



Research - Planning - Consultation - Communications  
Auckland and Wellington, Aotearoa-New Zealand

**Progressive Enterprises Ltd  
Beachlands Village Business Centre  
Private Plan Change**

**Social Impact Assessment**

**Prepared by Dr Peter Phillips**

**with**

**Murray Ellis, Suzi Philips and Dr Tom Ludvigson**

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<b>1</b>	<b>INTRODUCTION</b>	<b>1</b>
1.1	Working definition of social impacts and SIA	1
<b>2</b>	<b>STUDY SCOPE</b>	<b>3</b>
2.1	The proposal	3
2.2	Physical and topical project boundaries	4
2.3	Literature review on supermarket/large box retail developments	4
2.4	Available information about community views	6
2.5	Engagement plan for affected and interested parties	8
2.6	Identifying and specifying alternatives	8
<b>3</b>	<b>PROFILE</b>	<b>10</b>
3.1	Historical background and past trends	10
3.1.1	Demographic change	11
3.2	Relationships with the biophysical environment	15
3.3	Political and social resources	15
3.3.1	Organisations	15
3.3.2	Social resources	15
<b>4</b>	<b>PRELIMINARY ISSUE ANALYSIS</b>	<b>16</b>
4.1	Wakelin Road shops and social interaction	17
<b>5</b>	<b>PREDICTION OF SOCIAL EFFECTS OF THE PROPOSED DEVELOPMENT</b>	<b>18</b>
5.1	Individual	18
5.1.1	Discussion	19
5.2	Community/institutional level	20
5.2.1	Discussion	20
<b>6</b>	<b>PREDICTION OF SOCIAL EFFECTS OF THE ALTERNATIVE</b>	<b>21</b>
6.1	Potential effects	21
6.2	Survey of owners and residents	22
6.3	Interpretation	23
<b>7</b>	<b>POTENTIAL MITIGATION</b>	<b>24</b>
<b>8</b>	<b>CONCLUSIONS</b>	<b>25</b>

## 1 INTRODUCTION

Manukau City Council has developed Plan Change 30 to provide long-term certainty for the growth of Beachlands. The proposed commercial area at 129 Beachlands Road, Beachlands Plan Change 30A, is designed to service this growth and that of the wider Beachlands-Maraetai area in conjunction with the local shops in these two settlements.

It is standard practice in social impact assessment to compare the effects of a proposal with an alternative. In this case the alternative that has been considered is the expansion of the existing commercial area in Beachlands. This choice of comparator recognises that there is limited scope for commercial development at Maraetai and that the scale and character of commercial development expected to be required is not incorporated in the proposed plan change for Pine Harbour. Expansion of the existing commercial area in Beachlands has also been advocated by some residents of Beachlands and Maraetai in consultations on the development of Beachlands.

Scoping of the SIA included considering inputs from consultation. This identified the notion of the existing commercial area in and around Wakelin Road being the “heart” of the community and a focus of social interaction. Research undertaken as part of the assessment included monitoring the travel mode of persons using the Wakelin Road shops as foot and bike travel creates potential social capital through interactions en route to the shops. It also included research with the owners and residents of properties that might be rezoned from residential to business uses to allow the expansion of the existing commercial area.

The research concluded that there are a modest range of negative effects that could be attributed to the development of the new commercial area. Many of the issues raised by a local lobby group in the Council’s informal consultation on the proposed Plan Change 30 relate to the growth of the settlement *per se*, rather than the new commercial area which will service rather than catalyse development.

Specific issues, like valued viewshafts which are part of the perceived amenity of the area, and water supply, have already been addressed in the project design. The analysis identified a range of potential positive effects, including avoiding the need for many older residents to drive to Botany for cheaper supermarket shopping costs. The proposed development also presents opportunities to enhance social infrastructure through the way in which land alongside the Whitford-Maraetai Road might be used.

### 1.1 Working definition of social impacts and SIA

The Interorganizational Committee on Guidelines and Principles for Social Impact Assessment (1994) proposed the following working definition of social impacts:

*Consequences to human populations of any public or private actions – that alter the ways in which people live, work, play, relate to one another, organize to meet their needs, and generally cope as members of society. The term also includes cultural impacts involving changes to the norms, values, and beliefs that guide and rationalize their cognition of themselves and their society”<sup>1</sup>*

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<sup>1</sup> Interorganizational Committee on Guidelines and Principles for Social Impact Assessment. (1994). *Guidelines and Principles For Social Impact Assessment*, U.S. Department of Commerce, NOAA, National Marine Fisheries Service, p1

There are various classifications of impacts/effects. Sadler and Fuller (2002)<sup>2</sup>, for instance, categorise the main types of social impact resulting from development as:

- lifestyle impacts - on the way people behave and relate to family, friends and cohorts on a day-to-day basis;
- cultural impacts - on shared customs, obligations, values, language, religious belief and other elements which make a social or ethnic group distinct;
- community impacts - on infrastructure, services, voluntary organisations, activity networks and cohesion;
- amenity/quality of life impacts - on sense of place, aesthetics and heritage, perception of belonging, security and liveability, and aspirations for the future;
- health impacts - on mental, physical and social well being.

Vanclay (2002)<sup>3</sup> defines seven categories of social impact including health and well-being; quality of the living environment (liveability); economic and material well-being; cultural; family and community; institutional, legal, political and equity; and gender relations. Summerville et al. (2006)<sup>4</sup> identify a range of effects related to local government policies in Australia including: demographic and population change; accommodation and housing; mobility and access; community facility and social infrastructure requirements; needs of social groups; heritage and cultural values and beliefs; community identity and cohesion; cohesion of the development and its surrounds; health; leisure and recreation; risk perception in the community; crime and public safety; social amenity; employment; local economic effects; and property values.

A standard list of possible of effects was used as the starting point for the prediction of effects. The classification uses six main categories with a range of subcategories at both the individual and community level covering:

- **Way of life:** Live, Work, Play, and Interact;
- **Culture:** Shared beliefs, Shared values;
- **Community:** Character, Services and facilities;
- **Environment:** Exposure to hazards, Physical safety, Resource access and control;
- **Health and wellbeing:** Mental wellbeing, Physical wellbeing; Social wellbeing;
- **Fears and aspirations:** Safety perceptions, Community future, Own future.

Only certain effects will occur in relation to individual projects. An early task in this assessment was to identify those effects that might apply in this case. This listing was reviewed and refined as the study proceeded to determine that no effects were inappropriately excluded from consideration.

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<sup>2</sup> Sadler B, and M McCabe, (2002), *Environmental Impact Assessment Training Resource Manual*, United Nations Environment Programme UNEP, Part E Topic 13, p1

<sup>3</sup> Vanclay, F. (2002). Conceptualising Social Impacts. *Environmental Impact Assessment Review*, 22, 183-211.

<sup>4</sup> Summerville J, L Buys, R Germann, and M Cuthill, (2006), *The Implementation of Social Impact Assessment in Local Government*, Paper presented to the Social Change in the 21st Century Conference, Centre for Social Change Research, Queensland University of Technology, 27th October 2006, p4

