

Date: Tuesday, 8 April 2025
Time: 9.30am
Meeting Room: The Leslie Comrie Board Room
Venue: Level One Franklin: The Centre
12 Massey Ave
Pukekohe
and via Microsoft Teams videoconference

Franklin Local Board Workshop

OPEN AGENDA

MEMBERSHIP

Chairperson	Angela Fulljames
Deputy Chairperson	Alan Cole
Members	Malcolm Bell JP
	Sharlene Druyven
	Gary Holmes
	Amanda Hopkins
	Andrew Kay
	Amanda Kinzett
	Logan Soole

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Democracy Advisor

4 April 2025

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1 Ngā Tamōtanga | Apologies

At the close of the agenda one apology had been received.

2 Te Whakapuaki i te Whai Pānga | Declaration of Interest

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

3 Local Board Workshop

Local Board Workshop

File No.: CP2025/05534

Note 1: This workshop has been called by the chairperson in consultation with the staff.

Note 2: No working party/workshop may reach any decision or adopt any resolution unless specifically delegated to do so.

Te take mō te pūrongo

Purpose of the report

1. To present the Franklin Local Board workshop agenda for 8 April 2025.

Whakarāpopototanga matua

Executive summary

2. Most workshops are open to the public to attend as observers in person or online.
3. Some sessions may not be open to the public. The staff / chairperson and deputy chairperson decide which sessions are open to the public, depending on the sensitivity of the information being discussed. If a session is not open, a reason will be provided below.
4. The public are welcome to attend in person.
Email franklinlocalboard@aucklandcouncil.govt.nz for a request to join the workshop online,
5. Local Board workshops provide an opportunity for local boards to carry out their governance role in the following areas:
 - a) Accountability to the public
 - b) Engagement
 - c) Input to regional decision-making
 - d) Keeping informed
 - e) Local initiative / preparing for specific decisions
 - f) Oversight and monitoring
 - g) Setting direction / priorities / budget.
6. Workshops do not have decision-making authority.
7. Workshops are used to canvass issues, prepare local board members for upcoming decisions and to enable discussion between elected members and staff.
8. Members are respectfully reminded of their Code of Conduct obligations with respect to conflicts of interest and confidentiality.

9. The following will be covered in the workshop:

Session 1 – 9.30-10.00am	
Auckland Transport – PC 88 – CONFIDENTIAL ITEM	
BREAK 15 minutes	
Session 2 – 10.30-11.15am	
Draft Southern Rural Strategy	
Presenter/s:	Eva Zombori, Snr Advisor Growth and Spatial
Purpose:	Inform the board on public feedback from consultation and how this will be address in the final document
Governance role:	Input to regional decision-making
Proposed Outcome/s:	Board to provide input on consultation feedback
Attachment A:	Draft Southern Rural Strategy
Attachment B:	Southern Rural Strategy – summary of feedback
Attachment C:	Summary of changes to the draft Southern Rural Strategy
Session 3 – 11.15-12 noon	
Eke Panuku –	
Presenter:	Richard Davison, Priority Location Director Jason Miao, Programme Coordinator
Purpose:	Update on the Unlock Pukekohe programme
Governance Role	Oversight and monitoring
Proposed Outcomes:	The board are updated on the programme and can provide feedback.
Attachment D:	Unlock Pukekohe FY26 programme
LUNCH 12-1 pm	
Session 4 – 1.00-1.30pm	
Franklin Paths update	
Presenter:	Mayur Chauhan
Purpose:	Update the board on the Franklin Paths implementation programme
Governance role:	Oversight and monitoring
Proposed Outcome:	Board are kept informed of updates of this work programme and can provide input
Attachment E:	Franklin Paths Programme update – April 2025
Session 5 - 1.30-2.15pm	
Local Economic Broker update	
Presenter/s:	Christina Rogstad, Local Economic Broker
Purpose:	Update the board on the work programme activities
Governance role:	Oversight and monitoring

Proposed Outcome/s: Board are kept informed of updates of this work programme

Attachment F: Local Economic Broker April update

Session 5—1.45-2.30pm

General Business

Presenter/s: Georgina Gilmour, Senior Advisor
Chair

Purpose: Update the board on matters arising/seek direction where requested.

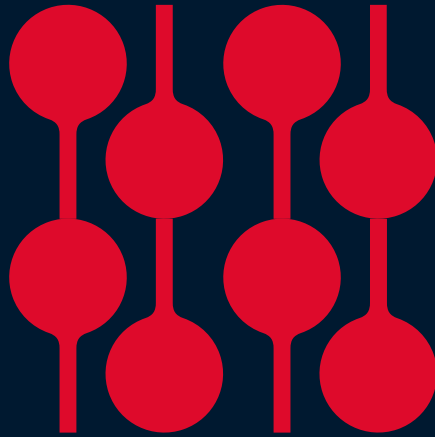
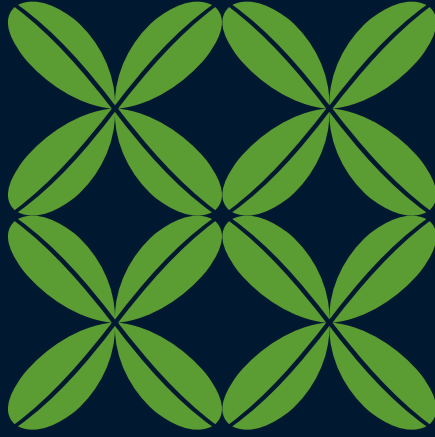
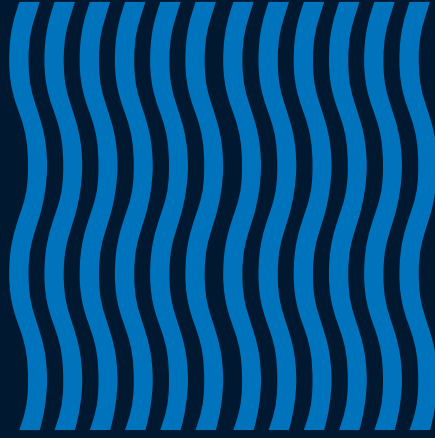
Governance role: Keeping informed/setting direction

Proposed Outcome/s: Board are updated

No materials available at time of publication

Ngā tāpirihanga Attachments

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[Te reo headline goes here]

Southern Rural Strategy

April 2025, Final draft

Acknowledging Te Tiriti

Te Tiriti o Waitangi/the Treaty of Waitangi (re)affirms the enduring rights and interests of tangata whenua. These rights are affirmed and protected within international law. Te Tiriti o Waitangi provides the foundation for a partnership approach between Te Kaunihera o Tāmaki Makaurau Auckland Council and mana whenua. Te Tiriti creates the foundation for a dynamic and enduring relationship that enriches the future of Tāmaki Makaurau with the unique knowledge, wisdoms, practices, and aspirations of te ao Māori. The council recognises mana whenua as kaitiaki (guardians), contributors to the economy, and leaders within Tāmaki Makaurau. The council is committed to meeting its statutory responsibilities (including Treaty Settlement Commitments) to Māori in Tāmaki Makaurau and recognises this falls within a local government Tāmaki Makaurau context.



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Draft

Te reo heading goes here I The Southern Rural Strategy at a glance

The Southern Rural Strategy (the strategy) provides a vision and framework to guide growth and development in Auckland's southern rural area over the next 30 years. It aims to balance competing pressures of the rural south to ensure that growth occurs in a manner that supports liveable communities, rural production and resilience. The strategy has been developed for communities across the rural south, the development community, Auckland Council and council-controlled organisations, to provide clarity about how growth will be managed over the long-term.

As the first subregional strategy, the Southern Rural Strategy plays a key role in implementing the Future Development Strategy 2023-2053.

About the place

The southern rural area extends from the Manukau Harbour in the west to the Hauraki Gulf and the Firth of Thames in the east (Part 2). This region boasts a long and rich history, with hapū and iwi having occupied and settled here for nearly 1000 years. There are 11 mana whenua entities with customary interests in the area. The enduring connection of these communities to the land is reflected in the strong local identity that continues to define the area today.

The rural south has a diverse natural environment, including the Hūnua Ranges National Park, Ōwhitu Peninsula and the Franklin volcanic field. The area is home to an abundance of resources, including highly productive land, making it one of New Zealand's main food bowls. The horticultural and farming sector in the area play a crucial role in Auckland's and New Zealand's economy by producing a significant portion of the country's fruit and vegetables, generating substantial export earnings, and providing employment for surrounding communities (Part 2).

Why we need the strategy

The southern rural area is situated near New Zealand's most populous urban area, contributing to ongoing demand for development across all areas of the south. The Auckland Growth Scenario anticipates an increase of 89,700 people, 37,700 households and 16,600 jobs in the rural south, by 2052. Across the southern rural area, live zoned areas in rural settlements have the potential to accommodate up to 62,100 additional dwellings. Future urban areas across the southern rural area could add future capacity for 18,600 dwellings (Part 3).

The anticipated growth will create ongoing demand for development across all areas of the south. Collectively, growth will put pressure on rural industries, highly productive land, the environment, communities and already constrained infrastructure. The Southern Rural Strategy is required in order to provide a coordinated approach to managing these pressures and supporting sustainable growth, while ensuring the area's continued prosperity and liveability.



About the strategy

The strategy has two key components, the strategic framework (Part 4) and the spatial response (Part 5). The strategic framework (Figure 1) sets out the long-term vision and direction to accommodate the anticipated growth and development of the southern rural area. The framework is structured around five interrelated themes, each with an outcome that reflects the desired state for the area and directions that set out a pathway to achieving this outcome.

The spatial response demonstrates the future role and function of settlements, as well as the high-level land uses of rural areas beyond these settlements.

Most future growth is anticipated to occur in the future urban areas of Drury, Pukekohe and Paerātā and through intensification of Pukekohe’s existing urban area. Waiuku and Beachlands serve as key rural coastal towns, supporting the wider western and eastern areas. While Waiuku already fulfils this role, Beachlands will continue to grow and develop into a thriving coastal town.

Clevedon and Kingseat will be rural villages, smaller than towns but still providing essential services to local communities. Over time, Kingseat will grow into this role, while Clevedon will continue to serve its existing function.

