



Market Demand Analysis

Supporting a Private Plan Change at the Dargaville Racecourse Site

December 2021

Prepared by The Urban Advisory


THE URBAN ADVISORY
RETHINKING OUR CITIES

Contents

Executive Summary	5
1. Introduction	8
1.1 Project Background	8
1.2 Purpose of Report	8
1.3 Methodology	9
1.4 Assumptions and Limitations	9
2. Context: Community and Economy	11
2.1 Site Location and Context	11
2.2 Context and Community Implications for the Development of the Racecourse Site	11
2.3 Local Economy, Income and Employment	12
2.3.1 Local economy and Industry	12
2.3.2 Employment	13
2.3.3 Economy	14
2.4 Economic Context Implications for the Development of the Racecourse Site	15
4. Housing Demand Analysis	15
4.1 Housing Demand - Engagement insights	15
4.2 Housing Affordability	16
4.3 Building & Development	19
4.4 Residential Housing Market	20
4.5 Implications for the Development of the Racecourse Site	22
5. Commercial & Industrial Demand Analysis	23
5.1 Commercial Property Market Insights	23
5.1.1 Ngāwhā Innovation Park	25
5.1.2 Kaipara Kai	26
5.2 Commercial Development Options for Racecourse Site	26
5.3 Implications for the Development of the Racecourse Site	28
5. Market Opportunities Summary	30
5.1 Options to Respond to Market Opportunities in Dargaville	30
5.2 Contextual Analysis of Demand for Commercial & Industrial	30
5.2.1 Regional context	30
5.2.2 Local context	31
5.3 Contextual Analysis of Housing Demand	32
5.3.1 Regional context	32
5.3.2 Local context	33
6. Conclusion	34
Bibliography	35
Appendix 1: Demographic Analysis	37
A. Current Population	37
Age	37
Ethnicity	39
Income and Education	41

Social Deprivation Index	41
Households, Homes & Housing Tenure	42
Migration	46
B. Future Outlook and Projections	47
Population	47
Appendix 2: Community Consultation Summary	50
Appendix 3: Housing Demand Survey Summary	51
Appendix 4. Retirement Living Insights Report	63

Executive Summary

The Tripartite Group's proposal to redevelop the Dargaville Racecourse seeks to contribute positively to the future of Dargaville, by providing housing and jobs. A large 47ha site available for development in Dargaville is a rare and significant opportunity to respond to the demand for housing and commercial property in Dargaville and Northland, to increase employment, housing supply and contribute to the local economy. Market demand analysis of the Dargaville Racecourse redevelopment presented in this report outlines the market demand for development on this site, with the purpose to inform an appropriate and feasible development proposal that will serve the Dargaville community now, and into the future.

Housing Demand

- There is a severe housing shortage in Dargaville. A greater supply of new housing is needed to meet the level of demand, and mitigate further price escalation.
- Dargaville has an increasingly unaffordable housing market. There is a need for affordable housing options, this should be reflected in the development of the Racecourse site. While new builds sell at a premium in the local market, including affordable rental models and provision of transitional and/or public housing should be considered because there is high demand for these in Dargaville.
- There is demand for a mix of housing options, both typologies and tenures.
- New development should consider providing rental options because there is a great shortage of available rental properties as well as a range of options for first home buyers, who continue to struggle in the market.
- Population trends highlight a growing number of smaller households (and therefore demand for more homes) including retirement living units, and affordable tenure options such as rental, public housing and transitional accommodation. There is limited precedent for medium density housing in Dargaville, but to improve affordability, typologies such as terraces and duplexes could be considered in the Racecourse development to suit smaller households.
- The existing Dargaville population has a large proportion of older people, and an aging population. From community engagement, there was clear demand for a retirement living product in Dargaville. The analysis supports a recommendation to offer a range of affordable options as part of a retirement living product in Dargaville. Further analysis is required to determine the appropriate model, tenure and associated price points for this market.
- Population growth and migration bringing more people to Dargaville, and the wider Kaipara District, meaning more housing supply is needed to meet growing demand. Furthermore, the price points accessible to local Dargaville residents compared to Aucklanders moving north are disparate.

The development of the Racecourse site, with a range of residential typologies and tenure models could respond to local housing demand. A range of residential typologies, rental and sale prices considered appropriate for this development are presented in Table A.

Table A. Proposed Residential Market Rates - Dargaville

Zoning	Residential Building Type	Rental Rate (per week)	Market Price	GFA
General Residential	Medium Density	\$400-\$500	\$400,000-\$500,000 <i>Agent notes previous sales for small lot sections (not units) have not performed well</i>	80m ²
General Residential	General Residential	\$500-\$600	\$650,000- \$700,000 <i>Agent suggests \$500,000</i>	100-160m ²
General Residential	Low Density	\$400-\$500	\$750,000+	120-160m ²
Low Density Residential	Large Lot	<i>Limited data</i>	<i>Highly variable</i>	150m ²

General Residential	Retirement Living	\$300	\$565 per month as a licence to occupy The price point for retirement units that is indicated as expected by locals was approximately \$400,000 for a 1 or 2-bedroom unit (refer Appendix 3)	70-90m ²
---------------------	--------------------------	-------	---	---------------------

Commercial & Industrial Demand

Dargaville has a comparatively high unemployment rate, so both land development and construction of the Racecourse site, as well as the development of commercial and industrial premises to support business growth is an opportunity to boost local employment. Education facilities are also important to support the growth of education rates in Dargaville, particularly among youth and to develop more highly skilled workers locally. A possible anchor industrial development could be a construction and trades training facility, to support the development of a skilled workforce and grow the local construction industry to meet the demand for housing supply.

- In the local context, there is demand for small light industrial premises (60-300m²) in Dargaville among existing local businesses seeking to relocate from older premises to newer, fit-for-purpose premises. This could support business such as parts shop, storage units, mechanic / plumber / electrician and light manufacturing such as a joinery factory, aluminium joinery manufacture, kitchen manufacture, boat building, smaller scale prefabrication activities, a brewery or distillery.
- Demand for larger scale industrial activities, such as a Construction and Innovation Hub or specialist manufacturing enterprises, would likely be met by regional or national anchor tenants. However, an iwi enterprise or local initiative supported through Kaipara Kai would be beneficial at the site. Growth in the Māori economy, including investment by Te Rūnanga o Ngāti Whātua, is an important opportunity for Dargaville. Their aspiration is to uplift whānau wellbeing through housing development, social services and iwi commercial enterprises, supporting healthy communities, creating new jobs and contributing to the economy. The Dargaville Racecourse redevelopment is one key development proposal in Kaipara.
- Office and large scale retail is not considered appropriate for the Racecourse site.
- Light industrial activity, with limited small scale retail is in line with the planned Industrial Zoning for the Awakino Point area indicated by the Kaipara Spatial Plan 2050.
- The Racecourse site is not affected by Coastal Flood Hazards. This is an attractive and resilient site for future industrial development, given that a significant proportion of the land zoned Business - Commercial and Business - Industrial in central Dargaville is subject to Coastal Flood Hazards (Figure 2), and subject to development limitations.

A range of lease and square metre rates considered appropriate for industrial activities on this site are presented in Table B to inform the Development Feasibility Study.

Table B. Industrial Market Rates applicable to Dargaville Racecourse Site

Zoning	Residential Building Type	Site Area	GFA	Lease Rate (SAle Rate)
Light Industrial	Small Mixed Light Industrial	60-300m ² (100% developed area)	A range of units from 60- 300m ²	\$350-\$600 per week (\$100 to \$140 per m ² industrial, more for retail)
Light Industrial	Medium Mixed Light Industrial / Business and Commercial	500-5,000m ² (60-100% building coverage)	500-3000m ²	(\$70 to \$100 per m ² industrial)

Light Industrial	Business / Community Hub	Large Lot - Variable	500-3000m ²	(\$200 - \$250 per m ²)
Light Industrial	Horticulture / nursery / greenhouses/ botanicals (like Ngāwhā). Difficult to grow in current soil, so look at raised planting or hydroponics	Variable (depends on tenant / operator)		
Light Industrial	Construction Innovation and Training	Variable (depends on tenant / operator)	Variable (depends on tenant / operator) <i>Example:</i> Site: 14,000 Production: 3,400 Office: 280 Yard: 2,100	

At a macro level, this report presents the three orders of opportunities for the development of the Racecourse site, to illustrate the possible impacts of different development strategies on the site:

1. Quick response to development objectives (0-5 years)
 - A lower risk development approach that seeks to realise development objectives quickly, such as the release of capital (e.g. upzoning of site for resale or land development only), but may not achieve all the tripartite development objectives due to the short timeframe.
2. Development aligned with economic development growth strategy (5-20 years)
 - A development approach that is consistent with the local and regional economic development growth strategy (including local and central government policy and plans), with the support of Council. Future growth being enabled by agents with a capacity to deliver and where development capacity leverages off existing infrastructure. Anticipates and drives changes to economic geography, economic density and employment density in Dargaville
3. Future-focused anchor development, an alternative growth strategy (20-50 years+)
 - A higher risk development approach that anticipates change or limitations to current economic development growth strategy. A large commitment to meet the demand for new infrastructure to support an alternative growth trajectory. For example, this may include considerations of climate change impacts and resilience or significant shifts to the local social and economic geography.

It is considered that the most straightforward and likely approach given the current Tripartite Group proposal, timeframes, and expected financial returns is opportunity 1. This is a lower risk development approach that would realise development objectives quickly, and can be facilitated through a private plan change process. However with support from Council and government, other orders of opportunity may be possible.

1. Introduction

1.1 Project Background

An opportunity to develop the Dargaville Racecourse site (the Racecourse site) has been enabled through a tripartite arrangement with the Dargaville Racing Club (DRC), the Dargaville Community Development Board (DCDB) and Te Rūnanga o Ngāti Whātua (Ngāti Whātua) (collectively, the Tripartite Group). The Tripartite Group has received Provincial Growth funding to prepare a plan change application to Kaipara District Council for future development of the site.

The key features of this private plan change and development proposition are:

- A variety of residential sites and housing typologies including retirement style living and papakāinga style living
- A Hauora intent for community wellness, to ensure there is a strong heart to this community, to provide accessible and vibrant community shared spaces, facilities and services
- A Neighbourhood Centre area catering for the local day to day needs within an easy walkable distance
- A Light Industrial area to provide for business activity growth, while compatibility is managed
- Public open spaces, both an elevated park and neighbourhood parks, providing for informal recreation and community wellness, like community food gardens and orchards
- Walking and cycling, both within the site and linking the site to Dargaville town
- Encouraging sustainability and resilience through supporting onsite harvesting of rainwater and onsite solar power generation
- Reticulated water and wastewater services
- Blue-green network to address the dual purpose of stormwater management and walking/cycling linkages

The proposed redevelopment of the Dargaville Racecourse offers a significant opportunity in shaping the future of Dargaville, including the property market and local economy. Because of the significance of this project in the Dargaville community, market demand analysis is important to ensure that the proposed development is responsive to current and future demand in Dargaville and wider Kaipara.

The Provincial Growth Funding for the private plan change and redevelopment of the Racecourse site have also renewed efforts¹ to assess the viability of a retirement village solution in Dargaville. Providing retirement living options for Dargaville is a key aspiration of the DCDB. Ngāti Whātua has also expressed a potential aspiration to develop and operate a retirement village in Dargaville to provide employment opportunities for their whānau. As such, specific market engagement around the demand for retirement living is included in this analysis.

1.2 Purpose of Report

The purpose of this report is to:

- Understand the market demand for housing, residential development, retirement living in Dargaville and wider Kaipara
- Understand the market demand for industrial or commercial activities in Dargaville and wider Kaipara
- Inform Development Feasibility Study, prepared by The Property Group
- Inform Economic Cost Benefit Analysis, prepared by Castalia Advisors
- Inform the Concept Design for the site, prepared by The Urban Advisory
- Provide general market demand insights to the Tripartite Group
- Overall, provide evidence to support the plan change application.

Market demand insights are critical to the development of viable and appropriate design and development response to the redevelopment of the Racecourse site, supporting a concept design with an appropriate mix of land uses and development density to support commercial feasibility and the wider economic impacts for Dargaville.

¹ Previous proposals for a retirement village in Dargaville (Grey Power, see Ansell 2017) have not yet materialised. However, the earlier proposal that Grey Power put forward did help in securing the Provincial Growth Fund (PGF) allocation.

1.3 Methodology

Spatial Scope of Analysis

The market demand analysis has considered Dargaville, Kaipara and Northland areas, to understand the demand for housing, including retirement living and demand for industrial or commercial activities.

For demographic analysis (Appendix 1), we look at the immediate locality of Dargaville; the wider Kaipara District, and the target catchment of the whole of the Northland region. This forms the target catchment area for development of the Racecourse site. In most cases we have used Statistics New Zealand's Area Units, specifically Statistical Area 2 (SA2) for Dargaville. In our wider analysis, we consider the Kaipara District within its Territorial Authority boundaries, and Northland as defined by Electorate boundaries. This is all in line with Statistics New Zealand data areas.

Data sources

Analysis has considered a combination of quantitative and qualitative data. For example, market conversations and research, statistical analysis, community engagement (including focus groups) and an online housing demand survey (83 respondents). Providing an in-depth evidence base that provides key insights into the full range of trade-offs and priorities that current and future residents, property owners and businesses would make when considering their choices in the market.

The inputs included:

- Market conversations with real estate agents, valuers, business owners
- Desktop data analysis
 - Statistics New Zealand - Census 2018
 - REINZ Data
 - Tenancy NZ Data
- Sentiments from community engagement in June 2021 (see Appendix 2 Community Consultation Summary)
- 'Future of Housing Dargaville' survey in June 2021 (referred to as the housing demand survey) (see Appendix 3)
- Retirement Living Insights Report, DCDB dated October 2021 (see Appendix 4), which includes:
 - Targeted retirement living focus groups with 65+ local residents in August 2021
 - Retirement Living Business Proposal, DCDB, dated July 2018
 - Dargaville Retirement Living Engagement Summary
- Reports and journalistic think-pieces as cited in the bibliography

1.4 Assumptions and Limitations

- The retrospective data analysed in this document only takes into account the early stages of the COVID-19 pandemic (if at all), so we have not taken into account any impacts of COVID-19 in projections, because this is beyond the scope of this work. Where possible we have used pre-pandemic statistics as a baseline instead.
 - The majority of economic information reported here is from Infometrics' Dargaville Annual Economic Profile 2020. These figures capture only the very early stages of the COVID-19 pandemic, so we have not taken into account any economic impacts of COVID-19 and, rather, have used the March 2020 year as a pre-pandemic baseline (as per Infometrics' report).
- Te Rūnanga o Ngāti Whātua are in the process of understanding whānau housing aspirations, through a survey, which will likely provide insight about relative demand for kaumatua housing units, papakāinga and intergenerational homes. This information was not yet available at the time of preparing this report, however strategic iwi aspirations for housing are considered.

- Due to time constraints with the PGF funding, engagement with kaumātua, and older people from iwi and hapū was not able to be completed. This insight is important to understand community-wide demand for housing and retirement living, beyond majority pākehā responses included in this report.
- For the purposes of this analytical exercise the following definition of a retirement village has been applied: *The definition of a retirement village has been taken from the Retirement Villages Act (2003), under which a retirement village is defined as:*
“Retirement village means the part of any property, building, or other premises that contains 2 or more residential units that provide, or are intended to provide, residential accommodation together with services or facilities, or both, predominantly for persons in their retirement, or persons in their retirement and their spouses or partners, or both, and for which the residents pay, or agree to pay, a capital sum as consideration and regardless of whether—
 - (a) a resident’s right of occupation of any residential unit is provided by way of freehold or leasehold title, cross lease title, unit title, lease, licence to occupy, residential tenancy, or other form of assurance, for life or any other term; or*
 - (b) the form of the consideration for that right is a lump sum payment or deduction, or a contribution or a payment in kind of any form, a periodic payment or deduction, or any combination of such payments or deductions, whether made before, during, or after occupancy; or*
 - (c) the consideration is actually paid or agreed to be paid by a particular resident or particular residents or on behalf of that resident or those residents, or by another person for the benefit of that resident or those residents; or*
 - (d) the resident makes an additional payment or periodical payment (for example, a service fee) for any services or facilities or access to such services or facilities; or*
 - (e) the services or facilities, or both, are provided by the owner of the property, building, or other premises, or by any other person under an arrangement with the operator of the village.”*
- The scope of market analysis regarding retirement living does not include rest homes, aged care, or hospital care. While the scope is focused on retirement villages, we were open to considering lifestyle villages and villas when discussing options with engagement participants. As such, the term retirement living product is used within this report in order to capture the range of options available.

2. Context: Community and Economy

2.1 Site Location and Context

Dargaville is a town in the west of the Kaipara District, in Northland, situated 60km west from Whangārei on State Highway 14 and 175km from Auckland via State Highway 12 and 1. The Dargaville Racecourse is located approximately 4km west from the Dargaville town centre in the Awakino Point area. The Racecourse site (Figure 1.1) is approximately 47ha in area, with pastoral land cover and largely flat topography with a sloped area rising to the northern corner. The site is currently zoned Rural in the Kaipara District Plan, and the Spatial Plan for Kaipara indicates future Industrial land use zoning for this site and the surrounding Awakino Point area.



Figure 1. Dargaville Racecourse local context. (Source: The Urban Advisory)

The site is accessed directly from SH14 on the western boundary and Awakino Point North Road, an unsealed local road, to the south-east. Surrounding land uses are dairy farms and agricultural activities. The site is currently serviced by reticulated potable water supply from the township but there is no public wastewater service connection. On-site stormwater drainage channels convey runoff and overland flow through the site to the ditch drains along Awakino North Road and north-east to the Wairoa River.

In 2018, there were 4,794 residents in Dargaville, with 25% over 65 years (a majority NZ European). The population median age is 44 years, however for the Māori population (35% of total) median age is 26.7 years. To 2051, the population is expected to grow by over 1,090 new residents with an increasingly older population.

2.2 Context and Community Implications for the Development of the Racecourse Site

Demographic analysis of Dargaville provides context about the current and future population, and their housing needs, in particular. This analysis is provided in **Appendix 1**. The key implications of this on market demand are:

- The current housing shortage, and predicted population growth (of 530 households by 2051) highlights strong demand for more housing.
- There should be a range of housing and amenities to suit the population, particularly those who are of “working age” and the growing 65+ cohort.
- Any new development on the Racecourse site should consider models of housing for extended families, designed in response to engagement with people who need them.
- New development should address the specific need for a range of housing and amenities to suit the Māori and Pacific population.
- The expected increase in migration to Dargaville, because of Auckland housing pressures, increases this need for more housing. There is a need for consideration of tools to address this, possibly by way of limiting who can occupy any dwellings built on the site.
- There is a growing cohort of residents in Dargaville who are aged 65+, meaning that the expansion of retirement living options is needed to meet growing demand.
- The expected decrease in average household size from 2.37 individuals per household (2019) to 2.14 individuals per household (2051), will drive the need for more houses to accommodate the same population, and likely more medium density typologies or smaller dwellings to suit smaller households.

2.3 Local Economy, Income and Employment

2.3.1 Local economy and Industry

- GDP in Dargaville measured \$343m in the year to March 2020, up 4.3% from a year earlier. New Zealand's GDP increased by 1.6% over the same period².
 - Primary industries accounted for the smallest proportion of total GDP in Dargaville in 2020: 10.9% compared with 6.2% in the national economy³.
 - Goods-producing industries accounted for 23.1% compared with 18.7% in the national economy.
 - “Other services” accounted for the largest proportion of GDP (35.3%) in Dargaville, which is higher than in the national economy (34.7%)⁴.
 - High-value services accounted for 22.0% compared with 25.6% in the national economy⁵.
- Economic growth in Dargaville averaged 3.2% pa over the last 10 years compared with an average of 2.8%pa in the national economy⁶. Growth in Dargaville reached a high of 8.9% in 2018 and a low of -3.0% in 2017⁷.
- Manufacturing was the largest employing industry in Dargaville in 2020 accounting for 13.7% of the total. The second largest was Agriculture, Forestry and Fishing (10.8%) followed by Construction (9.4%).
- In the wider Kaipara District, as of 2018, industries employing the most people were Agriculture, Forestry and Fishing (2,439 workers), Construction (1,143) and Manufacturing (1,119). In the Target Catchment of the Northland region, Health Care and Social Assistance (9,624), Agriculture, Forestry and Fishing (9,057), and Construction (8,373) were the highest employing industries.
- The Northland economy currently contributes⁸ 3.6 million trays of green and gold kiwifruit grown annually, 45% of New Zealand's avocado export crop, with over 40 vineyards producing award-winning wines. It is the largest area in New Zealand for kumara growing and has the highest UMF activity in New Zealand.

² Infometrics, 2020b

³ Ibid

⁴ Ibid

⁵ Ibid

⁶ Ibid

⁷ Ibid

⁸ <https://www.northlandnz.com/business/sectors/horticulture/>

The key themes that relate to local economy and industry that have emerged from the stakeholder and community engagement include (Appendix 2):

- Many community members agree with the vision for Kaipara to be the ‘food bowl of NZ’. The land in Kaipara is high quality and maintaining the production economy is important.
- Trend of land use change in rural areas, less dairy farming activities (especially around Racecourse site) as farms transition to beef, chickens and seasonal cropping. Only one dairy farm off Awakino North Road now.
- Te Rūnanga o Ngāti Whātua have a strong aspiration to purchase land and operate horticultural or crop activities, and process botanicals (for example) in the Kaipara area.
- There is a desire to see the vitality and vibrancy of the town centre improved. Participants of the 65+ focus groups shared an aspiration to see improvements made to the vitality and vibrancy of Dargaville in general. They wish to see the breadth and quality of services and facilities offered within the town upgraded, and for Dargaville to prosper. Some participants believe this could be achieved via the development of a larger shopping centre, and increased investment by the Council. The presence of the large The Warehouse retail store was identified as a key issue facing the prosperity of the town’s retail element, as it drew business away from the town centre shops.

2.3.2 Employment

- Dargaville has a high unemployment rate (4.4%), when compared to the wider Kaipara District which sits at 3.5%. A comparatively high number of Māori are employed (either part-time or full-time), when compared to the general population. This is reflective of the younger Māori population in Dargaville.
- Labourers make up the highest proportion of occupations in Dargaville (28%) (Figure 2). Among the Māori population, 41% of the workforce are Labourers.
- Construction made the largest contribution to employment growth in Dargaville between 2019 and 2020 with the industry adding 46 jobs. The next largest contributor was Public Administration and Safety (45 jobs) followed by Agriculture, Forestry and Fishing (29 jobs). The largest detractor from growth over the year was Other Services in which employment declined by 12⁹.

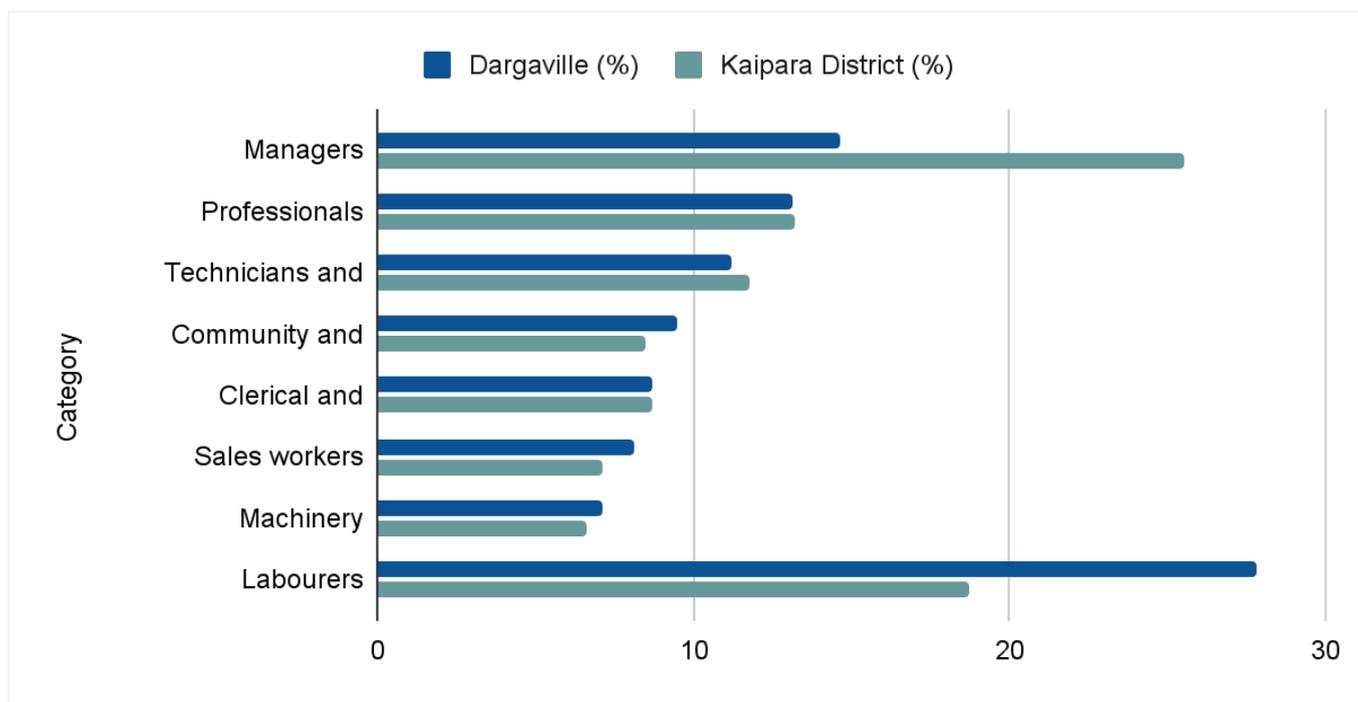


Figure 2. Occupations for People in Dargaville and Kaipara District , 2018 Census (Source: Statistics NZ)

⁹ Infometrics, 2020b

The key themes that relate to the labour force that have emerged from the stakeholder and community engagement include (Appendix 2):

- Struggle for youth to get training and employment in Dargaville.
- Other workers travel to Dargaville from Mangawhai or Whangārei, as there is not sufficient housing in Dargaville for them to move.
- Dargaville High School Construction Academy is successful in providing training and pathway into formal apprenticeships.
- Ngāti Whātua aspiration to provide employment for local people through a retirement living product and construction of new development on Racecourse site.

2.3.3 Economy

There are a number of large-scale programmes of investment underway in the Kaipara and the wider Northland region that will generate job opportunities:

- Central Government's investment of \$16 million into 'shovel-ready' infrastructure will create jobs and boost economic growth¹⁰.
- Another significant project taking place in the area is the Kaipara Moana remediation programme. It is anticipated that this programme will around 300 new jobs; 200 for direct farm work such and another 100 in the rural sector¹¹.
- There are 11 projects underway through \$30 million of funding from the Northland PGF. These projects are estimated to create around 480 construction and 3,231 long-term jobs on completion¹². This level of job creation will have a significant impact on the employment rate for the region. It will also have implications for housing demand and demand for commercial and industrial premises, through attracting new residents to Dargaville and the wider region.

Other Projects in the pipeline that will support local employment growth:

- Relevant projects noted in Tai Tokerau Northland Economic Action Plan: 2019 Refresh¹³
- Provincial Development Unit Projects in Kaipara (as of November 2020)¹⁴:
- Provincial Development Unit Projects in Whangārei (as of November 2020):
- Rail and port expansion (as of June 2021):
 - Future development of Auckland-Northland line planned, including Rail Village around Maungatūroto.
 - Rail system has been in a state of managed decline recently, but is now receiving a major upgrade. Services on the Dargaville branch are still suspended (but with planned future use).
 - Opportunity to connect rail to NorthPort.
 - Proposed Kaihū Valley Rail Trail will be a significant catalyst for public infrastructure (NZTA).

Māori Economy

Te Rūnanga Ngāti Whātua have a strong aspiration to purchase land and operate horticultural or crop activities, as well as to provide employment and housing for local people. This could potentially be realised through the Dargaville Racecourse development. As detailed by Te Puni Kōkiri in 'He kai kei aku ringa: The Crown-Māori economic growth partnership : Strategy to 2040/Māori Economic Development Panel', the Māori contribution to the economy offers huge potential. Three key areas of potential are identified: workforce, productivity and assets¹⁵. It is

¹⁰ Beehive.govt.nz August 2020 'Investment in Kaipara infrastructure'

¹¹ Northland Regional Council 2020

¹² Beehive.govt.nz September 2020 'Crucial PGF investments for Northland'

¹³ Tai Tokerau Northland Economic Action Plan Advisory Group. 2019. pp15-19.

¹⁴ Provincial Development Unit, 2020.

¹⁵ Te Puni Kōkiri, 2012. p12

important to note that there is a distinct lack of official statistics relating to the Māori contribution to the economy¹⁶. The fact that Māori continue to experience lower socio-economic outcomes than non-Māori is a cost to the community, and to the economy. Te Puni Kōkiri highlights that a fundamental part of creating Māori economic growth will be addressing the disparities¹⁷.

2.4 Economic Context Implications for the Development of the Racecourse Site

- Dargaville has a comparatively high unemployment rate, so new development could present the opportunity to provide jobs.
- Demand for more housing to accommodate workers.
- Education facilities are important to support the growth of education rates in Dargaville, particularly among youth and to develop more highly skilled workers locally. Development should consider the potential for education or training facilities on site.
- The Kaipara Kai initiative and PGF funded projects could bring more people to Dargaville, and the wider Kaipara District, meaning more housing is needed. There is an opportunity to consider commercial and light industrial development that ties in with, or supports, the Kaipara Kai initiative (eg. crops on site, processing on site etc.).
- Growth in the Māori economy, including investment by Ngāti Whātua to uplift economic wellbeing through housing and iwi enterprises, will contribute to the wider economy.

¹⁶ The most comprehensive profile of the Māori economy was commissioned by the Māori Economic Taskforce and produced by BERL in 2011. BERL's report will influence the development of consistent and robust official data in future (Te Puni Kōkiri, 2012. p12)

¹⁷ Te Puni Kōkiri. 2012. p13

4. Housing Demand Analysis

This section provides an overview of relevant demographic information to build an initial picture of housing demand for the Dargaville Racing Club development by looking at the Dargaville area and the wider Kaipara district. In light of the interests and focus of the tripartite group, targeted analysis and engagement with residents aged 65+ was completed in order to understand demand in Dargaville for retirement living options.

Housing demand analysis paints a picture of the type and number of houses that are needed, based on preference and ability to pay and community demographics. This measure is reflective of the quantitative level of need for housing, but should be read in conjunction with qualitative insights from engagement with the community, to capture the full story. As detailed above, the following engagement exercises with the community took place in support of the plan change:

- Demographic analysis (Appendix 1)
- Sentiments from community engagement in June 2021 (see Appendix 2 Community Consultation Summary)
- 'Future of Housing Dargaville' survey in June 2021 (referred to as the housing demand survey) (see Appendix 3)
- Retirement Living Insights Report, October 2021 (see Appendix 4), which provides a summary of:
 - Targeted retirement living focus groups with 65+ local residents in August 2021
 - Retirement Living Business Proposal, DCDB, dated July 2018
 - Dargaville Retirement Living Engagement Summary

4.1 Housing Demand - Engagement insights

A comprehensive summary of community sentiments about housing in Dargaville and Kaipara are provided in **Appendix 2**, with a summary below.

The key themes that relate to housing demand that have emerged from the stakeholder and community engagement and retirement focus groups include:

- **This is a severe housing shortage in Dargaville.** Engagement participants commented on the lack of supply and choice available in Dargaville currently and raised concerns about younger residents being priced out of the local market to an increasing extent. Another concern was having enough options for existing locals as well as the influx of Auckland residents who had been able to cash in on high house sale prices and move to Dargaville for the lifestyle/larger home and land package.
- **A mix of housing options (types and tenures) is critical.** The demand for rental properties was perceived to be very high; rent-to-buy schemes were also strongly suggested as a favoured solution by a number of engagement participants. At the moment, any rental listings will attract 30+ viewers, lots of competition and little choice in the market. Needing to cater to the existing community that was missing out on suitable housing options was a strong opinion held by many attendees. There were mixed views as to whether standalone large lot homes only or more variety i.e. terraced units or low-rise apartments were needed to suit more diverse needs.
- **Retirement age residents are unable to downsize.** Presently a gap in the market, where locals wishing to downsize are faced with a shortfall of options. This is the result of the limited number of new homes created in Dargaville over several years.
- **General consensus is that additional retirement living options are needed in Dargaville.** Analytical results make it clear that a new retirement living product (of a relatively small scale, with 60-100 units) is needed in Dargaville in order to meet the needs of the growing ageing population and fill the gap as a result of limited existing options. The ageing population of Dargaville is further bolstered by the migration trend of Aucklanders moving north. Some older residents have

managed to downsize to smaller units in old age, but still demand for retirement living options (not aged / hospital care).

