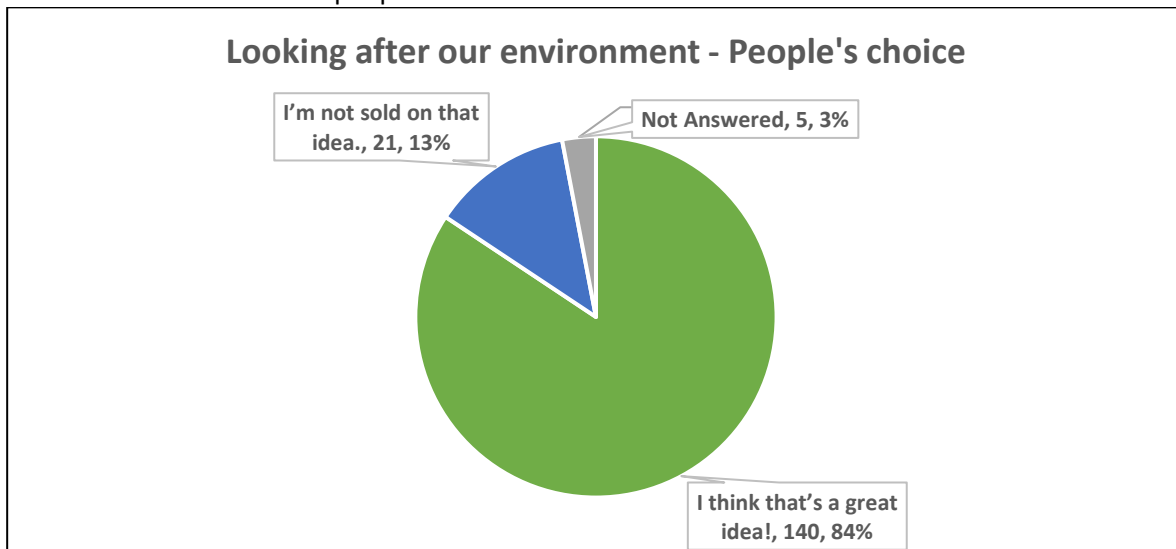
“We should be celebrating the cbd and trying to encourage people to venture into the cbd, creating pathways that connect people there and help the city to thrive, not creating isolated pockets all over the city. It's a poor use of resources.”

LOOKING AFTER OUR ENVIRONMENT

1. We proposed:

- a. To add extra protection for our native flora and fauna (including gully network and long-tailed bats).
- b. To make sure development protects and enhances the natural environment.
- c. To create public spaces where people can enjoy the natural environment.

2. Below chart shows people's feedback:



3. The top themes from people who thought it was a great idea and gave us a reason for their choice were:

- a. 32 people supported protecting and restoring the environment.
 - b. 12 people commented on looking after existing gullies and waterways.
 - c. 9 people emphasized on maintaining biodiversity.
 - d. 8 people commented around utilising/integrating gully systems for recreational cycling and walking paths.
 - e. 6 people commented that the bird park should be protected.
 - f. 6 people commented that existing reserves and natural spaces should be maintained.
4. The top themes from people who were not sold on the idea and gave us a reason for their choice were:
- a. 6 people commented that the bird park should be protected.
 - b. 4 people had other suggestions around housing and environment such as: deciding on pet ownership rules before properties are advertised (so that no changes need to be made retrospectively) and ensuring wildlife and humans can exist without causing issues for each other.
5. Examples of some verbatim comments:

"We need to take care of our beautiful birds! Our trees! What makes New Zealand so beautiful. We have a chance here to build up a community but also put us on the map if we do it well along side of keeping all the important stuff."

"Nice to have a place to enjoy the natural environment within a city."

"The council doesn't look after the current gully and water way sufficiently it's too busy wanting flashy theatres to be built"

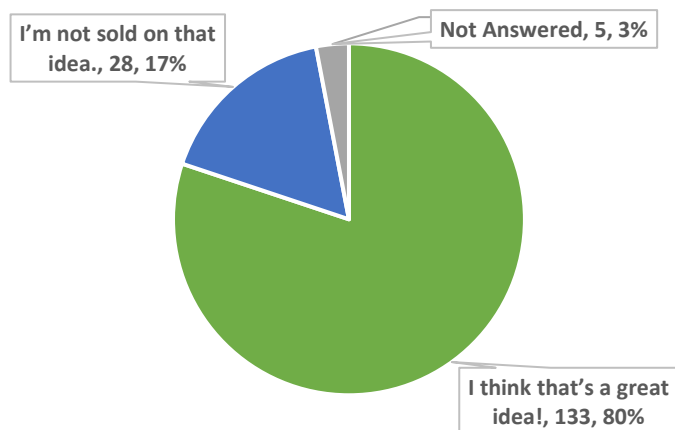
"All sounds great but where's the policing? EG what happened to the gully landscaping behind the Glenview Medical Centre? No mention of community halls. meeting centres, schools etc. What about community gardens? No doubt topsoil will be removed, and a token amount returned to small grassed areas."

"Yes! This is so important. Once this has gone we can't get it back. Do everything possible to support the bat population (no cats in the whole area, not just limited to certain suburbs)."

CELEBRATING THE BITS THAT MAKE US SPECIAL

1. We proposed:
 - a. To identify and protect known archaeological sites.
 - b. To continue to tell the cultural story of the Peacocke area.
 - c. To deliver on iwi aspirations for the natural environment.
2. Below chart shows people's feedback:

Celebrating the bits that make us special - People's choice



3. The top themes from people who thought it was a great idea and gave us a reason for their choice were:
 - a. 28 people supported honouring history.
 - b. 15 people supported educating about the area's history.
 - c. 8 people supported protecting historically important sites.
4. The top theme from people who were not sold on the idea and gave us a reason for their choice was of 4 people who mentioned that we should find out iwi aspirations first.
5. Examples of some verbatim comments:

"our history is important and should main the culture for generations to come"

"Make ways to help people learn about the history as well as protecting it."

"This is paramount as all NZ need to have a better appreciation and understanding of our bicultural history and City."

"The name Peacocke does not reflect Kirikiriroa at all, seems really out of place. I would prefer a Maaori name be gifted by local iwi. naming after recent settlers is quite offensive actually, given the history of this area."

"What exactly are iwi aspirations?"

FEEDBACK THROUGH EMAILS/LETTERS

We received 8 emails or letter submissions regarding the draft structure plan during the consultation period.

Summary of the submissions is provided in the table below:

Submitter	Summary
Submitter 1	<p>Wishes to address two concerns: heritage park which does not do justice to the history and 11 Pa sites situated within the area. And lack of independent evidence and applications from HCC for designated affordable housing and housing for Māori.</p> <p>Request input into the plan on how history of tangata whenua can be best represented and how Māori can benefit within the area.</p> <p>Recommends a building be erected on the heritage park site that will provide space for history/artefacts unearthed during development, and also provide for a space for gatherings.</p> <p>Recommends affordable housing to be a priority for development.</p>
Submitter 2	<p>Submission as owners of property in the Peacocke area. Requests and recommendations in submission around higher density housing beside amenities, roading/footpath access, gullies, environment.</p> <p>Recommend mixed housing styles (multi-level apartments/terrace/duplex housing) utilising park amenities. Request adjoining proposed park adjoining northern areas of their land and northern gully remain zoned for housing with minimum medium housing density and possibility of greater housing density as described above.</p> <p>Not in favour of footpaths in their gully fingers or edges.</p> <p>Request input while considering roading/footpath to achieve gully restoration where possible and opportunity for integration/connectivity.</p> <p>Request gully setbacks to be minimal for building purposes.</p> <p>Ask that greater controls be places for more natural weed and pest control especially which relates to preservation of bats.</p>
Submitter 3	<p>Seeks a structure plan that encourages opportunities for appropriate intensification in an around the suburban centre, local centres and surrounding transport nodes within and connecting to the structure plan area.</p> <p>Supports providing homes for some 20,000 people to live in the area and would like to work with HCC to see if structure plan can be developed to accommodate additional people and homes.</p> <p>Supports planning for public infrastructure and securing funding to deliver infrastructure.</p> <p>Supports protection and enhancement of natural environment.</p> <p>Supports mixed housing styles (standalone homes, duplex, terrace housing and multi-level apartments and mix of medium to high density housing supported by different transport modes and connections.</p> <p>Supports enabling walking, cycling and vehicle connections following accessible design.</p> <p>Supports enabling a high quality open space network.</p> <p>Supports providing a range of retail and service centres.</p>

Submitter 4	<p>Wishes to ensure that WEL's purpose of delivering a safe and reliable power supply is recognised and provided for in the draft structure plan document.</p> <p>The document should provide for sufficient berm space to house all utilities (including electricity infrastructure), both above and below ground.</p> <p>Requests provision of 1.5 m corridor for underground utilities and a minimum berm width of 1.5 m is adopted free of trees and deeply rooted vegetation.</p> <p>Requests any zoning changes around Peacocke substation are carefully considered.</p> <p>Also requests careful consideration of developments around existing electricity infrastructure (see details in their submission).</p> <p>Wishes to see policies within the structure plan that promote and provide for small scale and community scale generation and other carbon reducing technologies.</p>
Submitter 5	<p>Consider more business and retail spaces (including re-purposing underutilised spaces in nearby suburbs)</p>
Submitter 6	<p>Submission on behalf of Ministry of Education.</p> <p>Supports development of draft structure plan to develop the area and as an effective means of achieving sustainable management of resources.</p> <p>Supports development to provide housing for up to 20,000 people.</p> <p>Recognises that there will be sufficient capacity in the short term to cater for growth in Peacocke within the local school network.</p> <p>Wishes to continue working with HCC to ensure provision for educational facilities in medium to long term.</p>
Submitter 7	<p>Enquiry related to start dates of house and land packages.</p>
Submitter 8	<p>Encourages working with Zola Rose to shape a multi-cultural and multi-financial housing area.</p> <p>Suggest looking at city ambassadors to bring the community together and liase with HCC.</p> <p>Suggest it would be a good idea for councillors to connect with the new community on a regular basis.</p>

FEEDBACK THROUGH SOCIAL MEDIA

We received 119 comments (including replies to comments) on social media posts on Facebook. 26 of these had relevant feedback to use for Peacocke draft structure plan. The themes that emerged from these relevant comments were:

1. 8 comments suggested protecting the bird park.
2. 4 comments were replies to other comments clarifying concerns around the bird park.
3. 3 comments suggested finding out iwi aspirations first.
4. Other themes that came through were around:
 - a. Needing wider roads.
 - b. Supporting shopping centres being built and using current under-utilised areas for shopping centres in nearby areas.
 - c. Support for mixed styles of housing.
 - d. Suggestions around youth education.
 - e. Affordable housing.
 - f. Accessible housing for elderly people and those who are physically disabled.