Some rural, coastal and dispersed settlements will continue to have little or no growth and limited

services. These communities will rely on the broader rural network of settlements to meet their needs.

Outside of the settlements, the spatial response indicates land-uses that are expected to remain rural (non-urban) over the long-term. These areas will continue to play a vital role in rural production and a range of activities and living choices.

The directions set by this strategy will help to inform council’s next long-term plan and other council planning documents, including the review of Auckland Unitary Plan.

Reporting and implementation of this strategy will be incorporated into the current annual process for reporting on the Future Development Strategy.

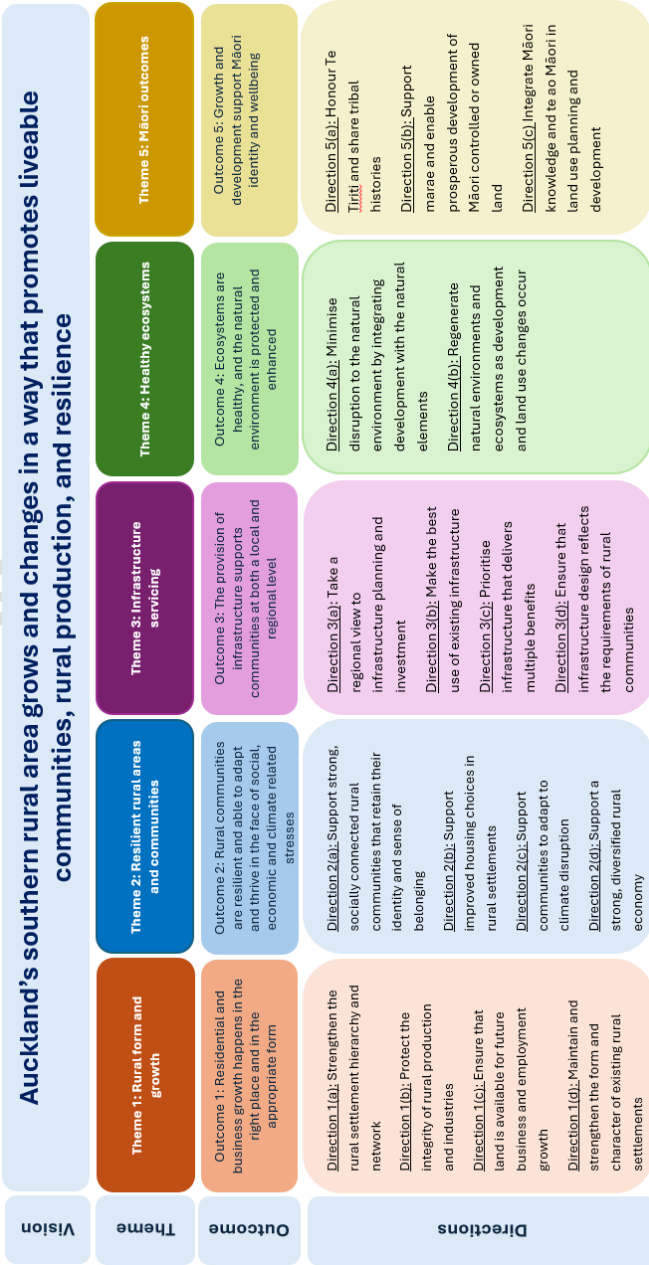
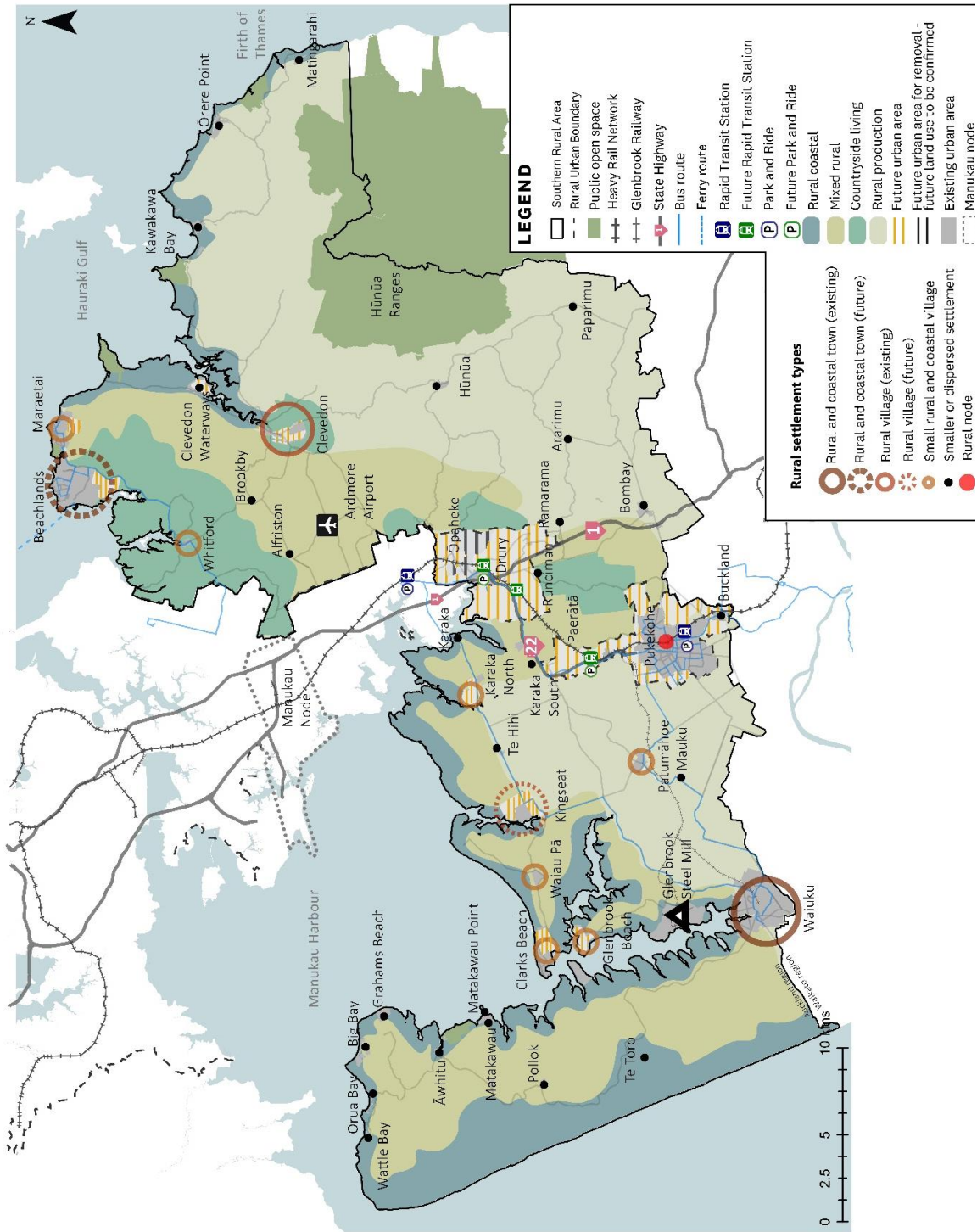


Figure 1: Southern Rural Strategy Strategic Framework

Our southern rural spatial response



Wāhanga I Part 1: Te reo heading I About the Southern Rural Strategy

The Southern Rural Strategy (the strategy) provides a vision and direction for where and how Auckland's southern rural area can grow and change over the next 30 years in a way that promotes liveable communities, rural production and resilience.

This strategy is aligned with the direction set in the [Future Development Strategy 2023-2053](#) which promotes a quality compact approach to growth across Tāmaki Makaurau. It seeks to focus investment in locations that achieve the greatest benefits and directs growth to places that minimises risk to people, property, and infrastructure.

The strategy applies to Auckland's southern rural area which spans from the Manukau Harbour in the west to the Hauraki Gulf and the Firth of Thames in the east (see Map 1). The southern rural area includes the entire Franklin Local Board area with the addition of adjacent rural land within the Howick, Manurewa, and Papakura Local Boards. While the area located inside Rural Urban Boundary at Drury, Ōpaheke, Pukekohe, Paerātā is within the southern rural area, this strategy does not provide direction for their future growth and development as this is addressed through other planning processes including structure plans and plan changes.

The area is home to an abundance of resources including highly productive land, making it one of New Zealand's main food bowls. Auckland's rural south is adjacent to New Zealand's most populous urban area

and has strategic links to the rest of the country. This makes it a critical location for rural production.

A range of established settlements of varying scales provide housing, employment and lifestyle opportunities across the area.

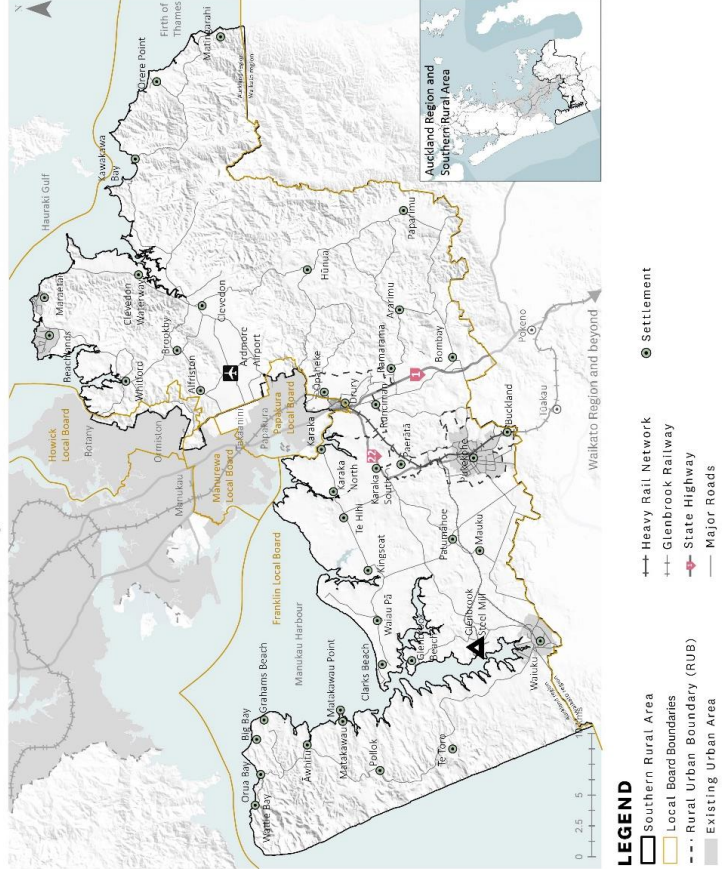
The rural south is anchored by the rural node of Pukekohe that is anticipated to grow substantially over the long-term. Large-scale urban development to the north at Drury will, in time, bring urban Tāmaki Makaurau closer to the rural south. Most residents live and work in the rural settlements, with a smaller

proportion living in the rural areas on farms or rural lifestyle lots.