- **Mixed views about locating a retirement living product out of the town centre.** There were mixed views about the appropriateness of a retirement living product out of town, unless it was well-connected with a shuttle and if there were some additional facilities, such as a medical facility and a local produce/everyday item store.
- **Desire to own their own home.** When asked about what type of tenure they would like to live in in the future, almost all participants of the 65+ focus groups and housing demand survey, noted that they wished to continue to live freehold. This suggests that home ownership is of particular importance to people when it is what they are used to
- **Participants are open to alternative housing typologies.** When asked about their thoughts on cohousing, cooperatives and rent-to-buy models, many engagement participants saw these as offering potential of a more affordable product. They wish to receive further information about the variety of options possible.

4.2 Housing Affordability

The key themes that relate to housing affordability that have emerged from the stakeholder and community engagement include:

- **Affordability is a challenge.** Engagement participants indicated that the insufficient number of affordable homes to buy and rent was a housing challenge that New Zealand as a whole is facing. Almost all respondents to the housing demand survey stated that building housing that is affordable for people who earn less than the average wage should be a prioritised initiative. Over three quarters of survey respondents thought that better assistance for first home buyers who are struggling to get a deposit was needed.
- **The older population are concerned about covering their housing costs,** many surviving solely on the New Zealand Superannuation, with little or no savings. They worry about covering large expenses when they come up (i.e. car or home repairs).
- **Current retirement living price points are too high.** The current price points of retirement living units are thought to be too high for a number of people. Many of the participants of the 65+ focus groups felt that they would not be able to afford buying or renting a home within a retirement living product. Participants explained that they worry about their ability to cover the ongoing costs of living/owning within a retirement living product, and are concerned about the costs diminishing the inheritance they were able to bequeath to their children. They expressed concerns about retirement living options not being affordable for those living on the New Zealand Superannuation as it is presently set.
- When asked about the likely cost of a unit within a retirement living product in Northland, the majority of focus group participants indicated somewhere between \$400,000-\$600,000. This is generally aligned with the findings of the DCDB when speaking with local community members.
- **Deposits not possible.** Many participants of the housing demand survey noted that they would not have the financial capability to pull together a 20% deposit for a mortgage. When considering the responses about the length of time it would take respondents to save the money required for a home purchase, it became evident that the overwhelming majority of respondents who did not already own a home, had little prospect of ever owning their a home.

- There are approximately 1,818 private dwellings in Dargaville, 201 unoccupied.

- Dargaville’s median weekly rent was \$390, from 1 Nov 2020 to 30 April 2021. With the median weekly rent now nearing \$400 per week for Dargaville (Figure 3 & Table 1), housing is unaffordable for many families in Dargaville¹⁸.
- Historically Dargaville has been a comparatively more affordable housing market within Kaipara, providing alternative choices to other more expensive locations.
- Dargaville is no longer considered an affordable housing market, as house and rent prices have increased significantly over the past 10 years¹⁹.
- The ageing population of Dargaville will put particular pressure on pensioner housing and affordable options for pensioners, which will in turn exacerbate strain on the overall housing market and affordable housing options²⁰.
- The Dargaville housing market is nearing unaffordability for both home ownership and private rentals, especially for those on or below the median annual income.
- As house prices rise steeply in Dargaville and Kaipara, this will put further strain on housing stock (especially the rental market)²¹. In addition, predicted population growth in Dargaville is anticipated to put pressure on both the rental and home ownership markets.
 - Between 2013 and 2018, Dargaville saw 13% population growth. This far exceeded the 2% dwelling growth over the same period. Consequently, house prices climbed 60.5% over the three years to 30 June 2017, and have continued to climb, and the town now has a shortage of available rental properties²².
- On the housing affordability index (home ownership), the Kaipara District (score of 6.7) is less affordable than other areas of Northland, and New Zealand on average²³, with a sharp rise in unaffordability since 2014.
- For rental affordability, Kaipara scored 23.9 on a rental affordability index (calculated as average annualised rents to annual average income), suggesting rental accommodation is less affordable than neighbouring areas, including Auckland²⁴.

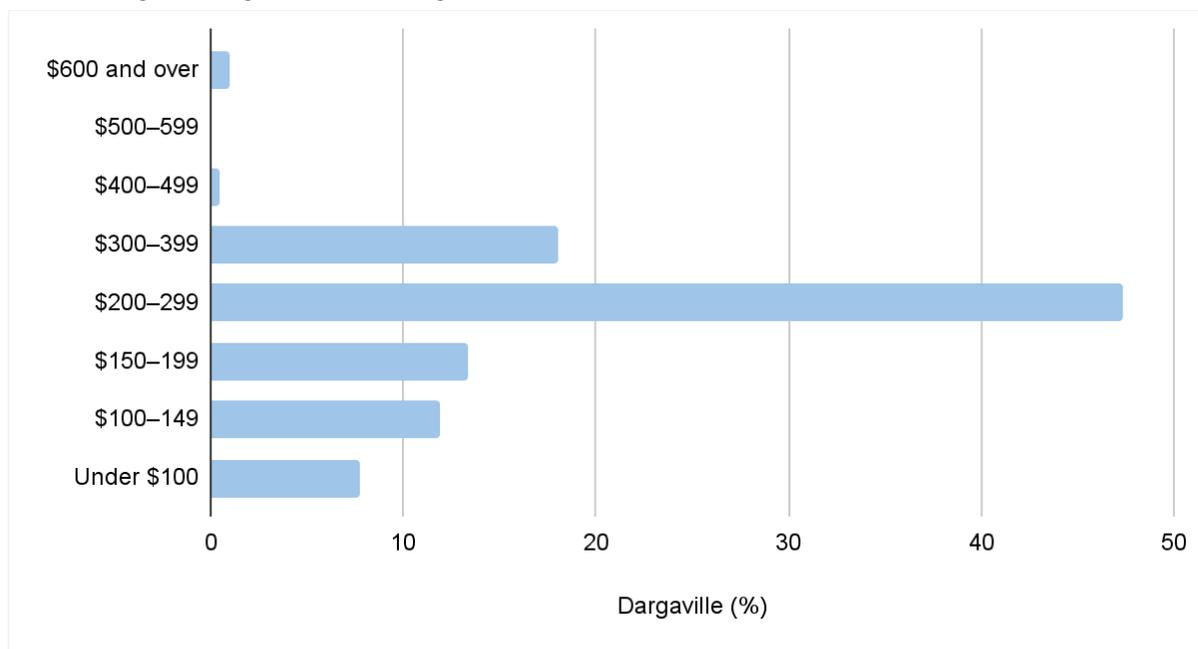


Figure 3. Weekly Rent Paid by Households in Dargaville, 2018 Census (Source: Statistics NZ)

¹⁸ The Property Group, 2021. Appendix 1, p6

¹⁹ The Property Group, 2021

²⁰ Ibid.

²¹ Ibid.

²² Kaipara, Place, People and Key Trends Kaipara District Environmental Scan 2020.

²³ Infometrics, 2020g, as cited in Kaipara, Place, People and Key Trends Kaipara District Environmental Scan 2020

²⁴ Kaipara, Place, People and Key Trends Kaipara District Environmental Scan 2020.

Table 1. Market Rent in Dargaville by house size 01 Nov 2020 - 30 April 2021.²⁵

Size	Active Bonds	Lower Quartile	Median Rent	Upper Quartile
2 bedrooms	57	\$333	\$350	\$370
3 bedrooms	189	\$373	\$405	\$420

*NB no information available for 1-bedroom or 4-bedroom and above.

- Both the public and private building sectors are supplying only very few, if any, affordable housing options and supported housing for vulnerable members of the Dargaville community²⁶.
- Within Kaipara there are currently 112 public housing tenancies (from 2,178 public houses within Northland) and 56 pensioner dwellings²⁷.
- To meet the needs of the 35 applicants currently on the Housing Register in Dargaville (refer to Table 2 below), an increased supply of transitional and/or public housing is urgently needed. In addition to the five new transitional housing places recommended under the housing demand assessment, the demand for public housing typologies include the following²⁸.

Table 2. Housing Register for Dargaville as at 27 November 2020²⁹

Typology	1-bed	2-bed	3-bed	4-bed
Number of households on the register	14	12	9	n/a

- An average 26% of dwellings in the Kaipara District (3,186 of 12,231, including those under construction) were unoccupied at the time of the 2018 Census. The Dargaville unoccupancy rate was considerably lower in comparison (9.9%), likely reflective of normal rates of vacant dwellings; those under renovation, awaiting new owners or tenants etc³⁰.
- Retirees feel stretched trying to cover rising housing costs on the New Zealand Superannuation as it currently stands. Privately renting, as well as living within a retirement village, are financially strenuous options for retirees. The Retirement Commissioner reported that “a retirement village is just not an option for people who do not have a large capital sum to invest, which is why we need to look at different models for seniors’ housing” (Smith, D. 2021). Many residents have now been priced out of the option of being able to afford to live within a retirement village, with prices noted as skyrocketing from around \$300,000 to sometimes as much as \$800,000 (Smith, D. 2021). The increasing prices means that for some retirees buying into a retirement living product is not even an option once they sell their own homes.

²⁵ www.tenancy.govt.nz

²⁶ Ibid.

²⁷ The Property Group, 2021. Appendix 1, p5

²⁸ Ibid.

²⁹ MSD, as cited in The Property Group, 2021

³⁰ Kaipara District Council Infrastructure Strategy 2018–2048. p7

4.3 Building & Development

The key themes that relate to building and development that have emerged from the stakeholder and community engagement include:

Local business owners mentioned challenges of consenting retrofit properties for their businesses (4+ years for one farm motorcycle company) and even new builds, considered easier, are taking years to get consented in Dargaville. Both of these are challenges because the quality of industrial and commercial buildings in Dargaville is low - demand for new high quality buildings suitable for local business.

Sportsville development was a massive community-led effort to get funded and constructed for the benefit of Dargaville. Budget limitations / uncertainty meant lower spec development (without bells & whistles) resulted.

Demand for a retirement living product clear from the 2017 Ansell study and discussions with local community members. Local people see the current options for retirement living in Dargaville to be very limited, with many relocating as a result. There is general consensus that a retirement living product is needed to fill the gap in the market.

Te Rūnanga o Ngāti Whātua have aspirations to develop and operate a retirement living facility, to provide income and employment for local people.

Iwi Housing and Development Aspirations

Te Rūnanga o Ngāti Whātua has strategic plans to deliver housing in Dargaville and the Kaipara region³¹. Future housing development is seen as an opportunity for tangata whenua to return to live in Northern Wairoa. And housing is required to provide accommodation for workers returning to the Northern Wairoa area to participate in the economy and contribute to Kaipara's goal to be the 'food bowl' of New Zealand. Engagement is underway with Te Houhanga a Rongo Marae, NorthTec and Dargaville High School around construction training opportunities for those potentially living in the racecourse development.

A Cultural Impact Assessment (Landform Consultants, 2021) prepared for Te Kūihi Hapū, Te Uri O Hau, Te Roroa and Te Parawhau Hapū for the Dargaville Racecourse Whenua established a kaumatua roopu with hapū kaumatua. The purpose of the CIA is to identify and assess potential effects of development proposal on the cultural values of tangata whenua, including mana atua, mana o te wai, mana whenua, mana ao tūroa, and mana tāngata. Assessment of mana tāngata provides some insight into aspirations to enhance cultural values for tangata whenua related to building and development of housing:

The peoples' mana is reliant upon their ability to undertake their inherited obligations and responsibilities, passed down from their tupuna. This is a crucial element of wellbeing. Overtime, Tāngata Whenua and their tupuna have witnessed the steady desecration and loss of taonga as a result of colonisation. With this loss comes the erosion of their ability to exercise traditional practices (tikanga and mātauranga Māori) tino rangatiratanga over their traditional resources. As a consequence, their mana (prestige, power) has been stripped and the mauri of their taonga and wāhi tapu significantly degraded (CIA by Landform Consultants 2021, pg 37)

A range of mitigation measures are proposed to address potential adverse effects on mana tāngata, including:

- Prior to the plan change being lodged with KDC, the applicant shall engage with Tāngata Whenua to demonstrate how the recommendations of this CIA have been provided for.
- Provisions within the plan change shall provide Tāngata Whenua with the opportunity to incorporate their whakaaro into the Development Plan and future land use of the whenua.
- With the Dargaville Racecourse's approval, an area shall be set aside to showcase the old photos held by the Racecourse.

³¹ <https://www.rnz.co.nz/news/ldr/458000/400m-proposed-development-on-track-for-former-dargaville-racecourse>

- *Tāngata Whenua kaitiaki, Kaiārahi and any other cultural input (technical/kaumatua etc) required throughout the duration of project works shall be remunerated by the applicant (Tripartite Group). Such remuneration shall be agreed to prior to any works being carried out on site.*
- *Economic opportunities for local Tāngata Whenua should be provided as the development project moves into the planning stage. Dialogue and negotiations should be entered into as part of a formal process so these aspirations can be accommodated and integrated into the project at an appropriate time, as agreed by both parties.*
- *Communal vegetable gardens (mara kai) and orchards (oro) shall be incorporated across the site.*
- *Provisions shall be included in the plan change to ensure the future development of the whenua incorporates communal mara kai, oro in public areas across the site to enhance mana tāngata’s ability to grow kai and be self-sustaining.*
- *To ensure an appropriate level of privacy and open space is provided between each lot, the plan change provisions shall provide appropriate setbacks, lot size, building coverage, height, bulk, and form of development.*
- *A purpose-built community hub, incorporating a communal building and other facilities, shall be established as a part of the future development.*
(CIA by Landform Consultants 2021, page 38)

Building Consents

- The number of building consents per 1,000 people has decreased in Kaipara District from 2018 to 2020 (and Whangārei, and Far North) (Figure 4)
- In the Kaipara District, residential building consent figures show that most of the annual building consents are for houses (stand-alone dwellings) (Figure 5). In the three years to March 2021 (Q1 2018 to Q1 2021):
 - A total of 635 residential dwellings have been consented in the Kaipara District.
 - Apartments and retirement village units are absent from the data, with no new consents for these building types in the last three years in the Kaipara District.
 - Commercial unit building consent numbers are low, and have remained at a similar level over the last three years. Hospitals, nursing homes, and other health buildings are virtually absent from the data, with only one new consent in the last three years (in 2019).

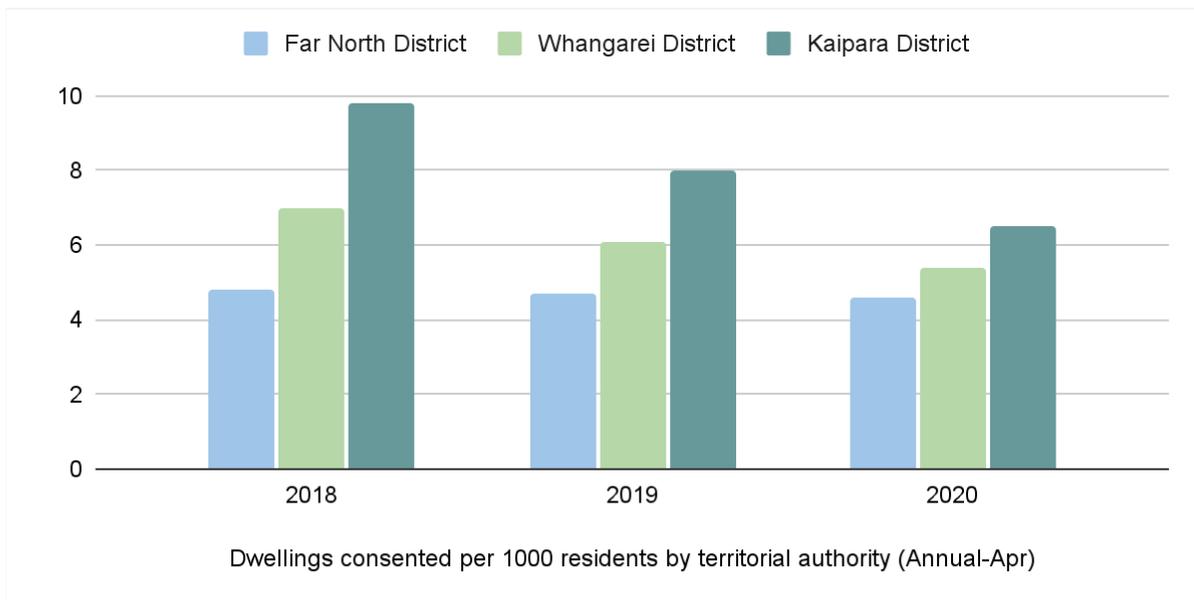


Figure 4. Dwellings Consented per 1,000 residents (Far North District, Whangarei District and Kaipara District) (Source: Statistics NZ)

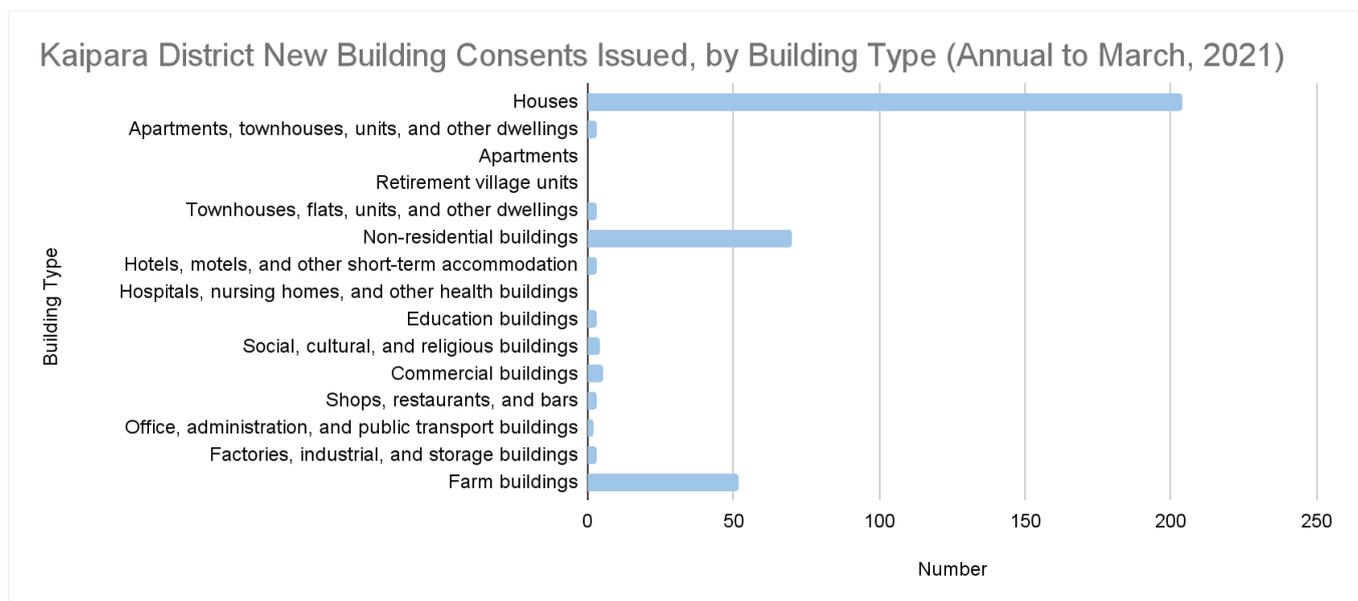


Figure 5. Dwellings Consented per 1,000 residents (Far North District, Whangarei District and Kaipara District) (Source: Statistics NZ)

4.4 Residential Housing Market

This section breaks down residential dwelling sales for the Kaipara District, and the Northland region as a whole as of April 2021, and compares this to overall relevant national and regional trends.

Sales volumes tell us about the realised demand for housing, but not latent demand. Limited supply in Dargaville means these statistics alone do not show the housing need. This is why market sales data has been considered in this report alongside results from the housing demand survey (see Appendix 3), and engagement with real estate agents and the community, to establish a clearer picture of housing demand (latent and realised).

- An analysis by Quotable Value (QV) of Northland property values shows Dargaville experienced a 60.5% increase in the median price of residential properties in the three years to 30 June 2017³². This increase in house prices reflects growing demand: notably, despite 13% population growth (2013 to 2018) the growth in supply of dwellings in Dargaville (2% from 2013 to 2018) has not kept pace with demand.
- From February 2020 to February 2021, residential sales in Kaipara have seen a 58.3% rise in median sale price according to REINZ (Table 3).
- As of April 2021, median house prices the Northland region have eased slightly to \$670,000, from a record high of \$720,000 in March 2021³³. These figures are comparatively high, when considered in the context of the New Zealand market (as above).
- Median residential house prices in Dargaville were \$382,500 in May 2021 (Table 4).
- There are a small number of property listings in the area, particularly for residential and properties within the Dargaville town (i.e. not rural). This highlights the lack of supply of housing. Dargaville is also considered by real-estate agents to have a shortage of available rental properties³⁴.
- First home buyers struggle to secure a property at an appropriate price point, and new properties coming to market get a lot of attention and sell quickly. The number of days to sell has been at the lowest level for an

³² The period to June 2017 has been used for alignment with census data analysis, however house prices have continued to increase since then

³³ Wendy Alexander REINZ ACTING CEO, as cited here:

<https://propertyconsultants.nz/real-estate-market-updates/northland-latest-property-market-update/>

³⁴ Northern Advocate, 2017, as cited in Kaipara, Place, People and Key Trends Kaipara District Environmental Scan 2020. p31

April month since 2005 (37 days)³⁵. This represents a high level of need, with supply numbers not meeting demand.

- The increased supply of residential sections from the year on May 2021, induced an 8% reduction in median sales price (Table 4).

Table 3. Residential Sales Data in the Kaipara District and Northland³⁶

	Kaipara District Annual (Feb 2021 compared to Feb 2020)	Northland Annual (Feb 2021 compared to Feb 2020)	Northland Month to Month (Feb 2021 compared to Jan 2021)
Median Price	↑ 58.3% <i>Record Median Price</i>	↑ 17.0%	↑ 4.8%
Sales Count	No data	↑ 22.5%	↑ 36.0%
Days to Sell	No data	↓ 13 days	↑ 3 days

Table 4. Dargaville Sales Data (Source: REINZ commissioned in May 2021)

Suburb Name	Category	Sale Count	Sale Count Change vs. Prior Year	Sale Price Median	Median Price Change vs. Prior Year
Dargaville	Residence	124	6%	\$382,500	13%
Dargaville	Residential Section	45	463%	\$149,500	-8%
Dargaville	Unit	8	-11%	\$320,000	10%

- New build homes appear to achieve a premium due to limited availability on the market. However, the lack of data for new-build housing was a limitation on this market analysis within Dargaville, so Northland sales were also referred to, to inform probable sales price for a similar typology.
- One development by Compass was relied on to guide estimation of the General Residential price point.
 - New Build: 187m² plus double garage on 600m² asking \$788,500, 160m² plus double garage on 618m² asking \$747,000
- Large rural lots are a highly variable property class, and with low sales numbers, it was difficult to estimate what large Lots on the Racecourse development could sell for.
- In general agents recommended developing units to sell, rather than rent. However qualitative and quantitative demand insights suggest that there is high demand for rental as well as home ownership, and other affordable tenures.

4.5 Implications for the Development of the Racecourse Site

A review of REINZ data, online sales data and conversations with local Dargaville and Whangārei real estate agents supported the development of viable price points and rental rates for the proposed development across the proposed range of residential typologies (Table 5). Figures in Table 5 will inform the Development Feasibility Study.

³⁵ Wendy Alexander REINZ ACTING CEO, as cited here:

<https://propertyconsultants.nz/real-estate-market-updates/northland-latest-property-market-update/>

³⁶ REINZ, 2021b

Table 5. Proposed Residential Market Rates - Dargaville

Zoning	Residential Building Type	Rental Rate (per week)	Market Price	GFA
General Residential	Medium Density	\$400-\$500	\$400,000-\$500,000 <i>Agent notes previous sales for small lot sections (not units) have not performed well</i>	80m ²
General Residential	General Residential	\$500-\$600	\$650,000- \$700,000 <i>Agent suggests \$500,000</i>	100-160m ²
General Residential	Low Density	\$400-\$500	\$750,000+	120-160m ²
Low Density Residential	Large Lot	<i>Limited data</i>	<i>Highly variable</i>	150m ²
General Residential	Retirement Living	\$300	\$565 per month as a licence to occupy The price point for retirement units that is indicated as expected by locals was approximately \$400,000 for a 1 or 2-bedroom unit (Appendix 4)	70-90m ²

Housing Demand insights

- There is a severe housing shortage in Dargaville. A greater supply of new housing is needed to meet the level of demand, and mitigate further price escalation.
- There is a growing need for affordable housing options, this should be reflected in the development of the Racecourse site. While new builds sell at a premium in the local market, including affordable rental models and provision of transitional and/or public housing should be considered because there is high demand for these in Dargaville.
- A mix of housing options (typologies and tenures) is critical.
 - New development should consider rental options because there is a great shortage of available rental properties.
 - New development should consider a range of options for first home buyers, because they continue to struggle in the market.
- There is limited precedent for medium density housing in Dargaville, but to improve affordability typologies such as terraces and duplexes could be considered in the development. Also, the expected decrease in average household size will drive the need for more 1- and 2-bedroom units.
- The ageing population in Dargaville presents the need for more housing options for the elderly. From community engagement, there was clear demand for a retirement living product. The analysis supports a recommendation to offer a range of affordable options as part of a retirement living product in Dargaville. Further analysis is required to determine the appropriate model, tenure and associated price points for this market.
- Population growth and migration bringing more people to Dargaville, and the wider Kaipara District, meaning more housing supply is needed to meet growing demand. Furthermore, the price points accessible to local Dargaville residents compared to Aucklanders moving north are disparate.

5. Commercial & Industrial Demand Analysis

This section of the analysis looks at industry and economic trends, alongside relevant employment figures, to identify where the demand lies for commercial and industrial units in Dargaville.

With limited REINZ market sales data (from April 2021), Table 6, engagement with existing business owners, valuers, and real estate agents in Dargaville and Whangārei helped to establish a clearer picture of demand for commercial property, particularly commercial and light industrial activities. This focus is because the Kaipara Spatial Plan has indicated that Awakino Point, including Dargaville Racecourse site, is planned for future Industrial zoning. These market insights are from June 2021.

The key themes that relate to commercial and light industrial demand that have emerged from the stakeholder and community engagement include:

The relationship between housing and light industrial needs to be carefully managed. Concerns were raised by attendees about how housing and light industrial might coexist, what the transition or buffer between them might be.

It is important to provide potential future residents with good access to amenities, but the town centre also needs to be looked after. Connectivity to the town centre was raised as a concern for making development at the site favourable to locals. A wide range of amenities were raised by attendees as being potential options for the site, including medical facilities, café or restaurant, green space (i.e. park/reserve/garden/off-leash area for dogs/picnic area), community hall or facilities, accommodation, and/or leisure facilities (i.e. 9-hole golf course).

5.1 Commercial Property Market Insights

- In the local Dargaville market, new commercial property stock tends to be priced 20-25% above older stock. For example:
 - Retail:
 - Big box retail, existing stock: \$70 - \$100/ m²
 - Big box retail, new: \$150/m² (The Warehouse with Noel Leeming in Kaikohe = \$150/ m²)
 - Light Industrial:
 - Existing stock: \$80/m²
 - Ten-years old \$85/m² (Panelbeater in Kaikohe example)
- Leases can be set up on a tenant-need basis, and similarly, spec builds are more common so there is broad variability in commercial and industrial property products (Table 7).
- Many industrial properties include office space, however an office only development is not considered viable in the Racecourse development context due to the low agglomeration benefits (limited access to amenities and other businesses) and limited professional worker 'lifestyle' and amenities in Dargaville.
- Retail at a small scale only is considered viable on the Racecourse, so as to not compete with Dargaville Town Centre. Concerns about this risk were raised at community engagement meetings.
- Demand for commercial properties in other regional towns like Paihi and Kerikeri are relatively high, with some impacts from COVID-19 pandemic. There is some indication that affordable land for industrial development in a location with a good working class employee pool, such as Dargaville, could meet regional demand in the industrial property sector.

Table 6. Dargaville Sales Data (Source: REINZ commissioned in May 2021)

Suburb Name	Category	Sale Count	Sale Count Change vs. Prior Year	Sale Price Median	Median Price Change vs. Prior Year
Dargaville	Commercial	5	67%	\$390,000	-

Table 7. Summary of Commercial and Industrial lease and square meter rates in the market

Location	Property Type	Features	Lease (per annum) or Rate (per sqm)
Existing Whangārei	Office/ industrial	75sqm of showroom space, approximately 163sqm of warehouse or workshop space. 358sqm floor area. 894sqm land area. Could be used for offices, trade retail, professional services or straight retail.	\$45,000 plus GST + OPEX
Existing Whangārei	Industrial	Office/showroom/parts 144sqm. Workshop/Warehouse - 240sqm. Mezzanine amenities - 44.5sqm. Mezzanine storage - 96.8sqm. Concrete parking and apron - 430sqm. Metaled yard -250sqm. Total 525sqm floor area. 2,269sqm land area.	\$66,200 +GST plus outgoing.
Existing Kerikeri	Industrial/ retail (shed)	Total lettable floor area over 1,100m ² . Land area: 4875 m ² . Zoned Industrial	\$120,000 + GST + Outgoings pa. (Assignment of lease asking \$320,000 + GST for Plant and Equipment.)
Existing Waipapa	Industrial (shed)	380m ² (approx.) building area as well as a 2,000m ² (approx.) usable yard area. Zoned Industrial and would suit a range in Industrial tenants	\$65,000 + GST + Outgoings pa.
Existing Kerikeri	Industrial	Olivado offices, retail, manufacturing/ processing, & storage. Building footprint 700m ² + 321m ² of 1st floor space. 1.8126ha Land area.	\$109,000 plus GST.
Proposed new build Kerikeri	Commercial	Total gross ground floor space is approximately 348m ² . Land area: 38,810 m ²	\$68,000 plus GST
Kerikeri	Prime Retail (main street)		\$330 to \$380 per sqm (Rate depends on size, profile parking)
Kerikeri	Subprime Retail (side street)		\$220 to \$290 per sqm (Rate depends on size, profile parking)
Kerikeri	Industrial	With a profile in busy road, unlined industrial space including things like processing and handling facilities.	\$120 to \$140 per sqm

5.1.1 Ngāwhā Innovation Park

A mixed-use development, similar to the possible development of the Dargaville Racecourse, is the Ngāwhā Innovation Park in Kaikohe. It includes an Innovation & Education Hub, t to provide R&D, and Education/Training for Park tenants and wider primary sector with several options for sub-leasing, available for tenancies of all different kinds. It has no lease or sale rates, but works with future tenants, offering three options:

- Purpose-built buildings (built by developer), leased back to tenants. Tenant responsible for fit out design and build.
- Tenant leases land & builds themselves
- Tenant purchases land & build themselves (but there are covenants on land)

The Park has had significant interest from organisations involved in horticulture, biofuels, prefabricated housing, education and manuka oil extraction³⁷.

5.1.2 Kaipara Kai

Kaipara Kai is an initiative of Northland Inc, the regional economic development agency. This programme is a key strategy of the Kaipara Spatial Plan 2050, seeking to realise the aspiration for Kaipara to be the ‘food bowl of NZ’ and increase food production in the district³⁸. Conversations with Kaipara Kai staff indicated that most people are looking to develop crops on their own land, rather than looking for land elsewhere. There is local ‘buzz’ around growing peanuts, with an appetite for sub-tropical fruits too (bananas, pineapples).

We were advised that the Dargaville Racing Club land was very challenging to grow anything on, would need substantial work to get the ground in a suitable condition for growing, thus cropping is unlikely to be a commercially viable land use. It is understood, however, that kumara crops have been successfully grown on the Racecourse central oval in the past. If a cropping activity is pursued for the Racecourse site, raised planters or hydroponics are an alternative option, or more intensive soil tests should be completed to confirm the soil quality for a commercial venture.

5.2 Commercial Development Options for Racecourse Site

Engagement with the market has provided a range of opportunities in the commercial and industrial sector that are presented here to demonstrate the commercial or light industrial development potential of the Racecourse site (Table 8).