## 2 STUDY SCOPE

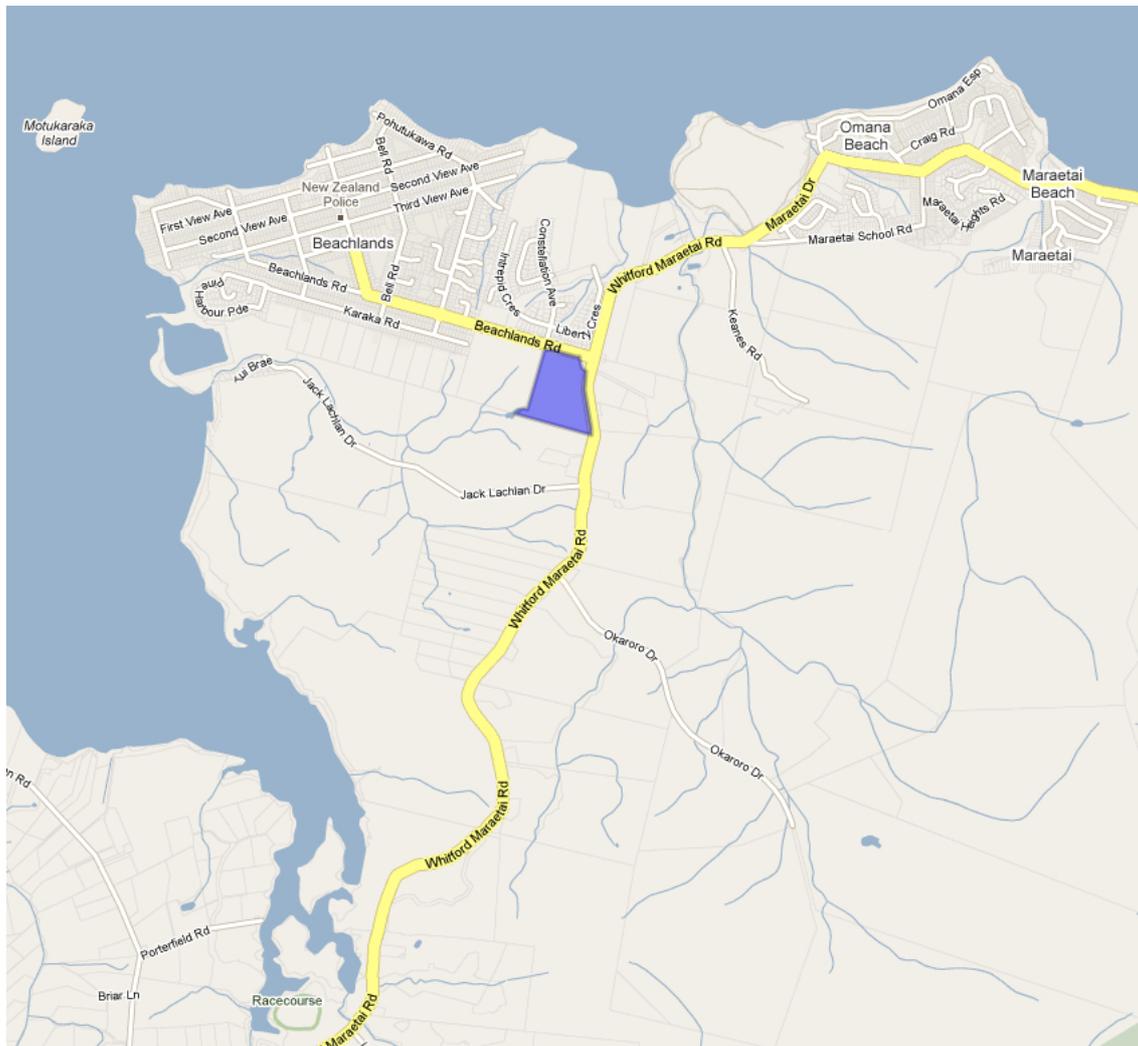
### 2.1 The proposal

The proposal is to build a Countdown supermarket and specialty retail stores in an integrated development at 129 Beachlands Road, Beachlands, Figure 1. The land is part of 12.6 ha owned by Progressive Enterprises Ltd and the subject of the proposed Plan Change 30A to the Manukau City Council District Plan.

The current development plans include a Countdown store and associated retail and service activities on land to be zoned for retail and other commercial activities. Some of the retail would be developed to sleeve the supermarket.

It is anticipated that the supermarket and other commercial activities would be built to service current needs. After the initial establishment further development would reflect the growth in demand for commercial space accompanying population growth.

**Figure 1 Site and situation**



## 2.2 Physical and topical project boundaries

The scope of the assessment was as follows:

- primary focus on Beachlands but set within the wider context of the Beachlands-Maraetai area of Manukau City stretching from east of Whitford through to Maraetai Beach and Umupuia; and
- focus on the proposed commercial area at 129 Beachlands Road designed to service the growth of Beachland and Maraetai rather than the wider New Avenues proposal by Manukau City Council.

## 2.3 Literature review on supermarket/large box retail developments

A range of potential effects at both the individual and community level are identified in the literature on supermarket/large box retail developments. Much of this literature is overseas based (principally the US and UK) and written from an adversarial viewpoint. There is, for instance, a strong focus on Wal-Mart in the US, which is not directly comparable to a New Zealand supermarket. In the UK there is an extensive literature in opposition to developments by Tesco a supermarket chain.

While this is a portfolio of potential effects, their appearance in the table is not a statement of applicability. Each needs to be considered in terms of its relevance to the proposed development at 129 Beachlands Road. A range of matters were discounted as irrelevant to 129 Beachlands Road while the balance were carried forward for more detailed assessment,

**Table 1 Potential effects of supermarket/big box retail development**

Potential effect at the individual level	Relevance to 129 Beachlands Road
<ul style="list-style-type: none"> <li>• “Domino effect” concern of nearby residents.</li> </ul>	Not relevant as discrete planned development with staging for growth within the site
<ul style="list-style-type: none"> <li>• effects on visual amenity resulting from buildings including effects from lighting and signage</li> </ul>	To be assessed in terms of viewshaft from the Whitford-Maraetai Road. Lighting and signage controlled
<ul style="list-style-type: none"> <li>• large concentration of people which can lead to noise, rubbish/litter generation, and privacy/behaviour issues affecting local amenity</li> </ul>	Unexceptional effects for supermarket in terms of noise, rubbish/litter from shoppers – separation by Beachlands Road from Spinnaker Bay
<ul style="list-style-type: none"> <li>• manifestations of the 24-hour culture such as bars or clubs in the new development - not just when residential physically abuts the development - can hear bar noise/music blocks away</li> </ul>	24 hour bars and or clubs not part of the proposed specialty uses in the development
<ul style="list-style-type: none"> <li>• effects of increased traffic including increase in heavy transport and potential pedestrian-vehicle conflict, plus traffic noise /dust /fumes /odour</li> </ul>	Assessed in traffic studies

Potential effect at the community level	Relevance to 129 Beachlands Road
<ul style="list-style-type: none"> <li>• loss of face-to-face interaction of township shopping visit</li> </ul>	To be assessed
<ul style="list-style-type: none"> <li>• travel-mode substitution effects - shorter drive to supermarket shopping</li> </ul>	To be assessed. Cited by a key informant as a benefit for older residents
<ul style="list-style-type: none"> <li>• lower food prices<sup>5</sup></li> </ul>	Not assessed as requires forecast of future prices. Anecdotal evidence of higher prices in local stores than supermarkets (outside Beachlands)
<ul style="list-style-type: none"> <li>• positive community responses to, and increases in consumer welfare from being able to access products locally (particularly fresh/'healthy' foods) which previously had involved considerable travel distances to obtain</li> </ul>	Fresh/'healthy' foods readily available either locally or a other shopping centres including Botany, Howick and Pakuranga
<ul style="list-style-type: none"> <li>• rely heavily on car-based shopping which excludes lower-income communities</li> </ul>	Beachlands is not a "low-income community". Has higher average household income and higher car ownership than Manukau
<ul style="list-style-type: none"> <li>• increase in social program costs due to increase in poverty - correlation between higher poverty rates in a county in 1999 and the number of Wal-Mart stores in that county from 1987-1998</li> </ul>	No relationship between supermarkets and poverty established in New Zealand (contrasts with lower prices of goods sold in supermarkets compared with prices in dairies)
<ul style="list-style-type: none"> <li>• effects on social capital - the elimination of local leaders from among a key group of entrepreneurs; loss balanced by increases</li> </ul>	The local business association is now defunct and a number of local business owners are not resident in Beachlands
<ul style="list-style-type: none"> <li>• decline of 'downtown', small retailers go out of business, decline of all types of independent retailers</li> </ul>	To be assessed
<ul style="list-style-type: none"> <li>• rates /revenue effects of development</li> </ul>	Net benefit to Council
<ul style="list-style-type: none"> <li>• environmental /greenhouse effects of increase in car-based shopping</li> </ul>	Not a social effect but pattern of vehicle use for shopping to be assessed and impact on supermarket shopping elsewhere considered
<ul style="list-style-type: none"> <li>• costs and benefits are not evenly distributed - clear winners are consumers; losers include smaller retailers attempting to compete, wholesalers and employees</li> </ul>	To be assessed

<sup>5</sup> These are sometimes indicated to be especially beneficial for low-income consumers, who spend a higher percentage of their income on necessities such as food. *"When communities try to keep a Wal-Mart out, it hurts all consumers, but in particular lower income households"*

<ul style="list-style-type: none"> <li>the establishment of out-of-zone large format retail activities have the potential to detract from the viability and efficient operation of commercial centres</li> </ul>	To be assessed in conjunction with “winners and losers” (above) as largely covers same constituencies and effects
<ul style="list-style-type: none"> <li>average retail wages per person decline by about 7.5 percent countywide after Wal-Mart arrives. Wal-Mart workers earn an average of 31 percent less than the industry average for large retail store jobs.</li> </ul>	Different jurisdiction related to wages and salaries make situations incomparable
<ul style="list-style-type: none"> <li>less local produce - major supermarkets are less likely to stock genuine locally sourced produce</li> </ul>	Can only be determined after store has opened but anecdotal evidence of local residents shopping at Botany, Howick and Pakuranga so pattern of consumption of local produce unlikely to be affected. Option to purchase fruit locally, such as at roadside stall near will not change (but produce sold at stall is not grown on site)
<ul style="list-style-type: none"> <li>lower prices - the average savings on groceries alone from a food retail supercenter is about 20 percent of the average household’s food budget</li> </ul>	Overseas household consumption patterns not directly comparable
<ul style="list-style-type: none"> <li>Lower price ripple effect - store prices in 165 communities showed immediate price declines of 1.5 to 3 percent, and long-term reductions reaching up to 13 percent. Food costs at traditional grocery stores drop an average of about 5 percent after a Wal-Mart opens nearby.</li> </ul>	Can only be determined after a store has opened
<ul style="list-style-type: none"> <li>retail-driven supply chain &gt; loss of manufacturing jobs to overseas</li> </ul>	No consequential changes in retail supply chain from a single supermarket development
<ul style="list-style-type: none"> <li>employment effects on retail (up) vs wholesale (down)</li> </ul>	Single store will have only marginal effect on wholesale employment – supplied from PEL depot in Mangere so any employment impacts absorbed in the City and likely to be positive within the supermarket distribution chain. Impact on local stores too small to have significant effects on employment in other aspects of wholesale trade

## 2.4 Available information about community views

There is no comprehensive information available in the public domain about community views on the new retail developments at Beachlands. Over the years there have been various opinions expressed including opposition from the self-appointed local lobby group, the Pohutukawa Coast Community Association (PCCA) and others.