On average, the population is older than the rest of Tāmaki Makaurau and is predominantly European. However, there is a growing Māori, Asian and Pasifika population in the area. Māori communities play an important role in shaping the future of the rural south.

The geographic distance of rural settlements from urban Tāmaki Makaurau and other large towns, has resulted in a strong community spirit and sense of local identity.

Southern rural area, settlements and Local Board Boundaries



Map 1: Southern rural area, settlements and Local Board boundaries

Why do we need the strategy?

By 2052, Tāmaki Makaurau is anticipated to grow by around 600,000 people and 240,000 households.¹ Growth in the southern rural area is anticipated to account for 15 per cent of this growth.

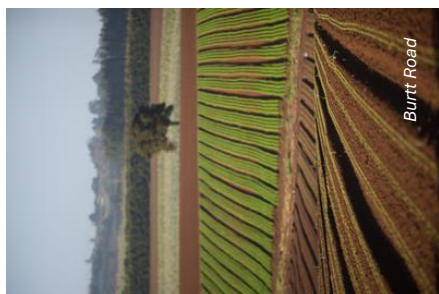
This growth will create ongoing demand for development across all areas of the south. Most growth is anticipated to occur in the future urban areas of Drury, Pukekohe and Paerātā, although some will be accommodated through the intensification of the existing urban areas of Pukekohe.

However, there will be ongoing growth pressure in other settlements across the rural south. Although this growth will be relatively small by comparison, it is still significant given the small scale of these settlements. There is also likely to be additional demand for development outside of the rural settlements.

Collectively, growth will put pressure on rural industries, highly productive land, the environment, communities and already constrained infrastructure. It may also create demand for infrastructure where there are no plans for the provision of public infrastructure which in turn may limit the ability for some settlements to grow.

A Southern Rural Strategy provides a coordinated approach to address these pressures. It sets a vision for the rural south and provides direction for how the area accommodates growth over the long-term. This will help support the area's continued prosperity and liveability.

¹ All anticipated growth numbers referred to in this strategy are sourced from the Auckland Growth Scenario 2023 version 1.1



Draft

<https://knowledge.auckland.org.nz/publications/auckland-growth-scenario-2023-version-1-1-ags23v1-1-data/>

How the strategy works

Where it sits with other plans and strategies

The Future Development Strategy 2023–2053 sets the overall direction for the Southern Rural Strategy.

The Future Development Strategy outlined that a rural strategy would be prepared that considers the appropriateness of growth in existing rural towns and other settlements. The Southern Rural Strategy is the first subregional strategy to be prepared and sets out how the area should grow and change over the long-term.

The strategy sits alongside other council plans and strategies. It will inform and guide future planning and investment processes such as the Future Development Strategy, Auckland Unitary Plan, long-term plan, and local board plans (see Figure 2).

Core elements of the Southern Rural Strategy

The strategy has two key elements, the strategic framework (Part 4) and the spatial response (Part 5). The strategic framework is made up of the vision, themes, outcomes, directions and examples of how to support the directions. The spatial response builds on the strategic framework and provides a spatial representation of the outcomes sought for the future (see Figure 3). It shows how the area should grow and change to achieve these outcomes.

The strategic framework and the spatial response work together to provide the long-term spatial, and non-spatial, direction for the area.

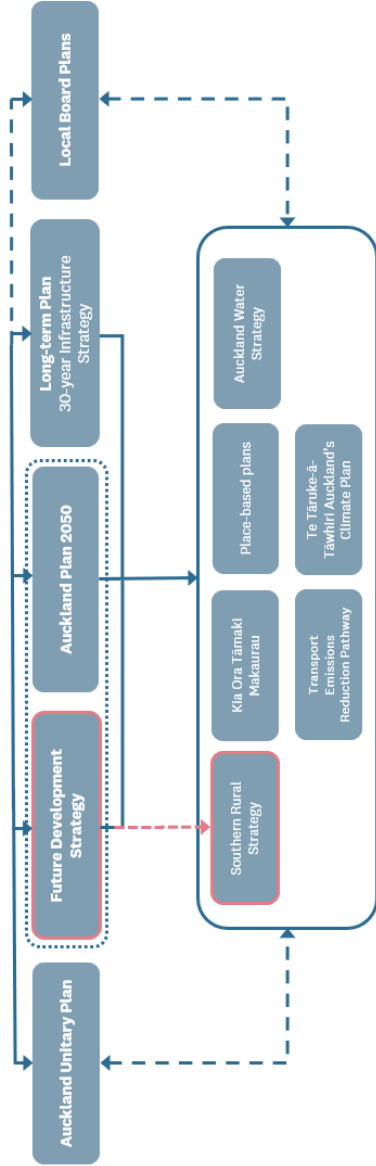


Figure 2: Relationship of this Strategy with council plans



Figure 3: Core elements of the Southern Rural Strategy

How the strategy will be used

The Southern Rural Strategy is intended for the communities across the rural south. It will also be important for the development community, Auckland Council, and the council-controlled organisations (CCOs) to understand where and how much growth is anticipated, as well as how growth is to be coordinated over the long-term. The strategy will help to inform ongoing council work, including other plans and strategies that may have an impact on the southern rural area. It is also linked with the council's Long-term Plan that sets out its investment plan for all of Tāmaki Makaurau, including the rural south.

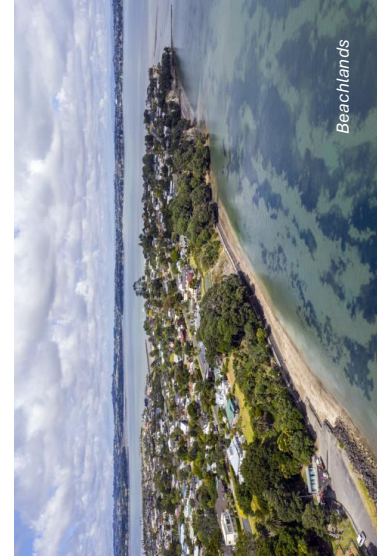
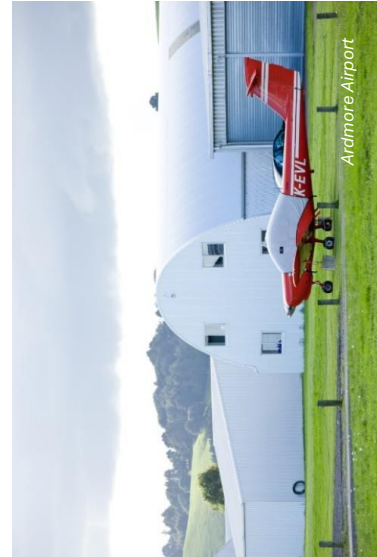
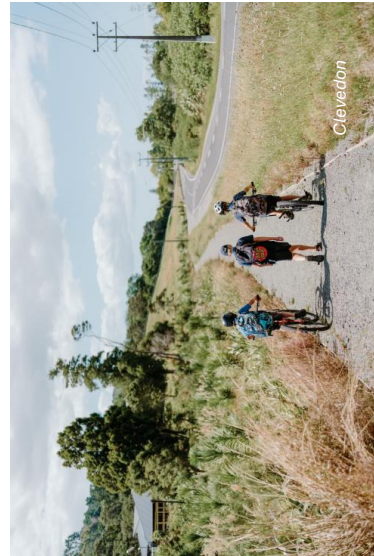
Community and interest group input

Input from interest groups on current issues and opportunities informed the development of this strategy. Key interest groups included community groups, business associations, local representatives of rural production industry organisations, government agencies, council-controlled organisations, as well as developers with interest in the area. Public consultation on the draft strategy took place between October and December 2024.

Mana whenua input

The 11 mana whenua entities with customary interests in the rural south have consistently articulated their concerns, challenges, issues, needs and aspirations to the council. Mana whenua were also engaged through the development of this strategy.

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Wāhanga I Part 2: Te Reo Heading - Background

The rural south has a long and rich history. This beautiful and plentiful area was settled by hapū and iwi nearly 1000 years ago. Ancient volcanic eruptions created rich and fertile soils that, combined with the temperate climate, were ideal for cultivation. The surrounding moana (ocean/sea) and many awa (rivers) provided an abundance of kai (food) from both land and water.

Key trade routes ran through the area with tracks and roads providing access north-south from Tāmaki Makaurau to Waikato, east to the Tikapa Moana Hauraki Gulf and west to the Manukau Harbour. These routes helped sustain a large population and established the area as a centre of trade.