Table 8. Commercial Opportunities For Dargaville Racecourse - Summary

Activity type	+	-
<p>Horticulture / nursery / greenhouses.</p>  <p><u>Indicative GFA (m²)</u> Raised beds/ greenhouse: Variable Plant: 1,500 Packing: 3,500</p>	<p>Contributes to vision for Kaipara Kai/ foodbowl of NZ</p> <p>Quiet land use activity</p> <p>Creation of jobs</p>	<p>Large footprint may not be feasible but also can work on a smaller scale.</p> <p>No local demand know. Need to draw anchor tenants from Northland or wider NZ, or set up a new business (e.g. Te Rūnanga venture)</p> <p>Difficult to grow in current soil, so look at raised planting or hydroponics</p>
<p>Mixed light industrial</p> 	<p>A diverse range of uses and scales.</p> <p><u>Small scale</u> Parts shop, Storage units, Mechanic / Plumber / Electrician,</p> <p><u>Medium scale</u> e.g. Light manufacturing such as Joinery factory, aluminium joinery manufacture, kitchen manufacture, boat building, smaller scale prefabrication activities, Brewery / Distillery etc (including botanicals), Health Services (e.g. Te Hā Oranga)</p> <p>Could incorporate amenity for local</p>	<p>More vehicle movements, activity.</p>

³⁷ <https://ngawhapark.nz/wp-content/uploads/2020/05/HL207v2.pdf>

³⁸ Kaipara Spatial Plan 2050

 <p><u>Indicative GFA (m²)</u> A range of units from 60- 300</p>	<p>residents (eg. cafe, brewery cellar door)</p> <p>Opportunity for existing businesses in Dargaville to move to newer premises (mechanic, plumber, parts-shop, furniture makers)</p>	
<p>Innovation & Education Hub Providing space for training provision and co-locating research and development to support surrounding businesses</p> <p><u>Indicative GFA (m²)</u> Site: variable Office etc: Variable</p>	<p>Provide education and training facilities</p> <p>Employment/ small-business support/ networking</p> <p>Flexible & multi-use, can be adapted to whatever is needed</p>	<p>In isolation, may not be successful in Dargaville (but in conjunction with other uses, such as horticulture or other light industrial, could provide an anchor for development and operations).</p> <p>Further analysis required to confirm demand and what tenants would be attracted to make this viable.</p>
<p>House Construction Training Trades training, and providing houses available for social and community housing</p>  <p><u>Indicative GFA (m²)</u> Site: 14,000 Production: 3,400 Office: 280 Yard: 2,100 Future expansion: 2,000</p>	<p>Education, with direct path to employment</p> <p>Providing low-cost housing that can be transported elsewhere, as needed</p> <p>Can test innovative building techniques/ build capacity for prefabrication and other building technologies.</p> <p>Building houses available for social and community housing</p>	<p>Noise</p> <p>Requires education provider to operate (e.g. NorthTec)</p>

5.3 Implications for the Development of the Racecourse Site

A review of REINZ data, online sales data and conversations with local Dargaville and Whangārei real estate agents supported the development of price points and rental rates for the proposed development across the proposed range of residential typologies (Table 9). Figures in Table 9 will inform the Development Feasibility Study.

Table 9. Industrial Market Rates applicable to Dargaville Racecourse Site

Zoning	Residential Building Type	Site Area	GFA	Lease Rate (SAle Rate)
Light Industrial	Small Mixed Light Industrial	60-300m ² (100% developed area)	A range of units from 60- 300m ²	\$350-\$600 per week (\$100 to \$140 per m ² industrial, more for retail)
Light Industrial	Medium Mixed Light Industrial / Business and Commercial	500-5,000m ² (60-100% building coverage)	500-3000m ²	(\$70 to \$100 per m ² industrial)
Light Industrial	Business / Community Hub	Large Lot - Variable	500-3000m ²	(\$200 - \$250 per m ²)

Light Industrial	Horticulture / nursery / greenhouses/ botanicals (like Ngāwhā). Difficult to grow in current soil, so look at raised planting or hydroponics	Variable (depends on tenant / operator)		
Light Industrial	Construction Innovation and Training	Variable (depends on tenant / operator)	Variable (depends on tenant / operator) <i>Example:</i> Site: 14,000 Production: 3,400 Office: 280 Yard: 2,100	

Commercial and Industrial Demand insights

- Dargaville has a comparatively high unemployment rate and low median income, so new development to support business growth could create jobs.
- Office and large scale retail is not considered appropriate for the Racecourse site.
- Light industrial activity, with limited small scale retail is in line with the planned Industrial Zoning for the Awakino Point area indicated by the Kaipara Spatial Plan 2050.
- The Racecourse site is not affected by Coastal Flood Hazards. This is an attractive and resilient site for future industrial development, given that a significant proportion of the land zoned Business - Commercial and Business - Industrial in central Dargaville is subject to Coastal Flood Hazards (Figure 2), and subject to development limitations.
- In the local context, there is demand for small light industrial premises (60-300m²) in Dargaville among existing local businesses seeking to relocate from older premises to newer, fit-for-purpose premises. This could support business such as parts shop, storage units, mechanic / plumber / electrician and light manufacturing such as a joinery factory, aluminium joinery manufacture, kitchen manufacture, boat building, smaller scale prefabrication activities, a brewery or distillery.
- Larger scale commercial and industrial sites will require anchor tenants to be identified, who would likely relocate from the Northland or wider NZ. However, there is an opportunity to consider a local enterprise as an anchor tenant, that ties in with, or supports, the Kaipara Kai initiative (eg. crops on site, processing on site etc.), or led by an iwi enterprise or education and training provider.

5. Market Opportunities Summary

5.1 Options to Respond to Market Opportunities in Dargaville

There are three orders of opportunity in the market (Figure 7) for the tripartite group to consider against their various project objectives and the objectives of Kaipara District Council. This consideration is necessary to develop a strategic, best-use approach to this development including site programming, timeframes, landowner / developer financial returns and the realisation of wider economic benefits to Dargaville.

→ **Quick response to development objectives (0-5 years)**

A lower risk development approach that seeks to realise development objectives quickly, such as the release of capital (e.g. upzoning of site for resale or land development only), but may not achieve all the tripartite development objectives due to the short timeframe.

→ **Development aligned with economic development growth strategy (5-20 years)**

A development approach that is consistent with the local and regional economic development growth strategy (including local and central government policy and plans), with the support of Council. Future growth being enabled by agents with a capacity to deliver and where development capacity leverages off existing infrastructure. Anticipates and drives changes to economic geography, economic density and employment density in Dargaville

→ **Future-focused anchor development, an alternative growth strategy (20-50 years+)**

A higher risk development approach that anticipates change or limitations to current economic development growth strategy. A large commitment to meet the demand for new infrastructure to support an alternative growth trajectory. For example, this may include considerations of climate change impacts and resilience or significant shifts to the local social and economic geography.



Figure 7. Summary of the options to respond to market opportunities in Dargaville.

5.2 Contextual Analysis of Demand for Commercial & Industrial

5.2.1 Regional context

Situated on the approaches into Dargaville town from Whangārei on State Highway 14, the Racecourse site has an attractive gateway location with marquee site appeal for commercial or industrial activities. Development on this site could anchor future growth along the SH14 corridor. Due to the distance from Dargaville town centre, however, this site lends itself particularly to low activation activities such as light industrial or storage facilities.

The potential future expansion of Northport in Whangārei, and railway links to support this, is expected to enable the reactivation of the existing Dargaville line for freight. This would unlock regional growth opportunities and

economic development opportunities in Dargaville and enhance the market proposition for commercial and industrial development on the Racecourse site.

In the regional context, there is notable pressure on light industrial premises in Auckland with low vacancy rates and low capitalisation rates. As such, new light industrial development in Dargaville is considered low risk. Also, given the current general rate of growth in Northland, we can be reasonably confident that there is demand within the region as a whole.

There is demand for medium-sized commercial or light industrial property (500-5,000m²) in Dargaville, to support businesses across the region that are seeking more affordable leases than Auckland or Whangārei, space for growth, bespoke facilities and perhaps proximity to primary production areas. High quality, purpose-built developments offer the opportunity for higher yield for property owners compared to 'shell' developments or existing leases. These businesses could include breweries, distilleries (e.g. botanicals, vodka) or processing (e.g. Pic's peanuts) and storage units, or larger sites for medium-scale light industrial or manufacturing businesses (e.g. joinery).

The Kaipara Kai initiative is important to the economic development of Kaipara & Dargaville and the development of this site could promote and nurture the Kaipara Kai vision. Industry insights show that relevant local businesses (producers) are largely looking to develop ancillary facilities (e.g. packing and processing) on their own land, close to production, rather than locations elsewhere off-site. However, there is an opportunity for new large 'anchor' tenants to occupy larger lots (5,000-20,000m²+) on the site as owner occupiers (e.g. Ngāti Whātua or tenants attracted from across the region). Research suggests that these purpose-built developments could include horticultural activities with ancillary processing, packing or retail premises, or construction innovation and training activities.

A mixed-use industrial, commercial and business development model has been cited as a good precedent for this site. Examples of this approach to regional economic development in Northland include Ngāwhā Innovation Park in nearby Kaikohe which has developed an integrated site with innovation, horticulture, business and other value-add primary production activities. There is an opportunity for the Dargaville Racecourse site development to emulate some of what Ngāwhā has created and to complement this Innovation Park in the wider Northland market. By attracting businesses from across the North Island and providing opportunities for innovation, R&D and production, this development could offer localised agglomeration benefits for businesses, advance the innovation offering in the local economy and strengthen industry networks in Northland.

5.2.2 Local context

Industry insights suggest that there is no demand for large-scale office developments in Dargaville. However, there may be demand for smaller offices co-located with industry or commercial activities because industrial or commercial uses tend to have their offices located on site. Medium and large-scale office development is not considered viable due to low demand and site location, as office workers appreciate proximity to amenities (e.g. town centres).

In the local context, there is demand for small light industrial premises (60-300m²) in Dargaville among existing local businesses seeking to relocate from older premises to newer, fit-for-purpose premises. Consenting challenges are a significant barrier to redeveloping existing premises to meet business needs, including flooding issues in existing industrial areas (see Figure 6). Local businesses that could relocate to the Racecourse site could include mechanics, parts shops, plumbers, electricians as well as small scale light manufacturing such as joinery, aluminium joinery manufacture, kitchen manufacture, boat building, and smaller scale prefabricated construction products. Relocation of current businesses to new premises could free up land in Dargaville town centre for other development opportunities.

Relocation of existing businesses to new premises on the Racecourse site could free-up industrial land in town for redevelopment and renewal for other activities. This could provide a basis for a land swap arrangement to support

the delivery of housing in locations close to amenities and existing infrastructure. A strategic approach to the market development of this site, considering the wider Dargaville context, could help achieve a broader range of objectives for stakeholders.

While there may be local demand for heavy industrial properties, these create potential reverse sensitivities (noise, emissions etc) with existing and future residential neighbours within and around this site. This supports the conclusion that this site is not the appropriate location to meet this demand.

Demand for some amenities and support services for future residents of the proposed development was identified through engagement. This may include a health services hub (e.g. relocation of Te Hā Oranga, which is at capacity at current premises), or small-scale neighbourhood retail for everyday items or services (e.g. a dairy, hairdresser). These services would be complementary to future residential. However, the general provision of community services on this site is a risk, due to two factors:

- the scale of the site limits the commercially viable scope to sustain a range of residential amenities and services, plus the distance from town and lack of pedestrian infrastructure along the main road, to provide access to other amenities.
- the potential to undermine other businesses and services located more centrally in Dargaville.

Development could mitigate these risks by providing an active transport link between the site and the main town centre. This would serve to provide residents with transport options and safe access to the main centre for amenities and services, with small scale retail and amenities provided on-site only. This enables future development to complement rather than compete with the township. It is noted that the reform of the District Health Board system may support the development of health hubs.

It has been noted that there is the ambition or expectation that the Racecourse site should or could be used to grow crops. This was also reflected in engagement sessions. However, technical insight from Kaipara Kai staff and regional soil maps have confirmed that the in-situ soil on the Racecourse site is not suitable for in-ground crop growing. Any on-site crops would need to be grown in raised planters, separate growing material, or hydroponically. Despite this, there is a demand for horticultural activities such as a nursery or glasshouse activities.

Engagement sessions and demand analysis identified the ambition for more tertiary education opportunities in Dargaville, particularly in trades and horticulture. Tertiary education, apprenticeships and on-site trades training could be provided, in conjunction with the above recommended commercial and industrial uses. In particular, the demand for housing in Dargaville, and the wider Northland region (as shown in the residential market demand analysis below), means there is demand for more industrial sites for construction activity and local construction-training. An on-site house-construction facility could directly contribute to local housing supply, while also providing education and skills training. Also, Dargaville has a comparatively high unemployment rate, so development like this could present the opportunity to grow the workforce and provide new jobs in Kaipara.

Local market demand for education and trades training is also supported by the government funding boost for trades training, with a focus on upskilling local people. To secure this funding for a programme in Dargaville, an arrangement with Northtec or another existing provider would be preferred.

There is ongoing demand for storage unit premises in Dargaville, with existing facilities at capacity, with limited vacancies and lease turnover.

5.3 Contextual Analysis of Housing Demand

5.3.1 Regional context

Residential development on the Racecourse Site presents some risk given the context and economic development growth strategy for Dargaville outlined in the Spatial Plan. Residential development on this site would be most appropriate as part of a future-focused anchor development (third order opportunity).

There is a growing older population in Northland and Dargaville and there are currently very limited housing options for elderly in Dargaville and the Kaipara District. There is currently no 'lifestyle' option for retirees, however, there are rest homes (approximately 40 beds across two facilities), that offer hospital level care and a secure dementia unit. In the general housing market there is currently a shortage of suitable market housing stock or rentals for elderly to move into (e.g. accessible units, smaller homes), so they remain in housing that is unsuitable for them (eg. too big, too expensive). New housing supply that meets housing demand of elderly residents would free up stock for other people in the market (eg. first home buyers, families, workers) to move into.

Analysis has shown that there is a severe housing shortage in Dargaville, and increasing housing unaffordability. Factors contributing to this shortage include the influx of migrants from Auckland (and further afield) which is increasing housing pressure locally. Historically Dargaville has been a comparatively more affordable housing option within Kaipara, providing alternative choices to other more expensive locations. However, house and rent prices have increased significantly over the past 10 years, and it is no longer considered an affordable housing market for locals. As such there is significant demand for both rental housing and market home ownership, as well as public, transitional and emergency housing.

5.3.2 Local context

The comparatively high proportion of older people (aged 65+) living in Dargaville, a cohort estimated to grow, suggests there is a need for a new local retirement living product, especially if this is considered against the much reported nationwide shortage of retirement living units (set to reach 15,000 units by the year 2033) (Melville, B. 2021). These findings are supported by the views of local people collected during the engagement exercises. There is a strong desire to see new retirement living options delivered in Dargaville. Local people see the current options for retirement living in Dargaville to be very limited, with many relocating to other parts of the country in order to find options.

Some older people have aspirations for a 'resort-style' retirement village with many amenities, however the scale of development required to support a wider range of quality amenities is not viable given the estimated demand for retirement living choices in Kaipara and Dargaville. About 60-100 retirement living units across a precinct around 5 hectares is considered viable in Dargaville, to meet local and regional demand for retirement living. Feasibility and development of a retirement living development model for the Racecourse site is not included as part of the plan change.

The availability of a large site like the Racecourse site is a significant and rare market opportunity for development in Dargaville, especially with the funding support of the PGF. For example, previous opportunities to develop a retirement living product in Dargaville on a site near the hospital were not progressed by the Dargaville Community Development Board due to a lack of finance for securing the land and pursuing development. For the Racecourse site, the advantage of site availability and support funding makes it unsurprising that a proposal for retirement living is under consideration. However, retirement development on the Racecourse site is not without risk. It could be an isolated development initially, and it requires significant investment in enabling infrastructure and amenities to provide for residential development of this scale and density. The Kaipara Spatial Plan indicates that the Awakino Point area will be zoned for future industrial development (including the Racecourse site) and a walking/cycling link will be provided to both connect this development area to the township, supporting and enabling the growth of Dargaville. The proposed development proposes to deliver this walking/cycling link to provide this connectivity between the development and the town centre.

An alternative option to realise the aspirations for a retirement village in Dargaville is to set up a land swap arrangement so that retirement development could leverage off existing infrastructure and access to amenities in a more central location. Project stakeholders have noted that a hospital-adjacent site, for example, is preferred by possible retirement living residents, but this would only be viable if an appropriate site became available to swap and adequate funds were available to secure a development agreement. Due to the availability of the Racecourse site, the Tripartite Group has pursued the option to develop the racecourse.

Due to limited choice in the current housing market, engagement with residents and agents highlighted that new development should ideally provide a range of housing options including different tenures and types or sizes of homes. Lifestyle preferences range from rural living to standalone homes and units. Apartments were unsurprisingly not preferred. Beyond traditional freehold purchase, housing models people are most interested in seeing locally include rent-to-buy, build-to-rent, shared equity, and cohousing.

Local first home buyers continue to struggle in the market. However, for out-of-towners, Kaipara is considered a comparably affordable and accessible market that offers the family-friendly 'kiwi dream' of a rural or suburban lifestyle.

Many local households in rental housing have been 'priced-out' of home ownership in recent years. There is a great shortage of available rental properties and thus there is demand for new rental properties; including public rental administered by Kāinga Ora or Community Housing Providers for lower income households.

Beyond housing, amenities should consider health and education facilities because there is a lack of these in Dargaville and the need for them will continue to grow, alongside demographic changes (outlined in more detail in the commercial/ industry section above).

6. Conclusion

The development of the Dargaville Racecourse site, supported by Provincial Growth funding, presents a unique and significant opportunity. A large site, availability for development is a rare chance for Dargaville to respond to the demand for housing and commercial property in Dargaville and Northland, and to increase employment, housing supply and contribute to the local economy. The Tripartite Groups proposal for development seeks to contribute positively to the future of Dargaville.

This report has outlined the community and economic context of Dargaville, in relation to Kaipara District and Northland Region. The existing Dargaville population has a large proportion of older people, and an aging population. Even with existing housing shortages and unaffordability, migration and population growth is expected to increase housing demand in the next 30 years and so more housing supply is needed in Dargaville. Population trends highlight a growing demand for homes for smaller households (and therefore more homes, with smaller households) including retirement living units, and affordable tenure options including rental, public housing and transitional accommodation. The development of the Racecourse site, with a range of residential typologies and tenure models could meet this demand. A range of rental and sale prices considered appropriate for this development are presented, to inform the Development Feasibility Study.

The demand for commercial and industrial property on the Racecourse site is supported by regional investment programmes, boosting local businesses and economic activity and thus demand for industrial premises. Also the condition and limitations of existing industrial property make new development an attractive proposition for some local business owners. A range of small and medium sized light industrial properties could be tenanted by local and district businesses. However it is anticipated that demand for larger scale industrial activities, such as a Construction and Innovation Hub or specialist manufacturing enterprise, would only be met by regional or national anchor tenants. A range of lease and square metre rates considered appropriate for industrial activities on this site are presented, to inform the Development Feasibility Study.

There are three orders opportunities for the development of the Racecourse sites are presented to illustrate the possible impacts of different development strategies on the site. It is considered that the most straightforward approach given the current Tripartite Group proposal, timeframes, and expected financial returns is option 1 - A quick response to development objectives (0-5 years). This is a lower risk development approach that would realise development objectives quickly, and can be facilitated through a private plan change process.

Bibliography

- Ansell (2017) Northland Inc, Dargaville Retirement Village Development Feasibility Study June 2017
- Beehive.govt.nz - The official website of the New Zealand Government (Retrieved 11 September 2021) 'New housing part of support for Kaumātua'
[beehive.govt.nz/release/new-housing-part-support-kaum%C4%81tua](https://www.beehive.govt.nz/release/new-housing-part-support-kaum%C4%81tua)
- Beehive.govt.nz (August 2020) 'Investment in Kaipara infrastructure'
<https://www.beehive.govt.nz/release/investment-kaipara-infrastructure>
- Beehive.govt.nz (September 2020) 'Crucial PGF investments for Northland'
<https://www.beehive.govt.nz/release/crucial-pgf-investments-northland>
- Chisholm, Donna (2021) 'How residents get trapped in the retirement village paradox'
thespinoff.co.nz/business/09-06-2021/how-residents-get-trapped-in-the-retirement-village-paradox
- Christie, Damian (2018) 'It's a very bad outlook': Half of those turning 65 in 2040 will have to rent'
[newshub.co.nz/home/money/2018/09/its-a-very-bad-outlook-half-of-over-65s-will-have-to-rent-by-2040.html](https://www.newshub.co.nz/home/money/2018/09/its-a-very-bad-outlook-half-of-over-65s-will-have-to-rent-by-2040.html)
- Colliers International. Opportunities Ahead Market Indicators Report: First Half 2020 Auckland Residential Development Report. (2020).
<https://www.colliers.co.nz/en-nz/research/auckland-residential-development-report-1h-2020>
- Dargaville Community Development Board (2018) 'Retirement Living Business Proposal' dated July 2018
- Dargaville Community Development Board (2021) 'Retirement Report' dated September 2021
- Environmental Health Intelligence New Zealand (2018) 'Socioeconomic deprivation profile' Retrieved from:
<https://www.ehinz.ac.nz/indicators/population-vulnerability/socioeconomic-deprivation-profile/#nzdep-for-2018-nzdep201>
- Infometrics (2020a). Population Projections 2018–2051 Kaipara District Council.
<https://www.kaipara.govt.nz/uploads/policy/Infometrics%20Kaipara%20projection%20report%20v3.pdf>
- Infometrics. (2020b). Dargaville Annual Economic Profile 2020.
<https://ecoprofile.infometrics.co.nz/Dargaville/PDFProfile#:~:text=GDP%20in%20Dargaville%20measured%20%24343.pa%20in%20the%20national%20economy.>
- Jones Lang LaSalle (2021). Retirement Villages Market Review 2021. Whitepaper. [online] Available at:
jll.nz/en/trends-and-insights/research/retirement-villages-market-review-2021
- Kaipara District Council Infrastructure Strategy 2018–2048. (2018). Kaipara District Council.
- Kaipara, Place, People and Key Trends Kaipara District Environmental Scan 2020. (2020). Kaipara District Council.
- Klein-Nixon, Kylie (2020) 'Retirement: What housing options are available to the over 65s'
[stuff.co.nz/life-style/homed/retirement/122083000/retirement-what-housing-options-are-available-to-the-over-65s](https://www.stuff.co.nz/life-style/homed/retirement/122083000/retirement-what-housing-options-are-available-to-the-over-65s)
- Melville, Brent (2021) 'NZ will need 26,000 more retirement units within next 12 years - report'
[businessdesk.co.nz/article/property/nz-will-need-26000-more-retirement-units-within-next-12-years-report](https://www.businessdesk.co.nz/article/property/nz-will-need-26000-more-retirement-units-within-next-12-years-report)
- Ministry of Housing and Urban Development (Retrieved 11 September 2021) 'He Whare Āhuru He Oranga Tāngata – The Māori Housing Strategy'
[hud.govt.nz/maihi-and-Māori-housing/the-Māori-housing-strategy/Māori-housing](https://www.hud.govt.nz/maihi-and-Māori-housing/the-Māori-housing-strategy/Māori-housing)
- Northland Regional Council (2020) 'Significant milestone for Kaipara Moana restoration' 9 October 2020
<https://www.nrc.govt.nz/news/2020/october/significant-milestone-for-kaipara-moana-restoration/>
- Piper, Denise (2020) 'Covid-19 package to create 135 new jobs in Northland's Kaipara' 27 August 2020
<https://www.stuff.co.nz/national/300092891/covid19-package-to-create-135-new-jobs-in-northlands-kaipara>
- Provincial Development Unit. (2020, November). Provincial Development Unit Regional Dashboard Northland / Tai Tokerau Region.
<https://www.growregions.govt.nz/assets/funding-announcements/pdu-dashboard-northland.pdf>
- Quarterly Property Market & Economic Update New Zealand: Quarter 4, 2020. (2021, January). Core Logic.
<https://www.corelogic.co.nz/reports/property-market-and-economic-update>
- Real Estate Investor (2021) Investment Property Dargaville, Northland
<https://www.realestateinvestar.co.nz/Invest/dargaville>
- REINZ (2021) New Zealand reaches new record median house price, rate of growth shows signs of easing
<https://www.reinz.co.nz/residential-property-data-gallery>

- REINZ (2021a). Monthly House Price Index Report. (2021, May). REINZ - Real Estate Institute Of New Zealand Inc.
<https://www.reinz.co.nz/residential-property-data-gallery>
- REINZ (2021b). Monthly Property Report. (2021, March). REINZ - Real Estate Institute Of New Zealand Inc.
<https://www.reinz.co.nz/residential-property-data-gallery>
- Resilio Studio, AR & Associates. (2020, May). Kaipara Spatial Plan - Key Urban Areas. Kaipara District Council.
- Smith, Daniel (2021) 'Housing shortage creating lack of retirement accommodation'
stuff.co.nz/business/125621015/housing-shortage-creating-lack-of-retirement-accommodation
- Tai Tokerau Northland Economic Action Plan Advisory Group. (2019). Tai Tokerau Northland Economic Action Plan: 2019 Refresh.
<https://www.northlandnz.com/northland-inc/resource-hub-documents/tai-tokerau-northland-economic-action-plan/>
- Te Puni Kōkiri. (2012). He kai kei aku ringa : The Crown-Māori economic growth partnership : Strategy to 2040 / Māori Economic Development Panel. Wellington, N.Z.: Te Puni Kōkiri.
- The Property Group. (2021) Te Rūnanga o Ngāti Whātua, Finlayson Park, Dargaville Development Advisory. (2021, March).
- Trademe Property (2021) Houses and properties for sale in Dargaville: Get to know Dargaville
<https://www.trademe.co.nz/a/property/residential/sale/northland/kaipara/dargaville>
- Wilson, Jessica (2021) 'Retirement village contracts: unfair terms in the fine print'
consumer.org.nz/articles/retirement-villages

Appendix 1: Demographic Analysis

A. Current Population

This section outlines key demographic insights of the Dargaville population and economy. Understanding age, household arrangement, ethnicity, mana whenua representation, and migration, helps to build an overview of what is needed in Dargaville to meet the needs of the people living and doing business here. In light of the interests and focus of the Tripartite Group to develop a retirement living product in Dargaville, targeted demographic analysis is included to understand the older cohort of Dargaville, i.e. those aged 65+.

Table A1. Dargaville Quick Stats (Source: Stats.govt.nz)

	Number	Percentage
Dargaville Population	4,794	
Median age (years)	44.1	
Number Aged 65+	1,218	25.4%
Number of Māori	1,710	35.7%
Māori median age	26.7 years	

Age

Dargaville has a comparatively more elderly population when compared to the rest of New Zealand, the Northland Region, and the Kaipara District.

- The number of people aged 65+ in Dargaville is 1,218, in Kaipara it is 5,091 and in the wider Northland Region it is 35,940 (Figure A1).
- When compared to the rest of New Zealand, Dargaville has a comparatively higher proportion of residents who are 65+, 25%, compared to 15% nationally.
- Dargaville also has a higher proportion of residents over the age of 75 (13%) when compared to the Kaipara District (8%), Northland Region (8%) and New Zealand (6%)
- The Māori population in Dargaville (1,710 people) has a more youthful age profile, where only 10% are aged 65+ (Figure A2)
- When considering the age profile of Māori living in the Northland Region and New Zealand, Dargaville has a slightly higher percentage of its Māori population aged 65+; 10% for Dargaville, 8% for Northland, and 6% for New Zealand.

- Overall, 30-64 year olds make up the largest proportion of the population in Dargaville, representing 36.8% of male residents and 37.5% of female residents.

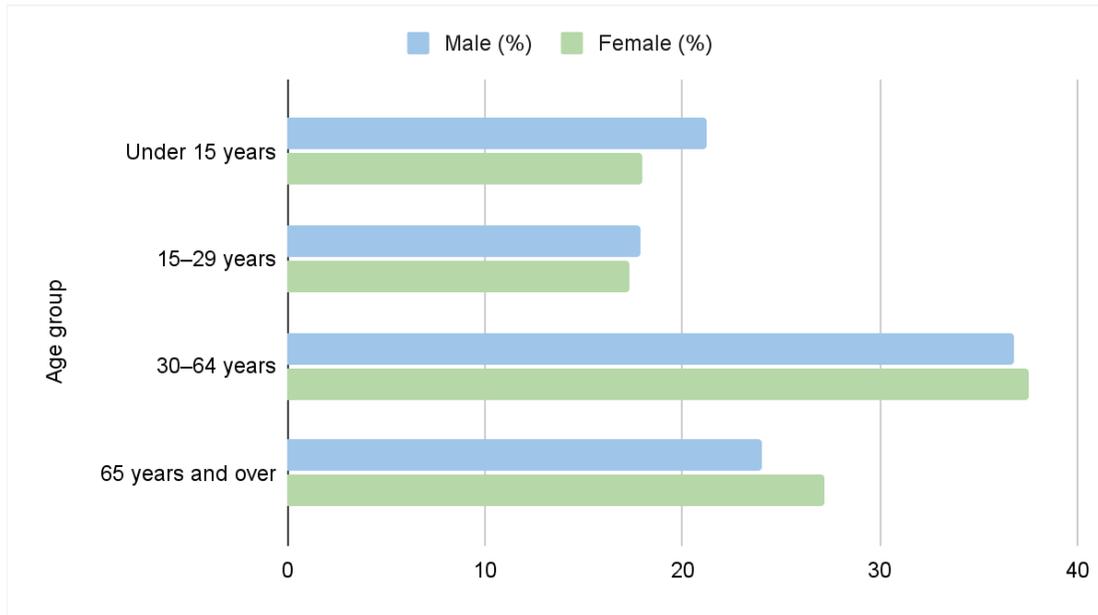


Figure A1. Age and Sex of People in Dargaville (Source: Statistics NZ)

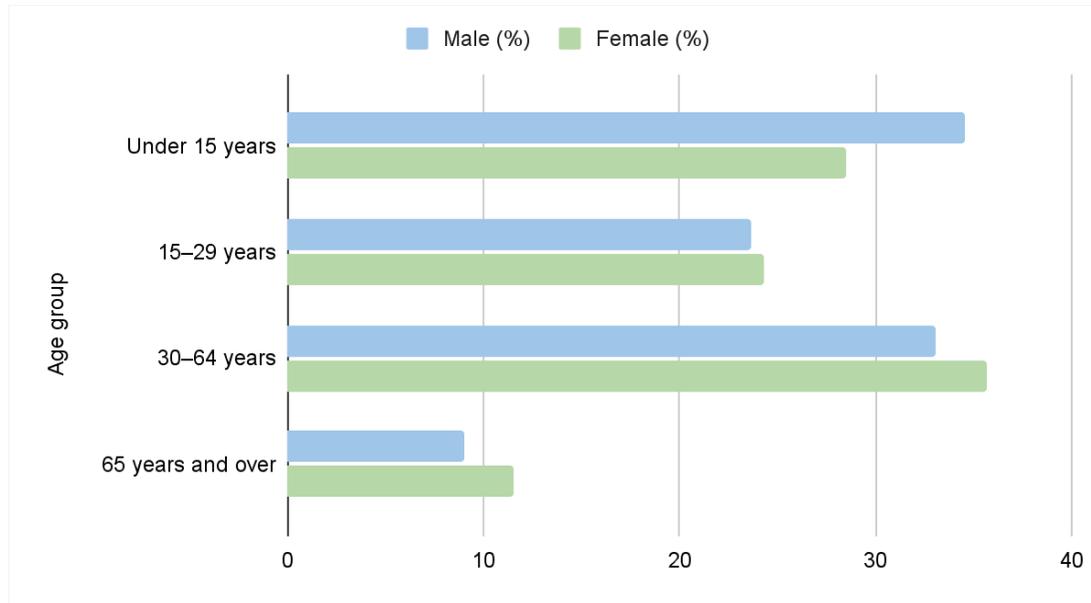


Figure A2. Age and Sex of Māori in Dargaville (Source: Statistics NZ)

Ethnicity

- Māori make up a larger proportion of the population in Dargaville (36%) than the wider Kaipara District (25%).
- At the time of the 2013 Census, 1,266 Māori lived in Dargaville, increasing to 1,710 by the 2018 Census.
- The growing number of Māori living in Dargaville is consistent with the region-wide trend.
- Similarly, Pacific peoples make up a larger proportion of the population in Dargaville (7%) than Kaipara (4%).
- Of note, Māori comprise 35% of the Te Tai Tokerau population³⁹.