The “*Beachlands Village: New Avenues*” proposal is the latest in a series of plans developed for the settlement over the last decade or so. The nature and extent of commercial development has been addressed in these discussions.

The PCCA, for instance, has made various statements about further commercial development in the settlement:

- The 2005 "Beachlands-Maraetai Community Policy Statement" (which is still being used) contended: *The area predominately uses the local retail facilities for convenience and immediate needs, and these requirements are well catered for. The close proximity of several major retail centres adequately services the greater needs of the community. No new retail area is deemed to be required, or desired in the area. The development of Flatbush will further support the communities’ retail needs, further obviating the need for any more major retail development in the area. Corporate chain fast food outlets are seen as not fitting in with the character of the area.*
- In a letter to Richard Knott of MCC dated 5 September 2008 Cameron Butler (Vice-chairman) states:  
*We support the retention of the existing commercial/retail area to focus similar community activities in the one area.*

There were a number of submissions on the Beachlands Options for Sustainable Development expressing variously:<sup>6</sup>

- interest in maintaining and enhancing the existing retail centre to the exclusion of any new business areas;
- doubts the viability of new business area development; and
- support for a supermarket.

More recently submissions on the “Beachlands Village > New Avenues” discussion document generated a number of comments about the proposed new business area:

- *Question of how sympathetic development of the business area will be achieved with a large green Countdown?*
- *Community<sup>7</sup> do not want a commercial development at the corner of Beachlands/Whitford-Maraetai roads. More employment could be provided around the marina and by establishing boutique farms on the rest of the land. Slightly more commercial/light industrial development should be allowed around the marina;*
- *Contrary to the feel of the village and will split the community. Will need to be accessed by car;*
- *Object to the commercial centre located on the gateway to our community. Opposite to a soft edge approach. Housing surrounding this area will be of lower standard.*
- *A necessary evil. Hope does not lead to demise of existing retailers. Traffic flow needs to be well planned.*

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<sup>6</sup> As reported in Appendix C of the Manukau City Council Policy and activities Committee meeting, 3 March 2009

<sup>7</sup> An unfortunate feature of submissions by members of the PCCA is that personal opinions are typically generalised to the whole community without acknowledging any potential for divergence of opinion

It is noteworthy in the context of these submissions that both MCC and PEL have commissioned research into the future retail needs of the area. PEL consider that the area will sustain a supermarket now along with a number of speciality retail activities. PEL have determined that it is not practical or economically viable to consolidate sections in the vicinity of the Wakelin Rd shops to build a supermarket.

## 2.5 Engagement plan for affected and interested parties

The consultation plan for the proposal identified that consultation for the proposal would be required at three levels in the IAP2 participation spectrum:<sup>8</sup>

- (1) **inform** the wider community of Beachlands, Maraetai, and the Whitford Rural area. Defining this area broadly thereby includes a range of potential beneficiaries outside the Beachlands settlement and offsets but does not eliminate the risks posed by vocal individuals or small advocacy groups;
- (2) **consult** with potentially affected properties in the immediate vicinity of the site; the Iwi (Ngai Tai); and with the businesses in Wakelin Road. The latter are included mainly as an input into the social impact assessment as it is important to avoid trade competition-driven issues; and
- (3) **involve** the Clevedon Community Board and the Pohutukawa Coast Community Association (PCCA) as part of the process of stakeholder engagement..

The consultation was designed to proceed in parallel with that undertaken by Manukau City Council (MCC) on Plan Change 30. The plan noted that “*The proposed Plan Change specifically includes the provision of a business area at the corner of Beachlands Road and Whitford-Maraetai Road. Research commissioned by MCC and PEL confirms the requirement for additional servicing generated by the growth of the settlement. This therefore positions the consultation for PEL as focused on the nature of the development, **not** the existence of the business area per se.*” The same logic applies to the SIA. The SIA applies to the proposed Plan Change 30A not to the wider context of Plan Change 30.

## 2.6 Identifying and specifying alternatives

It is standard practice in social impact assessment to compare the effects of a proposal with an alternative. In this case the alternative that has been considered is the expansion of the existing commercial area in Beachlands. This choice of comparator recognises that there is limited scope for commercial development at Maraetai and that the scale and character of commercial development expected to be required is not incorporated in the proposed plan change for Pine Harbour.

Expansion of the existing commercial area in Beachlands has also been advocated by some residents of Beachlands and Maraetai in past consultations on the development of Beachlands. It is perhaps noteworthy that none of the submitters in the 2009 consultation on the *Beachlands – Options for Sustainable Development* document who specifically advocated the expansion of the existing area actually lived in or near the area which might be rezoned (where homes would be replaced with businesses), or in the adjoining area, Figure 2.

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<sup>8</sup> International Association for Public Participation, (2007) “IAP2 Spectrum of Public Participation”, [www.iap2.org/associations/4748/files/IAP2%20Spectrum\\_vertical.pdf](http://www.iap2.org/associations/4748/files/IAP2%20Spectrum_vertical.pdf)

**Figure 2 Submitters advocating expansion of existing shopping area in Beachlands and PCCA committee (August 2009)**



Data source: Manukau City Council Policy and Activities Committee Meeting 3 March 2009 Appendix C

It is also appropriate under certain circumstances to consider the impact of alternative uses of PEL property including the area along the Whitford-Maraetai Road which is indicated in the New Avenues proposal as 1000-2000 square metre blocks. The risk with this type of section size is that it will be used for large houses (as seen in the Regis Park development) that could block the prized view to the Gulf from north of Jack Lachlan Drive. The property was previously the subject of a private plan change by Pohutukawa Custodians Limited, who in January 2009 prepared a land use 'concept subdivision' resource consent application for 74 sections:

- 53 residential lots, approximately 800-1280 m<sup>2</sup>
- seven rural residential lots, approximately 1281-2000 m<sup>2</sup>
- 14 lower density rural-residential sites, approximately 2000-4000 m<sup>2</sup>

Notwithstanding the wishes of some residents who wish to preserve rural land use at the entrance to Beachlands this may not be the appropriate baseline for assessment of the effects of the proposed commercial development, raising as it does equity issues of the arbitrary constraint of a land owner's ability to develop their land to preserve the amenity of neighbours.<sup>9</sup>

<sup>9</sup> A submission by Ms Alice McKay to the MCC Hearings Panel on 9 March 2010, for instance made, an impassioned plea against light pollution from the development of Beachlands changing the experience of living on the family property on the Whitford-Maraetai Road

### 3 PROFILE

#### 3.1 Historical background and past trends

The Town Plan of Beachlands was approved by the Hon. Minister of Lands on the 20th September 1922 with the land subdivided into 870 sections. It was promoted as "The Marine Garden Suburb" with a "Good Motor Road to the City" Figure 3.

Figure 3 Beachlands Advertising, Bretts Christmas Annual 1924

BRETT'S CHRISTMAS ANNUAL  
1924

# BEACHLANDS

"The Marine Garden Suburb"  
12 1/2 miles to Queen's Wharf, City  
FREQUENT BOAT SERVICE



**BEACHLANDS** is very gently undulating land, rising from the sea to about 100ft. at back of house. Only about 25 allotments do not have a good sea view. All sections have ample room to erect a large residence, and there are rooms for orchard, garden and lawn. Soil is the finest bonnet, and 182ft. is the shallow depth. 1 crop inch of every variety is easily available for picking, preserving, etc. Soil is a rich marine deposit, and will grow potatoes, tomatoes, garden fruit, etc. to perfection.



## GOOD MOTOR ROAD TO CITY





W. W. KIBBLEWHITE  
General Manager

**BEACHLANDS** must become an important town in the near future. Adjacent are hundreds of thousands of acres of rich land. The hills a few miles away are rich in minerals. Beachlands is the natural outlet and shopping centre for this.

**WATCH US GROW!**

Town plan of Beachlands was approved by the Hon. Minister of Lands on the 20th Sept. 1922. On the 20th March, 1923, over 411,000 worth of allotments had been sold. What a record! Beachlands is still selling quickly, and sections sold 18 months ago have been resold at tremendous increase. The opportunity is still as good now as then.

If you wish to invest your money in land, what could be better than Beachlands? As a seaside centre it stands unexcelled; as mineral position and rich back country come into being an important shopping centre. Invest here, and gain the tremendous profit that Beachlands will give almost at once.

**WATCH US GROW!**

Between 20th Sept. 1922, and 20th March, 1923, 146 allotments, 23 cottages, 4 shops, 1 hall and 1 garage were erected. The building trades continue very busy at Beachlands throughout the year. New houses and pretty work and hangings are going up all over the Estate. Beachlands is Auckland's most progressive Marine Garden Suburb.

I prepare plans and specifications for buildings to be erected at Beachlands free of cost—required.