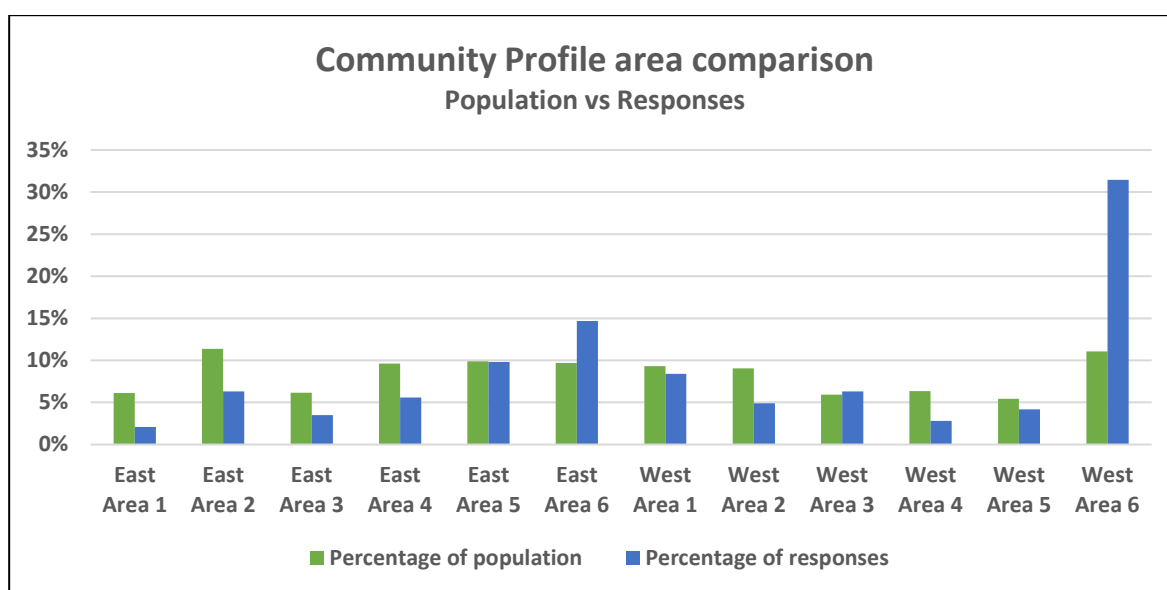
DEMOGRAPHIC COMPARISON

The below statistics compare demographics of Hamilton city respondents from the online and hardcopy feedback forms to the city's population.

HAMILTON CITY RESPONDENTS VS HAMILTON CITY PROFILE*-LOCATION

We had a high representation from East Area 6 and West Area 6. These areas which include Peacocke are at the southern end of Hamilton and met one of the engagement objectives of targeting residents from these areas.

See table below for a list of suburbs in the community profile areas.



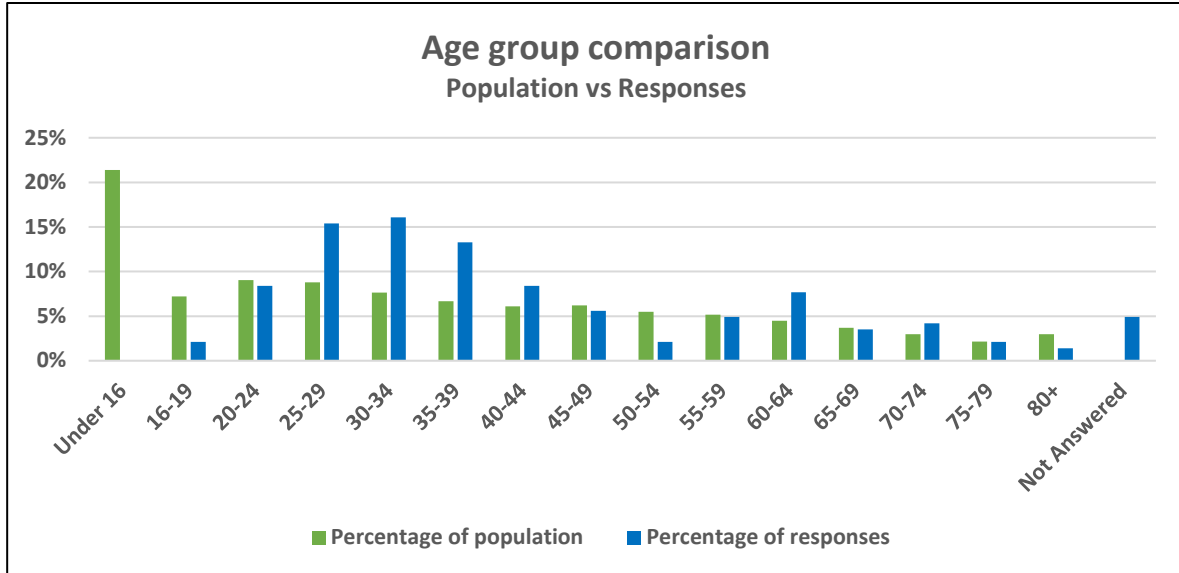
*Hamilton city profile statistics are from the 2018 Census published by Stats NZ.

Community Profile Area	List of suburbs
East Area 1	Flagstaff
East Area 2	Callum Brae, Huntington, Rototuna, Rototuna North
East Area 3	Chartwell, Chedworth, Harrowfield, Queenwood
East Area 4	Enderley, Fairfield, Fairview Downs
East Area 5	Claudlands, Hamilton East, Peachgrove
East Area 6	Hillcrest, Ruakura, Riverlea, Silverdale
West Area 1	Avalon, Beerescourt, Forest Lake, Northgate, Pukete, St Andrews, Te Rapa
West Area 2	Crawshaw, Grandview Heights, Nawton, Rotokauri, Western Heights
West Area 3	Aberdeen, Dinsdale, Temple view
West Area 4	Frankton, Maeroa, Swarbrick
West Area 5	Hamilton Central, Hamilton Lake, Hospital, Whitiora
West Area 6	Bader, Deanwell, Fitzroy, Glenview, Melville, Peacocke

HAMILTON CITY RESPONDENTS VS HAMILTON CITY PROFILE*-AGE GROUP

We had a low representation from under 19-year olds (52% of the population is under nine years old), which was expected given the subject matter.

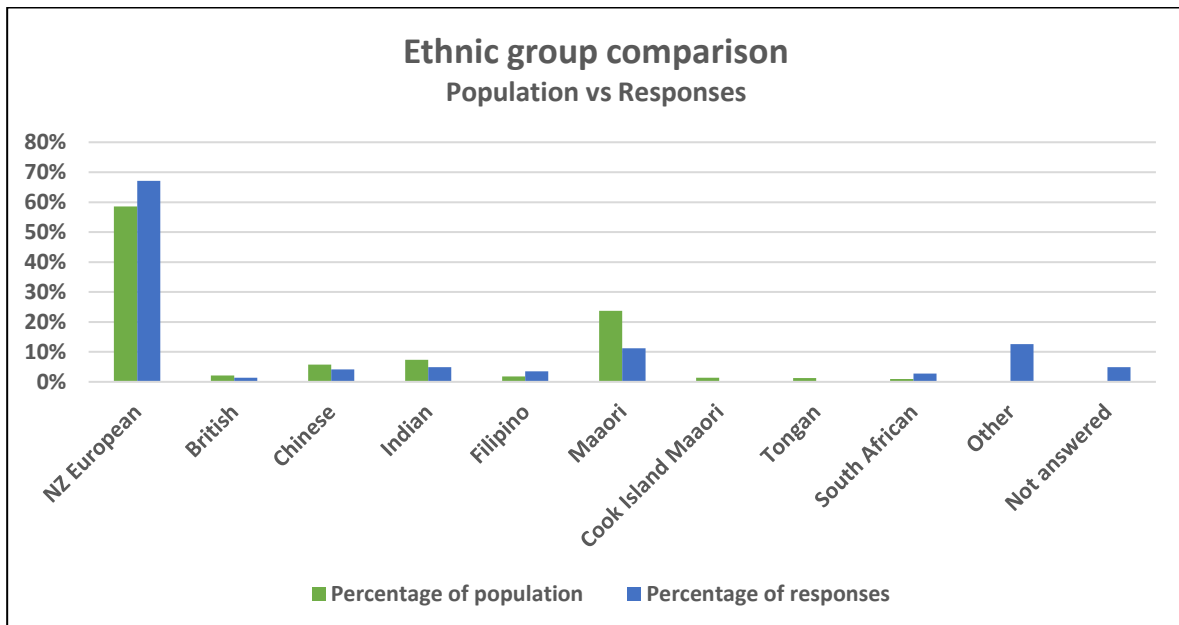
We had a good representation from age groups across 25 to 44 and 64 to 75 years of age.



*Hamilton city profile statistics are from the 2018 Census published by Stats NZ.

HAMILTON CITY RESPONDENTS VS HAMILTON CITY PROFILE*-ETHNIC GROUP

We had a good representation from the NZ European and South African ethnic groups.



*Hamilton city profile statistics are from the 2018 Census published by Stats NZ.

WHAT'S NEXT

The feedback received from this process will help us put together a draft Peacocke Structure Plan. The details of this plan will be discussed with affected landowners in the Peacocke Structure Plan area in early next year before the Plan is formally notified in May 2021.

The community will be updated on the results of this process in early 2021. They will also have another chance to have their say when the Plan is notified.

Ko te aaheinga
o te hanga he waahi ataahua,
he waahi toiora ki Peacocke.

Peacocke

Weaving together a
new community

To enable the development of
an attractive and sustainable
community in Peacocke.



Hamilton
City Council
Te kaunihera o Kirikiriroa

We have an **awesome opportunity** to shape the **Peacocke community** from the ground up

You've told us a lot in the past few years about what sort of neighbourhood you like to live in.

You've told us you need the basics like good quality, affordable housing, that is attractive and varied.

We know it's important to you to have great places to spend time in as a community that are safe, lots of open spaces like parks and playgrounds and places that celebrate the area's unique environment and cultural heritage.

We also know it's important for you to be able to access these places easily in your neighbourhood – whether it be on your bike, in your car or using your feet!

Using all the things you've told us about the type of neighbourhood you like to live in, we've started to put together a plan for our newest one: Peacocke.

We do this through a structure plan which is a long-term plan to help guide the development of a new area. It considers things like transport connections (including public transport, cycling and walking), parks and open spaces, commercial areas, housing style and density, environment and cultural heritage and sets out the best place for each of those activities to happen. It will help us balance the need for housing with social, cultural, environmental and economic outcomes for our community.

While some parts of the neighbourhood like the Southern Links roading network and other infrastructure like wastewater pipes are already set in stone, there are still plenty of opportunities to shape Peacocke into the type of community you want to live in.

We want to know what you think about our plans so far. Your feedback will help us put together a draft Peacocke Structure Plan which will undergo a formal consultation in May 2021.

Peacocke is located in the south–west of Hamilton just kilometres from the central city, the University of Waikato and existing neighbourhoods in Hillcrest and Glenview. Its proximity to the Waikato River means the land has always been significant to Maaori, who traditionally used the area to grow kumara and the river to trade.

Planning for the Peacocke neighbourhood has been taking place in the background for more than 30 years.

Peacocke was officially included within Hamilton’s boundary in 1989 and since then has remained mostly undeveloped. That’s because it’s expensive to build the infrastructure like pipes and roads you need to develop a neighbourhood from scratch.

In 2018, the Government jumped on board to help us open Peacocke and provide some much-needed housing for Hamilton. We received a \$180.3 million interest-free loan and \$110.1 million of Waka Kotahi NZ Transport Agency subsidies to build the infrastructure we need to get housing under way.

The Peacocke programme will deliver a new bridge, main roads, parks, and strategic water, wastewater and stormwater networks. Other work includes protecting and enhancing the environment, including the extensive gully system, recognising and protecting our cultural heritage and investigating community facilities which are also important parts of creating a new community in Peacocke.

When completed, Peacocke will be home for up to 20,000 Hamiltonians.

Want to know more? Visit hamilton.govt.nz/peacocke

Tell us what you think

You can have your say:

- Online at hamilton.govt.nz/peacockestructureplan
- By filling out the hardcopy form and dropping it at Council offices or libraries.
- In person at our open day from 4pm to 7pm, Tuesday 1 December at the Glenview Club.

**Get your feedback in to us by
5pm, Wednesday 9 December 2020.**





Putting a roof over our heads

Part of creating a great place to live is considering what our houses and streets look and feel like.

Housing should cater for a diverse community and meet their varied needs. We need a mix of larger homes, duplexes, terrace housing and apartments to help make housing more affordable and increase choice. Plus - it's more interesting to look at!

A big part of this is encouraging good landscape and urban design outcomes to create attractive neighbourhoods that people want to live in.

In Peacocke we're proposing a mix of both medium and high-density housing, supported by quality open spaces and good walking, cycling and public transport connections. This supports a 20-minute city concept by creating compact neighbourhoods where people can safely access most of the things they need (like retail, parks and activities) within 20 minutes, without relying on their cars.