Older residents (those aged 65+) in Dargaville are predominantly NZ European (88%) (Figure A3). Whereas a smaller percentage of older residents identify as Māori (14%), and an even smaller proportion identify as Pacific Peoples (1%) and ‘other’ (1%). Ngāti Whātua Census Summary (2018) is provided in Table A2. Data from the Ngāti Whātua 2013 Census of Population details that 7% (1,211 people) of their iwi reside in the Kaipara District. Of those, 504 are aged 19 years and under, and 717 are 20 years and over.

³⁹ Tai Tokerau Northland Economic Action Plan Advisory Group. 2019. p9

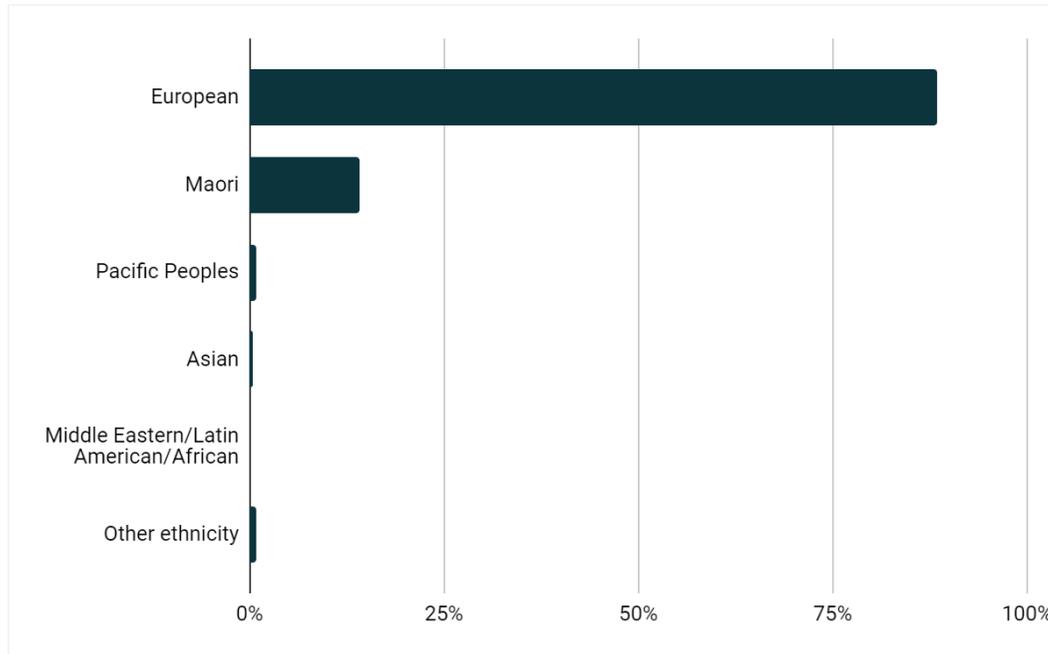


Figure A3. Ethnic profile of Dargaville’s residents aged 65 (Source: Statistics NZ)

Table A2. Ngāti Whātua 2013 Census of Population and Dwellings by Districts (Source: Ngāti Whātua 2013 Census)

Area of usual residence (2018)	19 Years and under	20 Years and over	Total	%age
Far North District	348	501	846	5%
Whangarei District	681	921	1,599	10%
Kaipara District	504	717	1,221	7%
Auckland	3,675	4,257	7,932	49%

Thames-Coromandel District	36	45	81	0%
Hauraki District	18	30	48	0%
Waikato District	105	126	231	1%
Matamata-Piako District	36	42	78	0%
Hamilton City	183	234	420	3%
Waipa District	66	54	117	1%
Otorohanga District	9	15	24	0%
South Waikato District	69	63	132	1%
Waitomo District	21	27	45	0%
Taupo District	33	66	96	1%
Other	1,545	1,905	3,447	21%
Total	7,329	9,003	16,317	100%

Income and Education

- Median income in Dargaville is \$22,000 per annum.
- 31.1% of Dargaville's resident population have a personal income of between \$15,001 and \$25,000pa. Slightly higher than the same statistics for the Kaipara District, as 25.4% of the District's resident population have personal income between \$15,001 and \$25,000pa.
- 33% of Dargaville's resident population do not hold a qualification. This is compared to 27% of the resident population of the Kaipara District. 8% of Dargaville's resident population hold a tertiary qualification, and 12% of the resident population in the Kaipara District. 56% of Dargaville's resident population holds a level 1 to level 6 certificate, compared to 58% for the Kaipara District.

Social Deprivation Index

From the New Zealand Index of Deprivation, Figure A4, Dargaville has a high deprivation status (dark red = most deprived). Variables that contribute to the Deprivation Index include internet access, receipt of a means tested benefit, household income, unemployment, home ownership or tenure, household occupancy and quality (damp, mould)⁴⁰.

⁴⁰ <https://ehinz.ac.nz/indicators/population-vulnerability/socioeconomic-deprivation-profile/>

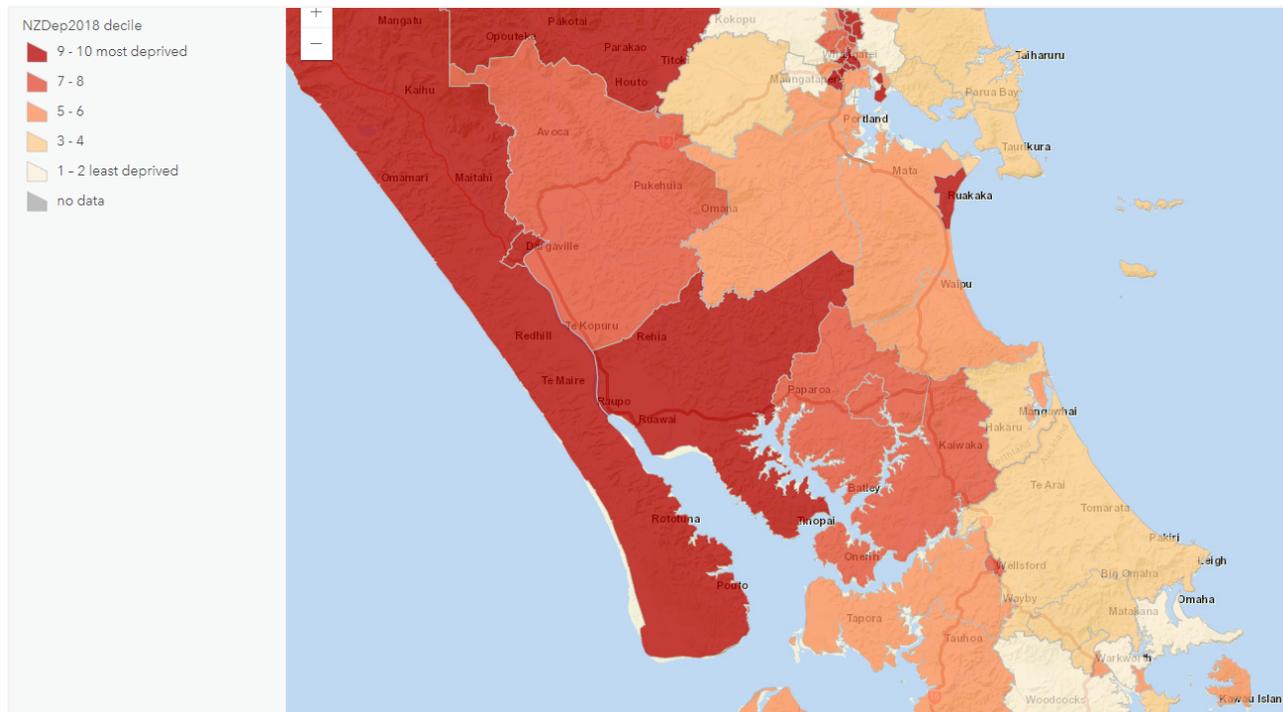


Figure A4. NZ Deprivation Statistics 2018, by statistical area 1 (SA1) and statistical area 2 (SA2), 2018⁴¹

Households, Homes & Housing Tenure

- Homes with five or more rooms are most common, representing 91% of households. The most common sized home has six rooms, representing 34% of the total. (Figure A5)
- The majority of households in Dargaville have either one usual resident (35%, 618 households) or two usual residents (33%, 591 households), (Figure A6). Of all households occupied by one person in Dargaville, 62% are occupied by a resident who is aged 65+.
- “Couple-only” and “Couple with child(ren)” households make up the largest proportion of households in Dargaville (Figure A6)
- In Dargaville and Northland, extended family households with three or more generations are more common (61%) than two-generation (36%) or single-generation (3%). In 2018, there were 99 extended daily households in Dargaville.

⁴¹Environmental Health Intelligence New Zealand (2018)

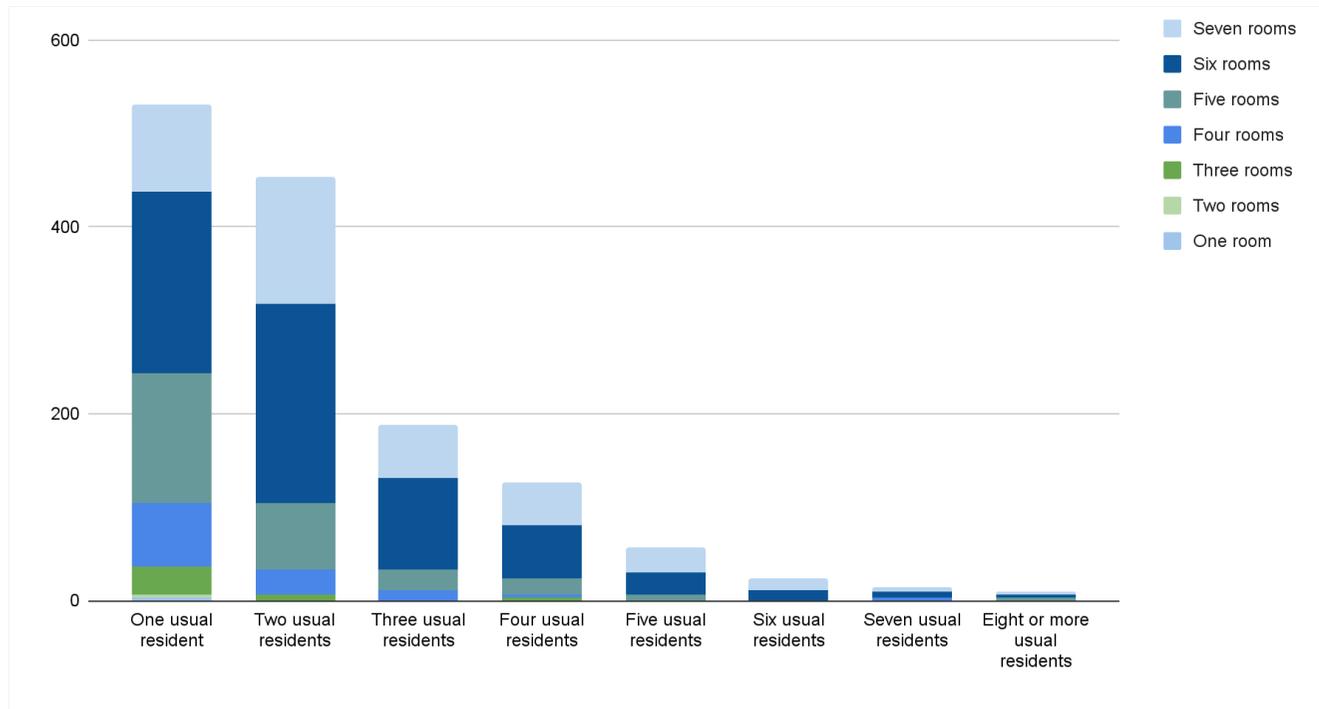


Figure A5. Number of Usual Residents in Household by Number of Rooms, for Dargaville Households in Occupied Private Dwellings, 2018 Census (Source: Statistics NZ)

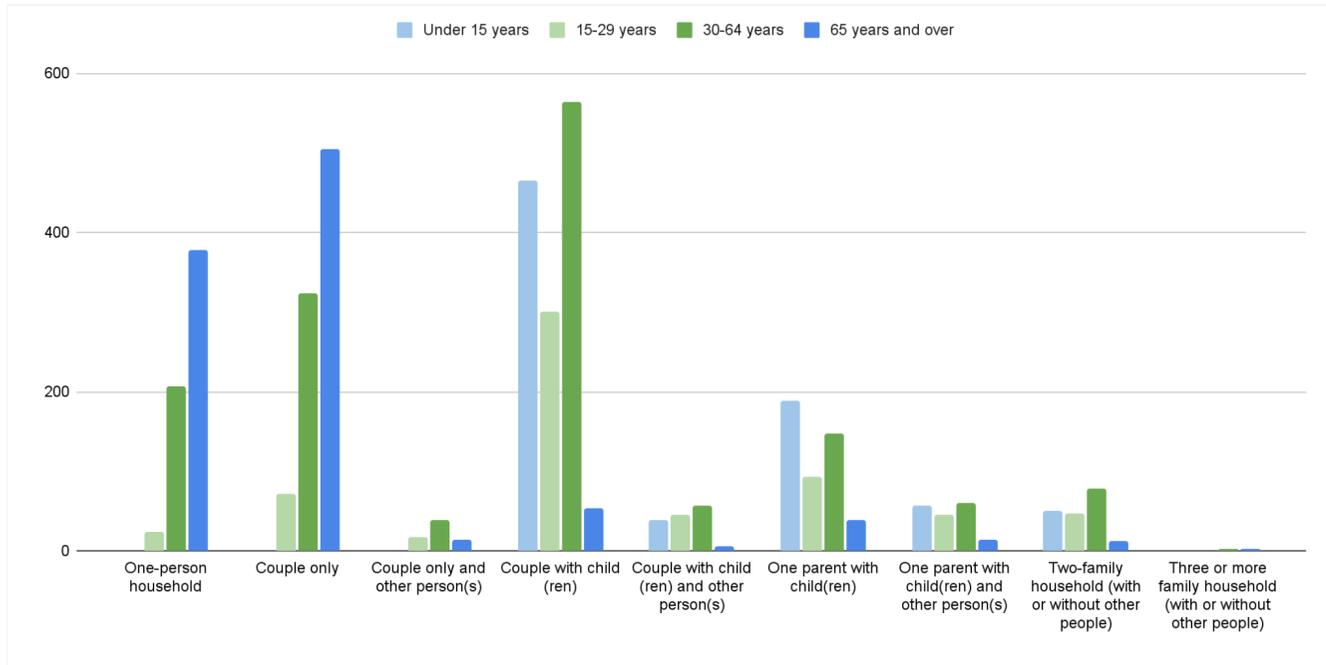


Figure A6. Dargaville Household Composition by Age, 2018 Census(Source: Statistics NZ)

Dargaville has a similar homeownership rate when compared to the Kaipara District (Figure A7), with 53% of dwellings owned or partially owned in Dargaville, and 57% in Kaipara. These figures are lower than the national average, as 64.3% of New Zealand residents live in an owner-occupied home.

In terms of homeownership data for those aged 65+, 44% of those aged 65+ in Dargaville own or partly own their own home, whereas only 27% of residents nationwide own or partly own their own home (Figure A8).

At a Northland regional level, again home ownership rates are slightly higher, 35% of those aged 65+ partly own their own home. Similar home ownership rates are found when looking at the Kaipara District, 36% of those aged 65+ own or partly own their own home.

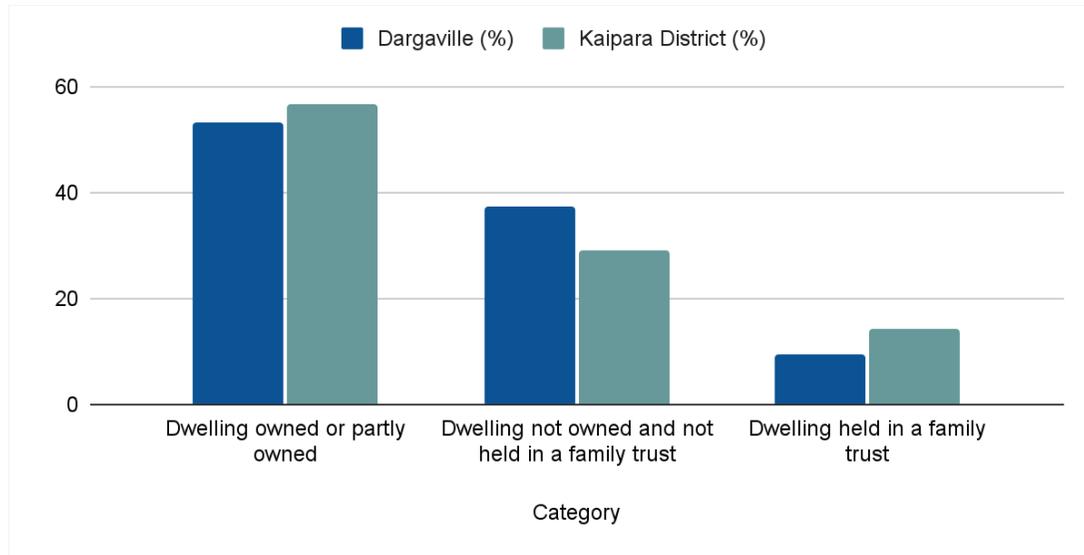


Figure A7. Tenure of Households for Occupied Private Dwellings in Dargaville and Kaipara District, 2018 Census (Source: Statistics NZ)

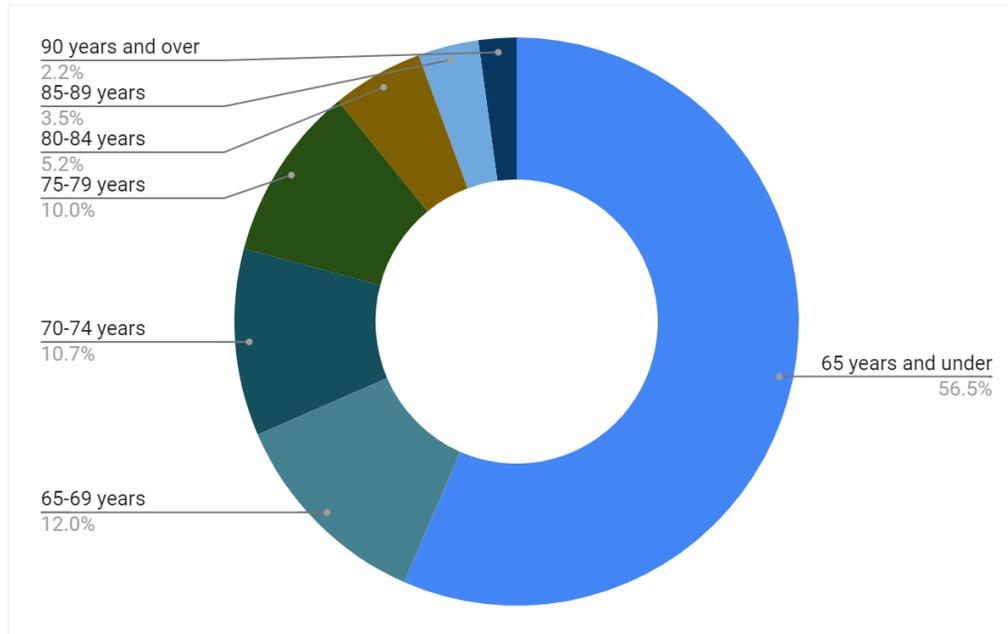


Figure A8. Home ownership profile of Dargaville's 65+ population (Source: Statistics NZ)

Migration

- Migrants to Kaipara are typically those nearing retirement age.
- Young families are increasingly represented as well⁴².

The three regions closest to Auckland; Northland, Waikato and Bay of Plenty, attracted two thirds (68%) of Auckland's regional population exodus, reinforcing the emergence of the Upper North Island as New Zealand's main population and economic centre⁴³.

⁴² Kaipara, Place, People and Key Trends Kaipara District Environmental Scan 2020

⁴³ Ibid

Looking at Auckland's contribution to migration into Northland, it has been identified that net regional migration out of Auckland is primarily outflows of people in their late twenties and through their thirties with children. This suggests the unaffordability of housing in Auckland is a key driver pushing these young families out of Auckland and into the wider upper North Island region⁴⁴.

Net regional migration outflow is also accelerated as people reach retirement. This suggests people are selling their Auckland family homes to release capital and seek better lifestyle opportunities⁴⁵. This puts added pressure on the local housing market in regions such as Dargaville, because it increases competition for houses and limits the buying power of locals.

B. Future Outlook and Projections

Population

Population and household projections are a high-level indicator of likely dwelling demand.

- Expected population growth of 8,452 in Kaipara over next 25 years, according to Infometrics (Table A3).
- In the Kaipara District, population growth has been particularly strong in the past five years, growing to 24,100 in 2019. This is the result of strong international net migration and increasing housing pressures in Auckland⁴⁶.
- COVID-19 is expected to have an initial impact on Kaipara's population growth, slowing it down over 2020 and 2021.
- However, from 2021 onwards population growth is projected to resume at a steady rate:
"Kaipara's population is expected to continue growing out to 2051, although the rate of growth gently eases over that period, to reach a population of 32,600"⁴⁷.
- In the Dargaville urban area, population is expected to continue growing steadily:
"prompted by steady employment growth in Dargaville, as well as the neighbouring rural area prompted by the Kaipara Kai initiative. Population growth in the Dargaville urban area predominantly takes place in the Dargaville SA2. However, if growth in Dargaville is stronger than projected, the Dargaville urban area may expand to include parts of the Kaipara Coastal SA2. Kaipara Coastal's projected growth reflects the growth of settlements such as Bayllys Beach and Te Kopuru. The population of Dargaville SA2 is expected to grow by 1,090 by 2051, Kaipara Coastal by 90"⁴⁸.

Table A3. Sub-District Population Projected Change (A Reproduction of Table 1 in Infometrics 2020a)

⁴⁴ Ibid

⁴⁵ Ibid

⁴⁶ Infometrics, 2020a

⁴⁷ Infometrics, 2020a. p9

⁴⁸ Infometrics, 2020a. p10

Statistical Area 2	2019	2051	Change 2019 - 2051
Dargaville	5,077	6,169	1,092
Kaipara Coastal	3,776	3,862	86
Maungaru	1,865	1,607	-258
Ruawai-Matakohe	2,520	2,418	-102
Otamatea	1,785	1,541	-244
Maungaturoto	1,318	1,582	265
Kaiwaka	2,217	2,654	438
Mangawhai	1,060	2,828	1,768
Mangawhai Heads	2,184	4,675	2,490
Mangawhai Rural	2,298	5,215	2,917
Total	24,100	32,552	8,452

Age

- The age profile of the population of Kaipara is projected to age significantly over the next 30 years, along with most areas in New Zealand⁴⁹.
- The number of youth (aged below 15 years), is projected to remain steady at around 4,600 people⁵⁰.
- The population aged 15 to 64 years is projected to grow slightly, from 13,900 in 2019 to 15,700 in 2051⁵¹.

⁴⁹ Infometrics, 2020a

⁵⁰ Ibid

⁵¹ Ibid

- In the next ten years, the majority of growth takes place as the “baby boomer” population moves into the 65+ age group⁵². The fast growing 65+ cohort (23% of total population) is expected to increase to 38% by 2043. (Note: The total number of Dargaville residents aged 65+ has risen from 1,056 in 2013 to 1,218 in 2018, an increase of 162 (15%) in five years.)

Households

- Dargaville (as defined by Statistical Area 2) is projected to experience steady growth of 530 households by 2051⁵³.
- The average household size in Kaipara is projected to decrease, from an estimated 2.37 individuals per household in 2019 to 2.14 individuals per household in 2051⁵⁴. This is driven by a combination of factors, including a changing age composition of the district’s population, increasing life expectancy, and societal trends⁵⁵:
 - An ageing population leads to growth in households of couples without children or persons living alone (such as widows/ widowers).
 - Increasing life expectancy means that individuals are likely to spend longer periods in these household types.
 - Societal trends include couples having fewer children (i.e. smaller families), increasing numbers of childless couples, and delayed childbearing⁵⁶.

The combined effect of population growth and decreasing household size is a strong growth in the number of households: “decreasing average household sizes means that more houses are required to house the same population”⁵⁷.

⁵² Ibid

⁵³ Ibid

⁵⁴ Ibid

⁵⁵ Ibid

⁵⁶ Infometrics, 2020a. p13

⁵⁷ Infometrics, 2020a. p14

Appendix 2: Community Consultation Summary

Contents

Executive Summary	3
Themes from Early Engagement:	3
Parks and Reserves Themes:	4
Themes from Community Consultation:	4
Introduction	6
Project Background & Context	6
Early Engagement Summary	8
Overview	8
Our Approach	9
Our Findings	9
Parks and Reserves Engagement Summary	16
Overview	16
Our Approach	16
Our Findings	16
Community Consultation Summary	18
Overview	18
Our Approach	19
Meeting with Racing Club Members	19
Meeting with affected neighbours	19
Meeting with Dargaville Community	21
Appendix 1: Identification of Affected Neighbours	23
Appendix 2: Early Engagement Planning	24
Appendix 3: Summary of Past Community Engagement in Kaipara and Dargaville	26
Appendix 4: Summary of Views of Dargaville Community Development Board (DCDB)	31
Appendix 5: Community Consultation Planning	33

Executive Summary

This document summarises the community and stakeholder engagement and consultation for the Dargaville Racecourse redevelopment. It outlines the project background and context, the approach to early engagement and community consultation, and insights.

Engagement was undertaken in two main phases, including Part 1: Early Engagement for Market Demand Analysis, in May 2021, and Part 2: Consultation on Concept Development Plan, in November 2021. The insights from these engagement and consultation activities have been key to ensure that the plan change responds to community aspirations and needs, and supports good community outcomes. This has been integral in the progression of this project. **Note that Engagement with mana whenua has progressed separately as part of the Cultural Impact Assessment.**

1. Themes from Early Engagement:

- **This project has the potential to help ease the severe housing shortage in Dargaville.** A number of attendees commented on the lack of supply and choice available in Dargaville currently and raised concerns about younger residents being priced out of the local market to an increasing extent. Another concern was having enough options for existing locals as well as the influx of Auckland residents who had been able to cash in on high house sale prices and move to Dargaville for the lifestyle/larger home and land package.
- **A mix of housing options (types and tenures) is critical.** The demand for rental properties was perceived to be very high; rent-to-buy schemes were also strongly suggested as a favoured solution by a number of attendees. At the moment, any rental listings will attract 30+ viewers, lots of competition and little choice in the market. Needing to cater to the existing community that was missing out on suitable housing options was a strong opinion held by many attendees. There were mixed views as to whether standalone large lot homes only or more variety i.e. terraced units or low-rise apartments were needed to suit more diverse needs. Some older residents have downsized to smaller units in old age, but still demand for retirement living options (not aged / hospital care). However, there were also mixed views about the appropriateness of a retirement village out of town, unless it was well-connected with a shuttle and if there were some additional facilities, such as a medical facility and a local produce/everyday item store.
- **The community benefit intent of the project is of paramount importance.** There were concerns raised about how the project would navigate being sold to developers, and how the community benefit could be delivered to the town as a whole rather than favouring specific groups. The story of the land and how it came to be in the possession of the DRC was also an important theme, and it was important to many attendees to honour the long history of the site. The proposed Northern Wairoa Fund, from the DRC land sale is an important part of the overall benefits this project will offer to Dargaville long-term.
- **There is a nervousness about change and development of the site.** These concerns revealed the need for transparency. People need to be taken on the journey. There needs to be opportunities for people to engage and be part of the process to ensure ownership over whatever outcomes develop.
- **The timing is right for new development in Dargaville.** A strong view came through that there was appetite for change and the acknowledgement that Dargaville was ready for both residential and commercial growth. The correlation was drawn between housing and opportunities for employment; one attendee commented that “housing sustains schools, local clubs, employment”. One caution, however, was the number of unused light-industrial sites that were observed in the centre of town and the perceived difficulties faced when trying to develop these.
- **Mana whenua have an important role to play.** Many attendees were interested in the potential for Te Rūnanga o Ngāti Whātua’s involvement in developing the site. Te Roroa and Te Kuihi narratives and history about the site must be recognised and understood as part of this development, including how and why land was gifted by ancestor Parore Te Awha (of Te Kuihi) to the Dargaville community.
- **The relationship between housing and light industrial needs to be carefully managed.** Concerns were raised by attendees about how housing and light industrial might coexist, what the transition or buffer between them might be. The relationship between rural activities and housing also needs to be managed, with concern about reverse sensitivities.

- **It is important to provide potential future residents with good access to amenities, but the town centre also needs to be looked after.** Connectivity to the town centre was raised as a concern for making development at the site favourable to locals. A wide range of amenities were raised by attendees as being potential options for the site, including medical facilities, café or restaurant, green space (i.e. park/reserve/garden/off-leash area for dogs/picnic area), community hall or facilities, accommodation, and/or leisure facilities (i.e. 9-hole golf course). The future of the Pony Club and how it could be incorporated in a development plan was a concern of many attendees.
- **Mitigating the potential environmental impacts of the development is important.** Preserving and enhancing the natural ecology of the site was discussed by attendees, as was the importance of social sustainability and using local suppliers to develop the site where possible. It's also important to acknowledge that many community members agree with the vision for Kaipara to be the 'food bowl of NZ' and some people thought primary production activities were the best use of this site.

2. Parks and Reserves Themes:

- **The community benefit intent of the project is of paramount importance.** There were concerns raised about how the project would navigate being sold to developers, and how the community benefit could be delivered to the town as a whole rather than favouring specific groups. The story of the land and how it came to be in the possession of the DRC was also an important theme, and it was important to many attendees to honour the long history of the site. The proposed Northern Wairoa Fund, from the DRC land sale is an important part of the overall benefits this project will offer to Dargaville long-term.
 - A Council- owned park is one way to provide ongoing community benefit from the development of this site.
- **Mana whenua have an important role to play.** Many attendees were interested in the potential for Te Rūnanga o Ngāti Whātua's involvement in developing the site. Te Roroa and Te Kuihi narratives and history about the site must be recognised and understood as part of this development, including how and why land was gifted by ancestor Parore Te Awha (of Te Kuihi) to the Dargaville community.
 - The opportunity to design a new public open space, park or reserve could incorporate Te Roroa and Te Kuihi narratives and history about the site, for the benefit of iwi, whānau, rangatahi and the wider Dargaville Community.
- **The relationship between housing and light industrial needs to be carefully managed.** Concerns were raised by attendees about how housing and light industrial might coexist, what the transition or buffer between them might be. The relationship between rural activities and housing also needs to be managed, with concern about reverse sensitivities.
 - A public open space area between rural activities and housing can help to mitigate reverse sensitivities.
- **It is important to provide potential future residents with good access to amenities, but the town centre also needs to be looked after.** Connectivity to the town centre was raised as a concern for making development at the site favourable to locals. A wide range of amenities were raised by attendees as being potential options for the site, including medical facilities, café or restaurant, green space (i.e. park/reserve/garden/off-leash area for dogs/picnic area), community hall or facilities, accommodation, and/or leisure facilities (i.e. 9-hole golf course). The future of the Pony Club and how it could be incorporated in a development plan was a concern of many attendees.
 - The community recognises that housing development of this scale benefits from the provision of amenities like green spaces. Specific ideas for a public green space on this site included parks, reserves, off-leash areas for dogs and picnic areas. A (private) golf course was also suggested.

3. Themes from Community Consultation:

- Separation with neighbouring properties: Separation with neighbouring properties is not sufficient. Response: To be addressed in the Plan Change provisions. Need to consider possible measures, e.g. larger Setbacks for habitable buildings, acoustic insulation for dwellings, acoustic fencing or bund, dense planting buffer, no complaints covenant.