The Manukau Harbour holds deep historical and spiritual significance for mana whenua of Tāmaki Makaurau, serving as a source of sustenance, connection, and cultural identity. The area is significant for mana whenua, with its shoreline home to some of the earliest settlements in Aotearoa. The harbour and its surrounds hold many sites of strong spiritual and cultural value.²

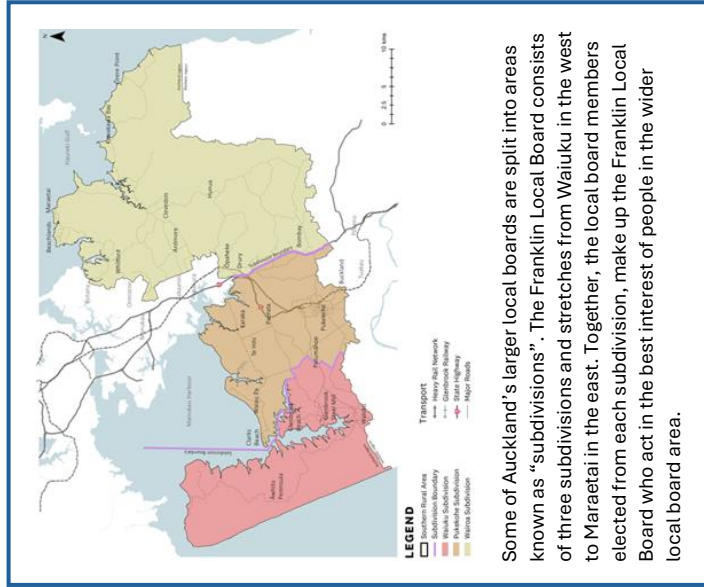
These qualities attracted early European settlement and continue to attract people to the area today. Currently, the rural south is home to around 84,500 people³ and is experiencing significant growth

² Auckland Council (June 2021). *A Synthesis of State of the Environment Monitoring in the Manukau Harbour*

³ Based on Stats NZ Census 2023 usually resident population count for Franklin Local Board area. For this strategy, census data for the Franklin Local Board area has been used as a 'best fit' for the area

pressure. Although the population represents five per cent of Auckland's total, it is growing at a higher rate than Tāmaki Makaurau as a whole.⁴

This section (Part 2) provides insights into the current characteristics of the southern rural area, facilitating management of growth in this area. This information has helped shape the vision for the future, as expressed through the strategic framework (Part 4) and spatial response (Part 5).



Some of Auckland's larger local boards are split into areas known as "subdivisions". The Franklin Local Board consists of three subdivisions and stretches from Waikato in the west to Maraetai in the east. Together, the local board members elected from each subdivision, make up the Franklin Local Board who act in the best interest of people in the wider local board area.

covered by this strategy. The strategy covers some areas beyond the Franklin Local Board boundary however these are small areas which are largely non-residential and therefore do not have a significant impact on population counts.

About the place

The southern rural area extends from the Manukau Harbour in the west to the Hauraki Gulf and the Firth of Thames in the east, with State Highway 1 running through the centre.

The eastern side of State Highway 1 is characterised by an extensive coastline, the Hūnua Ranges, and undulating landscapes. These areas are used for a variety of agricultural and tourism-related activities, such as viticulture and equine industries, quarrying and waste management. This area is relatively sparsely populated, with most people living in one of the four main settlements: Beachlands, Maraetai, Clevedon and Drury. There are also several smaller inland villages, such as Ardmore and Bombay, as well as coastal villages, such as Whitford, Kawakawa Bay, and Ōrere Point.

The western side State Highway 1 features highly productive soil that supports extensive rural industries such as fruit and vegetable growing. The most fertile land is primarily located around and in between Pukekohe and Waiuku.

Pukekohe is the largest town in the southern rural area and serves as the rural node for the region. It plays a key role as a service town, providing a range of services and amenities to both its residents and the surrounding rural community. This includes functioning as an agricultural hub and a transport and logistics centre.

⁴ Over the past five years the area has grown by 12.7% while Auckland has grown by 5.4%. Based on Stats NZ Census 2023 data.

Waiuku, the second largest town in the southern rural area, provides a range of services and facilities to its residents and the surrounding area. There are a few small inland and coastal villages, such as Clarks Beach, Waiau Pā, Kingseat, Karaka, Patumāhoe, and Glenbrook Beach. Ōwhitu Peninsula is a popular holiday destination known for its numerous swimmable beaches.

Currently a small township, Drury is undergoing significant transition from farmland to residential and business activities. Although it is not included in this Strategy, it will offer substantial housing and employment opportunities over the years.

About the people

The population of the rural south is predominantly European (77 per cent), with a growing Māori (16.6 per cent), Asian (12.5 per cent), and Pasifika (7.3 per cent) population. The median age in the Franklin Local Board area is somewhat older (40.1 years) than the median age for Tāmaki Makaurau as a whole (35.9 years). The median age of people of Māori descent living in the Franklin Local Board area is 26.4 years (2023). This is comparable to the median age for people of Māori descent living in Tāmaki Makaurau.⁵

Overall, the population living in the rural south is becoming more diverse and has a slightly older median age than the rest of Tāmaki Makaurau.

Over half of the population lives in the three largest towns: Pukekohe (27,400), Waiuku (9,800) and Beachlands (7,700).

Although the Franklin Local Board area has some of the lowest deprivation scores⁶ in Tāmaki Makaurau, there are pockets of deprivation in Waiuku, Kingseat, Karaka, around Pukekohe and Ōwhitu Peninsula.



⁵ 2023 Census national and subnational usually resident population counts (by ethnic group, age, and Māori descent) and dwelling counts

⁶ The New Zealand Index of Deprivation (NZDep) provides a deprivation score for each statistical area in New Zealand. The Deprivation Index measures the socioeconomic deprivation of a given area at a neighbourhood level. It combines census data on

employment, income, housing, education, health, crime and access to services. The NZDep2023 index of deprivation scale ranges from 1 to 10, where 1 represents the areas with the least deprived scores and 10 the areas with the most deprived scores.

Māori in the southern rural area

Mana whenua have an enduring relationship with the southern rural area, underpinned by whakapapa (genealogy) and kaitiakitanga. This whenua holds significant cultural, historical, environmental and economic importance, with many sites of significance including wāhi tapu (sacred sites), mahinga kai (food-gathering areas), and ancestral landscapes that continue to shape the identity of local hapū and iwi.

There are 11 mana whenua entities with customary interests in the rural south. Each assert and maintain its rangatiratanga (leadership/chieftainship) and mana motuhake (sovereign authority).

The role of mana whenua as kaitiaki is critical to the long-term sustainability of this region. Their mātauranga (knowledge) and tikanga (customs) inform approaches to land management, water protection, and environmental resilience. This includes efforts to restore waterways, protect biodiversity, and maintain the mauri (life force) of the wai (water) and whenua (land).

In addition, there are Māori from other tribes and their descendants who migrated to Tāmaki Makaurau from other parts of the country, and Māori who have no connection to their hapū and iwi, referred to as mataawaka.

Mana whenua entities representing hapū and iwi in the southern rural area	
Ngāti Tamaterā	Ngaati Whanaunga
Ngāti Pāoa	Te Ahiwaru Waiohūa
Ngāi Tai ki Tāmaki	Te Ākitai Waiohūa
Ngāti Maru	Ngāti Te Ata Waiohūa
Te Patukirikiri	Waikato-Tainui
Ngāti Tamaoho	

Houkura - Independent Māori Statutory Board has a statutory responsibility to maintain and promote a Schedule of Issues of Significance to Māori in Tāmaki Makaurau. The Schedule of Issues of Significance 2021 - 2025 identifies key regional priorities to Māori in Tāmaki Makaurau. The following regional priorities are particularly relevant to this strategy:

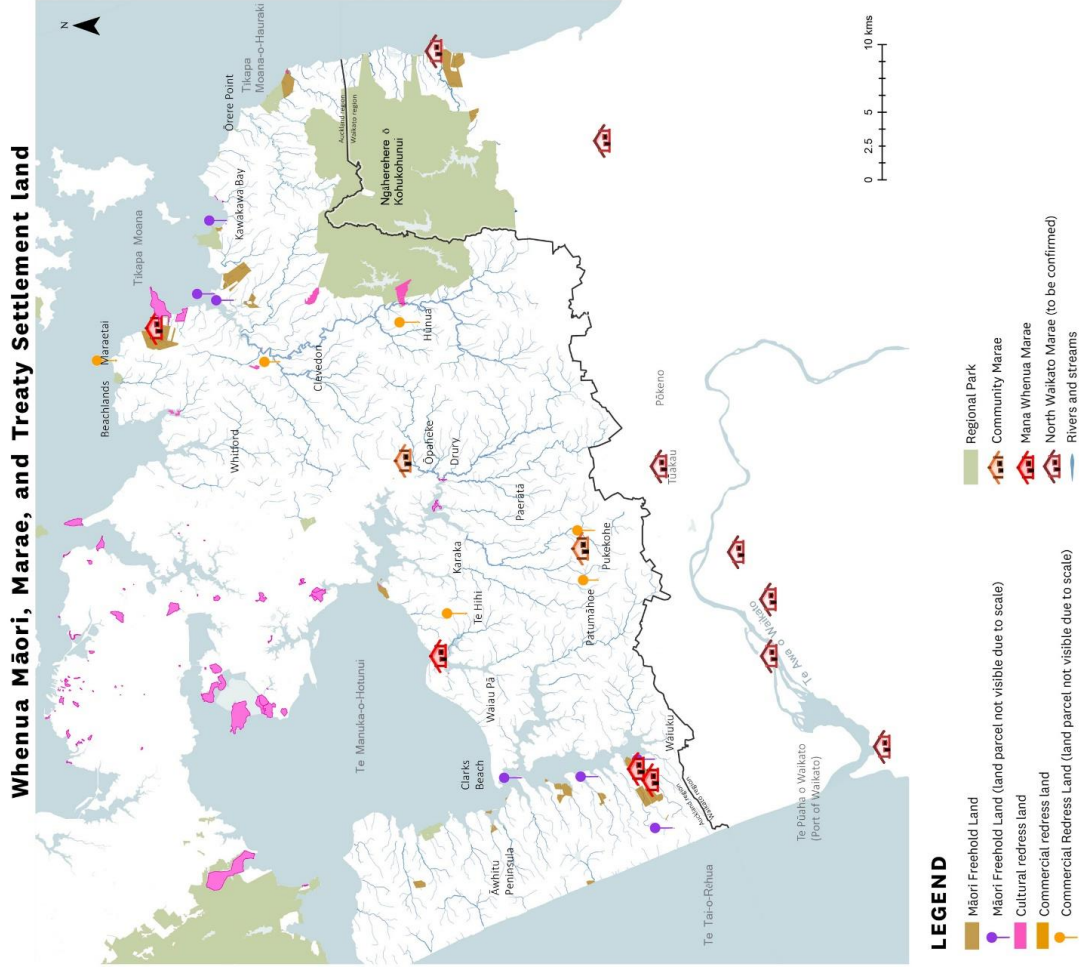
- Regional Planning and Development
- Sites of Significance
- Treaty Settlements
- Water Quality
- Environmental Resilience, Protection and Management
- Marae Development.