- | | | |
|-------------------------------------|-------------------------------|-------------------------------------|
| Proposed reserve | Proposed suburban centre | Major arterial roads |
| Proposed wetlands | Proposed neighbourhood centre | Minor arterial roads |
| Proposed medium density residential | Proposed sports park | Indicative collector roads |
| Proposed high density overlay | Proposed community facility | Indicative cycleway/walkway network |



Draft concept only.



Why is this good?

Uses less land, so there's more room for all the other things that make a community great.

Helps us create better social connections and access to community facilities.

Greater vibrancy and safer environment.

Encourages walking and cycling.

Reduces our carbon emissions and adds to our work to address climate change.

Supports good public transport connections.

Increases affordability and housing choice.



Moving around our neighbourhood

As part of building a new community in Peacocke, we need to consider how people will get around whether it's by walking, cycling, bus or car.

We need to think about how we can do this safely for all road users and how these new transport corridors will connect with the streets and paths we already have.

In Peacocke, we're proposing to prioritise public transport, pedestrians and cyclists in the transport network. We want these transport networks to be in the right place to be safe for pedestrians and cyclists, support higher-density housing, reduce our dependency on cars and create better connections within Peacocke and to the rest of Hamilton.

Why is this good?

- Creates active communities.
- Supports medium and high-density housing.
- Sustainable and good for the environment.
- Increases accessibility and liveability.



Creating awesome spaces to spend time in

Part of creating a community is providing high-quality spaces for people to gather and spend time in. It's also about building these at the right time to support housing development.

In Peacocke, we're focussing on providing a high-quality and connected open space network to support our community. We want safe places for people to meet and socialise. This includes local parks and playgrounds, sports parks, access to natural open spaces and good connections to the Waikato River.

These kinds of spaces support medium and high-density housing development and create spaces that people want to spend time in.

We're also identifying areas for our small neighbourhood centres where people can pick up essentials, gather and spend time in. These will be anchored by a larger suburban centre with space for things like a supermarket, medical centre, restaurants, small retail shops and offices.

Why is this good?

- Good for community wellbeing.
- Supports high-density housing.
- In place at the right time to support development.

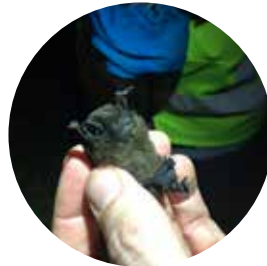


Looking after our environment

The environment is at the heart of everything we do.

Peacocke is home to the significant Mangakootukutuku gully and stream network, is close to the Waikato River and home to at-risk species like the long-tailed bat, longfin eel, giant kokopu and inanga. Interacting with these natural treasures are unique opportunities that we want to protect for future generations to enjoy too.

We're investing to protect the existing environment when developing our new neighbourhood and looking at ways we can improve it for the better. In fact, the Peacocke programme is Council's biggest-ever environmental investment in a new growth cell and we're already doing lots of amazing things to protect and enhance our natural taonga, green spaces and biodiversity in the area.



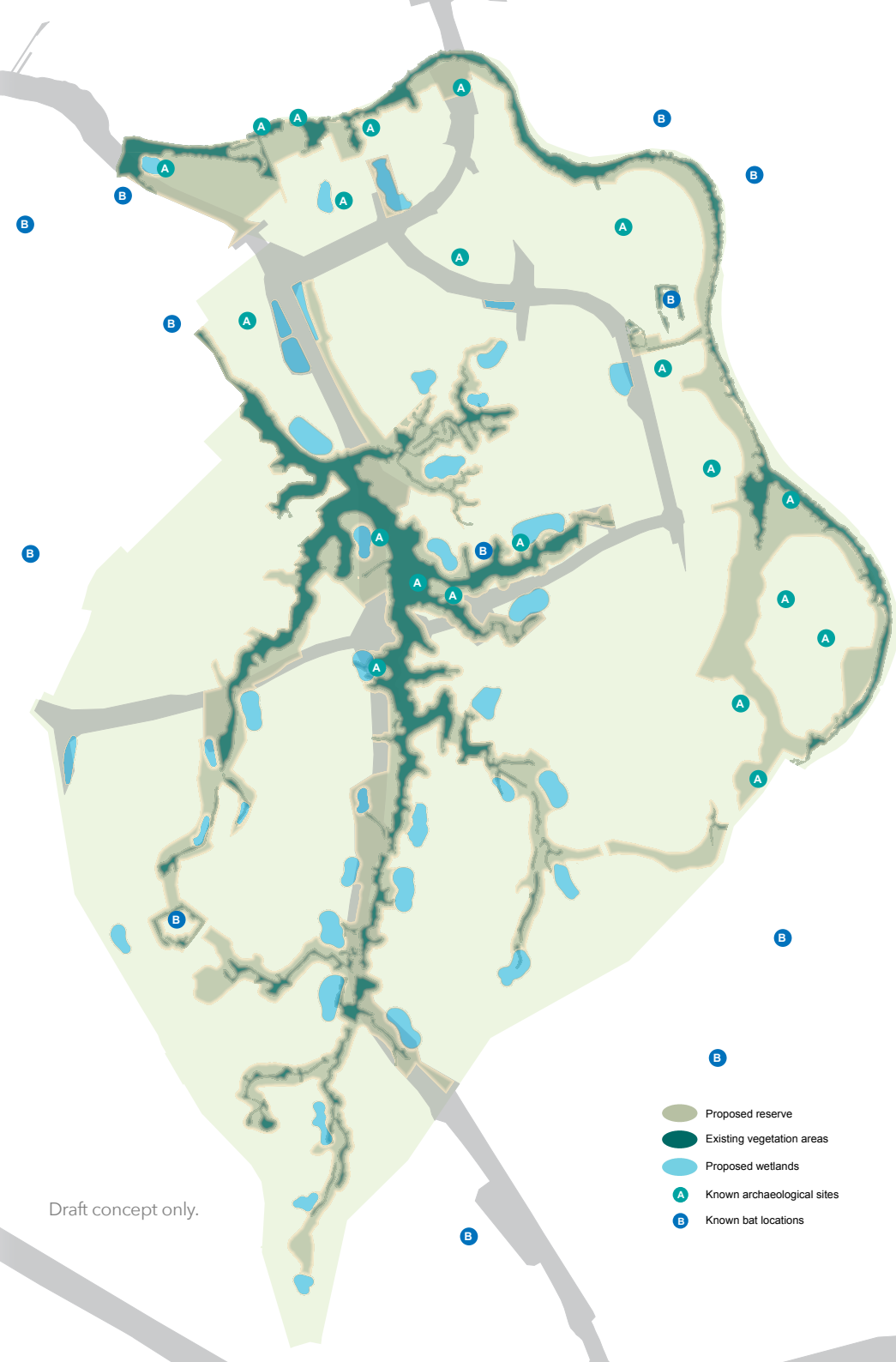
The wider Peacocke programme investment includes 15ha of gully restoration work, 1.5km of stream restoration, 30 new wetlands and more than 100,000 plants.



In Peacocke we want to add some extra levels of protection for our natural environment to make sure development is compatible with our local environment.

The current Structure Plan protects about 6ha of Significant Natural Areas (SNAs) based on the vegetation (flora) in the area. We're proposing to protect even more areas around our gully and stream network and large areas of reserve that are ecologically significant. These areas are home to long-tailed bats and other indigenous species (fauna) and we want to make sure they are able to live here too.

We're also looking at how we better manage our stormwater by identifying places for our wetlands to go that support development.



Draft concept only.

- Proposed reserve
- Existing vegetation areas
- Proposed wetlands
- A Known archaeological sites
- B Known bat locations



Why is this good?

A higher level of protection for our native flora and fauna (including gully network and long-tailed bats!).

Improves our environment so it's even better than before.

Provides great public spaces where we people can enjoy the natural environment.

Connects to the vision and strategy for the Waikato River.

Delivers on iwi aspirations for protection of the environment.





Celebrating the bits that make us special

The area now known as Peacocke has a rich history.

By the time Europeans first visited the area in the 1830s, Maori had extensively settled the area. These villages or defensive settlements are called paa sites and there are two within Peacocke.

Many of these settlements were located on or near the Waikato River, which served as a major transport and communication route. At this time the Mangakootukutuku Stream and Waikato River would have had very high water quality and was used as a food source. The low banks near Peacocke made it an easy place for Maori to access land from the river, and the land proved a fruitful place to grow kumara.

In more recent history, a significant part of Peacocke has been farmed by generations of the Peacocke family (hence the name!).

The entire Peacocke programme will respect, protect and celebrate the area's cultural heritage. We're working closely with our iwi partners to make sure our infrastructure like pipes and roads is built with good

environmental outcomes, and to guide our approach to supporting existing historical sites and the cultural narrative, including artworks and street and place names.

The current Peacocke Structure Plan protects a number of known archaeological sites. As part of the review, we're doing a detailed cultural assessment to identify and protect other known archaeological sites within the area.

This makes sure the story of Peacocke is maintained as the area grows.


Why is this good?

- Celebrates the unique history of Peacocke for future generations.
- Protects our significant sites from development.
- Supports iwi partners' aspirations for the area.

Hamilton City Council
Garden Place, Private Bag 3010, Hamilton

 /HamiltonCityCouncil

 @hamiltoncitycouncil

 07 838 6699

hamilton.govt.nz

FEEDBACK FORM

YOUR FEEDBACK WILL HELP US PUT TOGETHER A DRAFT PEACOCKE STRUCTURE PLAN WHICH WILL UNDERGO A FORMAL CONSULTATION IN MAY 2021.

YOU CAN HAVE YOUR SAY:

- Online at hamilton.govt.nz/peacockestructureplan
- By filling out this form and dropping it at Council offices or libraries.
- In person at our open day from **4pm to 7pm, Tuesday 1 December at the Glenview Club.**

Get your feedback in to us by **5pm, Wednesday 9 December 2020.** If you run out of room, feel free to attach additional pages.

PUTTING A ROOF OVER OUR HEADS - WE'RE PROPOSING:

- A mix of housing density and style.
- Housing that's supported by quality open spaces, and
- Good walking, cycling and public transport connections.

I think that's a great idea! I'm not sold on that idea.

Please tell us why. _____

MOVING AROUND OUR NEIGHBOURHOOD - WE'RE PROPOSING:

- To prioritise public transport, walking and cycling as key ways to move around Peacocke.
- Transport networks in the right place to support a mix of housing and reduce our dependency on cars.
- Better connections within Peacocke and to the rest of Hamilton.

I think that's a great idea! I'm not sold on that idea.

Please tell us why. _____

CREATING AWESOME SPACES TO SPEND TIME IN - WE'RE PROPOSING:

- A high quality and connected open space network.
- Accessible community spaces that support a mix of housing density and styles.
- To identify areas for our smaller neighbourhood centres and a larger suburban centre.

I think that's a great idea! I'm not sold on that idea.

Please tell us why. _____

LOOKING AFTER OUR ENVIRONMENT - WE'RE PROPOSING:

- To add extra protection for our native flora and fauna (including gully network and long-tailed bats).
- To make sure development protects and enhances the natural environment.
- To create public spaces where people can enjoy the natural environment.

I think that's a great idea! I'm not sold on that idea.

Please tell us why. _____

CELEBRATING THE BITS THAT MAKE US SPECIAL - WE'RE PROPOSING:

- To identify and protect known archaeological sites.
- To continue to tell the cultural story of the Peacocke area.
- To deliver on iwi aspirations for the natural environment.

I think that's a great idea! I'm not sold on that idea.

Please tell us why. _____

ABOUT YOU

This section tells us a bit more about you. By capturing this information, we will be able to better understand who is, and isn't, providing feedback. (Please print clearly)

WHERE DO YOU LIVE?