- KDC Infrastructure: Existing infrastructure (water and wastewater) will not be able to cope with extra loading. Response: The developer will have to pay for the required upgrades/ extensions to support the additional load resulting from this PC, i.e. users pays.
- Stormwater: This is a wet site, water ponds onsite and downstream properties are flooded by this property. Response: Stormwater management will be designed to ensure there is hydraulic neutrality from pre to post development.
- Traffic: Increase in trip generation will result in safety issues at T-intersection, even with an upgrade. Response: Awakino Point North Road will be sealed as part of this development. Design of upgrade to T-intersection will be done to ensure safety of users. Waka Kotahi have indicated that lowering the speed limit on SH14 is an option.
- Geotech: Geotech engineers have not done any testing within the south eastern part of the site, where it is extremely wet and soft. Response: Geotech report covers the whole site.
- Rates increase: The rates on the neighbouring properties will increase as a result of the up zoning of this site. Response: Rates are based on the zoning of the property (amongst other variables). So, rates will not increase because a neighbouring property has a different zone.
- High residential density: Too many dwellings. Better to have a rural-residential lifestyle density, e.g. 5-10 acre blocks. Response: The proposed density is slightly less than the current residential density for Dargaville, i.e. 600m², while we propose 500m².
- Food production use is better: Fertile flat land should be used for food production, not houses. Response: concern noted.

1. Introduction

Project Background & Context

A plan change is proposed to support the potential redevelopment of the Dargaville Racecourse with residential, commercial, industrial uses, and public open space. Located 3km outside of Dargaville town, the site is currently zoned rural. The Spatial Plan indicates future industrial zoning for the site. The proposed zoning and layout for the concept development plan has been developed from balancing physical site and contextual constraints, market demand, community and stakeholder aspirations, mana whenua values and good urban planning practice.

The purpose of the plan change is to provide for a viable and sustainable mix of residential, community, business, and open space that complements and supports Dargaville. The key features of the Plan Change are:

- A variety of residential sites and housing typologies including retirement style living and papakainga style living
- A Hauora intent for community wellness, to ensure there is a strong heart to this community, to provide accessible and vibrant community shared spaces, facilities and services
- A Neighbourhood Centre area catering for the local day to day needs within an easy walkable distance
- A Light Industrial area to provide for business activity growth, while compatibility is managed
- Public open spaces, both an elevated park and neighbourhood parks, providing for informal recreation and community wellness, like community food gardens and orchards
- Walking and cycling, both within the site and linking the site to Dargaville town
- Encouraging sustainability and resilience through supporting onsite harvesting of rainwater and onsite solar power generation
- Reticulated water and wastewater services
- Blue-green network to address the dual purpose of stormwater management and walking/cycling linkages

The proposed redevelopment of the Dargaville Racecourse offers a significant opportunity in shaping the future for Dargaville and its people and represents a catalyst for change in the Dargaville community and the project's wider context. Because of the significance of this project in the Dargaville community, engagement and consultation has been key to ensure good community outcomes and has been integral in the progression of this project.

Community engagement, visioning, and consultation have uncovered important insight to the full breadth of the community's housing aspirations in Dargaville, the needs of both the existing and future community, and have given key stakeholders opportunities to review and provide feedback on the concept development plan as it evolved.

The Timeline for the Dargaville Racecourse Development



Figure 1. Timeline of the Racecourse Development, including engagement and consultation activities.

There were two key parts to the overall engagement process:

- Part 1: Early Engagement For Market Demand Analysis (May 2021)
 - Wider community
 - Housing Demand Survey
 - DRC Members
 - Neighbours
- Part 2: Consultation On Concept Development Plan (November 2021)

Engagement with mana whenua has progressed separately as part of the Cultural Impact Assessment.

2. Early Engagement Summary

Overview

Community and stakeholder engagement has been vital to understand the community and key stakeholder aspirations for Dargaville and understand the variety of needs of both the existing and future community members. Talking to the community has enabled a concept development plan that fits with what the community wants and needs, now and in the future.

This work complements other engagement work that occurred through a housing survey, over 65s focus group engagement, market sounding and engagement, and the iwi-led engagement and should not be considered in isolation.

Conclusions are not provided in this document as the findings are incorporated across other consultant deliverables. A SWOT analysis, for example, is provided as part of the final Market Demand Report deliverable to synthesise the findings collated in this document.

Note: Previous engagement prior to the approval of PGF funding has found that the residents of Dargaville have many future aspirations for their community, from developing local industries and production as the 'food bowl for New Zealand', to more tertiary education choices, to building a range of walkways, cycleways and recreation facilities or providing single family homes, retirement living and mixed-use development. Because consultation on the Spatial Plan was undertaken before this project had received PGF funding, it was important to reach out to the community once again, to understand specific needs and aspirations around this opportunity and the potential future of the Dargaville Racecourse site.

The early engagement summary:

- Documents the start of the engagement process with key stakeholders, including neighbours, the community, and tripartite members about the development of the Racecourse site.
- Supports the development of a Concept Plan for the Racecourse site by researching:
 - o demand for housing, commercial and industrial activities and community amenities in Dargaville.
 - o community needs, concerns and aspirations for the site.
- Supports the evidence needed for a Private Plan Change submission for the Racecourse site.

Initial community stakeholder and community engagement has included the following:

- Engaging with tripartite members (Dargaville Racing Club, Te Rūnanga o Ngāti Whātua, Dargaville Community Development Board) about their aspirations for the site
- 3 community meetings; one with neighbours (20 attendees approximately), one with Dargaville Racing Club members (8-10 attendees), one with the wider community (50-60 attendees approximately). Further engagement and consultation is planned through June/July/August including a housing survey, targeted engagement for potential retirement village residents, and consultation on the development plan.
- Phone calls for one-on-one interviews with key local stakeholders identified by the tripartite group.
- Specific engagement with mana whenua (including Te Roroa, Te Kuihi, Te Parawhau and Te Uri O Hau) is not recorded in this document but in the Cultural Impact Assessment for the Plan Change.

Our Approach

Early engagement built on previous engagement done in Dargaville, which was analysed by way of a desktop review of existing engagement insights (see Appendix 3).

By reviewing the past engagement feedback, and from conversations with the project team and key stakeholders (from the tripartite governance group), it was apparent that there was a need for targeted, additional engagement with specific stakeholder groups to inform and benefit the concept design of the Dargaville Racecourse redevelopment. Engagement events were promoted by advertisements on social media and in the local paper, The Kaipara Lifestyler (see Appendix 2), and stakeholders were contacted by letter (see Appendix 2). For more information on the approach to early engagement, refer to the Dargaville Racecourse Engagement Overview in Appendix 2.

Our Findings

The data below is coded as follows:

Purple = The views of neighbours, shared on 27 May 2021

Orange = The views of community members, shared on 27 May 2021

Green = The views of Dargaville Racing Club members, shared on 27 May 2021 and as tripartite members

Yellow = The views of Te Rūnanga o Ngāti Whātua

Grey = The views of key stakeholders [identified by the tripartite group e.g. Gordon, Lambeth Architectural]

Topic 1: Racecourse Site Aspirations

People were asked to consider what type of housing they want to see at the site, what other services and facilities could be important at the site, and generally what they would like to see done with the site. People were also asked to share their concerns with the potential development.

What would you like to see at the site?

<p>Community</p>	<ul style="list-style-type: none"> ● Story of the land: Parore Te Āwha / Pouaka Parore and Pouritanga Parore ● Opportunity for Dargaville – Innovation, Entrepreneurship, Do something ● We must move forward. Protect our community – working together. ● No more racing – but we have an asset, so let's use it. ● Mixed community – concern about anti-social behaviour ● “Let's look after our community first” ● Giving back to the community is critical
<p>Environmental</p>	<ul style="list-style-type: none"> ● Urban and industrial development to the north east on rural land and SH14 will avoid sensitive ecology and productive soils ● Development self-sufficient (solar, septic, water etc...) ● If two different areas are close (industrial & housing) potential for noise and conflict ● Water supply from town? ● Solar powered ● Water/septic self sufficient ● Wind turbines (small) ● All engineered timber ● Building with solid mass for solar efficiency ● All dwellings and associated commerce north facing industrial and services south side adjacent to Awakino Point North Road ● Enhance the natural features; pond/wetland area ● “We already have our own parks – they're farms.”

	<ul style="list-style-type: none"> ● Need buffers ● Buffer zones – avoid reverse sensitivity. ● Want it to be sustainable legacy for the grandchildren
Transport	<ul style="list-style-type: none"> ● Bus service in to Dargaville (shuttle) ● Need a bus service to get people in to town ● Shuttle service ● Bus service/shuttle ● Connect to town; walkway/cycleway, continuous loop, electric bus (10 seater) town to racecourse ● Sealed road around the whole area ● Green space/ bridle way around the whole site for others to use-walkers, runners and cyclists ● Electric vehicles only
Housing	<ul style="list-style-type: none"> ● Quality housing ● Mixed financial range of houses ● Bring it on! Residential and Industrial ● Combination of different \$\$ houses (i.e. variety of price points) ● Support housing and light industry ● Gating and security for safety in retirement ● Residential ● Housing affordable place for whānau of local hapū ● Agree on providing rental accommodation, open spaces, retirement facilities, parks ● Offer 2 to 4 years to pay for a section along with a rates concession ● Minimum of ¼ acre sections for residential ● Create income stream from rentals for future growth ● If housing is objective, then industrial area should not be in tandem ● Reserves and pony club area a buffer zone for houses ● Private homes and rent-to-buy ● Retirement Village ● Retirement Village; self-contained to include a small shopping centre including - foursquare type shop, medical room for doctor weekly consultations, community hall ● Private homes ● No rentals unless rent-to-buy ● Intergenerational living ● Tiny home sections/affordable ● Live/work units, Commercial integration ● Retirement Village (not a rest home) ● Covenant pets (conflict) with lambs ● Don't want houses on the boundary edge ● More affordable housing-futureproofing for our community ● Balance of work + houses + retirement village ● Give them the opportunity to buy ● Affordable houses/sustainable growth
Services and Facilities	<ul style="list-style-type: none"> ● Medical facilities ● Cafes ● Restaurants ● Restaurant ● Decent Kai ● Playground accessible ● Zip line on raised part ● Banking facilities ● Gates, security ● Lighting ● Reserves/picnic areas (could incorporate Pony Club area)

	<ul style="list-style-type: none"> ● Communal gardens – veges etc... ● Happy for housing.... Really want large green space as reserve for Pony Club and benefit of all community (accessible) e.g. small bridal path space for equestrian ● Medical consultation in small community hall perhaps in the Retirement Village ● BBQs in open parks, playgrounds ● MANA WHENUA MARAE ● Marae and community gardens ● Community hall and park area ● We need industry in Dargaville ● A nice functional centre with a restaurant for dining and functions ● Community Hall ● Set up a factory and sell sections around the factory ● Interdenominational worship space (Jewish, Muslim, Christian) ● Use flat areas for sports fields & parks for walking ● Create green areas for walking, setting out parks, and planting many trees ● Designate green space as a reserve (Papatoetoe)?? ● Pony Club would like to stay in current position - 10 acres minimum ● An area for Pony Club maybe upgraded Arenas (Parking all weather) (dressage, green area for show jumping) ● Pony Club to be included in the development while space allows (temporarily!) ● Dedicated dog park (off leach area) ● Mini golf – old and young people (open space) ● Keep pony club (\$1 per year lease). Move the pony club – as buffer between dairy farm and residential ● Accommodation 4-5 Star; café & bar; doubles as Function Venue ● Commercial investment ● Food growing industries ● Leisure – 9-hole golf course ● Nice public space ● Green space ● Gardens – feed the kids ● Housing sustains schools, local clubs, employment ● Keep an area as equine e.g reserve buffer e.g pony club (3-4 acres/ha Need housing quality & industrial/commercial) ● Dressage area 60mx40m ● Growing demand for equine facilities-dressage ● (Barge Park-Whangarei) ● Northland doesn't have a need for large facilities ● Keep track loop in physical farm ● 10ha OK for equine reserve ● Maungaturoto Resthome-create employment ● 10ha ok for equine reserve (precedent Hakani near Mangawhai) ● Contact Ministry of Ed re: Northern Wairoa report on demand for Riding for Disabled ● Shared community space for horse ● Riding for disabled ● An area that stays equine-eg Pony Club + growth of pony clubs ● Preserve or relocate the Pony Club
<p>Other</p>	<ul style="list-style-type: none"> ● Dollars per person of economic growth? ● Secure land on the outskirts and open up an industrial part ● Build on hill areas ● Dargaville builders should be used ● Develop from the racecourse then towards town to connect up the infrastructure ● Something attractive ● Idea – no complaints covenant ● Respect for the legacy of the Club

	<ul style="list-style-type: none"> ● Purpose of Club reflected in the plan ● Respect the legacy of the RC ● Respect the predecessors of the Club ● Financially sustainable, affordable, needed to support employment
--	--

What are your concerns?

Community	<ul style="list-style-type: none"> ● No jobs ● Not another town ● Grow Dargaville instead ● Need to start in town before you start at DRC ● Pride in home ● Don't want to lose lifestyle – Be mindful of the people who are here already ● Safety. Feeling safe in home – with neighbours. ● Do we have the population to support this development?
Environmental	<ul style="list-style-type: none"> ● Natural features e.g. wetlands get drained (not enhanced) ● Retaining horticultural land – 6-7% for growing ● Herbicide/Effluent spraying – notifying neighbours within 300m is challenging ● Services? Wastewater treatment close water here ● Dogs & kids disturbing the animals. Also, the smell ● Dairy farm as neighbours. Herbicide spraying only 300 metres away ● Size of lot. Storm water. Sewerage water supply ● Noise in the early morning. Housing nearby
Transport	<ul style="list-style-type: none"> ● No cars inside the development please ● Access for elderly people ● Limited access highway ● Intersection ● Traffic – speed, volume ● Stakeholders identified mobility issues when developing at the racecourse site; especially because of all the logging trucks that passed the site and how inaccessible the site currently felt from the town centre because of a lack of footpath infrastructure. ● The rail line and the potential for future rail to connect Dargaville to Auckland was also raised by stakeholders as something to consider.
Housing	<ul style="list-style-type: none"> ● Having rentals unless rent-to-buy ● Too far out of town for a retirement village ● Keep them well-separated ● A few apartment buildings for those who can't afford to buy a house OK ● No Flatbush mark 2 or Stonefields ● Housing – don't want slum – noise. ● People would need to know WHY you would need new houses
Services and Facilities	<ul style="list-style-type: none"> ● No heavy commercial or chook farm ● No big box retailer!!! ● No fast food chains! ● Strongly oppose industrial ● No industrial if homes are built ● No industrial ● Losing Pony Club ● Would not want it to be turned in to an industrial area ● Commercial and retail? Not light industry or heavy ● One stakeholder had walked all the streets within the town centre (within the last 6 months) and recorded that there were 107 different businesses currently along the high street and

	<p>only 1 vacant site. Any development at the racecourse needed to complement and not detract from the current retail mix in the town centre.</p>
Other	<ul style="list-style-type: none"> ● Don't want a developer to 'rape' us, needs to be local/iwi-led project ● Developers don't make it too expensive (for locals) ● How do we prevent government pinching our \$ ● NZTR taking the \$ ● Let it be farmed ● The NZTR needs to let DRC do what they have to. Not take something that isn't theirs. ● Do the committee and community know the history prior to the Dargaville Racecourse? ● Will the CIA incorporate the wahi tapu areas of significance/Māori owned land? ● Asbestos in buildings a concern ● If Ngāti Whātua wants a steak in the pie; shouldn't they be putting money into it now before he Shane Jones money runs out ● How much control do we have when the land is sold to developers? ● What are the terms of the Northern Wairoa Fund? How will mana whenua benefit? ● Too many people make complaints. People not used to rural life = complaints ● Elderly people on mobility scooters on the road ● Who will be moving in? Who will be the developer? ● Why have housing next door to industrial? ● Council (consenting) process too hard ● No concept plan. Hard to visualise ● Do we sell property, or do we want an active role in the future? ● Original purpose was to support the Racecourse-KEEP IT ● Acknowledge the change in racing and what this means to the community ● 25 ha lease to Philips-gives good return ● Williamsons free digger + limestone (goodwill) ● There has been information released with organising PGF funding that indicated a 2023 to 2030 timeline for the development of the site; there were concerns raised about whether or not this was based on feasibility and the lack of clarity and certainty would likely affect the local market response if not addressed. <p>Stakeholders also commented that there were also previously reported numbers about the site capacity that needed to be clarified and re-communicated to local landowners and community members with the ability to influence the delivery of development in Dargaville i.e. the stakeholders had heard that the site was intended to have 120 retirement units on it and that 150 standard sections would likely be released to the market.</p>

- "It had taken four years to get through the subdivision and building consent process - Unfortunately we had a terrible engineer that combined with the KDC didn't help our cause. Yes we are in the flood zone, and were asked to build at 4.1 to the OTP datum, which would have been 1.6m above the ground level, which isn't really appropriate for a workshop. We are building a steel shed with concrete rib raft floor and all our electrical points will be well off the ground anyway to get around the height and to build at 3.5 OTPD i have signed my life away on a section 72".
- "Really long story, if I was to build again it would not be in the KDC, but unfortunately my business is built on local support. (we have friends and family building in whangarei with way less issues)".

Topic 2: Community Aspirations

People were given the opportunity to discuss their community aspirations and asked to think about why people move to Dargaville and what helps them stay. People were also asked to think about if Covid and the lockdowns impacted Dargaville?

- Council upgrades needed
- Need someone promoting the town
- Wake the town up – help

- Tidy the town up – restore pride
- Challenge to get building owners to tidy your buildings
- We're a 2-star accommodation place
- Plaque in remembrance of a tīpuna – telling the story of land (Parore Te Āwha)
- Empty industrial in town, we need more houses
- How do you propose to attract more residents to Dargaville; upgrade the town, lights on the NW bridge

Concerns about community aspirations:

- Local business owners mentioned challenges of consenting retrofit properties for their businesses (4+ years for one farm motorcycle company) and even new builds, considered easier, are taking years to get consented in Dargaville. Both of these are challenges because the quality of industrial and commercial buildings in Dargaville is low - demand for new high-quality buildings suitable for local business.
- Sportsville development was a massive community-led effort to get funded and constructed for the benefit of Dargaville. Budget limitations / uncertainty meant lower spec development (without bells & whistles) resulted.
- Concerns were expressed about the previous engagement undertaken by Council. It was described as having a “twisted view” by predominantly engaging with a few loud voices and now the private sector when developing the future zoning and vision for Dargaville. AS a result stakeholders felt the Council zoning and plans were not representative of any likely reality or “how development would actually play out for Dargaville”.

Future Residents in Dargaville:

- Cheap housing for young families to own/rent-to-buy
- Trend for Dargaville people going to Whangarei not what we want

Topic 3: Environmental Aspirations

- Many community members agree with the vision for Kaipara to be the ‘food bowl of NZ’. The land in Kaipara is high quality and maintaining the production economy is important.
- Trend of land use change in rural areas, less dairy farming activities (especially around Racecourse site) as farms transition to beef, chickens and seasonal cropping. Only one dairy farm off Awakino North Road now.
- Ngāti Whātua have a strong aspiration to purchase land and operate horticultural or crop activities, and process botanicals (for example) in the Kaipara area.
- Retirement village wrong use of the land; soils are good for agriculture (asp. flat land area)
- Whole thing owned by a trust to support horticulture activity (short term cropping)
- Water supply/sewage/stormwater need to be considered
- Many community members agree with the vision for Kaipara to be the ‘food bowl of NZ’. The land in Kaipara is high quality and maintaining the production economy is important.

Topic 4: Transport Aspirations

- Link to town
- Link to rail/water
- Walking tracks

Topic 5: Housing Aspirations

People were asked to think about how easy or difficult it is to find a good quality rental property in Dargaville, how easy or difficult it is to own a home in Dargaville, and if there are any groups that are not served by current housing options (e.g. young families, families with teenagers, single workers, older residents who want to downsize?).

- **Rentals**
- **Don't want rentals**
- **Rent-to-buy**
- **Retirement village idea good**
- **Retirement village wrong use of the land; soils are good for agriculture (asp. flat land area)**
- **If Port of Auckland likely to be in Whangarei-housing critical?**
- **One community member mentioned buying a house for \$250,000 4 years ago which has doubled in value since then.**
- **Demand for retirement village clear from 2017 Ansell report and discussion with local community members**
- **Ngāti Whātua have aspirations to develop and operate a retirement living facility, to provide income and employment for local people.**
- **“With an 18.3% rise in population [between 2013 and 2018] (especially in the older and young family demographics) but only a 2% increase in residential supply, no wonder there is a significant housing shortfall in Dargaville” one stakeholder commented. By this stakeholder’s calculations if there were an average of 2.3 people per household there would have been 900 households who needed a home between 2013 and 2018, which put the estimated shortfall at 410 houses for this period. This didn’t account for the potential growth there could be if additional economic opportunities were created in the town.**
- **A follow on effect of not providing housing was that the school rolls were dropping because families had to move elsewhere in Northland to find the homes they needed. The stakeholder interviewed didn’t feel this phenomenon was being responded to anywhere.**
- **Concerns were raised by some stakeholders that the cost of subdivision meant that many potential sites were not being made available because it wasn’t worth the cost to people.**

Topic 6: Services and Facilities Needed in Dargaville

- **Competition for Countdown**
- **Don't need an information centre (on this site)**
- **Don't need accommodation (i.e. motel) (on this site)**
- **We need commercial, not industrial**
- **We need industry in Dargaville. Oamaru District Council had a great concept and would be worth getting in touch with them. They secured land on the outskirts of Oamaru and opened an industrial part. They put in a sealed road and about 10 sections and to kick it offered 2/4 years to pay for the 1st section and also a rates concession this got a company come in and set up a factory and one by one all sections sold. Manufacturing can be done here as good as Auckland. (Vernon Suckling happy to provide contacts)**
- **Already have a golf course**
- **Mangaware, Masonic & Council**
- **Don't want industrial...but it does create work**
- **Supermarket competition**
- **Need housing quality & industrial/commercial**
- **Kumarani Productions Trust**
- **Dargaville town needs to upgrade some of its services i.e. banking, health care, parking.**

3. Parks and Reserves Engagement Summary

Overview

The redevelopment of the Dargaville Racecourse is an opportunity to respond to local demand for new public open space amenities, and the additional needs of new residents through the provision of a public reserve vested to Council.

Early engagement with Kaipara District Council officers indicated that there is no appetite to vest additional parks assets, and their maintenance requirements, given the limited rates base to support it. However, if community engagement can define a function or purpose that has been identified by the community, vesting of a proposed reserve could be considered. Engagement was therefore undertaken to determine the demand for public open spaces within the proposed development.

The parks and reserves summary:

- Documents previous engagement that has informed planning and/or development in Dargaville.
- Has guided the design for the Concept Plan for the Racecourse site by gaining insight from:
 - Key stakeholders, including neighbours, the community, and tripartite members about the development of the Racecourse site.
- Demonstrates that there is a demand for new public open space amenities.
- Supports the evidence needed for a Private Plan Change submission for the Racecourse site.

Parks and reserves engagement has included the following:

- Meetings with neighbours, the community, and tripartite members about the development of the Racecourse site.

Our Approach

To build a picture of the demand and specific function for public open space in Dargaville, information from the early engagement process was compiled, and specific engagement feedback and community aspirations for public open space in Dargaville highlighted.

Our Findings

The data below is coded as follows:

Blue = Previous engagement¹ undertaken in Dargaville

Purple = The views of neighbours, shared on 27 May 2021

Orange = The views of community members, shared on 27 May 2021

Green = The views of Dargaville Race Club members, shared on 27 May 2021 and as tripartite members

Turquoise = The views of Dargaville Community Development Board members

Yellow = The views of Te Rūnanga o Ngāti Whātua

Grey = The views of key stakeholders (identified by the tripartite group)

¹ **The previous engagement documents summarised include:**

Kaipara Spatial Planning | Consultation Document: Let's Talk About Options For Dargaville, Maungatūroto & Kaiwaka. November 2019
Engagement 1 - Issues, Vision and Principles: Kaipara spatial planning project for Dargaville, Maungatūroto and Kaiwaka. July/ August 2019

Let's talk about options – Survey Analysis December 2019
Dargaville Meeting District Plan Feedback themes (DCDB)
Kaipara Spatial Plan (Parts A-E)

Youth Feedback

- Demand for places to go and eat, places to gather and be active including more recreation activities, entertaining activities and public events
- Walking and cycling

Transport Aspirations

- Improve walking and cycle connections
- Connect the town centre and wider community with the Northern Wairoa River
- Link to town
- Link to rail/water
- Walking tracks

Services and Facilities Needed in Dargaville

- Places to gather and be active both indoors and outdoors
- Parks and Playgrounds – Free BBQ's
- Youth facilities
- Swimming Pool 365 days of the year
- Already have a golf course

Racecourse Site Aspirations

Community	<ul style="list-style-type: none"> • Story of the land: Parore Te Āwha / Pouaka Parore and Pouritanga Parore • We must move forward. Protect our community – working together. • No more racing – but we have an asset, so let's use it. • "Let's look after our community first" • Giving back to the community is critical • Concern dogs & kids disturbing the farm animals. Also, the smell
Environmental	<ul style="list-style-type: none"> • Urban and industrial development to the north east on rural land and SH14 will avoid sensitive ecology and productive soils • If two different areas are close (industrial & housing) potential for noise and conflict • Enhance the natural features; pond/wetland area • "We already have our own parks – they're farms." • Need buffers • Buffer zones – avoid reverse sensitivity. • Want it to be sustainable legacy for the grandchildren
Services and Facilities	<ul style="list-style-type: none"> • Playground accessible • Zip line on raised part • Lighting • Reserves/picnic areas (could incorporate Pony Club area) • Communal gardens – veges etc... • BBQs in open parks, playgrounds • Marae and community gardens • Community hall and park area • Use flat areas for sports fields & parks for walking • Create green areas for walking, setting out parks, and planting many trees • Designate green space as a reserve (Papatoetoe)?? • Pony Club would like to stay in current position - 10 acres minimum • An area for Pony Club maybe upgraded Arenas (Parking all weather) (dressage, green area for show jumping) • Pony Club to be included in the development while space allows (temporarily!) • Dedicated dog park (off leash area)

	<ul style="list-style-type: none"> ● Fear of losing Pony Club ● Golf Course; I appreciate that the golf course concept is not for everyone and potentially if it's a 9-hole course it requires approx 13 hectares and developer investment. <ol style="list-style-type: none"> 1. Option 1: Included in the land mass for utilisation by everyone, retirees, new housing residents, visitors and community. Memberships desired to pay for costs and maintenance. 2. Option 2: Included in the Retirement Village facilities - refer One Tree Point subdivision with 9-hole golf course. This could be an alternative with a multi-use facility with visitors and community membership offered to generate income. Par 3 and 4 holes only would require less land. ● Mini golf – old and young people (open space) ● Keep pony club (\$1 per year lease). Move the pony club – as buffer between dairy farm and residential ● Leisure – 9-hole golf course ● Nice public space ● Green space ● Gardens – feed the kids ● Keep an area as equine e.g reserve buffer e.g pony club (3-4 acres/ha Need housing quality & industrial/commercial) ● Dressage area 60mx40m ● Growing demand for equine facilities-dressage (Barge Park-Whangarei) ● Northland doesn't have a need for large facilities ● Keep track loop in physical farm ● 10ha ok for equine reserve (precedent Hakani near Mangawhai) ● Contact Ministry of Ed re: Northern Wairoa report on demand for Riding for Disabled ● Shared community space for horse ● Riding for disabled ● An area that stays equine-eg Pony Club + growth of pony clubs ● Preserve or relocate the Pony Club
--	---

4. Community Consultation Summary

Overview

The initial insights from early engagement along with other key research and market insights, were used to guide the design of the concept development plan for the Dargaville Racecourse. This concept plan was then presented back to the community, so that the design was responsive to community concerns and aspirations.

The community consultation aimed to inform the community about the proposed concept development plan for the Dargaville racecourse, before it is lodged as a plan change, and to elicit support and any feedback for the plan. This consultation will support the plan change application process, by building community awareness and buy-in about the project as well as allowing for community feedback to be incorporated into the design as applicable.

This consultation is in addition to statutory community consultation that will occur as part of the RMA plan change process.

The community consultation summary:

- Documents community feedback on the initial concept development plan
- Has guided the design for the Concept Plan for the Racecourse site by gaining insight on:
 - likes and dislikes of the proposed concept development plan
 - overall community concerns and aspirations regarding the development.
- Supports the evidence needed for a Private Plan Change submission for the Racecourse site.

Community consultation has included the following:

- Meetings with Racing Club members, affected neighbours, and the Dargaville Community, to review the concept development plan.

Our Approach

The community consultation builds on earlier engagement in May 2021; the insights from this process are summarised in Part C, above.

Consultation sessions were promoted by advertisements on social media and in the local paper, The Kaipara Lifestyler (see Appendix 5). Affected neighbours were identified (see the Affected Neighbours Map, Appendix 1), and contacted by letter (see Appendix 5). For more information on the approach to community consultation, refer to the Community Consultation Overview in Appendix 5.

1. Meeting with Racing Club Members

Meeting 1	Dargaville Racing Club members
Venue	Dargaville Racing Club, SH14

Light industrial

- Good to see the Light Industrial area that potentially won't be affected by flooding

Residential

- Good to see the housing opportunities for various types of people (individuals, families, elderly) creating a lively community.

Infrastructure / Landscape

NIL

Traffic

NIL

Social impacts

NIL

Other comments

- Good to see considerations of open space and connections from the blue/green network and opportunities for recreation/leisure to move throughout the area.
- Positive to see that this will support many people and the community at large

2. Meeting with affected neighbours

Meeting 2	Neighbours of site
Venue	Dargaville Racing Club, SH14

Light industrial

- Would prefer industrial area in the right bottom corner of concept - is there potential to swap the retirement village and light industrial around?

Residential

- Don't like the density of housing presented in this concept. Would prefer to see a much lower density of housing across the development, inclusive of the retirement village.

- Retirement area is placed too close to the swamp area and too close to the neighbouring cow shed (smell, dust, noise)

Infrastructure / Landscape

- Stormwater and wastewater infrastructure upgrades needed - current residents don't want this to affect their rates.
- Concerns of water from the open space area, running off onto the retirement village

Traffic

- Traffic coming off SH14 is a big concern
- Speed concerns from SH14 - could the speed limit be lowered?
- Concerned about the amount of vehicle traffic moving in and out of the site

Social impacts

- Concerns of social housing being a part of the development and having a largely negative impact in community and on neighbours.

Other comments

- The buffers and setbacks are not large enough. Buffers on north, east and southern boundaries of the site should be more heavily buffered with various types of planting.
- Fire safety across the development
- Consider the dust noise and smell from cows. This is a rural area and if the development were to take on this concept, there will be many complaints about these things which could have a great impact on our businesses/work and lives.
- Wetland area goes further around the elevated open space reserve

Summary of Issues raised by Neighbours:

<p>Separation with neighbouring properties</p>	<p>Separation with neighbouring properties is not sufficient, in particular having houses close to cattle race and milk shed (south eastern corner of site). Reverse sensitivity effects with residential neighbours complaining of dust, odour and noise, and potentially forcing farming activities to stop. Light Industrial activity would be a better neighbour to these farming activities.</p> <p>Response: To be addressed in the Plan Change provisions. Need to consider possible measures, e.g. larger Setbacks for habitable buildings, acoustic insulation for dwellings, acoustic fencing or bund, dense planting buffer, no complaints covenant.</p> <p>Action: Planning, Landscape Architect, Acoustician.</p>
<p>KDC Infrastructure</p>	<p>Existing infrastructure (water and wastewater) will not be able to cope with extra loading from 400+ dwellings and Light Industrial businesses. KDC Ratepayers will have to foot the bill for upgrades.</p> <p>Response: The developer will have to pay for the required upgrades/ extensions to support the additional load resulting from this PC, i.e. users pays.</p>
<p>Stormwater</p>	<p>This is a wet site, water ponds onsite and downstream properties are flooded by this property now, let alone when it is covered in hard surfaces. How can you build homes in the wet areas?</p> <p>Response: Stormwater management will be designed to ensure there is hydraulic neutrality from pre to post development.</p> <p>Action: existing downstream flooding issue from stormwater off site to be factored into Civil Engineering report.</p>

Traffic	<p>Increase in trip generation will result in safety issues at T-intersection, even with an upgrade. Dust on Awakino Point North Rd. Speed of traffic on SH14. Retirement Village & resulting older drivers will struggle with T-intersection, resulting in accidents.</p> <p>Response: Awakino Point North Road will be sealed as part of this development. Design of upgrade to T-intersection will be done to ensure safety of users. Waka Kotahi have indicated that lowering the speed limit on SH14 is an option.</p> <p>Action: Traffic engineers.</p>
Geotech	<p>Geotech engineers have not done any testing within the south eastern part of the site, where it is extremely wet and soft.</p> <p>Response: Geotech report covers whole site.</p> <p>Action: Geotech engineers.</p>
Rates increase	<p>The rates on the neighbouring properties will increase as a result of the up zoning of this site.</p> <p>Response: Rates are based on the zoning of the property (amongst other variables). So, rates will not increase because a neighbouring property has a different zone.</p>
High residential density	<p>Too many dwellings. Better to have a rural-residential lifestyle density, e.g. 5-10 acre blocks.</p> <p>Response: The proposed density is slightly less than the current residential density for Dargaville, i.e. 600m², while we propose 500m².</p>
Food production use is better	<p>Fertile flat land should be used for food production, not houses.</p> <p>Response: concern noted.</p>

3. Meeting with Dargaville Community

Meeting 3	Dargaville Community
Venue	Dargaville Club, 53-55 Victoria Street

Light industrial

- In a good location; ease of access for the businesses and customers in and out of this space; won't be too disruptive to residents and people travelling along Awakino Point North Road.

