



1 Introduction

The Franklin District Growth Strategy is part of the Council's commitment to sustainable development. It seeks to meet local aspirations, expressed through the Vision, Mission and Community Outcomes, within the context of national, regional and local responsibilities and agreements. As the precursor to future district plans, it is designed to ensure that the strategic direction is consistent with the regional policy statements, while reflecting the particular needs and circumstances of the District.

Strategy development was framed by the need to achieve national goals as the district develops. It seeks to preserve of the natural character of the coastal environment, wetlands, lakes and rivers and their margins, outstanding natural features and landscapes and historic heritage and protect them from inappropriate subdivision, use, and development; to protect areas of significant indigenous vegetation and significant habitats of indigenous fauna; to maintain and enhance public access to and along the coastal marine area, lakes, and rivers; to respect the relationship of Maori and their culture and traditions with their ancestral lands, water, sites, waahi tapu, and other taonga; and to protect recognised customary activities.

A central theme of regional policies and plans is the containment and intensification of urban development. A wide range of scenarios, with widely differing degrees of concentration of development, were tested to determine which best achieved the community outcomes in preparing the strategy.

The preferred strategy meets the requirements to contain and intensify urban development and improve the transport network by concentrating most of the growth within the existing urban boundaries of Pukekohe, Waiuku and Tuakau. At the same time, it meets lifestyle aspirations by providing a range of living environments in appropriate locations, and allows for new development in selected places where there are specific opportunities. These include provision for countryside and coastal living in defined locations, while limiting subdivision elsewhere.

The strategy combines the allocation of growth between settlements with the enhancement of development within them. It sets out where growth should occur and its staging under the three themes of "live", "work", and "play". In doing so it applies principles derived from the New Zealand Urban Design Protocol (to which the Council was an inaugural signatory) with "SMART Growth" and "Liveable Neighbourhoods" concepts to the design of Franklin's towns, villages and hamlets.

The main themes of the settlement strategy is the provision for future needs, including public infrastructure and business land; influencing the type of development to encourage mixed use, mixed densities, housing choice and well defined urban boundaries; and improving standards of design, including pedestrian, cycling and public transport access, road connections, and aesthetics.

The strategy also identifies a range of district-wide and local actions needed for implementation. These include participation in regional initiatives, joint action with other stakeholders, and local measures including changes to the District Plan. Together the strategy and actions provide a blueprint for the community of Franklin and other infrastructure providers to help guide decisions on future growth and investment in the District over the next 50 year timeframe.

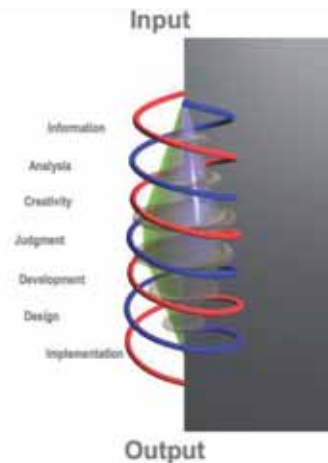
1.1 Strategy development

The foundations for strategy development were laid by the Council over the last decade. The Franklin community has made valuable inputs into a range of plans and studies. The most important of these was the LTCCP consultation which led to the Council's Vision, Mission and Community Outcomes. A wide range of reports and submissions prepared by Iwi were also taken into account. All this material has meant that consultation during the preparation of the strategy has been able to build on a considerable body of knowledge, rather than starting from scratch.

Preparation of the strategy went through three main stages, which in conceptual terms were drawn from principles of a design-led process outlined in Figure 1.1 below. The first step involved the collation and analysis of **existing information**. This information was assessed in terms of the existing situation and trends in:

- community issues and aspirations
- social and cultural characteristics
- landscape character
- development patterns, spatial structure and development character
- population profiles and residential activity
- public open space and recreation
- environment conservation
- economic development
- transportation systems
- public infrastructure and public facilities
- significant land uses, and
- national and regional policy framework.

Figure 1.1 Design-led project stages



An **evaluation framework** was developed which enabled the team to test how well different patterns of growth across the District achieved the community outcomes. Different growth scenarios ranging from concentrating growth in Pukekohe to widespread dispersal across the District were tested. These clearly demonstrated that more concentrated development (if not extreme concentration) achieved better results across the full range of economic, social, cultural and environmental outcomes.

The results of the evaluation were then applied to the District's settlements and rural areas in the **interpretation stage**. The evaluation framework defined the scale of growth while detailed examination of development opportunities and constraints defined the location of both intensification and new development. This phase was completed by specifying a range of actions, including changes to the District Plan, that will be required to implement the strategy.

1.2 Structure of the report

The balance of the report is divided into six sections:

Section 2 discusses the current situation setting out the background to the strategy. It highlights the growth pressures on the District and the current status of the infrastructure

Section 3 sets out the regional context of plans and policies and local aspirations within which the District Growth Strategy has been developed and the principles which has guided its preparation

Section 4 provides an overview of the methods used in strategy developments

Section 5 describes the preferred growth strategy setting out the anticipated distribution of population and economic activity and illustrating how the preferred strategy best satisfies the District's community outcomes

Section 6 sets out the District-wide actions required to implement the strategy, and

Section 7 discusses development in the main settlements and the rural areas under the themes of live work and play. It identifies areas for growth and staging for both residential and business land. It also sets out actions required to implement the strategy at the local level.

Figure 1.2 Overview Franklin District Growth Strategy