**INVEST FOR YOUR CHILD  
YOUR WIFE AND YOURSELF**

**TERMS:**  
In Deposits and 6d. per day on Sections under £15  
12 - - - - - 146 - - - - - £125  
100 - - - - - 146 - - - - - £200  
2 - - - - - 1 - - - - - over £200  
All interest on unpaid balances

**Popular Modern Homes**  
New Plans drawn on Sections completed to suit  
R.F. residences  
14 Post Office W. W. Kibblewhite—14 Post Free

PRICE LIST			
Plot No.	Price	Plot No.	Price
101	110	102	110
103	110	104	110
105	110	106	110
107	110	108	110
109	110	110	110
111	110	112	110
113	110	114	110
115	110	116	110
117	110	118	110
119	110	120	110
121	110	122	110
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189	110	190	110
191	110	192	110
193	110	194	110
195	110	196	110
197	110	198	110
199	110	200	110

PRICE LIST			
Plot No.	Price	Plot No.	Price
201	110	202	110
203	110	204	110
205	110	206	110
207	110	208	110
209	110	210	110
211	110	212	110
213	110	214	110
215	110	216	110
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273	110	274	110
275	110	276	110
277	110	278	110
279	110	280	110
281	110	282	110
283	110	284	110
285	110	286	110
287	110	288	110
289	110	290	110
291	110	292	110
293	110	294	110
295	110	296	110
297	110	298	110
299	110	300	110



**R. W. KIBBLEWHITE**  
GENERAL MANAGER  
Offices: 195 Queen St., Auckland

Source: Homan (1995)

An advertisement, at the time claimed that between 20<sup>th</sup> September 1922 and 20<sup>th</sup> March 1923, 23 cottages, four shops, one hall and one garage were erected. This may

have been somewhat optimistic as Mrs Rosa Thorne writing about the early days in Beachlands in about 1957 recalls that:

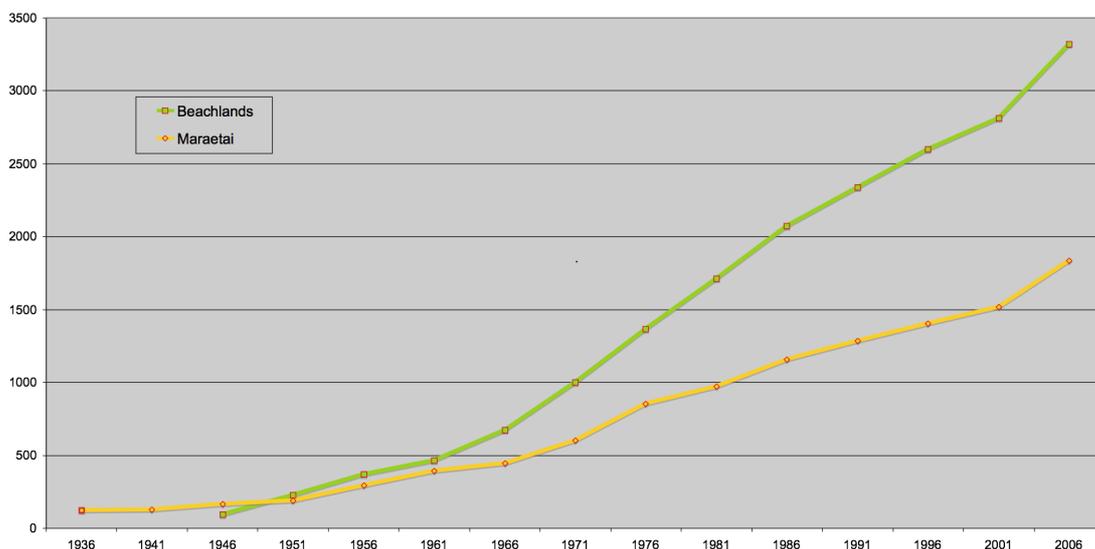
*“the hub of Beachlands activities was what is now known as “Robbins Shop Corner”. This was the village and the grass patch in front of the shop was the seat of much gossip, many a fishy story, a place where lovers met and sales of work were held by the Women’s Guild and the Country Women’s Institute. In itself the comer hasn’t changed much. The old shops and a few remaining cottages have fallen into the hands of those who appreciate their charm, are sensitive to the atmosphere of the place, and have a love of for old, warm, vital things. The trees twisted and gnarled,” will be cut down over dead bodies” as one old resident has said. It is hoped they will always be loved and cared for.”<sup>10</sup>*

Fay Fransham in commenting on the material writes *“These old buildings were burnt down as an exercise by the local fire brigade.”* It appears that the commercial zoning at the corner of Sunkist and First View Avenue is the only relic of this locale, just as the kindergarten at Third View Avenue and Shelly Beach Road is on the site of a former.

### 3.1.1 Demographic change

The growth of Beachlands during the 20<sup>th</sup> century is show in Figure 4 with the earlier years subject to some uncertainty. The two settlements show relatively steady growth in the post-War period, at a faster rate in Beachlands than Maraetai. Both settlements had an acceleration between 2001 and 2006. Subdivision and infill has continued in the intervening years.

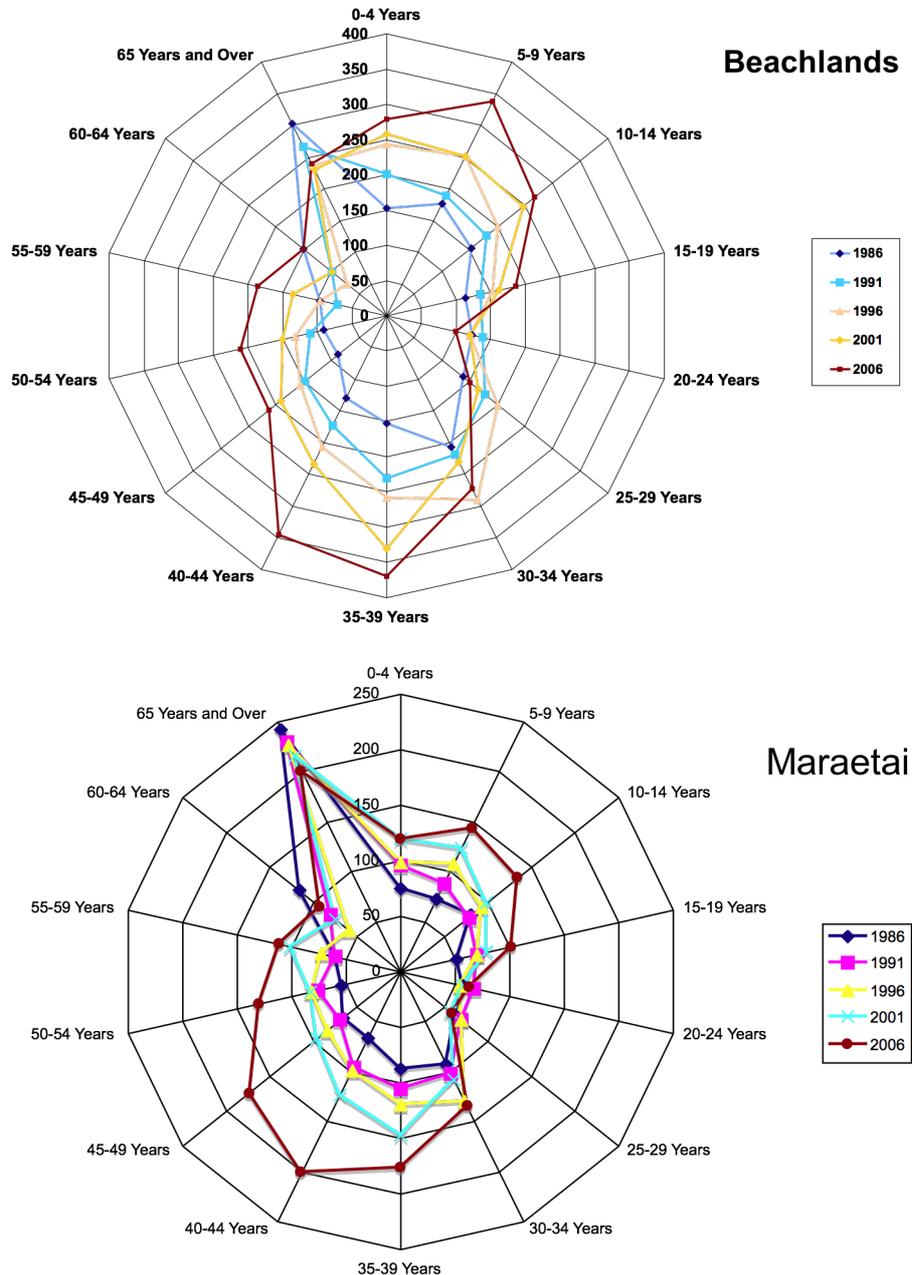
**Figure 4 Beachlands and Maraetai populations 1936-2006 (Approx)**



<sup>10</sup> This is corroborated by the recollections of as a former teacher in the district in the late 1930s, a Mr Spooner wrote *There was only one shop in the district. This was owned by Mrs Jacobs and was also the Post Office .... Next door to Mrs Jacob’s shop was the accommodation house owned by three sisters the Misses Beaumont. They had guests mainly in the Christmas holiday period. They also had a dining room where I had my dinner each evening until I got married. That was all the business area - Mrs Jacob’s shop and Post Office and the Beaumonts Boarding House and Dining room”*

The relatively steady change in overall numbers masks significant changes in demographic structure in both Beachlands and Maraetai over the 20 years between 1986 and 2006.