Residential

- Neighbour: came to get away from Auckland, not keen on 400 new houses on his doorstep. Good idea, wrong place.
- People come here for the lifestyle, so the lots should be larger/more spacious.
- Would be better to reduce the density of the housing.
- Retirement village should be closer to the industrial area and more spacious. Cramming too much in for Dargaville.
- Great opportunity for housing and retirement and in a good location.

Infrastructure / Landscape

- Would be good to look at pervious / impervious surfaces and water retention, in particular where the hard surfaces and medium-density housing will be.
- Buffer planting - not to have too many large or tall trees. Potential for high winds to affect taller and larger planting, and taller trees are known to be blown over in this area.
- Appropriate planting and denser amounts within the buffer but also throughout the landscape of the medium-density housing.
- Retirement village should be the first stage to be built.

Traffic

- SH14 is a death trap, there should be cul-de-sac's throughout the development rather than through roads to encourage people to drive slow. There is not a lot wrong with the redevelopment.
- Concerned about the potentially high amount of traffic the development could create.
- Speed concerns from SH14 on to Awakino Point North Road

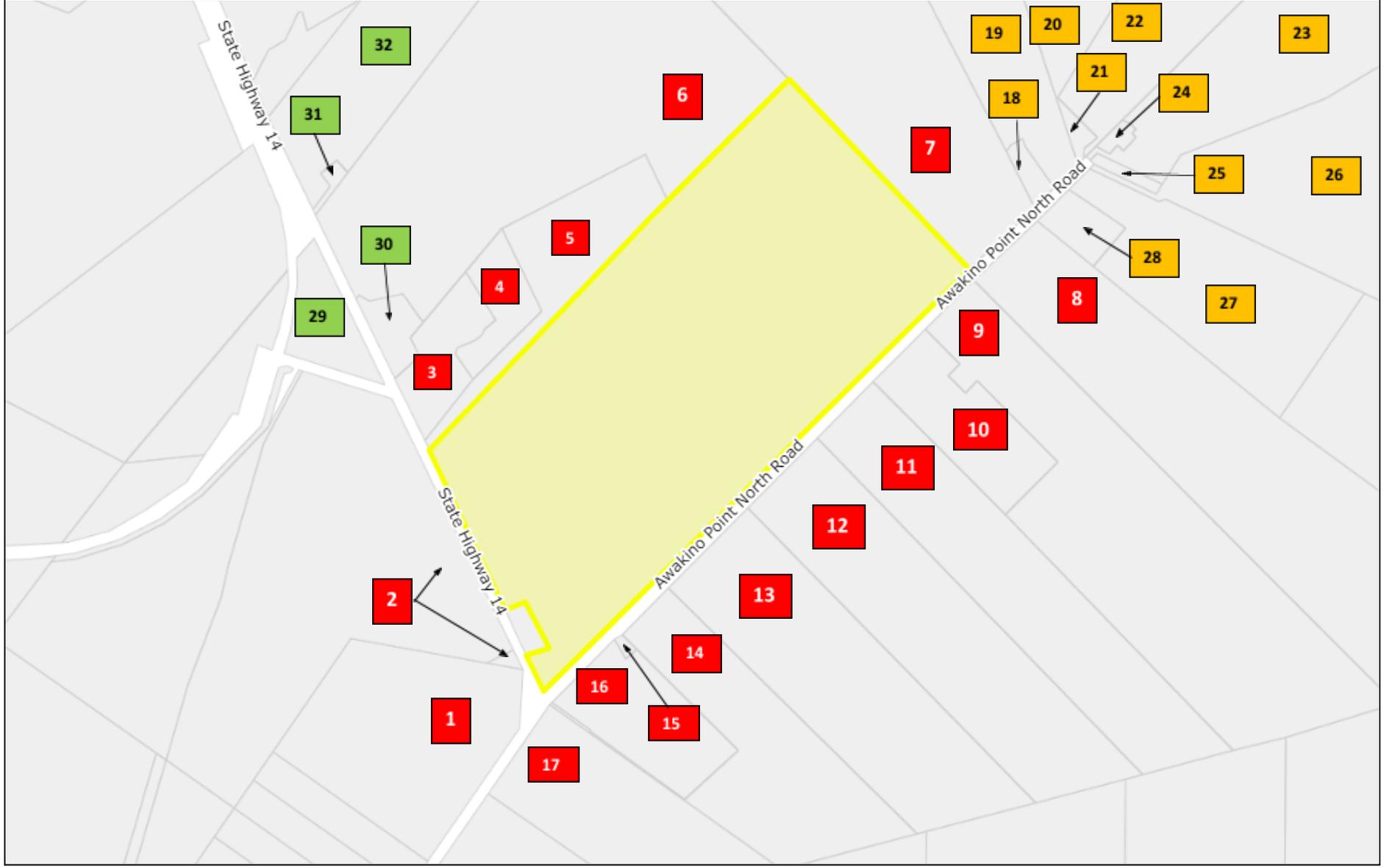
Social impacts

NIL

Other comments

- This is a good idea because a lot of people come here but can't find lots to buy. Good retirement housing, good industrial area as there are not a lot of industrial sites available for businesses wanting to open up here.
- There should be a nice entranceway/memorial to the DRC.
- Neighbour: has a huge apprehension about the amount of housing in the development and the lack of employment within the area.

Appendix 1: Identification of Affected Neighbours



Adjacent Properties

No.	Address	Legal Description	Owner(s)
1	N/A	Part Lot 1 DP 11126	XXXXX
2	5358 State Highway 14, Awakino Point	Part Lot 2 DP 25377 and Lot 3 DP 548510	XXXXX
3	5321 State Highway 14, Awakino Point	Lot 1 DP 388838	XXXXX
4	N/A	Lot 2 DP 388838	XXXXX
5	5329 State Highway 14, Awakino Point	Part Lot 36 DP 11719	XXXXX
6	5301 State Highway 14, Awakino Point	Lot 2 DP 365819	XXXXX
7	131 Awakino Point North Road, Awakino Point	Part Lot 35 DP 11124	XXXXX
8	118 Awakino Point North Road, Awakino Point	Part Lot 32S DP 11125	XXXXX
9	102 Awakino Point North Road, Awakino Point	Lot 1 DP 208926	XXXXX
10	N/A	Lot 1 DP 70219	XXXXX
11	N/A	Part Lot 31 DP 15269	XXXXX
12	70 Awakino Point North Road, Awakino Point	Part Lot 30 DP 15269	XXXXX
13	44 Awakino Point North Road, Awakino Point	Part Lot 30 DP 11537	XXXXX
14	N/A	Part Lot 29 DP 7811	XXXXX
15	26 Awakino Point North Road, Awakino Point	Lot 1 DP 37054	XXXXX
16	16 Awakino Point North Road, Awakino Point	Lot 1 DP 65922	XXXXX
17	6 Awakino Point North Port, Awakino Point	Lot 28 DP 7811	XXXXX

Properties at the end of Awakino Point North Road

No.	Address	Legal Description	Owner(s)
18	133 Awakino Point North Road, Awakino Point	Lot 1 DP 158696	XXXXXX
19	141 Awakino Point North Road, Awakino Point	Part Lot 35 DP 7811	XXXXXX
20	N/A	Part Lot 34 DP 7811	XXXXXX
21	143 Awakino point North Road, Awakino Point	Lot 3 DP 396182	XXXXXX
22	N/A	Lot 4 DP 396182	XXXXXX
23	145 Awakino point North Road, Awakino Point	Lot 2 DP 396182	XXXXXX
24	N/A	Lot 1 DP 396182	XXXXXX
25	144 Awakino Point North Road, Awakino Point	Lot 1 DP 61368	XXXXXX
26	142 Awakino Point North Road, Awakino Point	Lot 3 DP 377245	XXXXXX
27	136 Awakino Point North Road, Awakino Point	Lot 2 DP 377245	XXXXXX
28	130 Awakino Point North Road, Awakino Point	Lot 1 DP 377245	XXXXXX

Properties north of State Highway 14

No.	Address	Legal Description	Owner(s)
29	N/A	Lot 1 DP 548510	XXXXXX
30	5311 State Highway 14, Awakino Point	Lot 1 DP 365819	XXXXXX
31	5285 State Highway 14, Awakino Point	Lot 1 DP 59285	XXXXXX
32	N/A	Part Section 10 Block IX Maungaru SD	XXXXXX

Appendix 2: Early Engagement Planning

1. Engagement Plan
2. Letter to Neighbours
3. Letter to DRC members
4. Facebook promotional image

MEMO - DRAFT v2

Dargaville Racecourse Engagement Overview

Prepared by The Urban Advisory

DRAFT - CONFIDENTIAL

Attention Karen Lees, Trevor Griffiths, Venessa Anich, DCDB, DRC

Date 14 May 2021

Purpose

The purpose of this document is to give you an overview of the stakeholder and community engagement planned for the Dargaville Racing Club development project over the next 4 months.

Why are we doing engagement?

Community and stakeholder engagement is vital to understand the community and key stakeholder aspirations for Dargaville and understand the variety of needs of both the existing and future community members. Talking to the community and getting their ideas will help TUA to develop a concept development plan that fits with what the community wants and needs, now and in the future.

Our Approach

The proposed engagement builds on previous engagement done in Dargaville.

For example, from previous engagement we know that residents of Dargaville have many future aspirations for their community, from developing local industries, tourism and production as the 'food bowl for New Zealand', to more tertiary education choices, to building a range of walkways, cycleways and recreation facilities or providing single family homes, retirement living and mixed-use development.

We have read past engagement feedback, and from conversations with the project team and key stakeholders (from the tripartite governance group) we recognise the need for targeted, additional engagement with specific stakeholder groups to inform and benefit the concept design of the Dargaville Racing Club development.

There are three key parts to the engagement process.

- **Part 1:** Early Engagement For Market Demand Analysis (May 2021)
 - Wider community
 - Housing Demand Survey
 - DRC Members + Neighbours
- **Part 2:** Targeted Engagement On Retirement Village (June 2021) [subject of variation #2]
- **Part 3:** Consultation On Concept Development Plan (August 2021) [subject of variation #1]

Timeline for engagement



PART 1: Early Engagement For Market Demand Analysis (May)

A. Early Engagement With The Community

We need information from the community to support and inform the concept development plan development work TUA is doing. This will ensure that the proposed plan change puts forward the best use of the site for the future of Dargaville.

Activities and Key Dates:

- Housing Demand Survey **17th May until 4th of June**
- Public Meeting **27th May**

B. Targeted Engagement With Key Stakeholders: Neighbours + Race Club Members

Targeted engagement with neighbours of the site will be used to assist with consultation for the project plan change.

This will be a key part of developing good relationships with neighbours and hearing their views and concerns at an early stage of the project, so that concept designs can respond to their thoughts. Engagement with neighbours will aim to inform them about the scope of the project and the plan change process, and talk to them about key issues of importance (e.g. roading, infrastructure, land uses, timeframes).

Activities:

- Meeting with DRC members **27th May**
- Meeting with neighbours **27th May**

-- Refer to Part 1 Runsheet for further detail --

Part 2: Targeted Engagement On Retirement Village

A Retirement Village is a key aspiration of DCDB, and the earlier proposal that Grey Power put forward for Retirement living in Dargaville led to securing PGF funding for this project. Te Rūnanga o Ngāti Whātua also has aspirations to develop and operate a retirement village to provide employment. Clear market insights about demand for retirement living in Dargaville will support the plan change process and future development activities.

Targeted engagement will provide up to date insights about the market demand for retirement living situated in Dargaville, to inform future design and development of retirement living in Dargaville.

Activities:

- Grey Power Focus Group Events **Date: mid-June**

Part 3: Consultation On Concept Development Plan

This aims to get community feedback on the draft concept development plan for the racecourse site, by way of a week-long pop-up and/ or presence at community events. This is key to the plan change process and will allow for feedback to be incorporated into the design, so that community views are reflected in the design. TUA and Matakoho will provide visual material for this stage - i.e., renders and maps

Note: This does not include additional consultation for the plan change, which will occur with key stakeholders only, as facilitated by Lands & Survey. e.g. Waka Kotahi, KDC and possibly neighbours to the site and iwi.

Activities:

- Consultation week for concept development plan **1st week of August**

18 May 2021

To whom it may concern,

Development of the Dargaville Racing Club site

In August 2020, a decision was made by the New Zealand Thoroughbred Racing Association to stop racing activities at the Dargaville Racing Club. In late 2020, the Dargaville Racing Club (DRC) applied and successfully received Provincial Growth Funding (PGF) to explore the feasibility of developing the site. This application was a joint proposal between DRC, the Dargaville Community Development Board and Te Rūnanga o Ngāti Whātua.

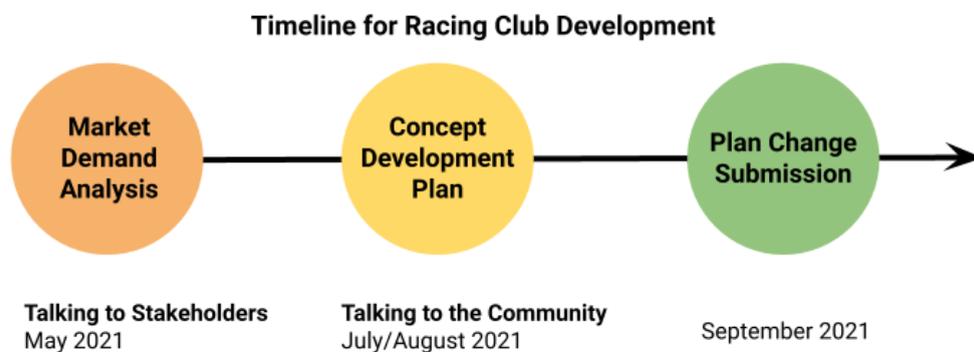
Plan change project for Racecourse

The government funding was received after the Spatial Plan revision process led by Kaipara District Council in 2020, and so a formal plan change application is required. A mixed-use development, including a retirement village, affordable housing and light industrial activities is proposed. However, the current plan anticipates light industrial development only.

Neighbours to the Racecourse site

As a neighbouring land owner, we are contacting you to inform you about this proposed development of the Dargaville Racing Club. We would like to meet with you to share ideas about the proposal and hear your feedback and input.

We are currently in the first phase of this project which is 'Market Demand Analysis'. This aims to understand the needs and aspirations of key stakeholders in the development, which includes you. Your early feedback and input can help us develop an appropriate and informed Concept Development Plan. Later this year the Plan Change will be submitted to Council (Phase 3).



How to hear about the project

You are invited to a neighbours meeting with the project team on **May 27th, 1:30pm at the Dargaville Racing Club clubhouse**. If you are unavailable at this time, there is also a community meeting about the project on the evening of May 27th, 5:00-7:00pm at The Dargaville Club. Please RSVP to Lorraine Davidson (DCDB) at lorrained@dcdb.nz or 09 439 0464.

We look forward to meeting you to discuss this project.

Yours sincerely,

The Dargaville Racing Club
Dargaville Community Development Board
Te Rūnanga o Ngāti Whātua

18 May 2021

To whom it may concern,

Development of the Dargaville Racing Club site

In August 2020, a decision was made by the New Zealand Thoroughbred Racing Association to stop racing activities at the Dargaville Racing Club. In late 2020, the Dargaville Racing Club (DRC) applied and successfully received Provincial Growth Funding (PGF) to explore the feasibility of developing the site. This application was a joint proposal between DRC, the Dargaville Community Development Board and Te Rūnanga o Ngāti Whātua.

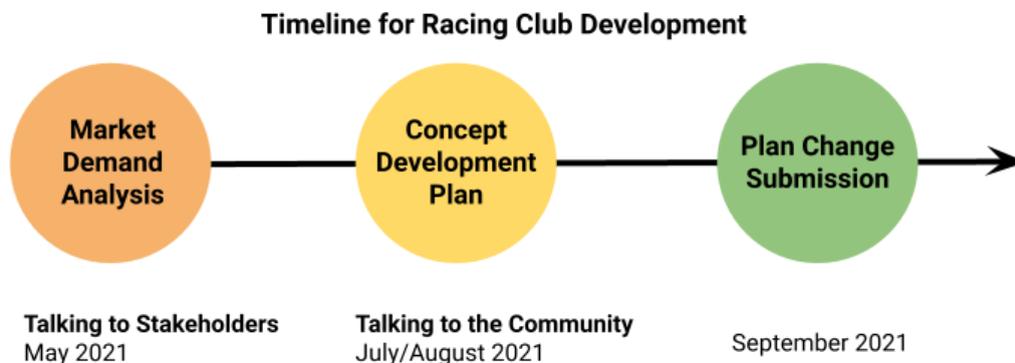
Plan change project for Racecourse

The government funding was received after the Spatial Plan revision process led by Kaipara District Council in 2020, and so a formal plan change application is required. A mixed-use development, including a retirement village, affordable housing and light industrial activities is proposed. However, the current plan anticipates light industrial development only.

Members of the Dargaville Racing Club

As a member of DRC, we want to inform you about this proposed development of the Dargaville Racing Club site. We would like to meet with you to share ideas about the proposal and hear your feedback and input.

We are currently in the first phase of this project which is 'Market Demand Analysis'. This aims to understand the needs and aspirations of key stakeholders in the development, which includes you. Your early feedback and input can help us develop an appropriate and informed Concept Development Plan. Later this year the Plan Change will be submitted to Council (Phase 3).



How to hear about the project

You are invited to a meeting for DRC members with the project team on **May 27th, 3:00pm-4:00pm at the Dargaville Racing Club clubhouse**. If you are unavailable at this time, there is also a community meeting about the project on the evening of May 27th, 5:00-7:00pm at The Dargaville Club. Please RSVP to Richard Alspach (DRC) at darnaway@farmside.co.nz.

We look forward to meeting you to discuss this project.

Yours sincerely,

The Dargaville Racing Club
Dargaville Community Development Board
Te Rūnanga o Ngāti Whātua

Imagining the future of Dargaville & the Racing Club site

*You're invited to an informal meeting
about the potential development of the
Dargaville Racing Club*



May 27th 2021, 5-7pm
The Dargaville Club, 55 Victoria St
RSVP to lorrained@dcdb.nz

Hosted by
Dargaville Racing Club
Dargaville Community Development Board
Te Rūnanga o Ngāti Whātua

Appendix 3: Summary of Past Community Engagement in Kaipara and Dargaville

The previous engagement documents summarised below include:

Kaipara Spatial Planning | Consultation Document: Let's Talk About Options For Dargaville, Maungatūroto & Kaiwaka. November 2019

Engagement 1 - Issues, Vision and Principles: Kaipara spatial planning project for Dargaville, Maungaturoto and Kaiwaka. July/ August 2019

Let's talk about options – Survey Analysis December 2019

Dargaville Meeting District Plan Feedback themes (DCDB)

Kaipara Spatial Plan (Parts A-E)

Topic 1: Vision for Dargaville

- “In 2050, Dargaville is the epicentre of Kaipara food production & technology, a visitor hub for our natural and cultural tourism attractions and a place where our history and the community are celebrated.”
- Thriving town centre
- Intensified residential areas close to town
- Shared pedestrian/cycle link connecting industrial, residential, and recreational areas
- Medium density papakāinga and a retirement village close to the hospital with good transport routes to town



Aspirations for Dargaville. Source: Resilio Studio. *Kaipara Spatial Planning Constraints and Opportunities: Discussion Paper. Rev 8. 5 September 2019. (p53)*

Topic 2: Community Aspirations

- Value people: Great friendships and community spirit, Diversity, Strong Community Groups and volunteers
- Enjoy the relaxed pace of living
- Have all the services at your doorstep
- An improved town centre (promoting character, graffiti removal)
- A destination rather than a gateway
- The food bowl of New Zealand
- Build on our successful industries
- Struggle for youth to get training and employment in Dargaville.
- Other workers travel to Dargaville from Mangawhai or Whangārei, as there isn't housing in Dargaville for them to move.

- Dargaville High School Construction Academy is successful in providing training and pathway into formal apprenticeships.
- Ngāti Whātua aspiration to provide employment for local people through Retirement Village and construction of new development on Racecourse Site.
- Some mentioned 'retirement at 65' isn't a thing in this community']

Mana whenua engagement themes for Dargaville

(Further themes are woven throughout the document and will also be captured in a larger Cultural Impact Assessment process)

- Developing and fostering relationships
- Bringing our people home
- Papakāinga, warm and dry homes, kaumatua housing, increase housing choice, supporting ahi kā
- Pathways to papakāinga are considered arduous (complicated planning rules, funding and infrastructure challenges) - consider in District Plan review
- Warm healthy affordable housing
- Marae restoration, appropriate zoning and infrastructure
- Education
- Industry and workforce opportunities
- Aspiration for self-sufficiency on the land
- Protect the Northern Wairoa River edge and adjacent fertile land from the effects of climate change i.e. increased potential of extreme flooding.
- Culturally and environmentally sensitive land use and development required
- Mana whenua don't want to be regarded as a testing ground for experimental development or failed infrastructure projects
- Be the food basket of the north: e.g. Market garden industries, fishing and kai moana, Waipoua forest and cultivation.
- Tinopai: local resource management plan, to advise development in the area

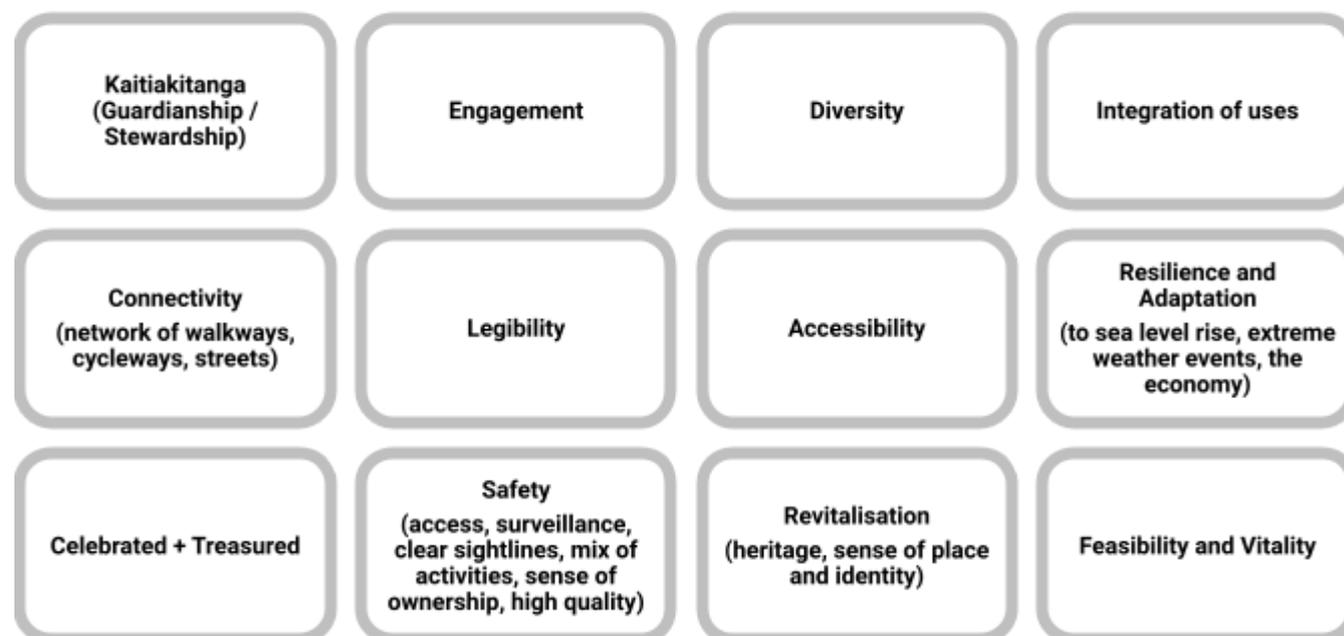
Youth engagement themes for Dargaville

- Demand for places to go and eat, places to gather and be active including more recreation activities, entertaining activities and public events
- Walking and cycling
- Disconnect between training provided at NorthTec and skills required by large manufacturing firms in Kaipara

Future Residents in Dargaville

- Need to attract younger people to stay or come here
- New residents of all ages
- People with skills to help the district

Community Design Principles



Topic 3: Environmental Aspirations

- Recognise the beauty of the riverfront (tree planting, cleaning up reserves)
- Restoration – return to more trees that are native
- Cherish the heritage of Kaipara’s natural geological assets
- Retain rural land
- Horticulture over Agriculture – Aquaculture
- Ability to grow and gather kai moana
- More edibles planted in the town (an urban orchard for community sustainability)
- Limits to industrial land uses

Topic 4: Transport Aspirations

- Improve walking and cycle connections
- Connect the town centre and wider community with the Northern Wairoa River
- Ability to get to work in 2 minutes
- Mana Whenua: Marae - restoration, appropriate zoning and infrastructure

Topic 5: Housing Aspirations

- Denser development in the town centre
- Residential close enough to industry to walk and cycle
- Would like to see Council build more pensioner units
- Need more sections
- Want to keep sections big – small town feel
- A variety of section sizes to suit different living styles
- Land for a retirement village – Central to town, not out in the wops
- Mana Whenua: papakāinga and warm and dry homes

Live - High-Density



Work - Mixed-Use



Work - Main Street



Live - Medium-Density



Work - Industry



Learn - Schools



Live - Low-Density



Play - Recreational



Aspirations for Dargaville. Source: Resilio Studio. Kaipara Spatial Plan - Key Urban Areas. May 2020 (p28)

Topic 6: Services and Facilities Needed in Dargaville

- Local business owners mentioned challenges of consenting retrofit properties for their businesses (4+ years for one farm motorcycle company) and even new builds, considered easier, are taking years to get consented in Dargaville. Both of these are challenges because the quality of industrial and commercial buildings in Dargaville is low - demand for new high-quality buildings suitable for local business.
- Sportsville development was a massive community-led effort to get funded and constructed for the benefit of Dargaville. Budget limitations / uncertainty meant lower spec development (without bells & whistles) resulted.
- Demand for retirement village clear from 2017 Ansell report and discussion with local community members
- Ngāti Whātua have aspirations to develop and operate a retirement living facility, to provide income and employment for local people.
- Variety of food shops
- Places to gather and be active both indoors and outdoors
- Parks and Playgrounds – Free BBQ’s
- Free Parking and no traffic lights
- Youth facilities
- Age care facilities. Retirement village.
- Shops near factories so workers can buy lunch
- Bigger library – mobile bus
- Community hub like Kaitaia Te Ahu business space (Hot desking)
- Medical centre (more services dentists and doctors) – must not lose the hospital – mobile service throughout the district – Lack of maternity services
- Childcare
- Public transport – passenger train to Auckland, tourist trains
- Tertiary institution - more choices
- Airport
- Visitor centre
- Swimming Pool 365 days of the year

- Mana Whenua: Education opportunities
- Mana Whenua: Industry and workplace opportunities

Topic 7: Racecourse Site Aspirations

- A great industrial park
- A business hub

Appendix 4: Summary of Views of Dargaville Community Development Board (DCDB)

- Golf Course; I appreciate that the golf course concept is not for everyone and potentially if it's a 9-hole course it requires approx 13 hectares and developer investment.
- Option 1: Included in the land mass for utilisation by everyone, retirees, new housing residents, visitors and community. Memberships desired to pay for costs and maintenance.
- Option 2: Included in the Retirement Village facilities - refer One Tree Point subdivision with 9-hole golf course. This could be an alternative with a multi-use facility with visitors and community membership offered to generate income. Par 3 and 4 holes only would require less land.
- Hotel/motel accommodation 4 stars plus
- Accommodation Food and Beverage; A 40 - 45 Bed Lodge. The concept of providing accommodation is much needed for Dargaville and could be utilised by new housing and retirement residents, friends and family. Sufficient accommodation for a bus load of visitors would be a great asset. We also experience a real shortage of accommodation when there are large events such as the Field Days. A facility like this would encourage visitors to stay in Dargaville with a quality property offering food and beverage. Multiuse to provide a private event facility for celebrations and weddings.
- Boutique Winery with Food/Beverage/Venue; A bordering property belonging to the McLeods, which sits on the north-eastern side of the hill at the back of the site, may provide potential private enterprise investment. Their son Lachland McLeod had a vision to build a venue that would complement his grape growing initiative, also on their property and provide an event venue for weddings etc. that would also double as a food and beverage facility as part of his winery.
- Bridal Suggestion - with low to moderate height plantings - Around the exterior of the site would provide a buffer between the site and the rural neighbours.
- The above could be a leisure and fitness circuit - for walkers, joggers, doggy exercise, mobility scooters, wheelchairs, strollers. It may be possible to limit scooters, skateboards and cyclists to dedicated times ie early morning and late afternoon/evening
- The circuit could be named appropriately to provide a legacy for the DRC i.e. "The Furlongs" We do have other name suggestions for the Project. This circuit could be linked to the carriageway provided for cyclists walkers, mobility scooters etc linking the DRC with Dargaville
- Buffer Zones - To provide space between varied housing density and a green space with plantings for passive exercise ie Tai-Chi and Petanque Court, Artistry or other
- Industrial Usage - Should be limited to Central Dargaville and SH14 between Dargaville East and the DRC. Avoid compromising Dargaville central's commercial/area.
- Retail /Services only designated to serve the residents within the DRC community ie medical centre, hairdresser, cafe, food and beverage, bakery, grocery/supermarket, child care, garden centre, training and education, IT, and Commercial, 2 level units providing office or service space with living/admin upstairs as per the Cornerstone Group some 25 years ago in Albany
- Recreational and Entertainment Facilities - Leisure Centre, Gym, Community Centre, Equine facilities, other
- Retirement Living and or low-density housing could be considered for elevated land mass, as opposed for leisure areas. It would make more sense to utilise higher value real estate for higher value/senior housing. Just a reminder that we have house designs and a Retirement Village layout that we can possibly share when the time is right. These were developed by Noel Martin, Martin Design from Mangawhai.
- The Retirement Village could sit below on the gently sloping area with a tiered housing layout. This option would provide greater land mass within the flat areas for additional housing green areas and commercial development.
- High Density Housing - Contemporary 2 level apartments offering shared car park area and or 1 or 2 garages with storage This will assist to alleviate the concerns that cheap housing will develop into low socio economic areas and uncared for homes and frontages. These should be offered with all exterior hard surfaces that will assist to ensure exteriors are almost completed and only a few plants required.
- Agree that rent to buy would also assist to alleviate uncared for homes and sections.
- Accommodation Lodge/Food and Beverage - Private Enterprise - Potential land for this development on the highest point of the land mass and overlooking the development. It could also face northeast. This could well fit with the vision of potential neighbours to develop a Winery and venue. There may also be interest from other parties. This land should have a dedicated drive for community and public use to not interfere with residential areas.
- Reserve/Park - It may be necessary to create a small reserve/park to appease planning consent.

- The Pony Club could retain its position but it's currently not a good look to front the entrance of the development.
- Roundabout - Agree that the suggested roundabout should be developed to direct all traffic into and around the DRC. It is a significant land mass that should allow this to be an efficient and safe carriageway.
- In closing I think we should be promoting an innovative and entrepreneurial initiative that will appeal to the neighbours and the community and share a vision that most will not have even considered.

Appendix 5: Community Consultation Planning

1. Engagement Plan
2. Letter to Neighbours
3. Letter to DRC members
4. Ad for Kaipara Lifestyler

MEMO

Community Consultation Overview

Prepared by The Urban Advisory

DRAFT - CONFIDENTIAL

Attention	Lorraine Davidson, Jade Kake, Hope Pūriri, Venessa Anich Cc: Karen Lees, Trevor Griffiths
Subject	Dargaville Racecourse redevelopment - Community Consultation Plan
Date	1 November 2021

Purpose

The purpose of this document is to give an overview of the proposed community consultation planned for the Concept Development Plan for the Dargaville Racecourse development project.