For the southern rural area, there are several key priorities for mana whenua within the rohe, particularly their relationship with the natural environment. Wai is of high importance to Māori. It is a precious taonga (treasure) and integral to whakapapa and of Māori identity.

For Māori, the health of the water is connected to the health of the people, making water quality and the coastal environment crucial concerns. Tikapa Moana, Manukau Harbour, the Hauraki Gulf coast and their tributaries are vital resources with significant cultural values. Past and current land management practices have compromised the mauri (life-force) and water quality of the coastal waters. The Hūnua Ranges hold special significance due to the regenerating and mature indigenous forest, nationally and regionally threatened species, and numerous sites of significance to mana whenua.

The rural south includes tracts of Māori land and redress land and is home to six marae (see Map 2).

Marae serve as cultural and spiritual centres, providing social, economic, and cultural leadership. They extend whanaungatanga (kinship) to the wider community, particularly in times of need.



Map 2: Māori land holdings, redress land, and marae

The natural environment

The southern rural area has a diverse natural environment, featuring various landforms, wetlands, native forests, and coastlines, many of which have been modified due to human activity.

There is an extensive network of streams across rural south (see Map 3). Most of the streams still run in their natural state, although many have on-going water quality issues, and the quality of riparian vegetation is variable. These feed into the coastal environments of the Manukau Harbour and the Hauraki Gulf. The Wairoa River is the most significant river in the eastern part of the rural south.

The largest continuous native forests are found in the Hūnua Ranges National Park and to the east of Whitford and Papakura, with remnants of native forests at the northern end of Ōwhitu Peninsula. There are ten regional parks across the area that conserve large tracts of the natural environment and provide for large recreational areas for the public.

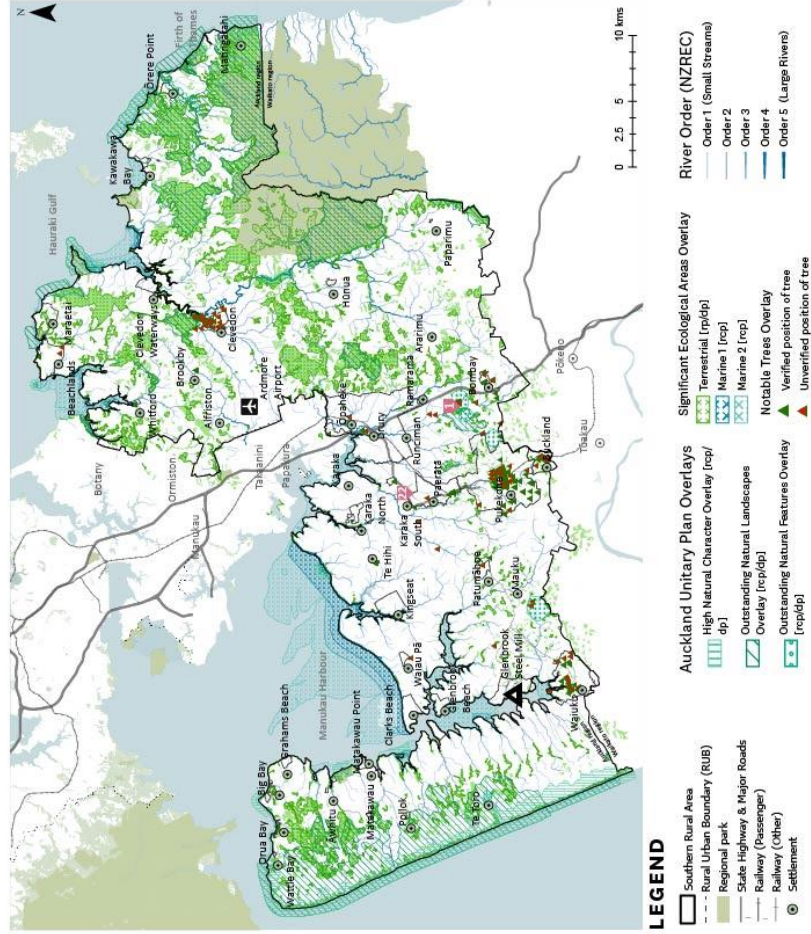
Soils and subsoils are key elements of the natural environment. Much of the soil in the rural south is still intact and functions as a living ecosystem, providing a range of environment benefits including as a repository for fresh water, a carbon sink, and a medium for plant growth.

The area is home to the Franklin volcanic field, a group of extinct volcanoes around Pukekohe and north-western Waikato. These extinct volcanoes created the fertile volcanic soil that is used for horticulture. Despite considerable loss of productive land over the last 20 years, the rural south still contains some of the best quality elite and prime soil

required for key horticultural crops and other land based primary production activities.⁷ Horticulture and farming have significantly changed the natural environment of the area. These activities can co-exist with improvements to the natural environment, particularly where there are opportunities to restore

streams environments and improve ecological connections.

Southern Rural Area natural environment features



Map 3: Natural environment features southern rural area

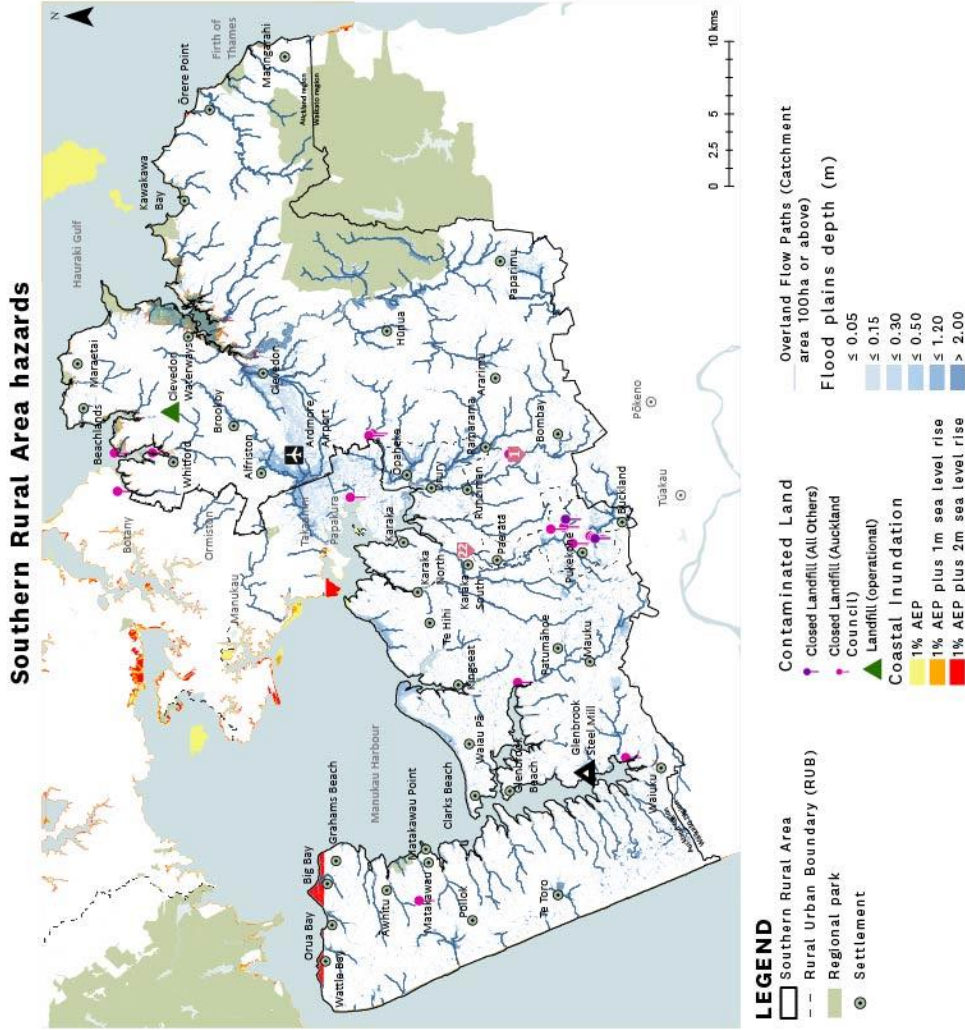
⁷ Ministry for the Environment, 2024. Highly productive land

Climate change and natural hazards

The rural south is particularly vulnerable to climate change and natural hazards, as these already impact and will continue to impact communities and the rural production activities that supports the rural economy. Climate change is anticipated to lead to more frequent droughts, reducing water availability for farming, as well as an increased likelihood of extreme weather events, which can damage infrastructure and disrupt communities. Rising sea levels will present further risk to coastal communities.

Fifteen per cent of Auckland's coastline is in the southern rural area. The council has worked with coastal communities, mana whenua, infrastructure providers and technical experts to develop Shoreline Adaptation Plans. These plans anticipate and plan for the impacts of coastal hazards and climate change on council-owned land and assets.⁸

Map 4 shows the areas that are affected now and into the future by natural hazards including coastal inundation, overland flow paths and flooding, as well as other constraints, such as the location of closed landfills.



⁸ For more information, and for the Shoreline Adaptation Plans for specific areas within the Southern Rural Area see: [About the Shoreline Adaptation Programme](#)

Rural industries and economy

Often referred to as Auckland's food bowl, the southern rural area plays a crucial role in Tāmaki Makaurau and New Zealand's economy. The rural production sector, which is heavily dependent on the highly productive soils found in the region, produces a significant portion of Auckland's and New Zealand's fruit and vegetables. It generates substantial export earnings, contributes to New Zealand's food security, and provides employment for the surrounding communities.⁹

While primary industries such as horticulture and farming are vital to the economy of the rural south, manufacturing, construction and the retail trade sector account for the largest share of employment in the area.¹⁰ The largest industrial employer in the area is Glenbrook Steel Mill, which currently provides 1,400 jobs directly and supports a further 2,500 indirectly,¹¹ with plans for expansion. Forestry, fishing, and aggregate and quarrying also contribute to local employment.