**Figure 5 Change in population by age group 1986-2006**

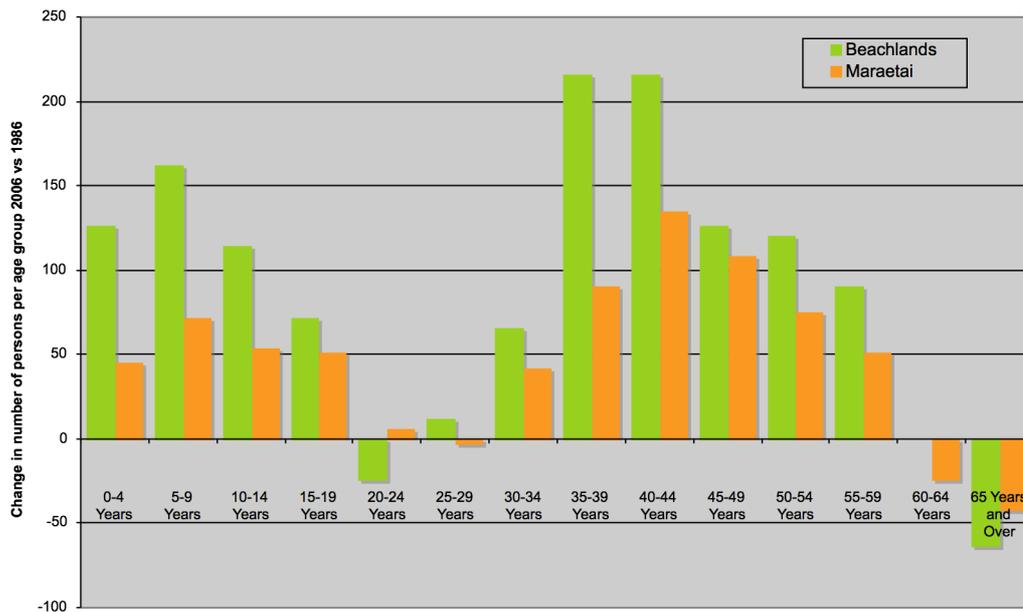


Both settlements show similar patterns of structural change although to date the changes in Beachlands have been more marked. Key features include:

- the dramatic rise in the number of children (especially in Beachlands);
- the relative stagnation of numbers in the 20-24 years age group;
- the growth in the 30-49 age group; and
- the fall in the number of 65 years and over in both settlements. This group was once the largest in both place but this has changed dramatically in Beachlands.

The changes between 1986 and 2006 are summarised in Figure 6. Beachlands fell in two age groups, 20-24 and, more dramatically 65+. Maraetai fell marginally in 25-29 years, and more noticeably in 60-64 and 65+ years. The mean ages of both populations fell from 40.8 to 36.8 years in Maraetai and 36.2 to 33.3 years in Beachlands. Driving the change has been the influx of adults in the age range 34-44 in the case of Beachlands often with children. Overall the population is much more heterogeneous in terms of age than it was even just 25 years ago.

**Figure 6 Changes in number of persons per age group 2006 vs 1986**



These settlements are clearly going through a significant demographic transition with both growth and a changing population structure. There is anecdotal evidence to suggest that some older persons are moving out in the face of rising property prices.

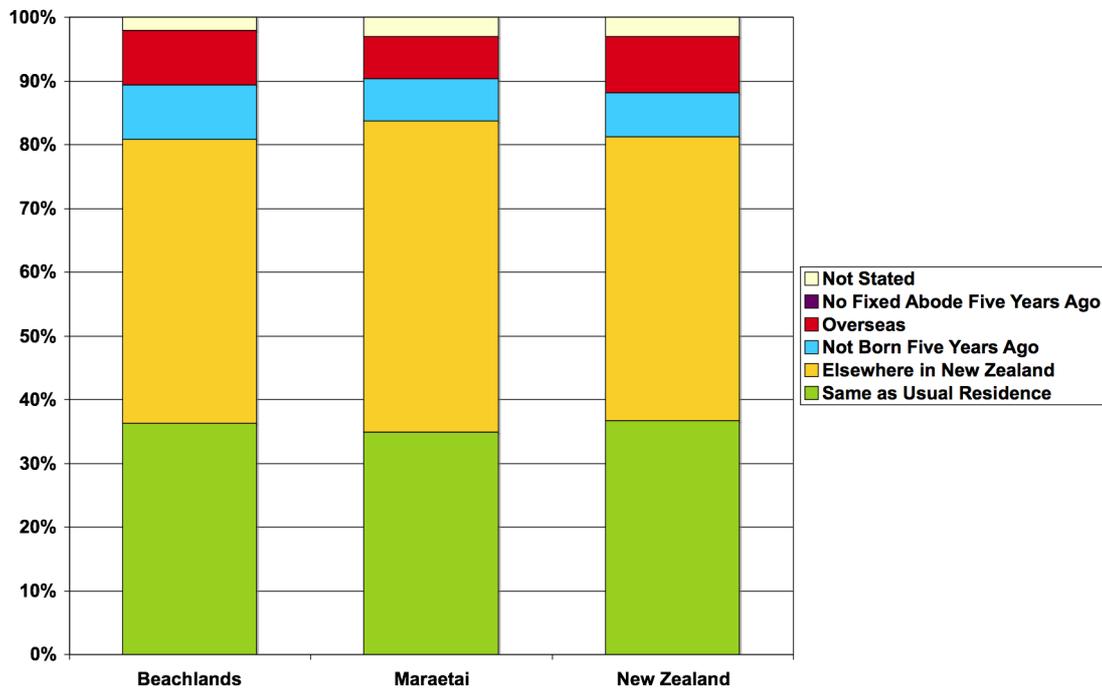
While some people in Beachlands appear to consider that the community has a high degree of stability, in practice the mobility of residents is not significantly different to the national population, Figure 7. The length of residence in the dwelling people were living in at the time of the 2006 Census was also very similar to the national figure, Figure 8. In the case of Beachlands and Maraetai, 55% of the population had been living in the same dwelling for four years or less.

The main differences between the population of Beachlands/ Maraetai and New Zealand as a whole are apparent in terms of ethnicity.

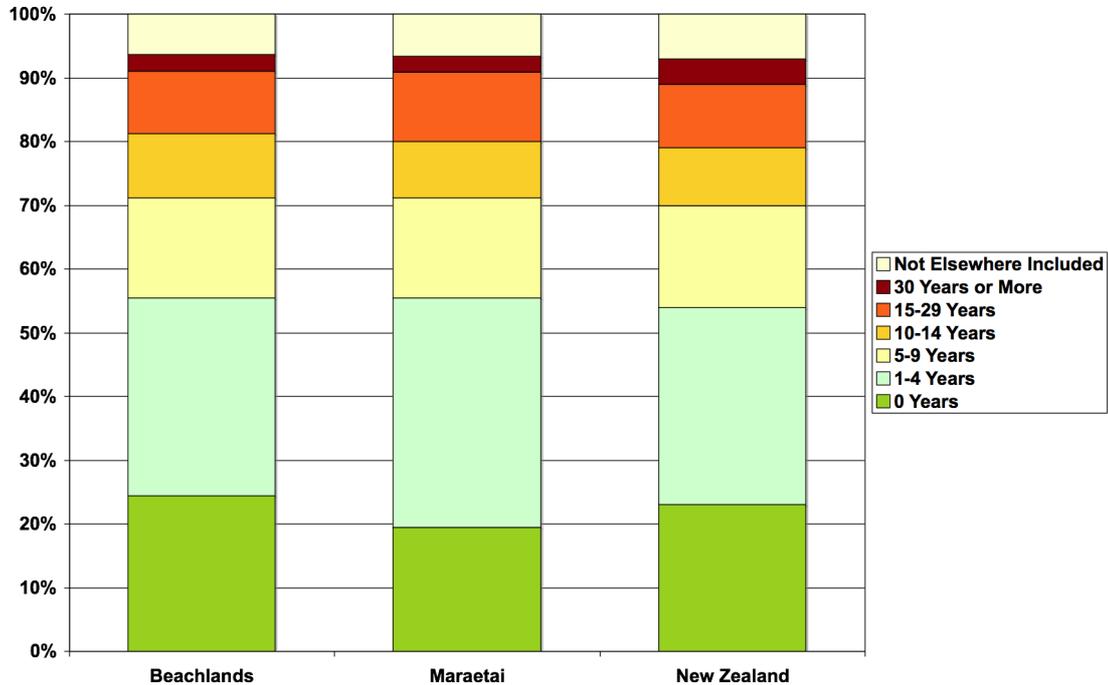
**Table 2 Ethnicity 2006**

	Beachlands-Maraetai	New Zealand
European	85%	68%
Māori	8%	15%
Pacific peoples	2%	7%
Asian	2%	9%
MELAA	0%	1%
Other	12%	11%

**Figure 7 Place of residence in 2001 as measured in 2006 Census**



**Figure 8 Length of residence in dwelling as measured in 2006 Census**



Overall, the implications for the social impact assessment of the demography of Beachlands are principally the need specific attention to drivers of change that might have effects on the burgeoning group of young people; and the relatively modest numbers in other potentially vulnerable groups like older persons and ethnic minorities. The community is not unusual in terms of stability/transience although anecdotal evidence suggests that there is a measure of segregation occurring between parts of

the settlement. This may be associated with the higher prices and different styles of some of the newer developments, like Spinnaker Bay and Pine Harbour Drive drawing in people of a different income/values profile to some of the other residents of Beachlands. This situation may become somewhat clearer after the 2011 Census of Population.