Why are we doing consultation?

Community consultation aims to inform the community about the proposed concept development plan for the Dargaville racecourse site, before it is lodged as a plan change, and to elicit support and any feedback for the plan. This consultation will support the plan change application process, by building community awareness and buy-in about the project as well as allowing for community feedback to be incorporated into the design as applicable.

This consultation is in addition to statutory community consultation that will occur as part of the RMA plan change process.

Our Approach

The proposed Community Consultation builds on earlier engagement in May 2021; the insights from this process are summarised in our 'initial engagement summary' document. There were three key parts to our overall engagement process:

- Part 1: Early Engagement For Market Demand Analysis (May 2021)
 - Wider community
 - Housing Demand Survey
 - DRC Members
 - Neighbours [subject of variation #2]
- Part 2: Targeted Engagement On Retirement Village (July 2021) [subject of variation #1]
- Part 3: Consultation On Concept Development Plan (November 2021) [subject of variation #2]

Engagement with mana whenua has progressed separately as part of the Cultural Impact Assessment. TUA and Matakohe will provide visual material for consultation on the Concept Development Plan

Timeline for engagement

The Market Demand Analysis and proposed Concept Development Plan have been completed, and now is the time to consult with the community about the proposal for the Racecourse development in Dargaville.



Consultation on Concept Development Plan

The three early engagement sessions, with a group of facilitators from the project team, was considered a successful approach. This approach is considered appropriate and effective for community consultation. Therefore we now propose the following three consultation meetings on **30th November 2021**.

- DRC Members (12-1pm), Dargaville Racing Club
- Neighbours (2-3pm), Dargaville Racing Club
- Wider Community (5pm for 5:15pm start, ends 7pm), The Dargaville Club

Pre-event Communications

- Notice to neighbours and DRC members about the consultation meeting date and time (TUA to draft letter, Lorraine / DRC to distribute)
- Publish article in the Kaipara Lifestyler about the development proposal **copy due 19th November 2021** (TUA to write / DCDB to submit for publishing)

Facilitators

Due to Covid-19 travel restrictions, TUA cannot facilitate community consultation in Northland. Venessa, Jade and Hope are well-equipped and available to facilitate. TUA will prepare all consultation materials and brief facilitators on the approach.

Key messages for the consultation meetings

- The Dargaville Racing Club site is a big site with lots of potential. It offers a significant opportunity in shaping the future for Dargaville and the lives of those that live in Dargaville. This development represents a catalyst for change in the Dargaville community and the project's wider context.
- Early in this project, we meet with you - the community, neighbours and key stakeholders - to understand important aspirations, concerns and needs for this development area.
- This year, the Project team and tripartite group has done a huge amount of work, with expert consultants, to understand the feasible development options for this site.
- A cultural impact assessment process, working with local hapū and whānau with connections to this whenua, has been undertaken.
- This is an informal consultation, it isn't the last chance to comment on it.
- The next step is to lodge the plan change, and when it is with council there will be a formal RMA public process of consultation as well.

Collateral

- A2/A1 illustrated masterplans, for every table
- Indicative imagery

Structure of each session

- Tim and Richard intro, from DRC
- Venessa planning intro (purpose of it)
- Jade and Hope design process and CIA process intro

- Informal chats around tables (facilitators floating around)
 - Traffic light' feedback on the concept development plan with green (support) / orange (unsure) / red dots (do not support).
 - Groups sitting around the table with concept plan, renders and simple descriptions of each development area (zones) to discuss.
 - A5 / postcards provided to jot down small, individual notes (e.g. one thing they want to say about the project).
- Wrap up by facilitators, ask for key thoughts from each table to summarise sentiments for everyone in attendance.

Post-event actions

- Consultation event notes to be provided to TUA by facilitators - **by 3rd December** (Matakohe/L&S)
- Consultation feedback memo - consolidated feedback from community consultation, key stakeholders and neighbours to be included in Plan Change application (TUA)
- Update concept development plan to incorporate feedback as relevant (TUA/Matakohe).
- Update other deliverables where relevant (TUA / other consultants).



16 November 2021

To whom it may concern,

Development of the Dargaville Racing Club site

In August 2020, a decision was made by the New Zealand Thoroughbred Racing Association to stop racing activities at the Dargaville Racing Club. In late 2020, the Dargaville Racing Club (DRC) applied and successfully received Provincial Growth Funding (PGF) to explore the feasibility of developing the site. This application was a joint proposal between Dargaville Racing Club, the Dargaville Community Development Board and Te Rūnanga o Ngāti Whātua.

The government funding was received after the Spatial Plan revision process led by Kaipara District Council in 2020, and so a formal plan change application is required. A mixed-use development, including a retirement village, affordable housing and light industrial activities is proposed.

Previous engagement about the project

As a neighbouring land owner, you were invited to meet with the project team in May 2021 to share your thoughts about the proposed development of the Dargaville Racing Club. Early feedback and input from neighbours and community members, along with specialist technical and design expertise has assisted the preparation of the Concept Development Plan for the site.

How to hear about the project

We would like to meet with you again, to share the latest concept development plan for the Racecourse site.

You are invited to a neighbours meeting with the project team on **November 30th, 2:00pm at the Dargaville Racing Club clubhouse**. If you are unavailable at this time, there is also a community meeting about the project on the evening of November 30th, 5:00-7:00pm at The Dargaville Club. Please RSVP to Lorraine Davidson (DCDB) at lorrained@dcdb.nz or 09 439 0464.

In the event of a Covid-19 Alert Level change that restricts meeting in person in Dargaville, DCDB will contact attendees on the RSVP list to confirm alternative meeting arrangements.

We look forward to meeting you to discuss this project.

Yours sincerely,

The Dargaville Racing Club
Dargaville Community Development Board
Te Rūnanga o Ngāti Whātua



19 November 2021

To whom it may concern,

Development of the Dargaville Racing Club site

In August 2020, a decision was made by the New Zealand Thoroughbred Racing Association to stop racing activities at the Dargaville Racing Club. In late 2020, the Dargaville Racing Club (DRC) applied and successfully received Provincial Growth Funding (PGF) to explore the feasibility of developing the site. This application was a joint proposal between Dargaville Racing Club, the Dargaville Community Development Board and Te Rūnanga o Ngāti Whātua.

The government funding was received after the Spatial Plan revision process led by Kaipara District Council in 2020, and so a formal plan change application is required. A mixed-use development, including a retirement village, affordable housing and light industrial activities is proposed.

Previous engagement about the project

As a member of the Dargaville Racing Club, you were invited to meet with the project team in May 2021 to share your thoughts about the proposed development of the Dargaville Racing Club. Early feedback and input from community members, along with specialist technical and design expertise has assisted the preparation of the Concept Development Plan for the site.

How to hear about the project

We would like to meet with you again, to share the latest concept development plan for the Racecourse site.

You are invited to a DRC members meeting with the project team on **November 30th, 12:00pm at the Dargaville Racing Club clubhouse**. If you are unavailable at this time, there is also a community meeting about the project on the evening of November 30th, 5:00-7:00pm at The Dargaville Club. Please RSVP to Lorraine Davidson (DCDB) at lorrained@dcdb.nz or 09 439 0464.

In the event of a Covid-19 Alert Level change that restricts meeting in person in Dargaville, DCDB will contact attendees on the RSVP list to confirm alternative meeting arrangements.

We look forward to meeting you to discuss this project.

Yours sincerely,

The Dargaville Racing Club
Dargaville Community Development Board
Te Rūnanga o Ngāti Whātua

Sharing a future vision for the Dargaville Racecourse site

You're invited to an informal community meeting where the concept plan for the Racecourse site plan change proposal will be shared.

November 30th 2021, 5:15-7pm
The Dargaville Club, 55 Victoria St
RSVP to lorrained@dcd.db.nz

Hosted by
Dargaville Racing Club
Dargaville Community Development Board
Te Rūnanga o Ngāti Whātua

Appendix 3: Housing Demand Survey Summary

The 52-question survey was hosted online, using the Survey Monkey platform. This made it accessible to people who could not come to the face-to-face engagement as part of this project. It also made it available to those who lived outside of Dargaville but who are passionate about its future (eg. people who have moved away from Dargaville but would like to return). The survey was available to all Kaipara residents, with a sorting question at the start of the survey where residents could confirm their Kaipara location.

A paper survey was also designed and made available through the Dargaville Community Development Board to any residents who did not want to or were not able to complete the survey online; however, this was not taken up by any residents.

The survey was designed, hosted, and analysed by The Urban Advisory. The Community Development Board promoted the survey to residents through a series of channels:

- Facebook (4 local pages hosted invitations to complete the survey)
- Newspaper (a story about the project and an invitation to complete the survey was run in the local paper)
- Word of mouth by members of the Community Development Board

The survey covered a range of themes related to housing and neighbourhood aspirations, with the aim of understanding how future development can better serve the community now and into the future, providing a range of housing solutions that are tailored to the people who will be living and working in Dargaville.

Snapshot profile of respondents

There were 83 respondents; 72% were from Dargaville and the remainder were from the wider Kaipara catchment area.

Age/sex/ethnicity

More than half of the respondents (64%) were aged 45 plus, and the remainder were generally aged between 25 and 44 years old (31%). A small number were aged between 18-24 years (5%).

A significant proportion (72%) of respondents identified themselves as female.

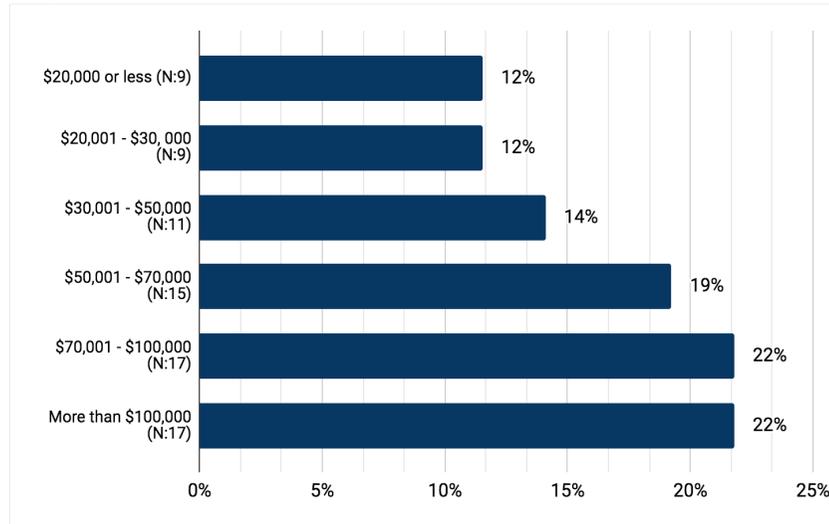
The majority of respondents identified as New Zealand European (92%), and just over a fifth of respondents identified as Māori (21%). A small number were from the Pasifika communities (7%).

Of note, a limited number of respondents stated that they were not born in New Zealand (11%). Of those not born in New Zealand, the majority were from the United Kingdom (56%). All of the respondents who were not born in New Zealand said that they had been here since 2011 or earlier.

Income

In terms of annual household income, respondents came from a range of households, with almost half of the respondents having household income over \$70,000 (44%), a third between \$30,000 to \$70,000 (33%), and the remaining 24%, \$30,000 or less.

Graph of total declared annual household income



78 respondents

Study/qualifications

Almost half of respondents (44%) hold a tertiary qualification or higher. 36% hold a high school qualification, and 20% have no formal qualification.

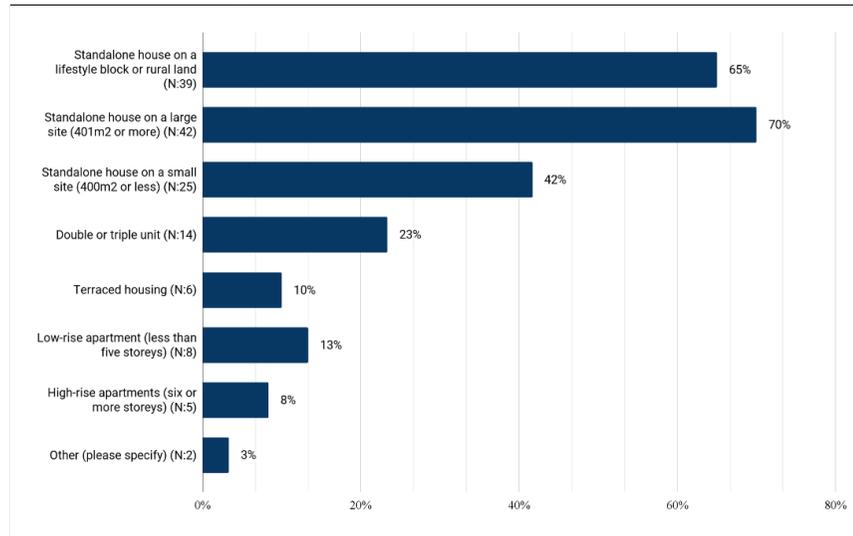
Employment

69% of respondents are in paid employment, of whom 29% are business owners/employers, and 14% are self-employed without employees. Of the 31% who are not in paid employment, 48% are retired, 28% are not currently employed, and 24% are unpaid family workers.

Housing experiences

The majority of respondents had lived in some form of standalone house, ranging from a lifestyle block or rural land (65%), to a large site (70%), or also a standalone house on a small site of 400m² or less (42%). A variety of other typologies has also been experienced, as shown in the graph below.

Respondent housing experiences



60 respondents, who were asked to select all options that applied.

Living arrangements

Almost three quarters of respondents currently own their own home (73%), and 18% rent.

The majority of respondents live with their spouse or partner (69%), and 38% live with their children. The remaining respondents either live alone (12%), live with extended family (6%), or live with a parent (2%). A small number of respondents live in a boarding situation (2%) or with one or more flatmates/friends (1%).

Almost all respondents (97%) indicated that they currently live in a standalone house. Of those, 43% live on a lifestyle block or on rural land, 36% on a larger site (401 square metres or more), and the remaining 17% live on a small site (less than 400 square metres). Only one respondent indicated that they lived in some form of medium density housing (a low-rise apartment).

Almost all respondents stated that they lived in either a rural area (48%) or a small town (43%). A small number (8%) live in a suburban neighbourhood.

Almost half of respondents (47%) identified that they spend less than \$500 a week on housing (mortgage payments or weekly rent, rates, power and water bills, insurance, and maintenance costs). 29% spend between \$501 and \$800, and 8% spend between \$801 and \$1,400.

Private motor vehicles

With regards to private motor vehicles, just over half (53%) of respondents have two cars for their household, and a quarter (25%) have one car. A smaller percentage (19%) have 3-5 cars, the remaining 2% have 6 plus cars, and only 1% of households have only one car.

Disabilities/impairments

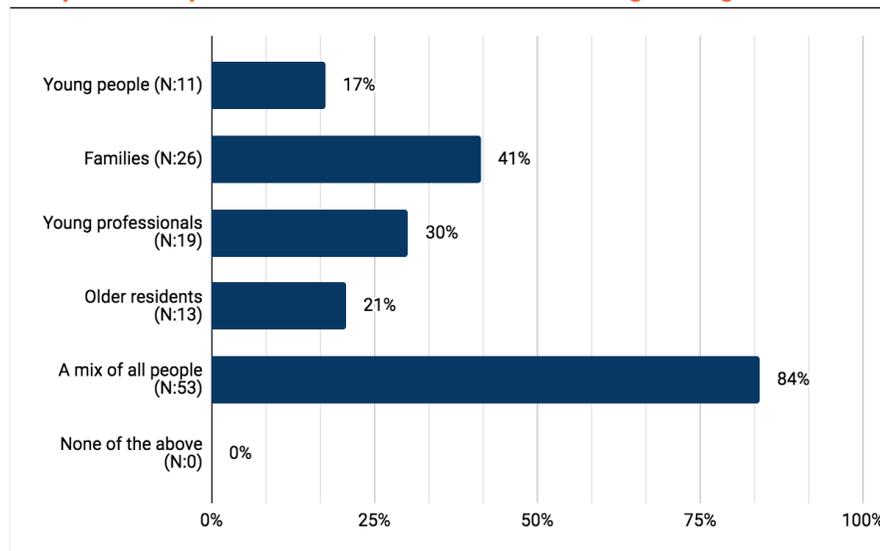
Close to half of respondents live in a household with someone who has hearing impairments (42%), 37% with someone who has a physical impairment which may impact their mobility, and 24% a sight impairment. Around a quarter of respondents stated that someone in their household suffers from mental illness (29%), and 26% with someone who is dealing with an accident or long term injury. A small number (8%) of households have an occupant who has learning difficulties and 5% have an occupant who is dependent on alcohol or drugs.

Key themes that emerged from the survey responses

Neighbourhood development and alternative housing

- A large majority of respondents (84%) stated that they would like to see more of a ‘mix of people’ living in their town/neighbourhood. 41% stated that they would like to see more families.

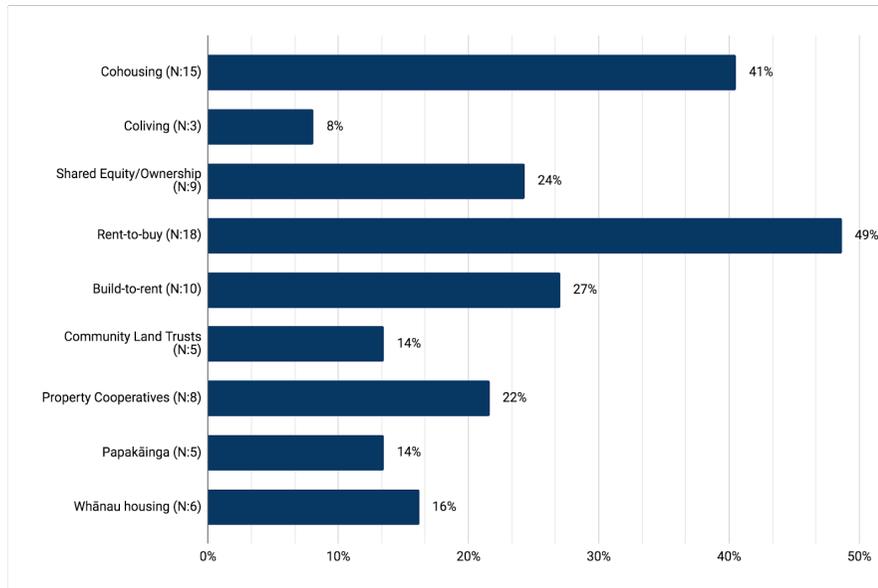
Groups that respondents wanted to see more of living in Dargaville



63 respondents, who were asked to select all options that applied.

- When asked about the type of housing respondents thought their town or neighbourhood needs more of, most respondents identified some form of standalone house (between 35%-70%), and of note, 70% thought that standalone family homes with 3 or fewer bedrooms were needed. A smaller percentage of respondents identified medium density housing options as being in need, with generally around a quarter of respondents identifying apartment style houses (of varying layouts). A small number (17%) thought terraced housing was needed. No respondents indicated that they thought high-rise apartments were needed.
- In terms of their knowledge of alternative housing options, almost all respondents (92%) indicated that they had heard of rent-to-buy models, over half (59%) had heard of cohousing, similarly (52%) had heard of shared equity/ownership. With regards to Papakāinga and whānau housing, around half of respondents (51%/49%) had heard of these options. A smaller percentage of respondents had heard of Community Land Trusts (43%), build-to-rent (41%), property cooperatives (31%), and coliving (28%).
- A significant majority (89%) of respondents thought that rent-to-buy housing was needed in their town or neighborhood.
- When asked if any of the alternative housing models would be suitable for their household, half of the respondents thought rent-to-buy (49%) and a few less (41%) thought cohousing.

Alternative housing options that respondents thought could be right for them if they were available

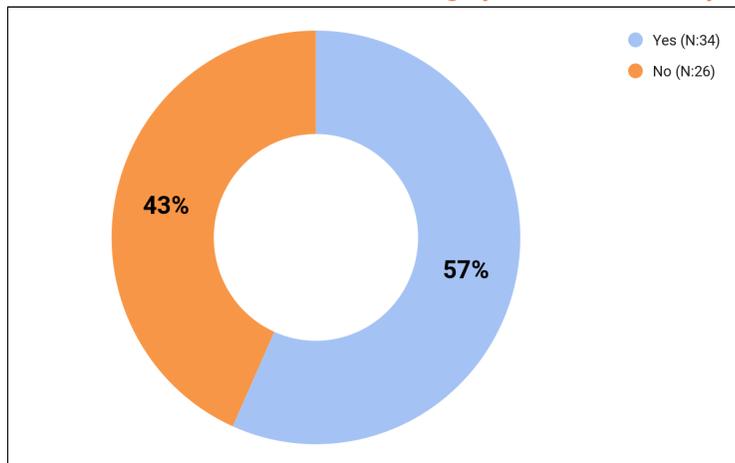


37 respondents, who were asked to select all options that applied.

Housing challenges

- Close to all respondents indicated the insufficient number of affordable homes to buy (90%), and rent (89%) as being a housing challenge that New Zealand is facing today. Issues around the quality (52%), as well as the age and difficulty in maintaining homes (47%) was identified by about half of the respondents. An overwhelming majority of respondents indicated yes (89%), when asked if they thought their town or neighborhood was facing the same housing challenges as New Zealand generally.
- Almost all (84%) respondents stated that building housing that is affordable for people who earn less than the average wage should be a prioritised initiative. Over three quarters (77%) thought that better assistance for first home buyers who are struggling to get a deposit was needed. Over half (60%) thought that education and mentoring should be prioritised as an initiative. In terms of initiatives that offer support to those already in housing, 53% of respondents thought that providing readily available resources for homeowners to make improvements to existing homes, such as subsidised or funded insulation, heating, or making existing homes more accessible was an important priority.
- When asked about what is needed to support affordable housing, the majority of respondents thought that the government (or an organisation) should be taking the lead by a range of means, including building more housing or supporting others to (60%), limiting the ability of investors to buy housing (51%), renovating homes and selling at a truly affordable rate (40%), or through regulation of building or materials (38%).
- When the 60 respondents were asked were they personally satisfied with the housing options available to participants in Dargaville today, 34 (57%) answered “yes”, as shown in the following graph.

Personal satisfaction with the housing options available to participants in Dargaville today

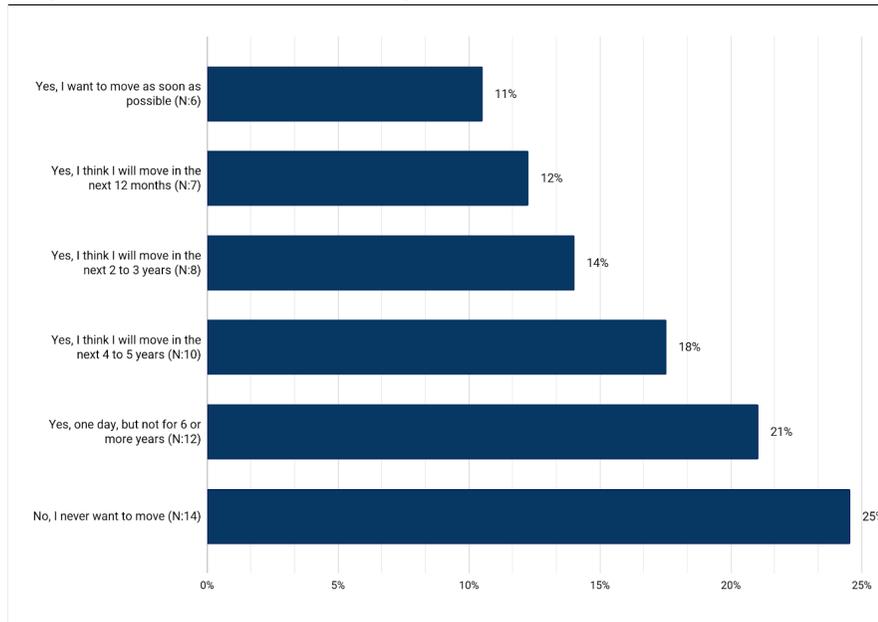


60 respondents

Preparedness to move

- While only 14 of 57 respondents (25%) never wanted to move, in contrast, six of the 57 (11%) wanted to move as soon as they possibly could. Of the remaining 37 respondents, the number wanting to move progressively increased as the greater the time span -- from two years out to six or more years.

Respondents' likelihood of moving from their current home

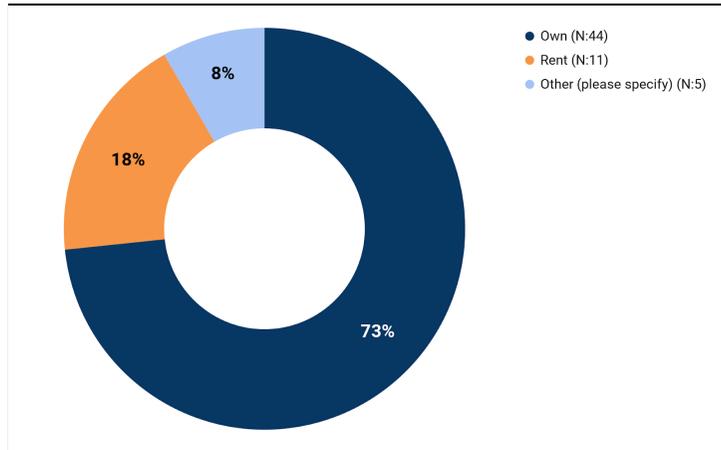


57 respondents

Home ownership and buying a home

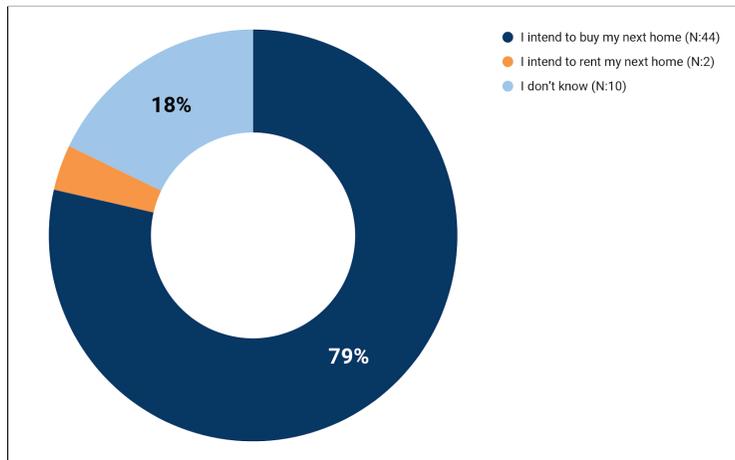
- The majority of respondents confirmed that home ownership was important to them (68%). Housing that is secure and long-term was important to 32% of respondents.
- Potentially influencing this was the current tenure where 44 respondents (73%) currently owned their own home as compared to 11 who rented it (18%).
- When asked about their intended next tenure; 44 (79%) intended to own their next home, 10 (18%) weren't sure, and only two respondents thought they would be renting.

Current tenure



60 respondents; the 5 respondents who selected "Other (please specify)", provided the following information: License to occupy, Partner owns it, Boarding x 2, and Service tenancy.

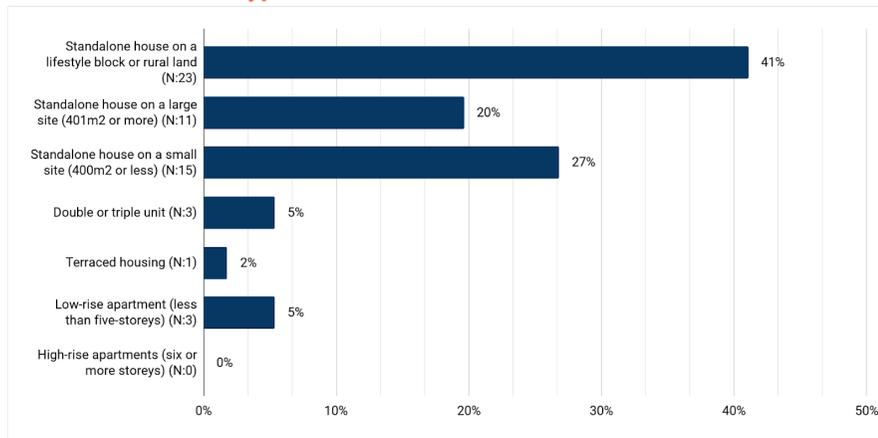
Future tenure



56 respondents. No respondents selected the following answer "I want to buy but I don't think I will be able to afford it".

- When choosing their current home, a significant proportion of respondents (73%) indicated that the cost of the home was one of the most important factors influencing their decision making. A little more than half of the respondents (58%) placed great importance on the type of house (design / number of bedrooms), and around half of respondents (44%) indicated that whether the house suited their lifestyle or physical abilities was important.
- Housing satisfaction was generally split, with 57% of respondents confirming that they are satisfied with their current housing situation, and 43% not.
- When asked about what kind of housing they would look for if they were to move from their current home, almost all respondents (88%) stated they would look for a standalone home, and almost half would like to stay in the same neighbourhood (43%), or live in a rural area (32%).

Desired next house type



56 respondents

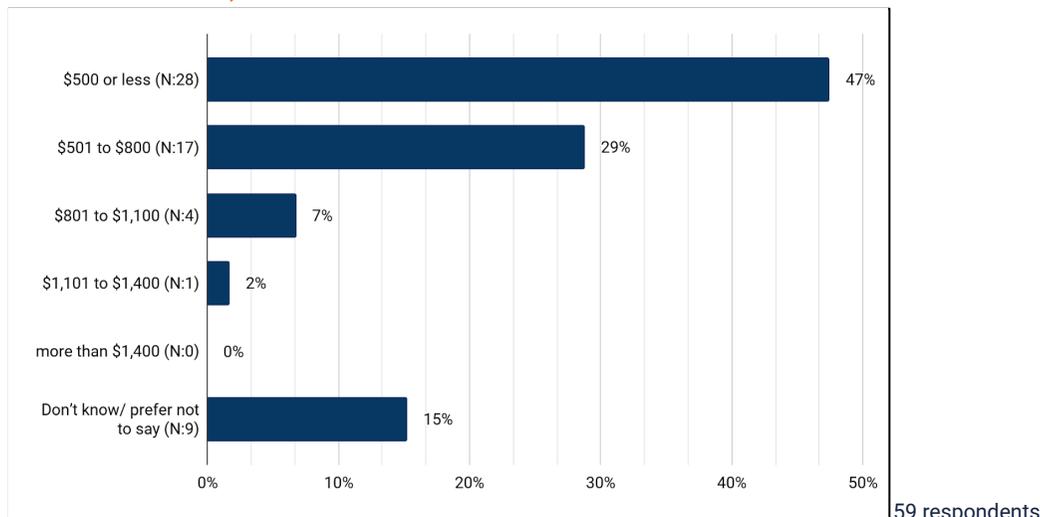
- In terms of reasons for moving, over half of respondents (58%) indicated that the cost of housing would be one of the main motivating factors for moving. The quality (64%), and size (53%), were also identified as main factors by a significant number of respondents. Less important to respondents was school zones (2%) and better transport choices (4%).
- The majority of respondents indicated that they were somewhat (43%) or very (22%) concerned about their ability to pay for housing costs in the future.
- Overwhelmingly, 79% of respondents thought they would buy their next home, and only 4% rent.
- 58% indicated they would intend to buy their next home because it means they have more control over it and can make the space their own.
- When asked about features that are important when choosing a home, the most common responses were good heating (79%) or security and feeling safe (79%), followed by visual privacy (77%), number of bedrooms (77%), outdoor space (74%), natural light (72%) and energy efficiency (70%). The least common responses were whether the home was newly built (14%), the ceiling height (23%), number of living areas (26%), and whether the home had no stairs (40%).

- Respondents were asked if they would feel comfortable sharing particular aspects of home living with other households in a housing development, and the most common response was nothing (49%). However, some felt that they would be comfortable sharing a garden (38%), a common room (22%) or workspaces (22%). A very small percentage of respondents indicated that they would feel comfortable sharing child-care (4%), bikes (4%), a car (5%), groceries (5%), household appliances (5%) a kitchen (7%), or cleaning responsibilities (7%).