Employment is largely concentrated in larger settlements like Pukekohe and Waiuku. However, due to the rural nature of the region, many jobs related to horticultural and farming activities are spread across individual working farms and primary production sites.

While almost half of the population live and work within the area (47 percent), the rest commute outside the area to work. Key employment destinations are Papakura, Howick and

⁹ Ministry of Primary Industries, 2019. Valuing highly productive land

¹⁰ This information is based on data sourced from Infometrics.

Maungakiekie-Tamaki.¹² There is also movement between the area and the Waikato for employment opportunities.

The area offers a variety of tourism and recreational activities that support the local economy. These include fishing and boating, surfing, and outdoor recreation in coastal areas. The equine industry also attracts regular visitors, as does farm tourism, including 'pick your own' fruit and vegetable farms.

The area has seen increased investment in advanced manufacturing with initiatives aimed at improving productivity and sustainability through technology-led innovation. For example, New Zealand Steel received up to \$140 million from the Government's Investment in Decarbonising Industry (GDI) Fund to reduce its emissions and build a more circular, resilient economy.¹³

Infrastructure

Settlements within the rural south have varying levels of public infrastructure services. This is largely due to low population densities in smaller settlements that are spread apart and often located in remote areas, such as settlements on Ōwhiri Peninsula, along the Hauraki Gulf and Firth of Thames, and around the Hūnua Ranges. Much of this infrastructure was not designed to cater for significant growth. Map 5 shows the key transport corridors connecting the rural south and the settlements that are serviced by water and wastewater.

¹¹ New Zealand Steel – Fact Sheet 2023.

¹² Based on Stats NZ 2018 census information for the Franklin Local Board. Updated 2023 census information was not available at the time of printing.

Transport

State Highway 1 and the heavy rail corridor run directly through the centre of the southern rural area. Both are key north-south transport links that provide economic and social connections between Tāmaki Makaurau and Northland to the north, and Hamilton and Tauranga to the south.

Other transport corridors also play an important role in connecting the network of settlements to each other and connecting settlements to the state highway and rail network. The main corridors that service the area are:

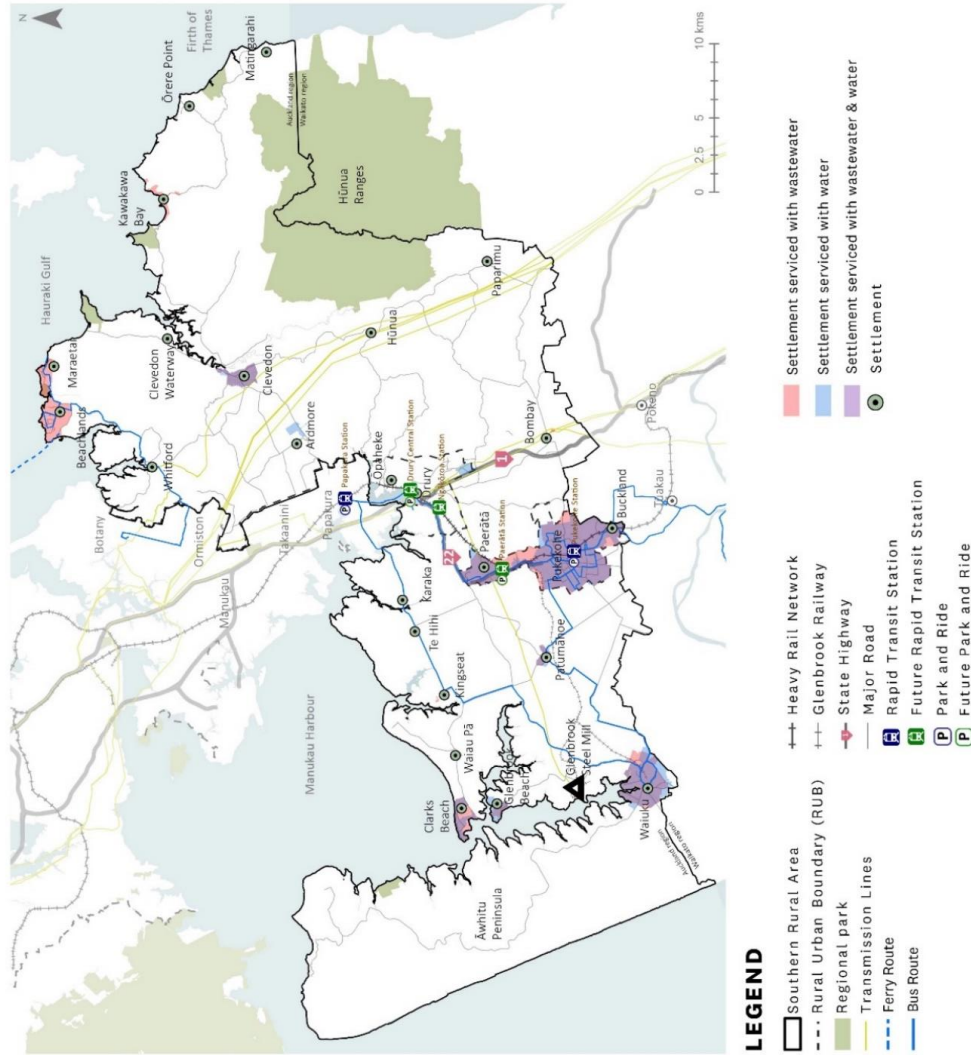
- SH22/Glenbrook Road corridor
- Hingaia/Linwood Road corridor
- Whitford-Maraetai Road
- Clevedon-Kawakawa Road
- Papakura-Clevedon Road.

Public transport options in the rural south are limited. Pukekohe has four regular bus services with additional, but infrequent, connections to Paerātā, Patumāhoe, Waiuku, and Tūakau in the Waikato. Many smaller settlements have no public transport as low population numbers and long distances make services unviable.

Park and ride facilities are available at Pukekohe and Papakura train stations, with additional facilities planned for Drury and Paerātā. A privately operated ferry service also connects Beachlands and the city centre.

¹³ NZ's biggest ever emissions reduction project unveiled | Beehive.govt.nz

Southern rural area existing infrastructure - water, wastewater and transport



Map 5: Water supply, wastewater and transport assets for settlements in the southern rural area

Water and wastewater

Some settlements are serviced by public water and wastewater supply infrastructure. However, smaller rural settlements often rely on self-sufficient systems for potable water and wastewater. This includes using rain tanks or freshwater bores for water supply and private on-site wastewater systems for wastewater disposal.

The Hūnua Ranges are home to five water supply dams that supply up to 60 per cent of Auckland’s water, in normal years. Water is also sourced from the Waikato River; this source has become increasingly important to meet Auckland’s growing demand. Rural communities currently connected to the metropolitan water network include Clevedon, Clarks Beach, Glenbrook Beach, and Patumāhoe. Waiuku and Bombay obtain their water from groundwater aquifers, which are under pressure and have limited capacity to support growth. Beachlands and many of the smaller settlements do not have public water supply networks.

Six wastewater treatment plants service communities in the rural south.¹⁴ These range from larger plants servicing Beachlands-Maraetai, Waiuku, and Clarks Beach to smaller plants in Kingseat and Bombay. Clevedon is now connected to the metropolitan wastewater network. Planning is underway for the construction of the Southwest Wastewater Scheme, which will replace the aging treatment plants at Waiuku, Clarks Beach and Kingseat. This new scheme will cater for growth to 2050 and improve water quality.

¹⁴ Pukekohe is serviced by the Pukekohe Wastewater Treatment Plant.

Social infrastructure

Social infrastructure includes health, emergency, education, and community services. Access to these services is a key contributor to fostering a sense of belonging within rural communities.

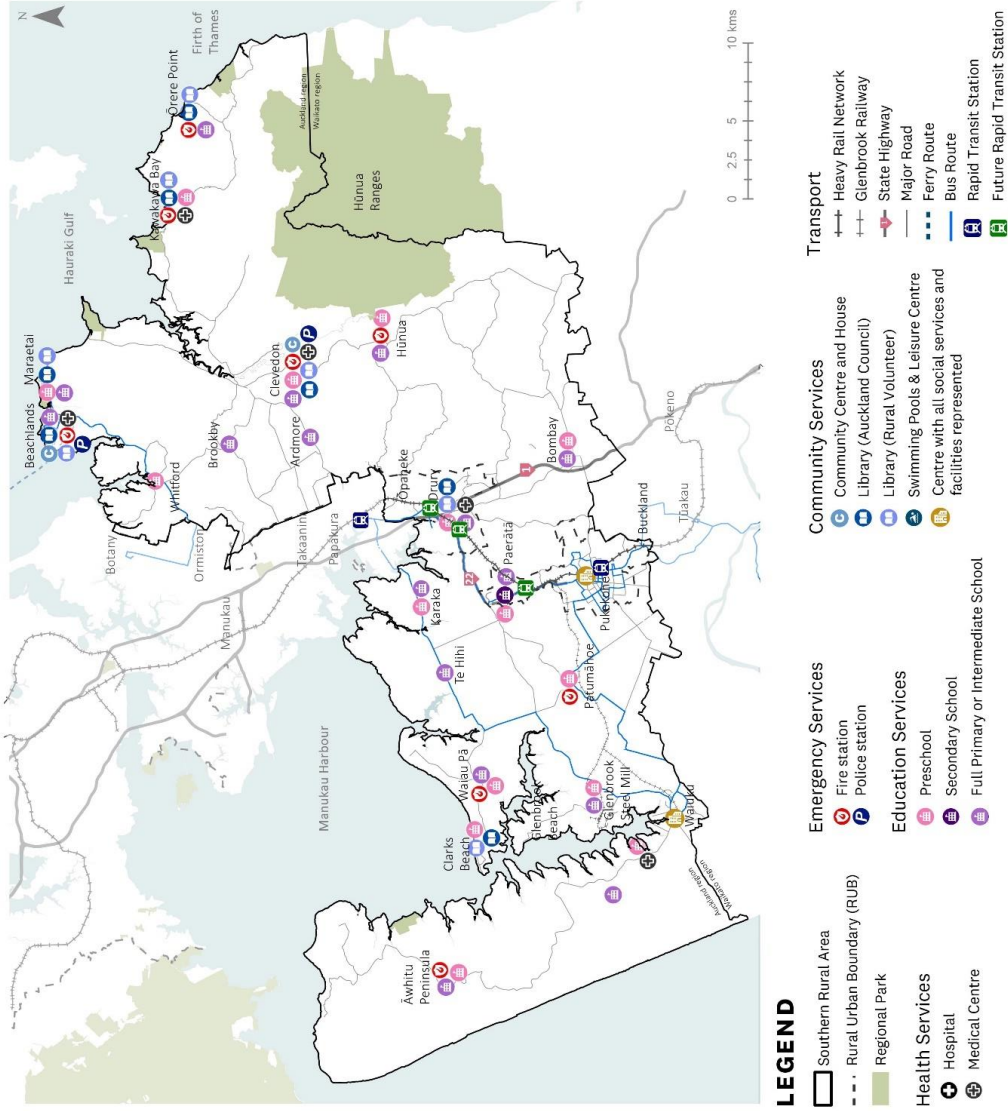
There are medical facilities and services offering varying levels of care across the rural south. However, there is no public hospital with residents relying on Middlemore Hospital in Ōtāhuhu and urgent care facilities in Pukekohe.