## 3.2 Relationships with the biophysical environment

Beachlands residents often talk enthusiastically about the attractions of living on the coast, with ready access to the wider Gulf, easy access to beaches, and a range of local parks in the immediate vicinity, including the Omana Regional Park. A wide range of outdoor activities have been identified in the area including a range of water sports and land-based recreation. The Pohutukawa Coast Community Association is active in lobbying on the discharges from the wastewater treatment plant and other environmental issues. There is also a local environmental restoration group, Motukaraka Island Restoration Advocates.

## 3.3 Political and social resources

### 3.3.1 Organisations

Beachlands and Maraetai are located in the extensive Botany-Clevedon Ward of the Manukau City Council and are represented by the Clevedon Community Board. The Board is the **only** elected representative local group for Beachlands and Maraetai as a whole and a direct contributor to decision-making by Council on developments in the area. It is also an important element in local information networks.

The Community Board has been actively engaged in a wide range of issues in the area. An interview with the Mayor, Len Brown, in the Pohutukawa Coast Times on 30 April 2010 (p 8), for instance, demonstrates the extent to which the group play a critical role in local matters. In this interview the Mayor confirmed the delegation of the decision on the Omana Reserve “road” issue to the Board, and he unequivocally stated his backing for their making the decision.

The area also has a range of advocacy groups including those focused on specific segments of the community like Grey Power; various special interest groups like the Beachlands-Maraetai Historical Society; and a wide range of church groups, sports clubs, and other special interest groups.

### 3.3.2 Social resources

The community is well endowed for its size with a range of amenities including various parks and beaches like Shelly Bay and Sunkist Bay Reserves, Omana Esplanade, Magazine Bay park, Pine Harbour, and Kelly’s Cove. There are various community facilities including but by no means limited to: Beachlands Hall, library, church, fire station, police station, surgery, the Te Puru sporting grounds, Formosa golf course, Beachlands playing fields, Pine Harbour harbour /boating facilities and Beachlands Boating Club facilities (by the Sunkist Reserve waterfront).

## 4 PRELIMINARY ISSUE ANALYSIS

There is one key issues in the assessment that warrants prior discussion before the overall assessment of effects is undertaken – the notion that the Wakelin Road shops are the “heart” of the community and essential to its vitality.

As a variation on this theme, a submission on the “Beachlands Village: New Avenues” discussion document from the National Trading Company of New Zealand Ltd, a trade competitor to PEL, stated in summary that *“Establishment of large retail centre is the business area is likely to lead to new retail business seeking to establish in that new centre. Existing commercial centre would be unlikely to continue to develop as a community centre.”*

In practice, the Wakelin Road shopping area has no special claim to being a core component in Beachlands’ “community vitality”, beyond the trite tautology that the shopping activity itself constitutes part of that vitality. Community facilities like the library, the hall and the Log Cabin are separated from, rather than integrated with the shopping area so it does not actually constitute a “community centre” as opposed to a “commercial centre” to follow the terminology used by NTC.<sup>11</sup>

Perhaps more importantly other venues, such as the Te Puru Community Centre in many ways play a much more significant role in community life (with more than 700 people playing touch on a Wednesday night at the centre in the season and a wide range of activities and organisations based there. Indeed the PCCA stated in 2005 that *“The community see Te Puru as the focal point of recreational and community activity for the area .....Te Puru is seen as the central meeting place of the area”*.<sup>12</sup>

A significant part of Beachlands community life /vitality is sustained/expressed though “community events” that take place at different locations around the settlement including Beachlands School, Omana Regional Park, Beachlands Fire Station, Sunkist Bay, Te Puru Park, Pine Harbour Marina, and Te Puru Community Centre. The area of the Wakelin Road shops plays a limited role in this aspect of community vitality – most of Beachlands’ organised community activities and events take place away from Wakelin Road<sup>13</sup> including but not limited to: Beachlands School’s Annual Community Ball; Beachlands ANZAC Day Parade and Commemoration; Pohutukawa Coast Family Day; Beachlands Community Christmas Dinner; Beachlands Boating Club Annual Raft Race; Beachlands School PTA Annual Gala; Classics Day in Beachlands; Te Puru Fun Run; Christmas at the Marina; and the Arts festival.

In reality, if the “heart” of the community were to be identified then perhaps one of the strongest contenders is actually the Beachlands School with a roll approaching 500 students and a very active PTA. People whose children have grown and left school tend to forget the vibrancy of the school environment and the way it permeates through

<sup>11</sup> An exception could be made for the medical practice which is in the shopping area, but not the Chartered Club as this is not open to the general public like a regular pub.

<sup>12</sup> Pohutukawa Coast Community Association (2005), *Beachlands Maraetai Community Policy Statement*, p3

<sup>13</sup> An exception to this would be patrons visiting the TAB at the back of the Beachlands Chartered Club premises in Wakelin Rd (opposite the township Bakery). This particular expression /component of community vitality is however not threatened by the proposed PEL development. There is also a monthly market day in the main street although some locals consider it inferior to the food market at Pine Harbour.

the community. The school recognises and is catering for a growing population which will further entrench its position as a key hub in the community.

#### 4.1 Wakelin Road shops and social interaction

One aspect of the assertion that the Wakelin Road shops are the heart of Beachlands is the contention that a lot of social interaction will be lost because people will no longer walk to the shops. Walking to the shops is considered to be social capital as it offers the potential for social interaction en route between the walkers and people whom they may pass also walking or in their gardens (unlike the isolation of driving a car).<sup>14</sup>

Field observations were undertaken on four days in March 2010 covering Thursday to Sunday to assess the extent of foot traffic to the shops in Wakelin (including the doctors surgery and the Chartered Club) and those in Third View Avenue on the western side of Wakelin Road. Records of people entering at least one shop were kept in quarter-hour segments distinguishing between those arriving by vehicle, vs. those walking or riding a cycle. Observations were undertaken for the main opening hours of the shops in Wakelin Road of 9am to 6pm. Conditions on all four days were fine. It might be expected that the numbers on foot may fall with adverse weather conditions in winter so the results may artificially inflate the proportion of foot traffic that might be observed if the monitoring took into account seasonal variations.

The standardised results for the four days are summarised Table 3. They show that driving to the shops is the predominant travel model but that walking is more common on the weekends.

**Table 3 Summary of modal split of travel to the Wakelin Road shops**

	Weekday	Weekend	Week
Foot #	915	734	1649
Car #	4982	1756	6738
Foot	16%	29%	20%
Car	84%	71%	80%

The observation yielded some interesting insights into shopping patterns in Wakelin Road. On weekdays over one fifth of the foot traffic entering the shops during the week was children from Beachlands School after school.

One other phenomenon observed on a regular basis (which might be considered to be the epitome of Beachlands' car culture) was car-borne shoppers driving rather than walking from shop to shop *within the shopping area*. Some shoppers would arrive at the Wakelin Road shops and park in a free carpark, enter a nearby shop, use or service - a video rental library, the Medical Centre, or one of the two ATM cash machines, then return to the car, drive to another free carpark within the shopping area and park there, then enter another nearby shop, literally driving from shop to shop when none of the shops are separated by more than a few metres. Furthermore, this behaviour was not a one-off incident – it was observed again and again.

<sup>14</sup> Social interaction at or in the shops, on the other hand, is not specific to the Wakelin Road shops as it could just as easily occur at shops at the corner of Beachlands Road and Whitford-Maraetai Road.

## 5 PREDICTION OF SOCIAL EFFECTS OF THE PROPOSED DEVELOPMENT

### 5.1 Individual

Potential social effects are assessed at the individual level and are presented by exception (“Nil” effects not shown)

Effect (on...) at individual level	Potential effect	Scale	Applies to	Duration	Timing	Probability
Way of life: live: standard of living	Greater disposable income through reduced costs of supermarket items	++	Households	Permanent	Operation	Probable
Way of life: live: income level	Diminished income for existing business affected by trade competition	--	Business owners	Temporary	Operation	Probable
Way of life: live: income level	Diminished income for landlords if existing business close through trade competition	--	Landlords of existing businesses	Temporary	Operation	Possible
Way of life: live: property values	Lowered property values through proximity to business area	-	Property owners in B'lands and Karaka Rds	Temporary	Planning	Possible
Way of life: live: daily living (having to do things differently)	Travel further to some shops if relocate to new business area	_	Residents	Permanent	Operation	Probable
Way of life: live: daily living (having to do things differently)	Reduced travel distance to supermarket	+++	Households especially older persons	Permanent	Operation	Definite
Way of life: work: employment status/ type	New local employment opportunities in supermarket and other businesses	+++	Skilled and trained workers	Permanent	Operation	Definite
Way of life: work: employment status/ type	Loss of jobs if existing businesses closed through trade competition	-	Existing employees	Permanent	Operation	Possible
Way of life: interact: social networks	Reduced social capital with fewer people interacting while walking to the shops	-	Residents and shoppers	Permanent	Operation	Speculative
Culture: shared values: moral outrage	Reaction to inability to influence planning process to gain desired outcomes	--	Objectors if over-ruled	Uncertain	Planning	Probable
Culture: shared values: satisfaction with the local neighbourhood /community	Reaction to perceived suburbanization (relates largely to PC30 not PC30A)	--	Objectors if over-ruled,	Permanent	Planning	Probable
Culture: shared values: community identification /connection to place (do I belong here?)	Reaction to long term growth of settlement (relates to PC30 not PC30A)	--	Objectors if over-ruled, residents unwilling to accept changing character of Beachl'ds	Permanent	Planning	Probable