I live in Hamilton, my suburb is: _____

I live outside Hamilton:

Waipa Waikato Elsewhere in New Zealand Overseas

CONTACT DETAILS

We'll use your details to keep you informed of the next steps in the development of the Peacocke Structure Plan.

Name: _____

Organisation (if responding on behalf of): _____

Phone day: _____ Phone evening: _____

Email: _____

WHAT IS YOUR AGE GROUP? (At your last birthday)

Under 16 16-19 20-24 25-29 30-34
 35-39 40-44 45-49 50-54 55-59
 60-64 65-69 70-74 75-79 80+

WHICH ETHNIC GROUP DO YOU IDENTIFY AS? (Tick all that apply)

NZ European Maaori Indian Chinese Samoan
 British Filipino Tongan South African Cook Island Maaori
 Other _____

WHICH LANGUAGE(S) DO YOU PREFER TO COMMUNICATE IN? (Tick all that apply)

English Te Reo Maaori Hindi Sinitic North Chinese
 Tagalog French Afrikaans Yue Punjabi
 Samoan Spanish Other

Privacy statement:

The Local Government Act 2002 requires submissions to be made available to the public. Your name will be published with your submission and made available in a report to elected members and to the public. Other personal information supplied will be used for administration and reporting purposes only. Please refer to Council's Privacy Statement at hamilton.govt.nz for further information.



Peacocke: Our plans for the future

*To enable the development of an attractive and sustainable community in Peacocke.
Ko te aaheinga o te hanga he waahi ataahua, he waahi toiora ki Peacocke.*

Peacocke is approximately 740ha and located in the south-west of Hamilton. Its location just kilometres from the central city, the University of Waikato and existing neighbourhoods in Hillcrest and Glenview make it the ideal location for a new neighbourhood.

Its proximity to the Waikato River and Mangakootukutuku Gully means the land has always been significant to Maaori, who traditionally used the area to grow kumara and the river to trade. These environmental features provide important habitat for pekapeka-tou-roa, New Zealand's critically endangered long-tailed bat, and will be protected and enhanced as part of managing development.

Where we've come from

Planning for Peacocke has been under way for more than 10 years.

The area was officially included within Hamilton's boundary in 1989 and zoned for residential development in 2007. Since then, it has remained largely undeveloped mostly due to the funding required to establish the strategic infrastructure required to 'open up' the growth cell for development. But there was a strong desire from landowners to develop.

The Hamilton Southern Links Transport Corridor Designation runs through the growth cell, providing transport connections to the wider Hamilton and Waikato roading network. The corridor was designated as part of a four-year consultation process that began in 2011 and evaluated a wide range of network options, identified three broad networks, and narrowed these down over time to the preferred option.

When the Government's Housing Infrastructure Fund was announced in 2016, Council secured a \$290.4 million funding package for the development of Peacocke. This was made up of \$180.3 million 10-year interest-free loan and \$110.1 million of Waka Kotahi NZ Transport Agency subsidies. This gave us the funding we need to make Peacocke happen and put in the strategic transport and utility connections that new homes need.

When completed, Peacocke will be home for up to 20,000 Hamiltonians.



**Hamilton
City Council**
Te kaunihera o Kirikiriroa

What's a structure plan?

A structure plan helps guide the development of a new area. It considers things like transport connections (including public transport, cycling, and walking), parks and open spaces, commercial areas, housing style and density, environment and cultural heritage and sets out the best place for each of those activities to happen. It will help us balance the need for housing with social, cultural, environmental, and economic outcomes for our community.

Why are we reviewing it?

The Peacocke Structure Plan was created in 2007 and reviewed in 2012, in full public consultation processes. But a lot has changed since then. With funding for key infrastructure confirmed, and construction under way, the Peacocke Structure Plan now needs to be updated to reflect the outcomes we want for our newest neighbourhood. This includes environmental and urban design best practice and will bring our plan in line with the National Policy Statement for Urban Development and the National Policy Statement for Freshwater Quality, Government's directions for how they want councils to develop well-functioning communities and healthy rivers.

The new infrastructure connections, like roads and pipes, and subdivisions being built mean that Peacocke is already changing. We need to make sure it is changing in a way that reflects the outcomes we all want.



What does this mean for you?

In November last year, we asked you what you think of our high-level plans for the Peacocke area.

Feedback told us the community wanted Peacocke to have varied housing style and density, good transport connections and quality open spaces. The community also told us that protecting and enhancing the environment and celebrating our cultural heritage was important. The majority of responses were positive about our plans.

As a landowner in the Peacocke area, you may see that the zoning of your property is proposed to change in the new Structure Plan. It could be a change in density for development, environmental protections, or a location for a new commercial area. These are all things that contribute to making an attractive and sustainable community for Hamilton. Give us a call to chat about your specific situation and what it might mean for you.

As well as responding to community expectations for better urban design and sustainability, the proposed changes also bring the development of Peacocke into line with new Government requirements and Environment Court decisions. Proposed changes include better protection of priority bat habitat as well as the connections between these spaces which will influence where and how development takes place. Including these proposals as part of the Structure Plan discussions now provides consistency and certainty going forward. It means appropriate development can get under way faster with less risk of individual proposals facing disputes and delays.



Key features of the draft Plan:

The type of houses we want

The majority of Peacocke will be medium density, which means there is an option for terraced houses, duplexes, and larger houses to support diverse neighbourhoods.

We're zoning some areas within a walkable distance from the Peacocke town centre and public transport routes as high-density residential development. High density means a mixture of duplexes, terraced houses and walk-up apartments and will help create a vibrant centre to the neighbourhood. These areas will be supported with transport connections for all users and community facilities like sports parks and open spaces.

To make sure this is done well, we're proposing more effective controls over subdivision, layout and the built form in the plan. We want to enable an attractive and sustainable community where people want to live!

The draft Peacocke Structure Plan aims to create a safe and attractive place to live by requiring development to:

- Have street and section layouts that maximise access to sunlight.
- Create sections where buildings face the street (so you have a nice street front and private backyards), avoiding rear sections where possible.
- Provide transport links near public open spaces.
- Minimise the use of cul-de-sacs unless there is no alternative because of the landscape.
- Make sure there's connections for pedestrians and cyclists.
- Have a range of lot sizes to provide for a mix of building types.

Providing for open spaces

Ensuring high-quality open spaces are provided and ecologically significant areas are protected to enhance the environment and create a great neighbourhood for people, is an important part of this draft Plan and something the community should be proud of. Peacocke is home to the Mangakootukutuku Gully and Waikato River which provide important habitat for the long-tailed bat and other native creatures.

The gully network and River corridor will include walking and cycling facilities, providing green space throughout the structure plan area. This will form part of a recreational walking and cycling network, supporting what we're doing along the roads.

We've allocated space for sports facilities including playing fields and clubrooms.

Finally, we're making sure there's a local park within an easy walk of every home in Peacocke! Some of these will be incorporated with our gully network and sports park where we can.

How do we protect our ecological areas?

To protect and enhance our significant ecological areas in Peacocke such as gullies and riverbanks from inappropriate development, we are proposing to identify these areas as Significant Natural Areas (SNAs). This is one of the highest levels of protection provided for under the Resource Management Act as a matter of national importance.

The current Plan protects SNAs based on the vegetation (flora) in the area. The draft Plan also considers areas that are home to long-tailed bats and other indigenous species (fauna). We want to make sure we strike the right balance between development and preserving habitat.

We're also making sure that rules and other provisions in the draft Structure Plan will make sure that development is done in a way that is compatible with those ecological areas. This will include identifying 'buffers' next to SNAs to add an extra layer of protection to our ecological areas. We are also identifying ecological corridors, used by long-tailed bats to fly between significant habitat, for protection.





What this Plan won't do:

There are some things that we can't change as they are already under way. This includes the alignment of the Hamilton Southern Links transport network, which was decided through an extensive community engagement process over four years. We also can't change developments that have already been granted consent, proposed locations for infrastructure and the location of some community facilities which are currently being designated.

Getting around Peacocke

We've allowed for all modes of transport in this draft Plan, with an emphasis on public transport and walking and cycling connections throughout the neighbourhood and beyond.

This will make sure it's convenient, safe and easy to walk to places like the local centre, neighbourhood centres, schools, community facilities and parks. Public transport will be enabled along key routes in the draft Structure Plan, providing access to the employment, education and commercial areas in the rest of Hamilton. The road network will be supported by a walking and cycling network that provides for recreational users, taking advantage of the substantial gully network. These connections reduce our dependency on cars within Peacocke.

To get further afield, the Hamilton Southern Links transport network runs through Peacocke providing access to the wider city and State Highway network. The draft Plan identifies crossing points along the roads for pedestrians and cyclists to support a range of different transport types in the area.

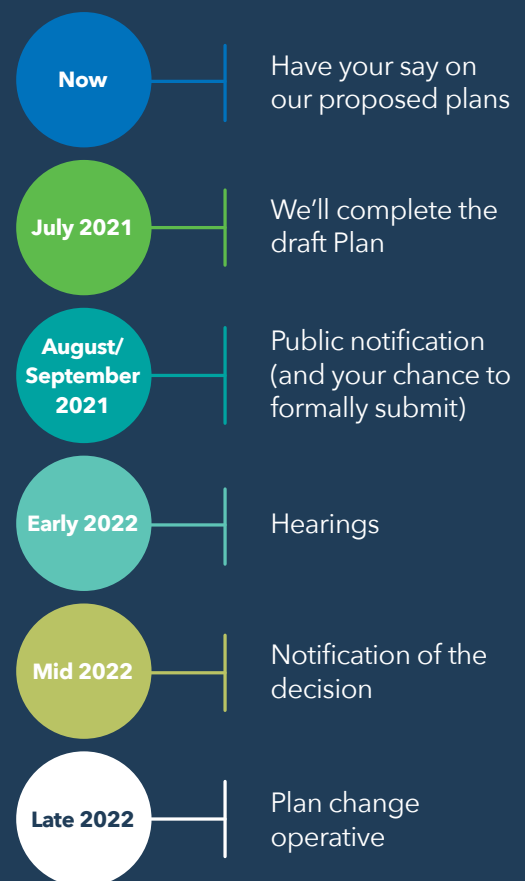
Access to all the things we need

As part of this draft Plan, we've identified places where business can happen in Peacocke. That's where we get all the things we need to support our day-to-day needs like supermarkets, medical centres and small shops. These spaces are to be well designed and attractive places for people, easy to walk or cycle to, with engaging public spaces.

The main commercial and community hub of Peacocke is in a central location that links strongly with the River. This centre will be easy to access on foot and on bike and will be well serviced by public transport. The Peacocke local centre will be the primary business centre and provides a range of services to the local community.

The main local centre will be supported by a network of neighbourhood centres in spots that are convenient for the surrounding residents. These are also important hubs to help create a sense of community and where possible will be near neighbourhood parks.