Emergency services include fire stations and Defence Coordination Centres, both of which can be found throughout the southern rural area. There are preschools, primary or intermediate and secondary schools across the area. However, there is no tertiary education provision. Community services include community centres and houses, libraries and swimming pools and leisure centres.

Easy and reliable access to services is particularly important for the young, the disabled, and the elderly who do not have access to a private vehicle and in settlements without public transport.

Map 6 shows the location of social infrastructure and services across the southern rural area.

Southern rural area social infrastructure



Map 6: Social infrastructure provision across the southern rural area

Existing rural settlements

In a rural setting, people rely not only on the services and amenities within their own communities, but also on the wider network of neighbouring settlements.

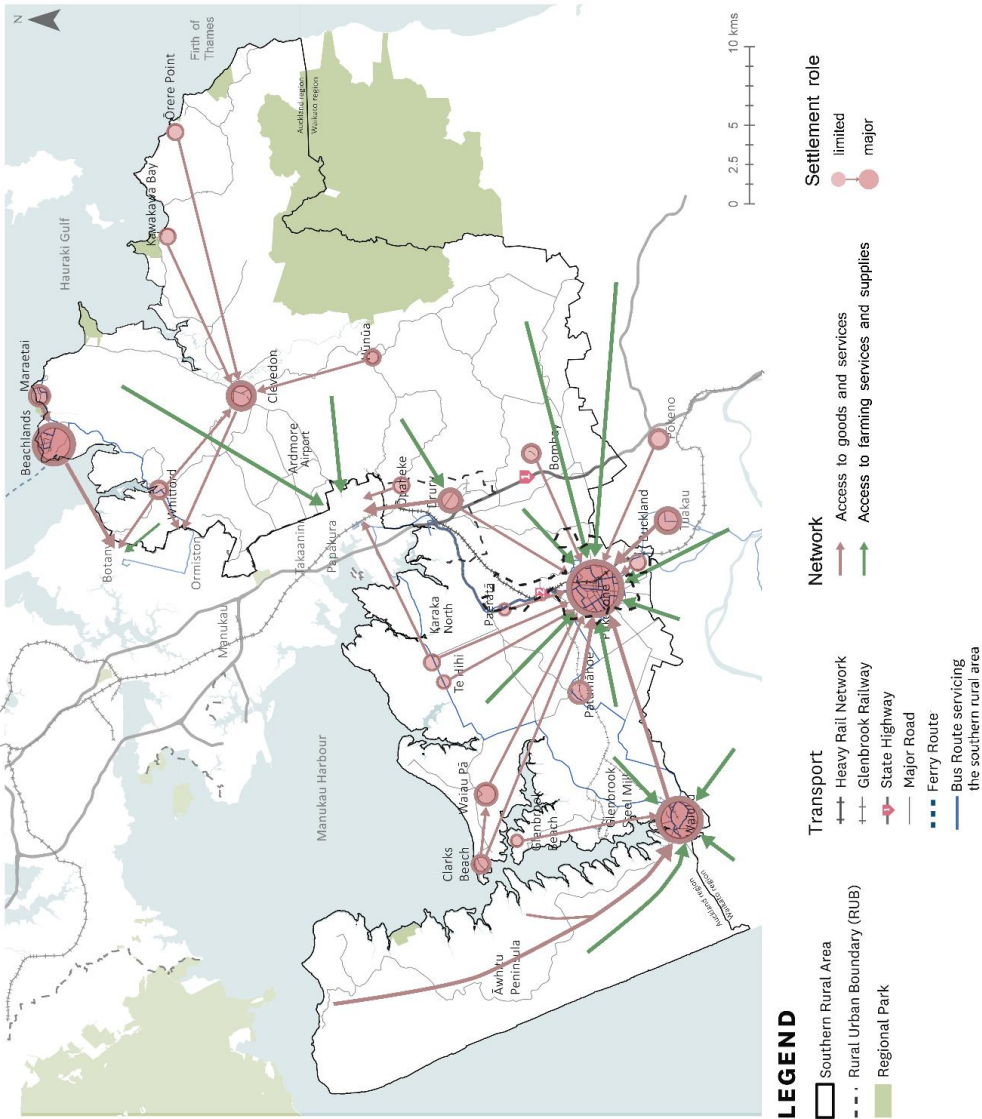
Access to essential services is crucial for people's health and well-being. However, residents, particularly those in the smaller settlements, often travel to neighbouring communities for goods and services. For example, those from Waiuku may travel to Pukekohe for specific services, while North Waikato residents frequently cross the regional boundary to visit or work in Pukekohe.

The farming community also depends on the network of settlements and the services they provide to support rural production activities. Pukekohe offers an extensive range of farming services and supplies such as agrichemicals, animal nutrition, and fertilizers, drawing people from across the area. Waiuku and Papakura, just beyond the rural area, also play significant roles in serving the farming communities in the west and east.

These examples highlight the importance of the diverse range of settlements forming the existing network, particularly the role of Pukekohe as a rural node and larger towns like Waiuku in serving the wider rural area.

Map 7 outlines a current view of the network of settlements, including where communities have indicated they go to access goods and services, such as groceries, education, health, and community services.

Current rural settlement network



Map 7: Current rural settlement network

Housing Choice

Housing choice, in terms of both size and location, is essential to meeting the needs of the growing and diverse population of the southern rural area. The housing pattern in the rural south differs from Auckland’s urban areas, often featuring larger lot sizes and predominantly single detached dwellings.¹⁵ However, lot sizes vary widely, ranging from large farms and rural lifestyle lots to smaller sites in some rural settlements.

Housing typologies in the area have been diversifying, although to a lesser degree than in urban Tāmaki Makaurau. Over the past five years, there has been an increase in the construction of attached dwellings,¹⁶ primarily within new developments in live-zoned future urban areas such as Clarks Beach and Drury, and through infill developments in the larger existing settlements such as Pukekohe and Waiuku. Additionally, some small apartment buildings have recently been completed in and around the centre of Pukekohe. Despite these changes, smaller rural settlements have retained their own unique character, which residents highly value and contribute significantly to a sense of belonging and local identity.

Greater housing choice within existing settlements, that provide easy access to existing services and amenities, caters for the increasing variety of people wishing to live in the area. This includes those seeking smaller section sizes and diverse housing styles such as young people looking for their first home, older people wishing to downsize while remaining within

the same southern rural area, and papakāinga housing for whānau.



¹⁵ Auckland Council, Dwellings and households in Tāmaki Makaurau / Auckland: Results from the 2023 Census, March 2025.

¹⁶ Auckland Future Development Strategy 2023-2053 Monitoring Report, December 2024.

Wāhanga I Part 3: Te Reo Heading goes here I Growth and development of the rural south

Auckland’s southern rural area¹⁷ is undergoing significant change. New housing is being built along the State Highway 1 corridor, new train stations are under construction, and significant land holdings have been rezoned for urban development. The area will continue to change, and some locations will grow over the next 30 years.

Growth

The Auckland Growth Scenario¹⁸ anticipates the southern rural area will see an increase of 89,700 people, 37,700 households, and 16,600 jobs by 2052. Most of this growth is expected to occur in the existing urban and future urban areas of Pukekohe, Drury, Ōpaheke and Paerātā. Some growth is expected in the existing urban and future urban (where relevant) areas in Patumāhoe, Glenbrook Beach, Waiuku, Kingseat, Karaka, Clevedon, Beachlands and Maraetai. Other settlements are expected to experience very limited growth. This is reflected in Table 1 that provides the projected population growth to 2052 and the associated increase in the number of households and jobs¹⁹.

¹⁷ The southern area includes the southern rural area that is the focus of this Strategy as well as Pukekohe and Drury.

¹⁸ Auckland Council maintains a growth scenario called the Auckland Growth Scenario (AGS) to inform policy and investment

²³

	Population			Households			Employment (Jobs)		
	2022	2052	Growth	2022	2052	Growth	2022	2052	Growth
Pukekohe and Drury (includes Paerātā, Buckland and Ōpaheke)	32,600	114,400	81,800	11,800	44,100	32,300	14,700	29,800	15,000
Southern rural area towns, villages and settlements	62,300	70,200	7,900	21,800	27,200	5,400	17,800	19,400	1,600
Total	94,900	184,600	89,700	33,600	71,300	37,700	32,500	49,200	16,600

Table 1: Projected population, household and employment growth in the southern rural area¹

decisions. The scenario provides household, population and employment projections over a 30-year period.

¹⁹ Population, employment and household projections are from AGS23v1.1, released October 2024.

<https://knowledgeauckland.org.nz/publications/auckland-growth-scenario-2023-version-11-ags23v11-data/>.

Capacity

At a regional level, Tāmaki Makaurau has broadly enough plan-enabled capacity²⁰ to accommodate future residential growth.²¹ Across the southern area, live zoned areas collectively have the potential to accommodate up to 62,100 additional dwellings and business and centre zones have the potential to accommodate 34.5 million square metres of business floor space. Future urban areas across the southern area could add additional capacity for 18,600 dwellings.