Effect (on...) at individual level	Potential effect	Scale	Applies to	Duration	Timing	Probability
Culture: shared values: ethnic (tangata whenua /other) values	To be determined through consultation	?	Ngai Tai ki Umupuia	?	?	?
Community: character: amenity value	Enhanced by provision of additional services in location to serve both Beachlands and Maraetai	+++	Residents and visitors	Permanent	Operation	Definite
Community: character: aesthetic quality /visual outlook	Perceived loss of rural entrance to settlement	--	Objectors if over-ruled	Uncertain	Planning	Probable
Community: services and facilities: diversity	Additional services and facilities provided within new business area	+++	Residents and visitors	Permanent	Operation	Possible
Environment: exposure: hazard/ dust /noise exposure	Noise, traffic hazards, dust	--	Adjoining residents and road users	Temporary	Construction	Possible
Health and wellbeing: social wellbeing: quality of life, perceived	Change in level of servicing and facilities perceived to have adverse impact on extra-urban lifestyle values	--	Objectors if over-ruled and other sharing lifestyle perception	Permanent	Planning	Definite
Health and wellbeing: social wellbeing: attitude to project	On-going resentment at presence of business development	-	Objectors if over-ruled	Uncertain	Operation	Possible
Fears and aspirations: community future: certainty about development impacts	Concern over potential impact if population growth does not materialize and new development is unsuccessful	--	Adjoining residents, other local business, employees	Permanent	Operation	Speculative

Assessed to be “Nil” effect at individual level were: WAY OF LIFE: density /crowding; autonomy of household; family structure; family violence; gender relations in the household; recreation opportunities; CULTURE: shared beliefs: blasphemy /religious affront /violation of sacred sites; COMMUNITY: community cohesion ENVIRONMENT: resource access and control: leisure opportunities; physical safety: actual personal safety; HEALTH AND WELLBEING: physical housing quality; mental wellbeing: stress /anxiety /alienation /apathy /depression; mental wellbeing: subjective wellbeing /self esteem /self image; safety perceptions: personal health /safety risk from crime; own future: certainty about own future; own future: future aspirations for self /children

### 5.1.1 Discussion

A range of potential effects can be identified at the individual level both positive and negative. It is possible that some people could be disadvantaged if they were reliant on the existing shops and all the convenience stores closed (which is considered highly unlikely). In such circumstances people who have no access to a vehicle or rely on mobility scooters (which have about a 2km range) might need to find alternative means of transport. A number of the potential negative effects are perceptual related to objections to the perceived change in lifestyle presaged by the “Beachlands Village > New Avenues” proposal (not the supermarket *per se*). Some negative effects could be experienced by owners and workers in shops in Wakelin Road and environs.

## 5.2 Community/institutional level

Potential social effects are assessed at the community/institutional level and are presented by exception (“Nil” effects not shown)

Effect (on...) at community level	Potential effect	Scale	Applies to	Duration	Timing	Probability
Way of life: live: economic prosperity,	Increased local sustainability through provision of employment	++	Community	Permanent	Operation	Probable
Way of life: live: credibility /integrity of government	Challenge to credibility of decision-making process	--	Community	Temporary	Planning	Definite
Way of life: live: autonomy /viability of the community	Increased local sustainability through reduction in commuting	++	Community	Permanent	Operation	Possible
Way of life: work: employment in the community	Increase in local jobs with expanding population in Beachlands Maraetai area	++	Community	Permanent	Operation	Probable
Community: services and facilities: opportunities /options	Provision of additional services and facilities through availability of space in business area	++	Community	Permanent	Operation	Possible
Community: services and facilities: adequacy of physical infrastructure (water supply /sewerage services /utilities),	Competition with residential demand for water resources, including deep aquifer	--	Community	Permanent	Operation	Speculative
Community: services and facilities: adequacy of social infrastructure (health /welfare /education /libraries /leisure),	Pressure on health facilities through creation of concentration of staff and customers	--	Institution	Permanent	Operation	Possible

Assessed to have “Nil” effects at the community institutional level were: WAY OF LIFE: participation in decision making/ empowerment ; social tensions /conflict /serious divisions within the community; crime rates; level of violence; gender relations in the community; CULTURE: shared beliefs: cultural integrity (vitality /performance of local culture /tradition /rites); profanisation of culture; shared language or dialect: use of local language or dialect; shared customs: heritage /sites of archaeological /cultural /historical significance; COMMUNITY: cohesion: equity (economic /social /cultural); stability: death rate; services and facilities: adequacy of housing, adequacy of roads /transport; workload on institutions /local government /regulatory bodies; resource access and control: access to /rights over resources; community future: level of concern about social justice issues in relation to minority or indigenous groups,

### 5.2.1 Discussion

A limited number of potential social effects can be identified at community institutional level, in large measure because the supermarket and the business area service rather than generate population growth. Being “on-line” at the apex of Beachlands and Maraetai the proposal has the potential for a positive cumulative effect through servicing this expansion. This would, however, be perceived negatively by those who favour no or low growth.

## 6 PREDICTION OF SOCIAL EFFECTS OF THE ALTERNATIVE

Commercial activity in Beachlands is largely restricted to foci in Wakelin Road and Third View Avenue/Bell Road (with an undefined amount of home-based occupations elsewhere). The separate (and tightly defined) commercial zoning (Business Zones 1 and 5) reflects the fundamental difference in character of residential and commercial activities. The residential zone has quite different values from the commercial with an emphasis in the residential zones on visual quality, open space, gardens, trees, noise levels, and traffic generation, as well as different building rules. Expansion of the existing area of commercial activity could generate a range of effects in the surrounding neighbourhoods, some of which may be more than minor depending in part on the nature, extent, and location of the new businesses.

### 6.1 Potential effects

A key factor in the nature and scale of effect of possible commercial area expansion is that the interface between residential and commercial zones is typically marked by effects generated by the commercial area **on** the residential area, in essence, an “edge” or “boundary” impact. This is typically seen in a reduction in residential amenity and can lead to adaptations in the property market with, in effect, a “buffer” between the two activities provided at the expense of the landowners abutting the commercial area.

Expansion of commercial activities into residential areas can generate a range of effects which reflect this change of character. Change in use, for instance can generate social effects at the “site” and “street” levels<sup>15</sup> through a range of processes including:

- construction operations associated with site development and building construction including demolition of existing buildings, removal and delivery of materials, site preparation (including earthworks) and building activity;
- the potential for increased noise during the day and at night;
- traffic generation including delivery vehicles;
- visual detraction associated with the scale and appearance of buildings;
- visual intrusion of signage;
- level of nuisances such as glare, and litter;
- on-site and off-site car-parking with additional land demands and visual effects;
- loss of privacy with additional pedestrians/traffic;
- change in perceived character of affected street;
- change in risk profile of activities (from residential standard) such as the introduction of the storage of flammable/hazardous materials;
- loss of garden trees (or sometimes heritage and protected) trees and open space around dwellings; and
- increased demand on local utilities and services including water, sewerage, stormwater, and electricity.

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<sup>15</sup> The effects could extend to a “community” level if commercial development in Third View Avenue or Bell Road had an impact on the Beachlands Primary School

The social effects associated with these various drivers could include aspects of:

- lifestyle impacts - on the way people behave and relate to family, friends and cohorts on a day-to-day basis;
- cultural impacts - on shared customs, obligations, values, language, religious belief and other elements which make a social or ethnic group distinct;
- community impacts - on infrastructure, services, voluntary organisations, activity networks and cohesion;
- amenity/quality of life impacts - on sense of place, aesthetics and heritage, perception of belonging, security and liveability, and aspirations for the future;
- health impacts - on mental, physical and social well being.

Separately, the change in use may have an effect on the viability of existing businesses through competition through co-location, with consequent impacts on proprietors and workers and their families. While competition from a new business centre has been the focus of attention, it could also come through expanding the existing area. None of the businesses are immune.

## 6.2 Survey of owners and residents

A survey of owners and residents of properties which could be rezoned or could be neighbours of an expanded commercial area was undertaken to assess their response to the possible expansion of the Wakelin Road/Third View Avenue/Bell Road business zones. The covering letter to the survey (Appendix 1) was sent to people who were potentially neighbours of an expanded commercial area stated:

*A number of people have made submissions to the Council opposing a proposed new business area with a Countdown supermarket near the Whitford-Maraetai Road roundabout at 129 Beachlands Road. Many of these submissions have suggested that the business area around Wakelin Road should be expanded instead.*

*A study has assessed how much business land could be required in Beachlands as the population grows. It has shown that your house could be affected if an area were to be rezoned from residential to business use in the coming years. This could leave you next door to, or over the road from, the expanded business zone.*

*At the moment there is a Business 1 zoning on Wakelin Road which covers the shops, takeaways, liquor store and other land uses like the surgery. There is a Business 5 zoning in Third Avenue and Bell Road which covers the panel-beater, the hardware store, the Baptist church and some other businesses. Either zoning could be used depending on the demand from different types of businesses.*

*We are conducting a short survey with householders in this area to assess reaction of people like yourselves to any future rezoning proposal as part of a social impact assessment of Progressive Enterprises' proposal.*

The survey was mailed to the 81 occupiers (as owners and/or residents) with mailback and collection of the forms. The survey achieved a 50% response rate. This is reasonable for a mail survey in these circumstances but the results will be presented without inference that they represent the whole of the survey population.