Timeline

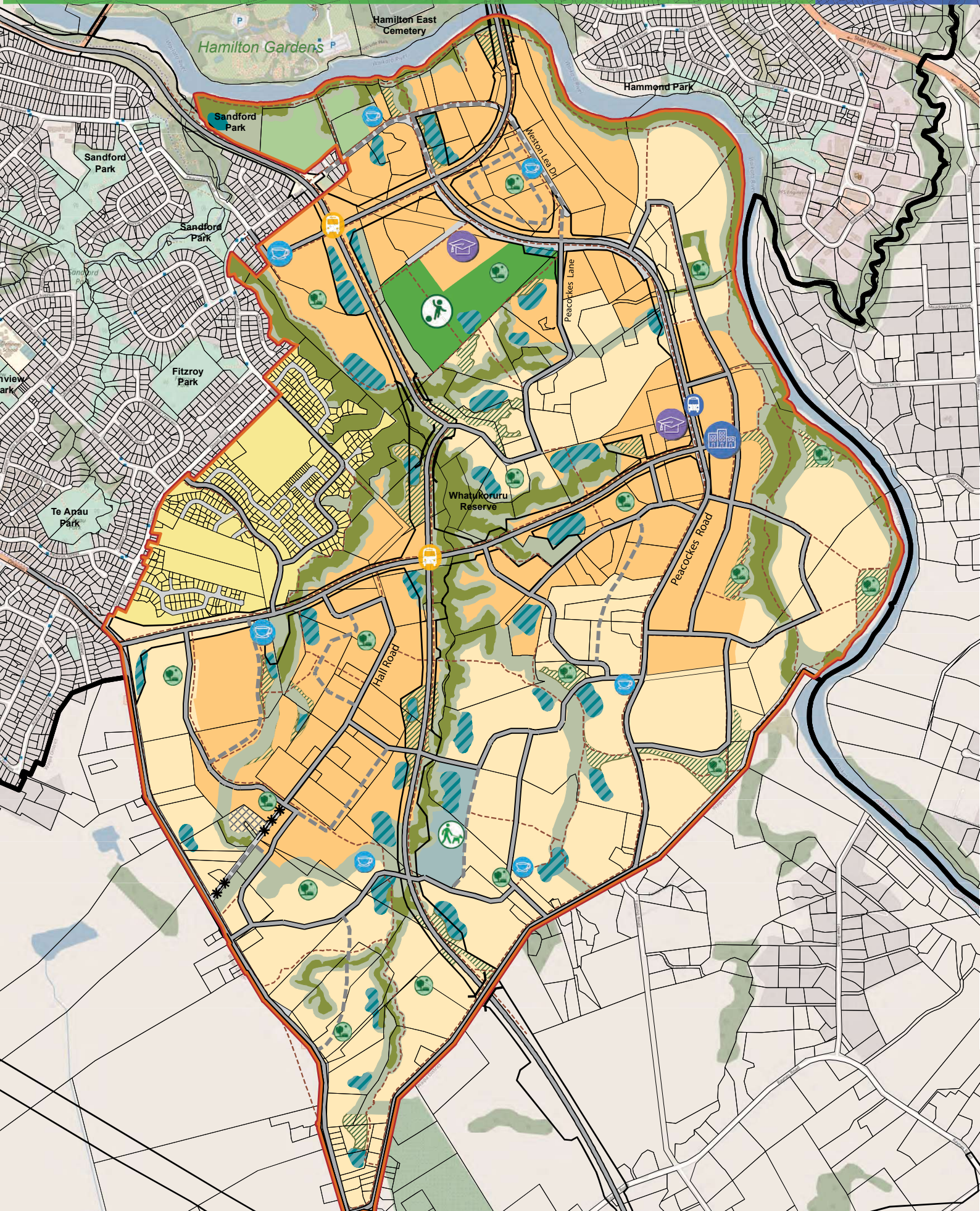


Have a chat to us!

You can find out more or give us some feedback by:

Contacting Mark Roberts, Principal Planner at Mark.Roberts@hcc.govt.nz or 07 838 6618

DRAFT PEACOCKE STRUCTURE PLAN



Proposed Land Use

- | | | | | | |
|----------------------------------|-----------------------------|---------------------------|-----------------------------------|--|-------------------------|
| Proposed Peacocke High Density | Proposed Sports Park | Proposed Roding Network | Proposed Public Transport Hub | Proposed Sports Park | Structure Plan Boundary |
| Proposed Peacocke Medium Density | Proposed Community Park | Proposed Key Local Road | Proposed Future Mass Transit Stop | Proposed Community Park | |
| Peacocke Stage 1A | Existing Natural Open Space | Proposed Cycleway/Walkway | Proposed Local Centre | Proposed Neighbourhood Park | |
| Proposed Natural Open Space | Proposed SNA | Proposed Road Stopping | Proposed Neighbourhood Centre | Proposed Neighbourhood Park | |
| | Proposed Stormwater Wetland | Future Reserve | Proposed Education Facilities | Transpower - Hamilton Communication Centre | |

Peacocke Development Co-Design Research



Hamilton
City Council
Te kaunihera o Kirikiriroa

Peacocke Development CoDesign Research. Iteration 1.0

**Key insights for the Peacocke Structure Plan
gap analysis & refresh.**

Background & Introduction.

Peacocke is a new suburb under development in Hamilton, New Zealand, it will become home for up 20,000 people over the next 30 years.

As part of the development of Peacocke Hamilton City Council has created a document called the 'Structure Plan' – This document contains foundational information deciding how Peacocke will look like - The type and placement of housing, roading, parks, schools, community facilities and commercial areas etc.

The current Peacocke Structure Plan was created approximately ten years ago and is acknowledged as out of date. The Hamilton City Council team looking after the Structure Plan decided a refresh was in order, and to ensure this refresh would create the best possible results for the Hamilton community, they decided to do this through a Design Thinking approach.

Design Thinking is one of the leading problem solving and innovation methodologies currently used around the world. Design Thinking places people and the planet at the centre of the design process to ensure outcomes are desirable, financially viable, technologically feasible, and ecologically sustainable.

Urban Kin.

Kiwi expats Anna and Geoff Wilkinson form the Brisbane based consultancy called Urban Kin. Given their expertise in city planning, urban design and design thinking, it felt a natural fit to ask for their input. Urban Kin provided a Play Book which outlined a process and set of tools HCC could use for the project. The process involves 2 key steps:

Step One – Empathy Research.

Empathy research is where design thinking borrows from the social sciences. Together we formed a qualitative research project to explore the types of lifestyles the Hamilton community would like to see created in Peacocke. This is how we listen to our users and service providers to gain 'empathy'.

Step Two – Gap Analysis.

Once we have captured our empathy insights and understand the types of lifestyles our people would like to see created in Peacocke, we can then do a gap analysis with the existing Peacocke Structure Plan to see where it does and does not allow for these lifestyles.

This Document.

This document unpacks Step One – The qualitative research project and the empathy insights it has created, positioning us to move into Step Two, the gap analysis.

Method to the Madness.

The next section, pages 4, 5 and 6, unpack our approach to the research and some of the rational behind it. If you would like to cut to the chase and jump straight to the insights, please feel free to skip to page 7.

Research Methodology.

Often misunderstood outside of academic circles, a 'research methodology' is a series of guiding principles that decide the type of enquiry being undertaken and how knowledge will be obtained.

The primary research methodology employed in this project was *Grounded Theory*. Grounded Theory is a methodology that begins with a question to be explored rather than a hypothesis to prove or disprove. As an inductive methodology, we observe the data and look for repeating concepts or 'themes', these themes then become the answers to our research question, and in doing so we derive new knowledge.

Research Question.

Our central research question was:

How might we make Peacocke an awesome place to live for the Hamilton community?

('Awesome' meaning very positive)

Indirect Questioning.

Together with Urban Kin we decided that we would use indirect questioning, a technique often utilized in design research. Instead of explicitly asking our participants 'How might we make Peacocke an awesome place to live?' We asked this implicitly by exploring desirable urban lifestyles in general. Indirect questioning is used to avoid bias, hot topics such as Peacocke are often surrounded by inflamed opinions and even misinformation that can bias perspectives. Talking about desirable urban lifestyles in general helps to negate some of the biases specific to Peacocke.

Elements of Value.

Extending Maslow's Hierarchy of Needs, Bain & Co's *Elements of Value Pyramid* frames thirty key personal values that underpin consumer behavior in the west. Adapting the language a little, we used this model to explore the personal values that inform our participants' urban lifestyles. Understanding someone's personal value system is a great way to understand the why behind opinions and behavior.

The Big 7.

In his book *Unlocking the Customer Value Chain* Harvard Assoc. Professor Thales Teixeira unpacks a model called *The Big 7* which breaks down seven key ways people spend their time and money in the western world. Taking this model and adapting it to be more accommodating to indigenous world views, we used this model as a way of understanding our participants' thoughts on the more practical elements of urban lifestyle.

Participants.

Within Design Thinking it is acknowledged that in order to create a successful solution not only does the user need to be happy but the solution provider needs to be happy as well. To cover our bases we included three key groups in our research:

Hamilton General Public.

We recruited a representative sample of twenty-one people from the Hamilton community. A 'Representative Sample' is explained later in this section.

Peacocke Developers.

All with a stake in the Peacocke development, a mix of landowners, consultants, project managers, and building industry professionals, were chosen to represent the voice of Peacocke developers.

Special Interest Groups & Government Departments.

Various local community groups with special interests, alongside teams from central government and other Waikato councils, were invited to participate in the research.

Representative Sample.

Unfortunately in local government there is a common misconception that when it comes to community engagement more is more, that the best way to understand what a community thinks is to talk to as many people as possible. Unfortunately though, this approach tends to result in a large amount of surface level data with limited value. Thankfully however, the social sciences offer a better way – the creation of a 'representative sample' – A small group that represents a larger group. When selecting our Hamilton general public participants, we used census data to understand the demographic makeup of Hamilton then created a sample group that represents this. The sample group was made up of the following demographic attributes:

The four top ethnicities in Hamilton:

Paakehaa, Maaori, Asian and Pasifika.

Gender:

Male and female.

Age groups:

18-24, 25-34, 35-50, 51-64, 65+

Occupation:

Student, employed, unemployed and retired.

Household type:

Children, no children, pets, no pets.

Income brackets:

-50k, 50k-75k, 75k-100k, 100k-150k, 150k+

Sample Group Size:

There was a total of 21 Hamilton general public participants.

Sample Group Limitations:

The Disabled Community.

Unfortunately due to recruitment difficulties and limited timeframes we did not have representation from the disabled community. This missing insight is something we will look to obtain in the future.

Demographic Ratios.

Proportionately speaking the demographic ratios within our sample group did not match that of the Hamilton population. For example 63.6% of people in Hamilton identify as Paakehaa, however 63.6% of our sample group were not Paakehaa, the percentages were actually a fairly even split between the four ethnic groups, and it was much the same with the other variables creating a very diverse group. It could be argued that due to these ratios not being a replica of the wider Hamilton community, certain majority groups have been under represented. However at the risk of overstepping the mandate of research, it could also be argued that just because a particular demographic is the dominant culture, does not mean it should always be the dominant voice.

Research Methods.

The Hamilton General Public:

To capture data from the Hamilton general public we used two research methods:

- Online Survey/Questionnaire.

We used this method as a way of capturing a breadth of qualitative data and a limited amount of quantitative data. The survey predominantly focused on the more practical elements of urban lifestyles.

- In-Person Empathy Workshops.

We conducted two in-person empathy workshops. We used these workshops to gain a depth of qualitative data, focusing predominantly on the values that underpin behavior.

Peacocke Developers:

After workshoping key interest areas with HCC, Urban Kin conducted five semi-structured phone interviews with the Peacocke developers.

Special Interest Groups & Government Departments.

We conducted two empathy workshops with our central government and special interest group stakeholders, focusing on their hopes for Peacocke, and any concerns they might have. 'Empathy Workshops' are a form of focus group that is more in-depth and interactive.

Analysis Methods.

Affinity Mapping & Inductive Logic.

As grounded theory is an inductive methodology seeking generalisations or themes based on the observation of data, a simple coding and theming method sometimes referred to as 'Affinity Mapping' was used for analysis. Statements from our participants were first coded into categories such as 'painpoints, positives, needs, motivations and opportunities' then second we grouped these coded statements into themes based on any affinities between the concepts. These themes then became the basis of our insights.

Painpoint Inversion.

In order to further delve into the needs and values of our participants we did some painpoint inversion as part of our analysis. This means looking for the unmet need within a painpoint. For example if someone expresses that a painpoint for them is inaccessible parking, it would be fair to say that the unmet need or value here is accessible parking, and/or easy access to their desired destination, the flipside of the painpoint.

Secondary Research.