Table 2 provides shows additional plan-enabled dwelling capacity and anticipated dwelling capacity in future urban areas. Table 3 provides an overview of additional plan-enabled business floor space in business and centre zones. Plan-enabled capacity calculations are based on sites with residential and business zones under the Auckland Unitary Plan. The calculations estimate the theoretical maximum amount of development that can occur under the current Auckland Unitary Plan provisions.²²

While there is enough plan-enabled capacity to cater for expected population growth across the rural south, actual development capacity is heavily influenced by the availability of infrastructure, the commercial feasibility of development, and various other factors that affect how and where development

²⁰ Plan-enabled capacity considers all land zoned or set aside for development without accounting for any 'non planning' factors which may constrain development such as lack of infrastructure.

²¹ Auckland Council has a statutory requirement under the NPS-UD to ensure there is at least sufficient housing and business development capacity to meet demand over the next 30 years (as required by clauses 3.2 and 3.3 of the NPS-UD).

²² Auckland Unitary Plan capacity calculations are sourced from the Auckland Council capacity for growth study 2022/2023.

occurs. Accordingly, the Future Development Strategy does not identify additional plan-enabled residential capacity across the rural south.²³

Future urban areas in the southern area have an anticipated capacity of 18,600 additional dwellings²⁴ and will provide opportunities for business and employment. The majority of the anticipated future urban dwelling capacity is in Pukekohe, Pārātā, Drury and Ōpaheke. Future urban areas at Clarks Beach, Glenbrook Beach and Maraetai will provide some capacity for future growth. In addition, a recently approved private plan change at Beachlands has zoned 147Ha as future urban. The timing and sequencing of future urban areas are set out in the Future Development Strategy.²⁵

	Additional plan-enabled dwelling capacity	Anticipated future urban dwelling capacity
Pukekohe and Drury (including Pārātā, Buckland and Ōpaheke)	42,400	17,500
Rural settlements	19,700	1,100
Total	62,100	18,600

Table 2: Additional plan-enabled dwelling capacity and anticipated future urban dwelling capacity in the southern area, as at June 2023

	Plan-enabled business floor space (m2)					Total Plan-enabled
	Centre zones	Mixed use	General business	Light industry	Heavy industry	
Pukekohe and Drury (includes Pārātā, Buckland and Ōpaheke)	717,002	583,201	994,606	9,831,597	635,296	12,761,703
Rural settlements	795,498	205,180	0	4,778,912	16,006,413	21,786,003
Total	1,512,500	788,381	994,606	14,610,509	16,641,710	34,547,706

Table 3: Plan-enabled business floor space in the southern area, as at June 2023

produced for the Housing and Business Development Capacity Assessment for the Auckland Region 2023. Any subdivision, zoning or plan changes approved after June 2023 are not included in these figures.

²³ See Auckland Future Development Strategy 2023-2053. This is supported by the Housing and Business Development Capacity Assessment for the Auckland Region 2023.

²⁴ Future urban anticipated capacity figures are from the Future Urban Land Supply Strategy.

²⁵ Note capacity calculations in Table 3 and 4 do not include future anticipated or live-zoned capacity at Beachlands. See the plan change documentation for more information: <https://www.aucklandcouncil.govt.nz/plans-projects-policies-reports-bylaws/our-plans-strategies/unitary-plan/auckland-unitary-plan-modifications/Pages/details.aspx?UnitaryPlanId=18Z>

Wāhanga I Part 4: Ta mātou anga mokowā e whai rautaki ana I Strategic framework

The strategic framework sets out the vision and direction for the growth and development of the southern rural area. The strategic framework is structured around five key themes:

- Rural growth and form
- Resilient rural areas and communities
- Infrastructure servicing
- Healthy ecosystems and natural environment
- Māori outcomes.

These themes reflect what is important in considering growth and change in the southern rural area and were developed based on engagement with stakeholders across the southern rural area and input

from interest groups, iwi, and the community.

The themes are interrelated and cannot be addressed in isolation. For example, growth and development across the southern rural area is highly dependent on the provision of infrastructure and social infrastructure, the health of the rural economy, and employment opportunities. How the area develops is also influenced by the need to adapt and respond to climate change and natural hazards and guided by te ao Māori. Accordingly, the strategic direction needs to be considered as a whole.

The strategy also reflects the complexity of spatial planning over the long term and an understanding of the interdependences between:

- public and private investment
- infrastructure
- the interface between urban and rural environments
- where people want to live, work and play.

The strategy recognises that what happens in one place affects another across the rural network.

For each theme, there is an outcome that reflects the desired future state for the area. This is supported by directions that set out a pathway to achieving the outcome. The directions are intended to guide the council's activities and decision making as well as those that are working, living and investing in the area. For each, there are examples of how to support the directions. An overview of the strategic framework is illustrated in Figure 4.



Figure 4: Overview of the Strategic Framework



Theme 1: Rural form and growth

There is growing pressure for development in the southern rural area as people seek a lifestyle change or more affordable housing. The transformation of Drury and Paerātā from small townships into larger urban areas will create more housing and employment opportunities, but in turn will increase pressure on rural settlements and their lifestyle offering.

Rural settlements are particularly vulnerable to growth pressures due to their remote locations and reliance on limited infrastructure. Containing growth within the urbanised areas of existing settlements is challenging, creating tension between development and the preservation of productive agricultural land. However, outside the urban extents of settlements, land-uses are expected to remain rural (non-urban) over the long-term.

The southern rural area, particularly around Pukekohe, Paerātā, Patumahoe and Waiuku, has some of New Zealand’s most productive soils,²⁶ contributing significantly to the country’s fruit and vegetable production. However, the area has experienced a loss of highly productive land. By 2020, 13 per cent of Auckland’s Land Use Capability Class 1²⁷ land had been converted to development or was subject to lodged development applications.²⁸ There

²⁶ The majority (86%) of Land Use Capability Class 1 land in Auckland is located near Pukekohe. Curran-Courmane et al. 2014
²⁷ The Land Use Capability system categorises land into eight classes according to its long-term capability to sustain one or more

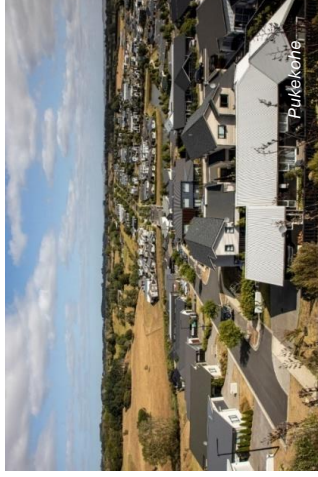
is now national policy direction that seeks to limit the use or development of highly productive land for non-primary production activities.²⁹

In addition to the loss of productive land, growers also face reverse sensitivity issues and growing competition for water resources. Primary producers also need to respond to changing consumer preferences, requiring more on-site processing of produce.

Urbanising rural settlements can conflict with the desire to maintain the existing character. The character and identity of rural settlements, particularly the smaller settlements, contributes to the sense of belonging and wellbeing for residents. Urban development can also conflict with the need to protect environmental and cultural assets including sites of significance to Māori. While countryside living offers lifestyle choices, it can fragment productive land, create reverse sensitivity issues and put additional pressure on infrastructure particularly the transport network.

The challenge lies in balancing growth across the rural south with supporting horticultural productivity, enabling other rural production activities, and maintaining character of rural communities. There is a need to provide an effective buffer between horticultural and residential activities. It also needs to be balanced by the capacity of the existing infrastructure and the limited ability to support investment in new infrastructure in the area.

productive uses based on physical limitations and site-specific management needs.
²⁸ Carrick et al 2020



²⁹ National Policy Statement for Highly Productive Land 2022 (amended August 2024). The NPS-HPL applies to land that is categorised as class 1, 2, and 3.

Outcome, directions and how to support the directions

Outcome 1: Residential and business growth happens in the right place and in the appropriate form

Rural settlements develop at a pace and scale that reflects the hierarchy and network of settlements across the rural south, strengthens their character and identity, and is consistent with the level of existing or planned and funded infrastructure. The rural south has a thriving economy that supports local employment and is underpinned by rural production.

Directions

Examples of how to support the directions

- | | |
|--|---|
| <p>Direction 1(a) Strengthen the rural settlement hierarchy and network</p> <p>Residential and business growth is consistent with the role and function of rural settlements within the future settlement network.</p> | <ul style="list-style-type: none"> • Focus growth in the existing urbanised extent of settlements and future urban areas and avoid growth outside settlements • Recognise the role of Pukekohe as a rural node, and Waiuku and Beachlands as rural service towns • Strengthen connections to urban Tāmaki Makaurau and the Waikato to support access to employment and services • Recognise the role of countryside living zones to provide lifestyle choices while limiting its expansion into rural production areas and preventing its expansion onto highly productive land |
| <p>Direction 1(b): Protect the integrity of rural production and rural industries</p> <p>Growth and development occur in a way that avoids the impact on current and future rural production activities and preserves rural land for land based primary productions, particularly highly productive land.</p> | <ul style="list-style-type: none"> • Protect highly productive land for land based primary production and appropriate supporting activities reasonably necessary to support land-based primary production • Avoid urban expansion where it detrimentally impacts rural production and industries • Provide for safe access to the transport network for rural production users • Provide an effective buffer between residential, rural residential, and horticultural and industrial land uses |
| <p>Direction 1(c): Ensure that land is available for future business and employment growth</p> <p>As settlements grow, business land is available to support employment opportunities. Commercial and industrial activities are focused in identified business areas.</p> | <ul style="list-style-type: none"> • Continue to make best use of underutilised business land both in existing settlements and dedicated business areas. • Ensure that land is identified and retained for business and commercial activities • Focus commercial and industrial activities that are not rural industries in business zones • Retain industrial zones for industrial uses • Continue to monitor business land supply across the southern rural area |
| <p>Direction 1(d): Maintain and strengthen the form and character of existing rural settlements</p> <p>New development respects the built form, character and history of existing settlements.</p> | <ul style="list-style-type: none"> • Encourage development that positively contributes to the form and character of existing settlements • Encourage opportunities to showcase and protect Māori identity, culture and heritage, and work with mana whenua to help shape the built form |