31 of the 41 respondents indicated that they would be “very likely” to object to a rezoning with another three “quite likely” to object (N=34, i.e. 83% of respondents indicating some intent to object). The reasons given included:

- Objection to the potential effects of rezoning;
- advocating development at the corner of Beachlands Road and Whitford-Maraetai Road;
- rejecting the need for further provision of commercial land at all.

Respondents identified a range of effects including:

*Would oppose change because of reduction in property value and change in living environment.*

*Not happy - devalues house. We choose to live in the coast - not the city*

*Most forwarded thinking residents of this area are in support of the Council's original plan. Keep the business area away from housing, on the main road. Most would also like to see improved services within the area, particularly a supermarket. It will benefit the community. The complaints are from people resisting change.*

*I would be worried how that would impact our life, if the house next door suddenly turns into an industrial building or a café*

*Not happy as would not want to be surrounded by businesses*

*We oppose this decision strongly because we enjoy a peaceful residential area and are against more noise and pollution whilst living close to the sea.*

*Would dispute and fight any moves to do this. Already one nearby that I fought against.*

### 6.3 Interpretation

The responses to the survey showed the potential for strong opposition to the expansion of the existing Wakelin Road business area. The opposition, however, was driven by three quite different motivations including an objection to any growth of Beachlands commercial activity at all, irrespective of location.

In terms of adding a significant quantum of business land in the Beachlands area (as has been assessed to be required), it is considered that the effects would be greater in the Wakelin Road area given the established dwellings and the disruption it would pose to people's lives. It is clear from the survey that some people would accept a rezoning with the expectation that this would yield some financial gains. But the vehement reaction expressed by some to this hypothetical situation suggests that the disruption and effects in terms of health and welfare at the individual level would be substantial even in the planning phase, before any physical effects of construction and operation took place.

## 7 POTENTIAL MITIGATION

A mitigation plan with a comprehensive monitoring programme should be developed if and when approval for the Plan Change has been granted. Possible mitigation measures for the potential negative effects at the individual level are set out in Table 4.

**Table 4 Potential effects and possible mitigation measures**

Potential effect	Possible mitigation measures
Way of life: live: income level: Diminished income for existing business affected by trade competition	Selective approach to tenancing the new business area with option for existing businesses to transfer to the new development
Way of life: live: income level Diminished income for landlords if existing business close through trade competition	Referral of inquiries for rental space to these landlords as appropriate
Way of life: live: property values: Lowered property values through proximity to business area	Careful design of new business area to minimize or preferably eliminate edge effects
Way of life: live: daily living (having to do things differently) Travel further to some shops if relocate to new business area	Encourage provision of innovative public transport in Beachlands and Maraetai as the population grows
Way of life: work: employment status/ type Loss of jobs if existing businesses closed through trade competition	With the terms of employment law operate a policy which favours local employees
Way of life: interact: social networks Reduced social capital with fewer people interacting while walking to the shops	Ensure there are facilities for socializing (café etc) in the new development to provide opportunities for high quality interactions
Culture: shared values: moral outrage Reaction to inability to influence planning process to gain desired outcomes	Be clear in consultation processes and provide appropriate individual feedback on inputs from the community
Culture: shared values: satisfaction with the local neighbourhood /community Reaction to perceived suburbanization (relates largely to PC30 not PC30A)	Clearly distinguish role and relations of supermarket in supporting rather than driving growth which is a strategic decision made at Council level
Culture: shared values: community identification /connection to place (do I belong here?) Reaction to long term growth of settlement (relates to PC30 not PC30A)	Clearly distinguish role and relations of supermarket in supporting rather than driving growth which is a strategic decision made at Council level
Perceived loss of rural entrance to settlement	Ensure design of business area is sympathetic to the character of Beachlands
Noise, traffic hazards, dust	Set stretch targets for the management of nuisances in construction and operation
Change in level of servicing and facilities perceived to have adverse impact on extra-urban lifestyle values	Clearly distinguish role and relations of supermarket in supporting rather than driving growth which is a strategic decision made at Council level
On-going resentment at presence of business development	Demonstrate commitment to community through local sponsorships and other initiatives
Concern over potential impact if population growth does not materialize and new development is unsuccessful	Ensure appropriate contractual provisions for other parties engaged in implementation of the business area development

## 8 CONCLUSIONS

The social effects of the proposed business development area at the corner of Beachlands Road and Whitford-Maraetai Road are modest and, given a greenfield site, certainly less than the alternative of expanding the business zone in the Wakelin Road, Third View Avenue and Bell Road area to cater for the anticipated requirement for commercially-zoned land.

It is important in assessing the effects of the proposal to distinguish it from the wider Plan Change 30 which, in seeking to provide certainty for the long term development of Beachlands is the part of the driving force for greater provision of business land. The proposal is designed to service growth, it does not generate it. Indeed, after the initial establishment of the supermarket and a limited range of other activities, development at the site will be contingent on the pace of population growth.

The consultation has identified some opposition to the proposed supermarket and associated land uses. Part of this is based on a stated lifestyle preference which includes limited local provision of amenities and infrastructure and no or low growth. If the proposal goes ahead one of the potential effects is a significant measure of dissatisfaction amongst the adherents of this viewpoint which is strongly advocated by the Pohutukawa Coast Community Association. It is unclear, however, how widely this view is held. In March 2010 the PCCA had only 90 members in a population estimated by Statistics New Zealand at 6032 people.

The consultation also identified the notion of the existing commercial area in and around Wakelin Road being the “heart” of the community and a focus of social interaction. Analysis of a range of activities and locations in the community has resulted in the rejection of this notion. The PCCA has stated that *Te Puru is seen as the central meeting place of the area* while a strong case can be made that if anything is the heart of the community, then it is the Beachlands School.

Research undertaken as part of the assessment included monitoring the travel mode of persons using the Wakelin Road shops as foot and bike travel creates potential social capital through interactions en route to the shops. It also included research with the owners and residents of properties that might be rezoned from residential to business uses to allow the expansion of the existing commercial area.

The research concluded that there are a modest range of negative effects that could be attributed to the development of the new commercial area. Many of the issues raised by a local lobby group in the Council’s informal consultation on the proposed Plan Change 30 relate to the growth of the settlement *per se*, rather than the new commercial area which will service rather than catalyse development.

Specific issues, like valued viewshafts which are part of the perceived amenity of the area, and water supply have already been addressed in the project design. The analysis identified a range of potential positive effects, including avoiding the need for many older residents to drive to Botany for cheaper supermarket shopping costs and shorter journeys to shop. The proposed development also presents opportunities to enhance social infrastructure through the way in which land alongside the Whitford-Maraetai Road might be used. Options discussed have included a primary school to cater for the area when the Beachlands School site reaches capacity and a retirement village. The opportunity exists to create a positive outcome rather than simply mitigate the modest effects.

## APPENDIX

**SOCIAL IMPACT OF POSSIBLE EXPANSION OF BEACHLANDS BUSINESS AREA**

*A number of people have made submissions to the Council opposing a proposed new business area near the Whitford-Maraetai Road roundabout on Beachlands Road. Many of these submissions have suggested that the business area around Wakelin Road should be expanded instead.*

*A study has shown that this house/your neighbours house could be included if an area was rezoned from residential to business use in the next few years. At the moment there is a Business 1 zoning on Wakelin Road which covers the shops, takeaways, liquor store and other uses like the surgery. There is a Business 5 zoning in Third Avenue and Bell Road which covers the panelbeater, the hardware store, the Baptist church and some other businesses. Either zoning could be used depending on the demand from different types of business.*

- (1) First, can you tell me how many years you have lived at this address?  
Number of years \_\_\_\_\_
  
- (2) Do you own (with or without mortgage) or rent this house?  
 ..... Own  
 ..... Rent
  
- (3) How many people, adults and children live here normally?  
Number of adults (18 +) \_\_\_\_\_  
Number of children \_\_\_\_\_
  
- (4) Have you any plans to move in the foreseeable future?  
 ..... Yes  
 ..... No
  
- (5) How would you feel if the Council proposed a plan change to rezone your section from a residential to a business zone?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- (6) How would you feel if the Council proposed a plan change to rezone your neighbours' sections from a residential to a business zone?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- (7) How likely are you to object if the Council proposed a plan change to rezone your section from a residential to a business zone?  
 ..... Very likely  
 ..... Quite likely  
 ..... Not at all likely

(8) How likely are you to object if the Council proposed a plan change to rezone your neighbours' sections from a residential to a business zone?

- ..... Very likely
- ..... Quite likely
- ..... Not at all likely

Thank you, that is all the questions. If you would like to make any other comments about the suggestion made by submitters on the "New Avenues" proposal that the Wakelin Road business area should be expanded please write them here:

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The address below is solely so that when you return the form we can remove your name from our list of outstanding responses so we don't follow up with you later.

All the individual information collected in this study will remain entirely confidential and only overall results will be used in reporting. No-one outside Dialogue will be able to identify your individual answers.

«Address»