Although it is important that we gain insight specific to people here in Hamilton, there is a vast amount of research that has been done in other parts of the world that is still very relevant. We explored PwC Global's 'Megatrends' to understand the global trends that will likely impact Peacocke. This is unpacked in the findings section of this document.

Findings.

Hamilton General Public PG 8-12

Peacocke Developers PG 13-15

**Special Interest Groups &
Government Departments** PG 16

Secondary Research PG 17-19

'Amenities' -

The term 'Amenities' in the Hamilton General Public section refers to stores that provide everyday needs e.g. supermarkets, petrol stations and pharmacies.

Findings - Hamilton General Public.

To the right of this page is Bain & Co's elements of Value Model. Adapting the language a little, we presented our participants with the personal values from within this model and asked them to identify which were the most important to them. We then asked them to express how these values could be cultivated in their neighbourhood.

The 6 values highlighted in green are the top 6 the participants chose.

The significance of these 6 values should not be overlooked as they point towards our people's deep-set needs, the value system that underpins opinions and behaviour.

An observation that could be made is that these values buck the trend in mainstream media that our communities are becoming more individualistic and insular. 3 of the top 6 values chosen are about community and the relationships between people, these values were chosen above values such as 'Badge Value' and 'Self Actualisation'.

These top 6 values could be used in our gap analysis as a foundational filter allowing us to ask questions such as - Does this piece of infrastructure contribute to Wellness, Social Contribution, Social Connection, Affiliation & Belonging? And Does it Provide Access and Avoid Hassle?

The following page captures how our participants thought these values could be cultivated.

SOCIAL IMPACT



(Title changed to 'Social Contribution')

Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



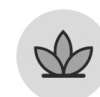
Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

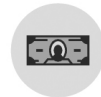
FUNCTIONAL



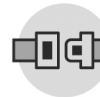
Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects

(Title changed to 'Social Connection')



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

SOURCE © 2015 BAIN & COMPANY INC.
FROM "THE ELEMENTS OF VALUE," SEPTEMBER 2016

© HBR.ORG

Findings - Hamilton General Public.

Here are the top 6 personal values our participants chose from the Elements of Value model and how they felt they could be cultivated:

Value: Wellness.

How this could be cultivated:

- Local health services such as a doctor's clinic, pharmacy, mental health clinic, support groups, and a holistic health clinic.
- Housing designed with views.
- Cycleways and walkways through greenspace for exercise.
- Parks, playgrounds and open spaces.
- Places for public art.
- A sense of safety in the community.

Value: Social Contribution.

How this could be cultivated:

- People helping each other out, and in particular those less able.
- Community food access such as community gardens.
- Community health centres that offer training and support.

Value: Social Connection.

How this could be cultivated:

- A sense of belonging and trust between people.
- Socialising between neighbours.
- Communal spaces.
- Community markets.

Value: Affiliation & Belonging.

How this could be cultivated:

- Community spaces for hobbies and sports.
- Community events such as markets and festivals.
- People working together on community projects.
- Cultural groups.
- Places of worship.

Value: Avoids Hassle.

How this could be cultivated:

- Easy street parking.
- Public transport close to homes.
- Less traffic.
- Easy rubbish collection.

Value: Provides Access.

How this could be cultivated:

- Easy access to amenities.
- Easy accesses to the rest of the city.
- Strong internet and cell phone connectivity.

Findings - Hamilton General Public.

Here are 7 seven concepts from Prof Thales Teixeira's Big 7 model that we used to frame key areas of urban lifestyle. We asked our participants what was important to them within these concepts, this is what they said:

1. Housing.

What's important:

Access:

- Easy access to amenities, work, schools and shops.
- People want to be within walking distance of cafes and shops.
- School zoning.

Space:

- "I want a house with space for my family".
- Backyards big enough for kids to run around in.

Gardens:

- Some desire the ability to keep a garden.

Aesthetics:

- The aesthetic appeal of housing is generally important.
- Natural beauty.
- The repetition of "cookie-cutter" houses is seen as unattractive by some.

Price:

- Affordable housing.

High Density:

- High density housing was generally disliked by our participants because of the perception that high density involves a lack of living space, green space, and involves unattractive, uniform styling.

General:

- Safety, particularly for those with children.
- Privacy.
- Quiet neighborhoods.

2. Connection to Community.

What's important:

Places & Spaces:

- Shared public spaces - Green space, sports parks, playgrounds and kid-friendly environments.
- Local churches and places of worship.
- Local cafes.
- Local schools.

Safety:

- People looking out for each other.

Communication:

- Community notice boards and social media.

People:

- Friendly neighbours.
- Ethnic diversity.

3. Mobility.

What's important:

Convenience:

- Convenience is the standout motivator when it comes to people choosing transport methods.

Bus System:

- High frequency of buses available.
- Bus times compatible with work schedules.
- Low ticket costs.
- "I'll take the bus if it's convenient".
- "I'll take the bus if it helps to reduce traffic".
- People dislike taking their groceries on the bus.

Walking and Cycling:

- People feel it is unsafe to cycle without cycle lanes.
- Some feel it is unsafe to walk or cycle at night.
- The weather can prevent people from walking and cycling.
- People enjoy the exercise benefits of walking and cycling.
- Some people walk or cycle for "fun".
- "I want to be able to walk to work and the shops".
- Distance can prevent people from walking or cycling to work.
- Missing footpaths can prevent people from walking.

Parking:

- Adequate on street and off street parking.

Findings - Hamilton General Public.

4. Food.

What's important:

Time, Health & Cost:

- Time is a key factor in food choices. Preparing food at home is often preferable for cost and health reasons, however preparing food at home takes time, time people often don't have.
- "Having Takeaways close by is handy for busy days".
- "We do Hello Fresh four nights a week because it's convenient".

Diversity:

- "I like to try new kinds of food".
- "I like food from a range of cultures".

Leisure:

- "I really enjoy cooking".
- "I enjoy eating out".

Social Connection:

- "I like having friends over for dinner".
- "I socialise at cafes".

5. Education.

Our participants would like to see the following education opportunities in their neighbourhood:

- Topic based classes e.g. Toast Masters, wood work, Tikanga, bee keeping etc.
- Schools - All levels.
- A Library.
- A gym.

6. Entertainment.

Our participants would like to see the following entertainment options in their neighbourhood:

Private Facilities:

- A gym.
- Retail & markets.
- Bowling.
- Bars/Pubs.

Public Facilities:

- Hot pools.
- Playgrounds.
- Indoor sports complex.
- Park areas.
- A river beach.

7. Health.

Our participants would like to see the following health facilities and services in their neighborhood:

Outdoors:

- Green space for exercise.
- River walks.

Formal Health Services:

- GP clinic.
- A Hospital.
- 24hr A&E.
- Pharmacy.
- Dental clinic.
- Physio.
- Chiropractor.
- Pathology.

General:

- A gym.
- Healthy food options.



Photos from the Hamilton General Public Empathy Workshops.

Findings - Peacocke Developers.

This next section frames the key insights that were generated by Urban Kin's interviews with Peacocke developers:

Client drives the business model. The Client-Consultant team dialogue drives the response.

Developers have varied business models depending on their clients or future customers. While site-specific opportunities demand a dialogue between landowners and the consultant teams. The desire for Consultant teams is to have 'the best people for the job'. Innovation in the sector is occurring in housing 'products' (building techniques - focused on better speed of delivery and lower cost; architecture - importing innovative and proven designs from overseas), and business models (reshaping their development model and resequencing phases).

External forces are driving a rapid change in the market opportunity in Hamilton.

The spillover effects from Auckland and the whole of NZ's housing affordability issues are driving what happens in the Hamilton market. This change has been rapid within the last 3-5 years. Despite the change in the customers acceptance of new-to-Hamilton housing forms and more dense products the overall size of the Hamilton property market is still relatively small. The rapid pace of change means that the planning regime put in place 8-10 years ago is lagging the market's practices. The small market size affects how developers plan to bring stages of developments to market.

Peacocke is seen as a high potential development location with many features that will enhance the desirability of their 'product'.

The location, connections, and proximity of Peacocke to both a large stretch of waterfront and city destinations provide a high degree of potential for developers to target a broad set of customer segments both within their developments, and across the growth cell.

The key to unlocking the potential of the whole area was repeated many times as connectivity. Both from residential enclaves to future commercial and community assets, and through residential enclaves to the valuable public spaces along the river in Peacocke that connect into the city and nearby destinations such as the Hamilton Gardens.

Findings - Peacocke Developers.

The rise of the 'master-planned community' approach.

In the past a simple model of sub-division then delivery with house builder partners was common. Now, an approach of simultaneously designing a response to the site via consideration of plots, buildings, and their relationships to public spaces has been adopted. Key to this new approach is a view from development professionals of getting the right people on the project (with experience) and creating a multi-disciplinary team, and using their experience and knowledge of exemplary projects to inform the developers proposal.

Design-led communities rather than customer-centered.

Central to the developers approach has been consideration of each site's potential within the Peacocke Growth Cell. Within each location in Peacocke bespoke responses are being created that provide both diversity of housing-choices across the master-planned communities and across Peacocke. Closer to the river, naturally higher-end price range / premium 'products' are being considered while closer to centres and more distant to the river 'more affordable' options are being created. However, while customer segments are on the radar, no developers are targeting specific customer segments - such as, first-home buyers with their product. Instead the strength of their offering is expected to deliver to the underlying demand for the products that are offered.

Create an identity then attract customers.

The design-led approach also focuses on the identity of each community and creating a point of difference for marketing. The expectation is that a high-quality product will set the standard of development and attract customers. There is an underlying thread amongst developers of curating the right type of brand - the future feel of the communities and commercial areas in Peacocke rather than letting the area develop in an ad-hoc approach with 'cookie-cutter' housing.

Aware of the value they add to Peacocke and their dependencies.

Developers understand what their piece of Peacocke delivers for the greater growth cell (for example if their land includes a commercial node). Yet, they are also aware of the dependencies on civic infrastructure such as schools, transport, and other residential developments. Collaboration amongst developers is unlikely because of the different stages of development and maturity of companies. This reinforces the need for Council to play a coordinating role. Transport (all forms) and links to employment destinations are also high on the radar.

Findings - Peacocke Developers.

Maximise 'loveability' by developing community assets early.

The neighbourhood environment in Peacocke needs to be established early - the community assets - public and green spaces, inter- and intra- neighbourhood connections. Early development of a community needs to build respect amongst residents and develop a connection with the place. The new neighbourhood needs to feel like a place from day one and the Council needs to commit to seeing it through to completion. A virtuous cycle needs to be created where enough 'value' needs to be created to attract people, and enough people need to be attracted to pay for the amenity that's created. This is a balancing act for developers, and Council requirements and constraints add complexity to the equation. Long-term value (20-60 years) must be considered from the beginning in the way a community is put together - this delivers a premium.

Design, density, and inspiration from Australia and Auckland.

Increased density is clearly supported by developers, and all are considering mixed densities as part of the developments. The density assists with feasibility of developments, yet requirements for too higher density can be a blocker. Flexibility is required to allow developments to adapt to the market. All developers look to Auckland and Australia for precedents and inspiration on how to do developments, with many undertaking tours to visit cutting edge developments. This also allows people to see what not to do. A range of lot sizes and housing typologies are being considered that deliver medium density neighbourhoods. In pockets of developments more dense areas are being considered (up to 3-4 storeys, the limit of low-rise buildings). Importantly no developers consider mid-rise buildings appropriate for Peacocke. Master planning allows more efficient use of land (i.e. smaller lots) while also creating greater shared amenities. The view is that Australia is 10-15 years ahead - how might we accelerate learning?

Based on the interviews Urban Kin had with developers they suggest four areas within which the conversation could be continued to generate further insight:

1. Investigate the commercial drivers of developers and the parameters that inhibit developments delivering the Council's vision for the area (e.g. high cost and timing of development contributions).
2. Build a greater understanding of the practical considerations of what is physically able to be delivered given the topography and once the overlays of ecology, gullies, water issues, natural hazards etc are applied. Understand the balance of being able to derive enough value from less land and delivering Council's aims.
3. Understand the uncertainty that structure plan changes create for developments and communicate how developers may be impacted, or not, at the different stages of development.
4. Open a dialogue with developers to understand what they believe should be in the area, what issues and opportunities there are in the District Plan, and what good planning and design is.

Findings - Special Interest Groups & Government Departments.

We asked local special interest groups and government departments what they saw as important in the Peacocke development, this is what they said:

Ecology & Sustainability:

- The habitat of native fish and bats protected.
- Native flora and fauna protected.
- Gullies, catchments and wet lands protected.
- Environmental protection established before housing is built, not the other way around.
- Every home having a rain water system.
- Sufficient storm water management.
- Community Gardens.

Green Space:

- Cycle ways designed to run alongside waterways.
- Walkways through natural reserves.
- Ensuring high density housing has an appropriate amount of shared green space.

Housing:

- Affordable housing.
- Sustainable housing.

Education Facilities:

- A sufficient number of schools.
- Parks near schools.

Community Facilities:

- Playgrounds designed with accessibility for the disabled.

Cycles & Pedestrians:

- Separate cycle lanes and footpaths.
- Cycle friendly curbs.
- Raised pedestrian crossings.
- Pedestrian crossings at bus stops.
- Footpaths and curbs that are disability friendly.

Bus System:

- Frequent buses.
- A bus system that prioritises high density housing areas.
- Sheltered bus stops.
- Cycle and scooter parks at bus stops.
- Bus stops that are disability friendly.

Roading:

- Wide roads for easy parking.
- Roading systems that are aligned with neighbouring councils' roading strategies.

An observation that could be made about these insights is that they have a lot of crossover with the insights from the Hamilton general public.

Findings - Secondary Research.

Applying Megatrends to the research -

The classic saying “You don’t know what you don’t know” is true when researching with people. When exploring concepts for the future, people are only able to draw on what they know in the here and now.

While we are able to project that into future-focused concepts, we still need to explore beyond what people tell us to understand how global technological advancement and human patterns will impact Peacocke.

Overview of trends impacting Peacocke and future residents:

- **Shift in global economic power.**
- **Demographic shifts.**
- **Accelerating urbanisation.**
- **Rise of technology.**
- **Climate change & resource scarcity.**

Megatrends* are worth exploring because they help create challenges and opportunities for Peacocke. Each trend contains a myriad of examples which will have implications for development, as well as impacting the people who live, work, and play in Peacocke.

We highlight PwC Global’s megatrends to illustrate how the landscape is changing and provide links to further reading from other global consultancies who’s reach can provide an overview of how our world is changing. These reports all highlight the same patterns - that the technology and the biotech revolutions that are underway will pit humans against the ecological limits of the world against the backdrop of an up-ending of the current economic order due to demographic shifts.

The key message:

Cities must prepare for a future that’s wildly different than the past. Neighbourhoods have a role in nurturing citizens and businesses and their ability to flourish in the rapidly changing future will require an adaptable mindset. And, as the Covid pandemic has shown, it requires agility to deliver feasible developments in an uncertain property market.

Findings - Secondary Research.

Shift in global economic power.

The highest rates of economic growth has shifted from western countries to Brazil, Russia, India, China and other growth countries in asia. Alongside the growth is a change from these countries as cheap labour markets to consumers, and changes in the flows of capital. These countries are now investors in other countries and in addition China and India will host large middle-class populations.

What this might mean for Peacocke:

People in Hamilton may form stronger ties with these cultures and people from these countries. NZ's trade oriented economy requires an outwards view and employment opportunities and economic vitality may be tied to these countries and less on traditional partners. Ultimately this will challenge the narrative of people's identity as who 'we' are changes over generations.

Demographic shifts.

In some regions of the world populations are young and exploding while others are ageing and shrinking. Depending on the pattern of growth/decline impacts will vary across resources, impacts on workforces and talent and the requirements for civic support systems. In particular, the ageing population and increases in longevity may cause pressure on budgets with increased needs and less ability to pay.

What this might mean for Peacocke:

An old and longer lived population may provide economic opportunities by requiring support in Peacocke. A question for Hamilton might be how to attract scarce talent and younger people - housing might become a competitive resource. And, with longer lives and better health, how might older people reinvent themselves and what might people do in the economy, their neighbourhoods, and city.

Accelerating urbanisation.

Urbanisation will create numerous megacities with populations of over 10 million and most of these will be in developing countries. With their size will come economic power, yet also potential for instability and negative impacts that may spill-over to affect other places.

What this might mean for Peacocke:

The question will be of Hamilton's place in a global order - a supporting city to Auckland which will remain NZ's largest city - but small by international standards. The second question might be what the spillover effects are on immigration to NZ from those seeking respite from the conditions in mega-cities. If there is ongoing large scale migration the issue arises of how the receiving culture assimilates new people and what immigrants bring from their country.

Rise of technology.

Breakthroughs in many technology platforms occurring at the same time will have impacts on productivity, create new industries and economic potential. New business models and access to resources will be enabled. The 'smart' neighbourhood will grow to be home to more connected devices. That will create security vulnerability, as well as data flows that may be used to benefit, control, or harm citizens.

What this might mean for Peacocke:

The nature of suburbs in relation to central cities and business districts may shift. Trends such as remote work mean greater occupation during the day, while the uses of public space might be challenged with ongoing innovations of businesses such as delivery and logistics. Parts of the structure plan/district plan may need regular review to enable new uses that reflect how people live their lives and use their limited time.

Findings - Secondary Research.

Climate change & resource scarcity.

Resource scarcity can be economic or physical and climate change will put pressure on the global food and resource systems. Climate change is also predicted to cause greater frequency and intensity of storms so, disasters may become more prevalent. As countries undergo shocks others are called to assist.

What this might mean for Peacocke:

As NZ is part of the global economy, Hamilton and Peacocke will be subject to the impacts on the resource supply chain. If NZ experiences shocks, it may require regional or global assistance, if other cities experience shocks then Hamilton may be called upon to supply aid. Local resilience and self-sufficiency may become more important to manage more frequent events and local community facilities may need to be adaptable for many uses and sharing knowledge. On a small scale - people may need space to grow food, generate power and so on to become self-reliant.

Further reading:

[Accenture - Technology vision 2020](#) - Highlights these technology trends to watch: the I in experience, AI and me, the dilemma of smart things, robots in the wild, innovations DNA.

[EY - Megatrends 2020](#) - Primary forces: Powering human augmentation, Beyond globalization, Gen Z rising, Exponential climate impacts. Megatrends: Decarbonization, Technomic cold war, Behavioral economy, Synthetic media, Future of thinking, Work and life unbounded, Microbiomes, Synthetic biology.

[EY - Five major trends which will underpin another decade of digital innovation](#) - Technology is transforming businesses, these five trends will be critical to master: Cloud is the digital foundation, Businesses are pivoting around data, Experience is everything, Ecosystems and partners help bridge the skills gap, Security and privacy are soaring in importance.

[PwC - The essential eight - Your guide to the emerging technologies revolutionising business now](#) - Technologies: Artificial intelligence, augmented reality, blockchain, drones, internet of things, robotics, virtual reality, 3D printing. "The most important trend affecting the Essential Eight is the convergence of the individual technologies to yield powerful business solutions that are greater than the sum of their parts". Convergence: Automating trust, Immersive interfaces, Extended reality, Working autonomy, Digital reflection, Hyperconnected networks.

[Deloitte Tech Trends 2020](#) - Highlights that technologies "...are poised to drive significant change and transform business in unpredictable ways." Macro technology forces, Ethical technology and trust, Finance and the future of IT, Digital twins: Bridging the physical and digital, Human experience platforms, Architecture(enterprise) awakens.

Thanks for reading!

Summary of Stakeholder Engagement



**Hamilton
City Council**
Te kaunihera o Kirikiriroa

SUMMARY OF STAKEHOLDER ENGAGEMENT

PLAN CHANGE 5 – PEACOCKE STRUCTURE PLAN

July 2021

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
28 November 2019	Te Haa o te Whenua o Kirikiriroa (THaWK)	Hui was to inform and update THaWK and Waikato-Tainui representatives on the revised Peacocke Plan Change approach, outcomes being sought and the next steps in the statutory planning process and engagement with Iwi.	Provided update and had general discussion on the plan change
7 April 2020	Te Haa o te Whenua o Kirikiriroa (THaWK) via Zoom	Hui was to provide an opportunity for THaWK to set out their aspirations for Peacocke.	THaWK provide a number of key aspirations that need to be considered and which need to be included in the development of a Cultural Values Assessment (CVA)
23 April 2020	Te Haa o te Whenua o Kirikiriroa (THaWK) via Zoom	Hui was to provide an opportunity for THaWK to present their aspirations and values for Peacocke.	Prior this hui, THaWK members workshopped with each other to develop their aspiration and values.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
16 June 2020	Waikato Kindergarten Association	Peacocke and the future opportunities for Kindergartens in the area	
06 July 2020	Waikato Regional Council – Public Transport	Plan Change 5 and Public Transport Needs	Discussion around WRC proposed southern PT network changes and implications for the Peacocke Plan Change.
July 7 2020	Weston Lea Ltd & consultant (Harrison Grierson)	What is Plan Change 5?	Discussed the intent of the plan change and why it's being prepared. Concerns/feedback shared by Weston Lea Ltd.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
22 July 2020	Special Interest Groups and Government Departments Workshop 1 <ul style="list-style-type: none"> • Riverlea Environment Society • Mangakootukutuku Stream Care Group • Project Echo • Department of Conservation 	What is Plan Change 5 Seeking preliminary feedback and ideas.	Outcomes of these workshops included in the Peacocke Development Co-design Research
23 July 2020	Special Interest Groups and Government Departments Workshop 2 <ul style="list-style-type: none"> • Ministry of Education • Waikato Regional Council • Cycle Action Waikato • CCS Disability Action • Waikato District Council 		
10 August 2020	Weston Lea Ltd & consultant (Harrison Grierson)	Discussed target density, design layout considerations future staging of growth cell.	Topography impact on ability to provide higher density in certain areas of Peacocke.
26 August 2020	Waikato Regional Council – Public Transport Team	Discussion around Peacocke land use and proposed Public Transport Network.	Update of the development of the PT network. Discussion around road cross sections and ability to provide PT services.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
08 September 2020	Northview - Developers	Northview provide feedback on current process and desire planning outcomes for Peacocke.	Understand developers' aspirations for their land.
10 September 2020	Waikato Kindergarten Association	Plan Change update and discussion around location of potential sites for Kindergartens.	Discussion around ability to identify childcare sites.
22 September 2020	Weston Lea Ltd consultants (Harrison Grierson) Via Zoom	Planning provisions	General discussion around existing Peacocke provisions and the constraints to enable the development of Peacocke.
23 September 2020	Riverlea Environment Society	An update on the plan change, what we're proposing in terms of environmental protections.	General discussion regarding the protection of the natural environment with specific focus on the long-tail bat.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
24 September 2020	Weston Lea Ltd & consultant (Harrison Grierson)	Update on ecological considerations and retail assessment, Environment Court proceedings.	General update. Discussion around retail assessment and location of neighbourhood centres in relation to Weston Lea development concepts.
25 September 2020	Tasi and Partners	<p>Discussion about what Tsai and partners vision for their land in Peacocke.</p> <p>Exchange ideas about the type and density of development for the project.</p> <p>Guidance from HCC about the structure plan change process and timing.</p> <p>Discuss a plan about how/when Tsai and partners should prepare development plans and approach council.</p>	<p>Continue to engage with Tsai and partners regarding development opportunities.</p> <p>Discussion around the configuration of the neighbourhood centre.</p>
4 October 2020	Department of Conservation	Follow-up meeting to discuss ecological inputs into the Peacocke Structure Plan.	SNA methodology and draft SNA map to be pre-circulated.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
06 October 2020	Alan Westbrook - Land owner	Update on Plan Change and understanding proposed development aspirations for their land	Discussed development potential for the land and timing of the development of the structure plan.
6 October 2020	Waikato Regional Council	An update on the plan change focussing on ecology and biodiversity.	General Discussion. Understand the development of the Bat Strategy for Peacocke.
14 October 2020	Waka Kotahi	An update on the plan change.	General discussion. Access onto SH3.
16 October 2020	Northview	An update on the plan change, continuing discussions.	General Discussion – key expectations for the development of Peacocke and the Northview land.
19 October 2020	Department of Conservation	An update on the plan change, sports park notice of requirement, ecological considerations, interim resource consent application.	

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
22 October 2020	Glenview Club	Provide information on Plan Change and obtain future aspirations of the Glenview Club.	Discussion around future role of Glenview Club in Peacocke.
28 October 2020	Heritage New Zealand	Plan Change update and discussion around identification and protection of known archaeological sites within Peacocke.	Provide update on archaeological assessment.
29 October 2020	Johnson Family Trust	Plan change process/update and development of town Centre	Provide an update on the Plan Change and development of Local Centre.
6 November 2020	Weston Lea Ltd & consultant (Harrison Grierson)	Update on Plan Change.	General Discussion.
9 November 2020	All property owners within Peacocke	Information Mail out – Invitation to Peacocke Open Day 9 December 2020 (Attachment 1) Information on Peacocke Structure Plan on line through Have your say.	General information on key components of the Plan Change as well as information on the ICMP.
15 November 2020	Steele Park Your Neighbourhood	Peacocke Structure Plan community Engagement promoted and staff available to ask questions regarding the Plan Change.	Provide general Public with information on the Plan Change.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
26 November 2020	Kevin & Kathy Saunders	Update on Plan Change.	General Discussion, development potential for their land. Use of Gully network and ecological issues.
27 November 2020	Glenview Community Centre	Provide Community leaders with an update on the plan change and Peacocke Open Day.	Provide the community leaders with an update on the development of the Plan Change.
1 December 2020	Waimarie Ham East Community House	Provide Community leaders with an update on the plan change and Peacocke Open Day.	Provide the community leaders with an update on the development of the Plan Change.
1 December 2020	Peacocke and wider community	Peacocke Open Day – Glenview Club.	Inform the land owners and the wider public of the Plan Change.
3 December 2020	Ultrafast Broadband	Update of development of Peacocke and the review of the structure plan.	General discussion around the development of Peacocke and the role of Ultrafast Broadband in the provision of infrastructure.
9 December 2020	Northview	Northview's current plans and design for the Peacocke site.	Site visit and walkover. Location of proposed neighbourhood centre, alignment of Hall road and road stopping. Ecological requirement.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
11 December 2020	Weston Lea Ltd & consultant (Harrison Grierson) Johnson Family Trust	A workshop to discuss urban design and local centre layout.	Discussion around Councils expectations for the development of the Local Centre.
20 January 2020	Glenview Club & Planning Consultants	Update on Glenview Club's future aspirations and zoning proposals.	Glenview club to provide more detail on potential development of their land holdings.
26 January 2021	Ministry of Education	<ul style="list-style-type: none"> • Plan Change 5 / Structure Plan progress • HCC's Sports Park NOR • Weston Lea / Amberfield development and interim EC decision (and any implications arising from this). • Strategic transport / infrastructure progress and programme timing. 	Continue to discuss future location and number of schools within Peacocke and the surrounding suburbs.
29 January 2021	Kaainga Ora	General expectations around development within Peacocke and a high-level discussion around draft provisions.	Provide further feedback draft provisions.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
04 February 2021	Tasi & Williams – Landowners	Plan Change update. Proposed changes to density, roading alignment and protection of the gully network/Stormwater wetland location.	Discussion around stormwater requirements and ecological requirements.
18 February 2021	Koppens – Land Owner	<p>Location of stormwater pond on Koppens property and reasoning for it.</p> <p>Process, timing, and opportunity to participate/submit.</p> <p>Potential zoning changes (height, density, design requirements, etc.) that may affect or benefit the Koppens property. Ability to fill gully on Koppens property.</p>	<p>Provide update on development potential.</p> <p>Highlight the requirements of the NPS-FW with regards to the filling of gully.</p>
24 February 2021	Weston Lea Ltd & consultant (Harrison Grierson) Johnson Family Trust	Further discussion on urban design and layout options of the local centre.	Adare and Johnson Family Trust provided concept plans for discussion.
25 February 2021	Ministry of Education	General catch-up on progress of Plan Change.	Update – location of education facilities.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
09 March 2021	Glenview Club	Follow on from meeting in 20 th January – Glenview Club present option for their site.	Change in zoning to allow commercial on part and residential. Allow visitor accommodation on the site.
12 March 2021	Kianga Ora	Meeting to discuss proposed changes to draft planning provisions.	Detailed discussion around proposed changes to draft planning provisions by Kianga Ora.
24 March 2021	Weston Lea Ltd Consultants	Consultants to provide feedback on draft planning provisions.	Detailed discussion around proposed changes to draft planning provisions.
22 April 2021	Ministry of Education	Plan Change update and NoR process.	Update on proposed development of NoR for School sites.
27 April 2021	Northview	Discussion around future community park and ecological requirements (ecological corridors).	Site visit to discuss location and size of potential community park. Impact of ecological protection requirements on the development of the land.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
10 May 2021	Landowners - Tasi	General Update and discussion around ecological buffers and Neighbourhood Centre.	<p>Provided an update on the proposed roading layout and density.</p> <p>Discussion around purpose of ecological areas and requirement for a buffer. Zoning of these areas and the potential use of these areas.</p> <p>Size and location of the northern neighbourhood centre and integration with roading network.</p>
13 May 2021	Riverlea Environment Society	General update on development of structure plan.	<p>Update on the development of the ecological protection framework for Peacocke.</p> <p>Zoning of key ecological areas and linkages</p> <p>Lighting controls</p> <p>The identification of SNA's</p> <p>Density.</p>
01 June 2021	Waikato Tainui Hui	Update on the Plan Change.	Discuss draft Section 32 Report and provided feedback on question raised by Waikato Tainui.
08 June 2021	Waipa and Waikato District Councils	General update on progress of Plan Change.	Discussed proposed density and protection of ecological sensitive area. Impact on Waipa District – proposed roading connections.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
08 June 2021	Waikato -Tainui Hui	Continue engagement on the Peacocke Plan Change.	Protection of natural environment and the role the ICMP plays in this. ICMP team member joined Hui to discuss the role the ICMP plays in protecting the natural environment.
10 June 2021	Waka Kotahi NZTA	Continue to engage with Waka Kotahi NZTA. Provided draft provision to review.	Impact of Plan Change on SH3. Density and land use within Peacocke.
11 June 2021	Westbrook	General update on the progress of the Plan Change. Changes to densities and pedestrian connections.	Up date of development plan for their land.
14 June 2021	Weston Lea	Update on progress of plan change prior to going out to notify <ul style="list-style-type: none"> • Bat Corridor locations • Local Centre Provisions • And provision around higher density development Provided with draft provision.	Ecological provisions and update to provision on the back of the meeting held on the 24 March 2021. Discussion around the development of the provision for the Local Centre following the meeting on the 24 February 2021.
15 June 2021	Department of Conservation	Continue to engage – discussion around draft planning provisions relating to the natural environment: <ul style="list-style-type: none"> • Buffer • Corridors • Density 	

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
15 June 2021	Peter Findley	SH3 Road alignment and access.	Alignment of SH3 and location of access into Peacocke and western side of SH3.
22 June 2021	Waikato -Tainui Hui& Ngaati Wairere	Continue engagement on the Peacocke Plan Change bring Ngaati Wairere up to date on progress of the Plan Change.	ICMP and nature environment. Ngaati Wairere set out expectations for the development of Peacocke.
22 June 2021	Te Haa o te Whenua o Kirikiriroa (THaWK)	THaWK to present Cultural Values Assessment.	THaWK signed of CVA.
25 June 2021	All Landowner within Stage 2 of Peacocke	Information mail out - General Update on the Peacocke Structure Plan (See attachment 2)	
01 July 2021	Joanne Anderson Landowner	Future reserve on property and cycle/pedestrian network. Location of Stormwater wetland	Amend future reserve to reflect topography, Cycle/pedestrian network to align with open space. ICMP identifies the location of wetland
01 July 2021	Greg Knight (e-mail) Landowner	Seeks removal of stormwater wetland off his property	ICMP identifies the location of the wetland
01 July 2021	Ian Williams – Landowner	General update on Structure Plan development and discussion around gully restoration works.	Key Habitat buffers and viewed restoration work being done by landowner.
02 & 05 July 2021	Susan Ryder (e-mail) Landowner	Peacocke engagement document – Location of stormwater wetland on property and collector roading near house.	Wetland only to be developed as part of development. Will not need to remove house when developing collector road
05 July 2021	Mary & Brendin Ronke Landowner	Update on Plan change and impact on their land. Location of proposed community park	Parks and open space to continue discussion regarding community park.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
05 July 2021	Stephen Cox (e-mail) landowner	Peacocke engagement Document - Location of key local road on their property	Indicative location. Final location to be determined at time of subdivision
06 July 2021	Weston Lea	Consultants to provide feedback on draft planning provisions	Detailed discussion around proposed changes to draft planning provisions.
07 July 2021	Hua Ye (e-mail) Landowner	Indicative open space and proposed natural open space zoning on their land	Public access - subdivision and land vested with council. Amend future reserve to reflect topography
07 July 2021	Ministry of Education	General update on Plan Change and education facilities	Notification date
12 July 2021	Landowners - Tasi	General Update and discussion around density and Neighbourhood Centre.	Expected densities within the high density overlay area and form and function of neighbourhood centre.
12 July 2021	Transpower (e-mail)	Controls around proposed SNA and Natural Open Space. Access to the site – Proposed closure of Hall Road. Proposed Medium Density and possible reverse sensitivity.	Provided Transpower with draft provisions for SNAs, Peacocke Natural Open Space and Peacocke Medium Density Residential
13 July 2021	Lockwood – Landowner	Ecological corridor – impact on development of land	Purpose of corridor, subdivision concept plan. Density and road access
13 July 2021	Greg Knight & Sue Ryder Landowners	Size and Location of Stormwater Wetland & roading and wastewater infrastructure	All development will require to manage stormwater location of wetlands indicative and final size and location will be determined at time of subdivision. Council wanting to minimise number of stormwater wetlands in Peacocke. Roading will be constructed at time of development and wastewater infrastructure will follow roading alignment.

SUMMARY OF STAKEHOLDER ENGAGEMENT

Date	Who We Engaged With	What We Engaged on	Summary/notes
13 July 2021	Narelle Dawson-Wells (e-mail) Landowner	Location of pedestrian/Cycle route on property and high density overlay over flat are of site	Amended plan to remove pedestrian/cycleway of property and extended high density overlay over property.
14 July 2021	Shum - Landowner	General discussion regarding landholdings and proposed structure plan	
14 July 2021	NZTA (e-mail)	Draft Peacocke provisions	Provided NZTA with final draft planning provision for comment.
20 July 2021	Waikato Regional Council	Update on the plan change	Ecological provisions and proposed changes to densities requirements
21 July 2021	Shum, Hogdson and Northview Site visit	Roading alignment and impact on existing land uses	Proposed amendment to road alignment to
22 July 2021	Tasi – 438 Peacocke Road	Up-date on Plan Change	
23 July 2021	Ronke Landowner	Follow up meeting – Neighbourhood Centre location	



Hamilton City Council
City Planning Unit
Garden Place, Private Bag 3010, Hamilton

Tel: 07 838 6699
E-mail : cityplanning@hcc.govt.nz