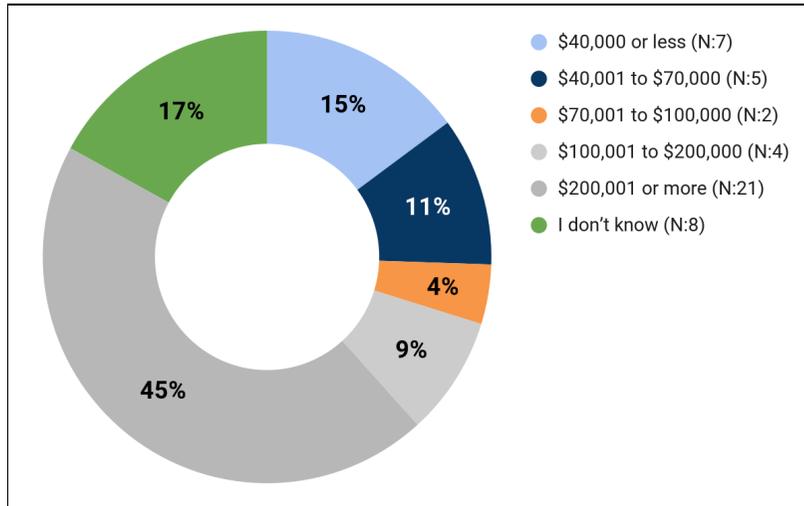
Financial capacity

- Almost half (47%) of the 59 respondents' households spend \$500 or less per week on housing.
- In total, 76% of respondents' households spend \$800 or less per week on housing.
- More than a quarter of respondents could not put together sufficient money as a 20% deposit to purchase a home in Dargaville.
- When considering the responses about the length of time it would take respondents to save the money required for their next home purchase, the amount they would save and the amount they would borrow, it became evident that the overwhelming majority of respondents who did not already had little prospect of ever owning their own home.

Average spend per week, per household, on housing (including mortgage payments or weekly rent, rates, power and water bills, insurance, and maintenance costs)

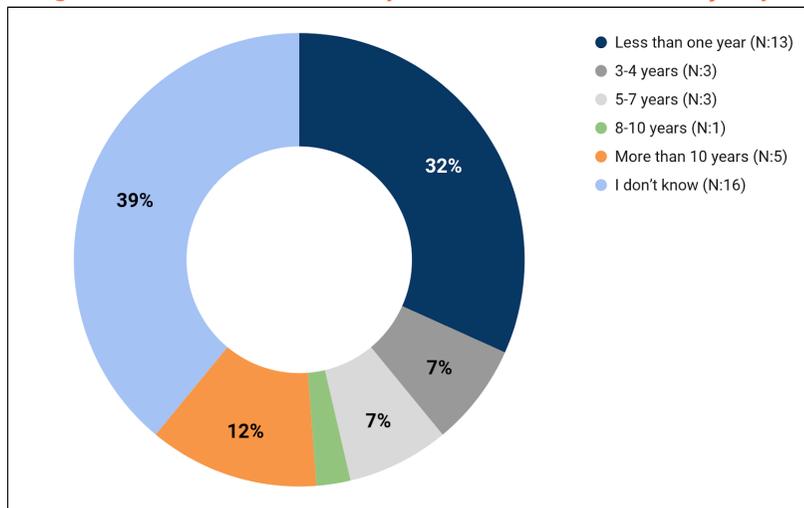


Amount of money participants thought they could put towards the purchase of a home (not including any money they might need to borrow)



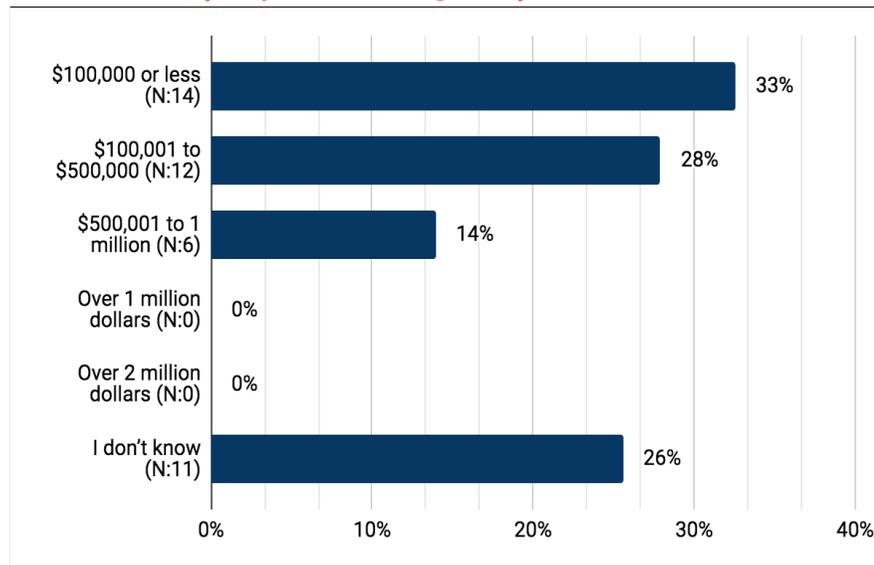
47 respondents

Length of time it would take respondents to save the money required for their next home purchase



41 respondents (no 1-2 year responses)

Amount of money respondents thought they would need to borrow



43 respondents

Local services and neighbourhood qualities/characteristics

- The local services that respondents confirmed they used the most in everyday life were: the supermarket (95%), medical facilities (87%), a petrol station (78%), and a chemist (75%). The least commonly used services were; childcare (5%), public transport (6%), and bars, pubs and nightlife (9%).
- When respondents were asked to rank in order of importance how much they value being able to get to the following locations easily in everyday life, the highest percentage of respondents selected their place of work or study (46%), followed by medical facilities and care (21%), then the local town or city centre (16%).
- In terms of accessing transport infrastructure, the vast majority of respondents placed the most importance on accessibility to roads (78% ranking it first out of five). Walking tracks and footpaths were ranked second out of five by 41% of respondents.
- When asked to rank how much value respondents placed on the characteristics of a neighbourhood, the vast majority of respondents placed the most importance on a safe neighbourhood (81% ranking it first out of five).
- When asked to rank how much value respondents placed on the qualities of a neighbourhood, the two qualities ranked as the most important by respondents were; **'location'** - *the neighbourhood has everything I need for my day-to-day life* (ranked as first out of five by 40% of respondents), and **'familiarity'** - *feeling a sense of belonging and knowing the people in my neighbourhood* (ranked as first out of five by 36% of respondents).

Appendix 4. Retirement Living Insights Report



Retirement Living Insights for the Dargaville Racecourse Site

Summary Report

12 September 2021

Prepared by The Urban Advisory

Retirement Living Insights for the Dargaville Racecourse Site

This document outlines key retirement living insights to inform future planning of development on the Dargaville Racecourse Site.

Contents

Executive Summary	3
1. Introduction	4
1.1 Background	4
1.2 Report Purpose and Scope	5
1.3 Report Context and Limitations	5
2. Retirement Living Context in New Zealand	6
3. Demographics of Older People in Dargaville	9
4. Retirement Living Need in Dargaville	14
5. Discussion: What Does This Mean For The Development Of The Racecourse Site?	19
6. Conclusion	23
Bibliography	24
Appendix 1: Dargaville Retirement Living Engagement Summary	25
Appendix 2: Demographic Profile Statistics	30
Appendix 3: Case study Snapshots	32

Executive Summary

The specific purpose of this report:

- To speak to the demand for retirement living in Dargaville, making use of up-to-date demographic data, as well as qualitative information collected during three focus group sessions with 22 Dargaville residents aged 65+, responses to the 'Future of Housing Dargaville' survey of those aged 65+, and a resident engagement survey completed by the Urban Advisory. This includes a summary of any differences and similarities in demographics since the Ansell Report, and an overview of what this might mean for market demand or development feasibility.
- To assess the opportunities and challenges for a retirement living development on the racecourse site. This includes a summary of any design/context issues or concerns that will need to be addressed in the concept plan and developed design. Mitigations for these will also be provided in the discussion section.

The key limitations of this report:

- This short report fits within a much broader workstream. The Tripartite Group (Dargaville Racing Club (DRC), Dargaville Community Development Board (DCDB), Ngāti Whātua) has engaged a consortium of consultants and specialists (including The Urban Advisory) to investigate and subsequently provide recommendations with regards to the most suitable development opportunities at the Dargaville Racecourse site, including residential, commercial, industrial and wider economic development activation for Dargaville.
- This report is very targeted in its scope and it does not constitute an updated feasibility to align with the original Dargaville Retirement Village Development Feasibility Study, in 2017 by Ansell, or provide specific market feasibility advice on a range of retirement village models.
- This work was also time constrained and so engagement with kaumātua, and older people from iwi and hapū was not able to be completed. This insight is important to understand community-wide demand for retirement living, beyond majority pākehā responses included in this report.

The key contextual factors summarised in this report:

- The ageing population and resulting growing demand for retirement living units has seen prices for units for retirement villages increase at a rapid rate.
- The costs associated with living in a retirement village are growing, and this results in many elderly New Zealanders being priced out of this as an option.
- The elderly population of New Zealand are becoming increasingly vulnerable as a result of dropping home ownership rates, and poor quality rentals being the only option.
- It is estimated that one in seven retired New Zealand residents would choose to live in a retirement village.
- New Zealand's Retirement Commission has made a call for the retirement village industry to be reviewed in light of concerns regarding residents' rights and protections.

The key demographic data compiled in this report:

- Dargaville has a comparatively older population when compared to regional, district, and nationwide statistics. Of note, Dargaville has a relatively larger population of people aged 75+.
- It is important to remember that the various age brackets making up those people of retirement age are diverse.
- The proportion of Dargaville residents in the older age brackets is predicted to grow.
- The older population of Dargaville occupy the majority of one-person households.
- While the majority of older residents in Dargaville identify as NZ European, Dargaville has a proportionally larger population of older Māori compared to nationwide statistics.
- The migration trend of retirement age people moving from Auckland to Dargaville continues.

Overview of the analysis of retirement need:

- Local people see the current options for retirement living in Dargaville as being very limited, and there is general consensus that a new retirement living product is needed.
- Residents who currently live in their own home wish to continue living in a property that they own (i.e. they do not wish to rent).
- While Dargaville has a comparatively higher proportion of its older residents living in their own home (when compared to national statistics), there is a general trend of more people living in rented accommodation.

- The retirement village industry is currently under review. The legal structure of a 'licence to occupy' a retirement unit, currently commonplace, is thought to be unfair and any new retirement living product should be considerate of this ongoing discourse.
- People of retirement age generally live in one-person or couple households. That said, many wish to have space in their home for family to come stay.
- A home with a garden is considered to be desirable.
- The older population are concerned about covering their housing costs, many surviving solely on the New Zealand Superannuation, with little or no savings.
- The current price points of retirement living units are thought to be too high for a number of people.
- Having easy access to the services and facilities (namely, a supermarket, pharmacy and medical care facility) is important to people of retirement age.
- Maintaining a connection to the Dargaville town centre via easy access is important to local older people.
- Many local people are not aware of the options available for retirement living at present.

Summary of mitigations/strategies for opportunities/challenges for a retirement living product at the racecourse site:

Opportunities and Challenges	Mitigations and Strategies
A growing ageing population in Dargaville and current limitations for retirement living options.	<ul style="list-style-type: none"> • A retirement living product of a certain scale (60-100 units) in Dargaville is needed.
Resort style retirement living desired by local people.	<ul style="list-style-type: none"> • Scale required to support a resort style product is unlikely to be feasible in Dargaville.
Age of retirement living residents is increasing with the majority of residents entering a retirement living product aged 75+.	<ul style="list-style-type: none"> • Provision of facilities that support the specific needs of 75+ residents should be included. Co-locating retirement living units with an aged care facility would fulfill demand.
Concerns about transportation and accessibility to Dargaville town centre.	<ul style="list-style-type: none"> • The operations model for a retirement living product in Dargaville, and in particular on the racecourse site, should address transportation concerns by establishing a community transport initiative.
Ease of access to services/facilities is important to those aged 65+.	<ul style="list-style-type: none"> • The feasibility calculations for a retirement living product should include options for the provision of several key services/facilities within the development itself. • As set out above, a community transport initiative would also help in attracting future residents by assuring them that they can easily access vital services and facilities.
<p>Financial concerns associated with housing costs are a key consideration for many older people in Dargaville. Most notably, many do not feel that they could afford to live in a retirement living product. The price point local people expected to pay for a retirement living unit was \$400,000.</p> <p>Local people feel anxious about the legality of land tenure with regard to taking on a unit in a retirement living product.</p>	<ul style="list-style-type: none"> • A purely commercial retirement living model may not actually serve the local Dargaville community in terms of affordability. • Against the backdrop of relatively lower levels of wealth in Dargaville, alternative models may need to be considered. This could be done through partnerships i.e. with the Community Housing Provider sector, or impact investors working with the DCDB, to deliver the outcomes that the DCDB are seeking to achieve, if having a retirement living product at the racecourse remains a goal of this group. • Any model for a retirement living product in Dargaville should adopt a contract model that clearly and concisely

<p>The price points accessible to local Dargaville residents compared to retirement age Aucklanders moving north are disparate.</p>	<p>sets out the exact legal structure of tenure and the associated costs.</p> <ul style="list-style-type: none"> • The Ansell 2017 study suggested offering two contract options, freehold and Occupational Rights Agreement (ORA). ORAs provide lower entry contributions, therefore, making it accessible to a wider range of wealth levels. • The profiling completed by The Urban Advisory supports a recommendation to offer a range of entry level options as part of a retirement living product in Dargaville. • In order to assist local people, and alleviate some of their concerns, the DCDB could consider offering some form of budgeting and financial planning assistance. • The DCDB are advised to follow the current review of the retirement village industry. It will be important to be aware of any changes to regulation, and consider how this may impact on feasibility calculations.
<p>Desire for better education/dissemination of information and knowledge about retirement living options</p>	<ul style="list-style-type: none"> • The DCDB should maintain close contact with older local people to ensure they are aware of a new retirement living product in Dargaville. Regular visits to Grey Power meetings could be one option.
<p>Local people share an aspiration to see improvements made to the vitality and vibrancy of Dargaville town centre.</p>	<ul style="list-style-type: none"> • If the DCDB chose to site the retirement living product closer to the Dargaville town centre, then this would assist in revitalising the centre, and would be viewed favourably by local people. • If financial calculations allow, the provision of some publicly accessible facilities within the retirement living product, i.e. a public garden, would be viewed favourably and could assist in general promotion of the retirement living product.
<p>There is a significant proportion of elderly Māori residents in Dargaville, when compared to relative national statistics.</p>	<ul style="list-style-type: none"> • In light of the high proportion of elderly Māori in Dargaville, if the DCDB adopted a mixed retirement living model, with the inclusion of an element of kaumātua housing, it would fulfill a growing need for this type of housing.
<p>Local residents 65+ expressed an openness to alternative living options, including cohousing, cooperatives and rent-to-buy.</p>	<ul style="list-style-type: none"> • Taking into account the challenges set out above, the DCDB are advised to consider alternative housing models when developing a retirement living product. Cohousing, cooperatives and rent-to-buy models offer the potential of a more affordable product, while also delivering the desire for retirement age locals to downsize from existing homes to retirement living solutions.

Next steps/decision points identified in the discussion:

- This report reinforces and updates the findings of the 2017 Ansell study, which concluded that there appears to be a market opportunity present in Dargaville to provide additional seniors' accommodation, albeit that this would only be possible following detailed financial modelling and the implementation of suitable service models and entry level pricing.
- If the correct price point, design, location, facility/service offering, tenure structure can be offered then such a facility will likely be a success.

- From the analysis to date, the price point that is indicated as expected by locals was approximately \$400,000 for a unit. This is below the average price for a medium sized home on the local market (albeit for a standalone home) which is between \$450,000-\$500,000.
- In light of stakeholder feedback and concerns about accessibility to the town centre for both social connectedness and access to daily life amenity needs (grocery shopping, health services), the racecourse site is not the most desirable option.
- If the feasibility stacks up and an offering goes ahead, the mitigations outlined in this report would need to be addressed to best serve the existing local community.
- A land swap with a parcel of land in the industrial area near the river and close to the Dargaville town centre could be advantageous in delivering a retirement living product that better meets the connectivity needs of retirement-aged local people.
- Ultimately, the delivery of a retirement living product at the racecourse would be up to the developer and the feasibility of whatever delivery model is chosen by them.
- If a standard operating model is not feasible, the DCDB may want to consider a partnership model to deliver an alternative solution such as a cooperative or cohousing development (to be done in collaboration with a Community Housing Provider or impact investor). These models provide a supportive and communal environment so elderly residents can fulfil their common shared desire to stay independent as long as possible, while also being able to downsize from existing larger sized family homes.

1. Introduction

1.1 Background

Providing retirement living options for Dargaville is a key aspiration of the Dargaville Community Development Board (DCDB). Te Rūnanga o Ngāti Whātua (Ngāti Whātua) has also expressed a potential aspiration to develop and operate a retirement village in Dargaville to provide employment opportunities for their whānau.

Previous proposals for a retirement village in Dargaville (Grey Power, See Ansell 2017) have not yet materialised. However, the earlier proposal that Grey Power put forward did help in securing the Provincial Growth Fund allocation for a joint project by Dargaville Racing Club (DRC), the DCDB and Te Rūnanga o Ngāti Whātua to complete a private plan change for the racecourse site.

The potential development of the DRC racecourse site, and the private plan change process that corresponds to this, have renewed efforts to assess the viability of a retirement village solution in Dargaville. It is within this context that this report was commissioned to build on the Ansell Dargaville Retirement Village Development Feasibility Study (2017) which looked at the feasibility for a retirement village development in Dargaville, albeit at a different site than that of the racecourse.

1.2 Report Purpose and Scope

The specific purpose of this report is to collate up-to-date evidence about demand for retirement living in Dargaville (and Northland) and identify how this aligns with the proposition for development of the Racecourse site.

The report therefore:

- **Speaks to the demand for retirement living in Dargaville**, making use of up-to-date demographic data, as well as qualitative information collected during three focus group sessions with 22 Dargaville residents aged 65+, responses to the 'Future of Housing Dargaville' survey form for those aged 65+, and resident engagement completed by the Urban Advisory. This includes a summary of any differences and similarities in demographics since the Ansell 2017 study, and an overview of what this might mean for market demand or development feasibility.
- **Assesses the opportunities and challenges for a retirement living development on the racecourse site.** This includes a summary of any design/context issues or concerns that will need to be addressed in the concept plan and developed design. Mitigations for these will also be provided in the discussion section.

Clear market insights about demand for retirement living in Dargaville will support the plan change process and future development activities.

1.3 Report Context and Limitations

This short report fits within a much broader workstream. The Tripartite Group (DRC, DCDB, Ngāti Whātua) have engaged a consortium of consultants and specialists (including The Urban Advisory) to investigate and subsequently provide recommendations with regards to the most suitable development opportunities at the Dargaville Racecourse site, including residential, commercial, industrial and wider economic development activation for Dargaville.

This report is very targeted in its scope and it does not constitute an updated feasibility to align with the original Retirement Demand Report, prepared in 2017 by Ansell, or provide specific market feasibility advice on a range of retirement village models.

The engagement exercises to inform this report were completed with a specific target group of people of retirement age, i.e. generally 65+. As such, this engagement exercise complements the evidence base that will inform future design and development of retirement living in Dargaville. It will also be referred to when developing a concept development plan, including the design element of a potential development (possibly on the Racecourse site).

This work was time constrained and so engagement with kaumatua, and older people from iwi and hapū was not able to be completed. This insight is important to understand community-wide demand for retirement living, beyond majority pākehā responses included in this report.

It is also important to clarify that for the purposes of this analytical exercise the following definitions have been applied:

The definition of a retirement village has been taken from the Retirement Villages Act (2003), under which a retirement village is defined as:

“Retirement village means the part of any property, building, or other premises that contains 2 or more residential units that provide, or are intended to provide, residential accommodation together with services or facilities, or both, predominantly for persons in their retirement, or persons in their retirement and their spouses or partners, or both, and for which the residents pay, or agree to pay, a capital sum as consideration and regardless of whether—

- (a) a resident’s right of occupation of any residential unit is provided by way of freehold or leasehold title, cross lease title, unit title, lease, licence to occupy, residential tenancy, or other form of assurance, for life or any other term; or*
- (b) the form of the consideration for that right is a lump sum payment or deduction, or a contribution or a payment in kind of any form, a periodic payment or deduction, or any combination of such payments or deductions, whether made before, during, or after occupancy; or*
- (c) the consideration is actually paid or agreed to be paid by a particular resident or particular residents or on behalf of that resident or those residents, or by another person for the benefit of that resident or those residents; or*
- (d) the resident makes an additional payment or periodical payment (for example, a service fee) for any services or facilities or access to such services or facilities; or*
- (e) the services or facilities, or both, are provided by the owner of the property, building, or other premises, or by any other person under an arrangement with the operator of the village.”*

The scope of this report does not include rest homes, aged care, or hospital care. While the scope is focused on retirement villages, we were open to considering lifestyle villages and villas when discussing options with engagement participants and when selecting case studies. As such, the term **retirement living product** is used within this report in order to capture the range of options available.

See **Appendix 3** of this report for competitor analysis and case studies of retirement living products (retirement villages, lifestyle villages and villas), predominantly from the Northland region, but also some from the North Island in order to highlight some of the potential options available.

2. Retirement Living Context in New Zealand

This section is a summary of current commentary on the retirement living context in New Zealand and frames the insights presented in this report.

Financial issues facing retirees

Of note, retirees feel stretched trying to cover rising housing costs on the New Zealand Superannuation as it currently stands.

Privately renting, as well as living within a retirement village, are financially strenuous options for New Zealand retirees. The Retirement Commissioner reported that *“a retirement village is just not an option for people who do not have a large capital sum to invest, which is why we need to look at different models for seniors’ housing”* (Smith, D. 2021). Many New Zealand residents have now been priced out of the option of being able to afford to live within a retirement village, with prices noted as skyrocketing from around \$300,000 to sometimes as much as \$800,000 (Smith, D. 2021). The increasing prices means that for some retirees buying into a retirement living product is not even an option once they sell their own homes (as explained below the decreasing home ownership rate means releasing equity from the sale of their home is no longer an option for many).

Financial issues related to meeting rising housing costs was identified as a worry for many of the older local Dargaville residents who participated in the engagement exercises completed as part of this analysis. This is further analysed in Section 4.

The issues facing retirees looking for stable housing in retirement

The impacts of the wider New Zealand housing crisis are also being felt severely by those of retirement age. As with the general trend of decreasing home ownership rates, this is resulting in more and more people needing to rent throughout retirement.

Retired New Zealand residents are being shut out of the retirement home market. Research into the situation estimates that by 2040 less than a half of retired people will own their own home (Christie, D. 2018).

A dangerous side effect of this issue is that retirees who are renting are considered to be twice as likely as homeowners to live in substandard housing that is poorly maintained. As a result they are more likely to suffer from health complications such as asthma, anxiety and depression (Christie, D. 2018).

That said, home ownership rates for people aged 65+ in Dargaville are currently higher than regional and national averages. This is further discussed in Section 3 of this report.

Increasing demand for retirement living units

A report published in July 2021 by real estate multinational Jones Lang LaSalle (JLL), indicated that to meet the expected level of demand in New Zealand, there will need to be 26,000 new units for retired residents constructed by the year 2033 (12 years from now) (Melville, B. 2021 and Smith, D. 2021). This estimate is based on the total Retirement Village population growing to just over 81,000 by 2033, and the resident-to-unit ratio remaining at 1.3. Further to this, JLL's projection is also based on the fact that one in seven New Zealanders who are over the age of 75 years choose to live within a retirement living product (Melville, B. 2021).

Further clarification on this estimated level of demand comes from JLL's database of retirement living developments that are currently underway. That database can identify a total of 11,000 units currently under construction across New Zealand, therefore this would still leave a significant requirement of a further 15,000 units across the country to meet the level of demand expected in 2033 (Melville, B. 2021).

JLL's research further points out that given that New Zealand is already facing a shortage in the construction industry in terms of skilled builders and contractors, the increasing demand for retirement units will be difficult to meet, and is likely to put even more pressure on the strained housing market. (Melville, B. 2021).

The increasing demand for retirement living units further magnifies issues around affordability, as providers are able to continue asking more and more for such hotly sought after units. The end result is likely to be more and more elderly people without stable, healthy homes to live in during retirement.

A further point to consider, is that the average age of residents entering a retirement living product is 75 years. This is the target age bracket set for the majority of New Zealand's retirement villages (Meville, B. 2021).

Demographic projections detailed in Section 3, indicate that similar to the national trends, Dargaville's older population is set to grow over the coming years, resulting in a growing demand for retirement living units in Dargaville.

Māori Housing Support

In 2014, the Ministry of Housing and Urban Development released *He Whare Āhuru He Oranga Tāngata – The Māori Housing Strategy*. The strategy sets out to achieve two major outcomes:

- *Improving housing for Māori and their whānau*
- *Increasing housing choices for Māori by growing the Māori housing sector*

Elderly Māori (kaumātua) are considered to be particularly vulnerable in terms of living in cold, damp houses.

In 2019, the central Government, along with Te Puni Kōkiri, announced plans to build special housing for kaumātua. Their announcement explained that in the year 2034 it is estimated there will be 1,270,000 New Zealanders over the age of 85 and of those, 109,400, i.e. 8.6%, will be Māori (Beehive.govt.nz, 2021). This reflects the fact that Māori generally have a lower life expectancy than Pākehā. The plans include partnerships between Te Puni Kōkiri and many local iwi around New Zealand to build new homes specifically for kaumātua.

Many iwi across New Zealand are already delivering options for providing warm, safe and dry houses for kaumātua, and often within broader papakāinga housing developments, or within the land of a marae. The physical proximity of the housing to other members of their iwi community, ensures kaumātua are able to maintain their close connections to their whānau and community.

As set out in Section 3 of this report, Dargaville has a relatively higher proportion of elderly Māori compared to national levels, and based on past trends it appears to be growing.

Call for the Retirement Village Industry to be reviewed and regulated

The retirement village industry in New Zealand is presently dominated by six key players; Ryman, Metlifecare, Summerset, Bupa, Oceania, and Arvida. These six organisations own 60% of overall retirement village units in New Zealand (Melville, B. 2021).

The most common retirement village model is somewhat unique in that residents are neither owners nor renters. As explained by New Zealand's Retirement Commissioner, Jane Wrightson, residents therefore do not have the rights of owners or the protections of renters, meaning there is a level of ambiguity in understanding what they are really signing up for when entering a licence to occupy contract in a retirement village (Chilsom, D. 2021).

New Zealand's Retirement Commissioner has recommended an urgent review of retirement village laws. One of the main criticisms of current legislation is that it leaves retirement village residents with fewer consumer rights than tenants renting from traditional landlords. According to the legislation (the Retirement Villages Act 2003) the status of residents is neither as owners nor tenants (Chilsom, D. 2021).

Reports suggest that this business model is one that benefits from churn, with providers making significant income from selling a licence to occupy several times within a relatively short period. The average period of time a resident occupies the licence is about seven years (Wilson, J. 2021).

As an example of one of the systematic issues facing residents of retirement villages is the fact that there are limited regulations around the arrangements when a resident leaves their unit. Of note, residents and their families can end up paying for many additional weeks or months of fees until a new occupant is found for the unit. Further to this, it can take a further series of months until the resident or family receive the proceeds from the sale. On top of this, the resident does not receive any of the capital gains that have been realised by the retirement village operator at the time they find a new occupant to take on the licence to occupy. The end result is that residents and their families are left out of pocket in many ways, and many consider such "licence to occupy" contracts to be unfairly in favour of the retirement village operator rather than the resident (Chilsom, D. 2021).

The recommended review is to look at the retirement village system as a whole.

Alternative housing options for elderly

For many years local councils have offered public housing for their elderly residents that is below market rates. To be eligible for this form of support housing, residents must meet criteria set by the Ministry for Social Development.

Community Housing providers, such as Hamaru Housing (<https://www.hamaruhousing.co.nz/>), also deliver public housing options for older community members.

As New Zealand as a whole explores alternative housing options, such as cohousing, coliving, cooperatives, Community Land Trusts, rent-to-buy developments, it is suggested that soon there will be a wider variety of options available to the older population who cannot afford to opt for traditional retirement villages. The reason these alternative housing models can often be suitable for the older population is that they are able to be offered below market rates (as explained above retired New Zealanders are often financially stressed), and also by the nature of their design, a supportive community of neighbours is established.

Summary of key contextual factors

- The ageing population and resulting growing demand for retirement living units has seen prices for units for retirement villages increase at a rapid rate.

- The costs associated with living in a retirement living product are growing, and this results in many elderly New Zealanders being priced out of this as an option.
- The elderly population of New Zealand are becoming increasingly vulnerable as a result of dropping home ownership rates, and poor quality rentals being the only option.
- It is estimated that one in seven retired New Zealand residents would choose to live in a retirement village.
- New Zealand's Retirement Commissioner has made a call for the retirement village industry to be reviewed in light of concerns regarding residents' rights and protections.

3. Demographics of Older People in Dargaville

Section 3 predominantly makes use of 2018 New Zealand Census data from Statistics New Zealand, in order to develop an understanding of the demographic profile of older people living in Dargaville. The assessment includes comparisons to any significant changes in the demographic profile to that which was reported in the Ansell 2017 feasibility study.

Understanding age, household arrangement, ethnicity, mana whenua representation, and migration, helps to build an overview of what is needed in Dargaville to meet the needs of the people living there. Notably, this profiling exercise helps to form an understanding of the level of demand, and therefore, feasibility for a retirement living product in Dargaville and at the racecourse site.

What is more, demographic profiling also aids in understanding any design/context issues and concerns that will need to be addressed in the concept plan and development design.

Catchment area

At the outset of this analysis it is important to clarify that data on the senior population of Dargaville and surrounding towns is limited as a consequence of very low population numbers. Therefore, information relating to the greater Kaipara District, the Northland Region, as well as national figures, have been used for benchmarking purposes. This same catchment area was used by Ansell in the 2017 study, refer to **Figure 1** below.

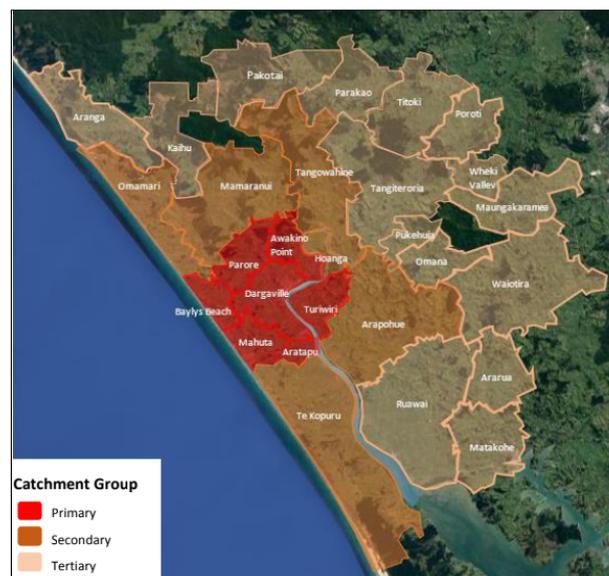


Figure 1. Catchment area used for demographic profiling (Source: Ansell 2017 'Dargaville Retirement Village Feasibility Study', p23)

Note: The 2017 Ansell feasibility study also included details of housing market price points, typical employment industries, population permanency, income and wealth analysis (but did not break it down to the target population of 65+). This information is included in The Urban Advisory's Market Demand Report. This report focuses solely on

demographics as they relate to those aged 65+. Statistics included in the Ansell study which are not focused on the older population have not been updated as part of this insights report.

Age Profile

Dargaville has a comparatively more elderly population when compared to the rest of New Zealand, the Northland Region, and the Kaipara District.

The number of people aged 65+ in Dargaville is 1,218, in Kaipara it is 5,091 and in the wider Northland Region it is 35,940 (2018 Census). These numbers should be kept in mind for the initial catchment areas for a retirement living solution in Dargaville. However, migration of older residents from Auckland, looking to retire in the warmer Northland climate, as well as reap the financial benefit of first selling their much more valuable Auckland houses, is also a common phenomenon.

Of note, when compared to the rest of New Zealand, Dargaville has a comparatively higher proportion of residents who are 65+, 25%, compared to 15% nationally. Further illustrating the relatively older population of Dargaville, is the fact that Dargaville has a higher proportion of residents over the age of 75 (13%) when compared to the Kaipara District (8%), Northland Region (8%) and New Zealand (6%). Refer to **Figure 2** below.

The observations made above are in line with Ansell's previous findings in 2017, which were based on 2013 statistics. It should be noted that the total number of Dargaville residents aged 65+ has risen from 1,056 in 2013 to 1,218 in 2018, an increase of 162 (15%) in those five years.

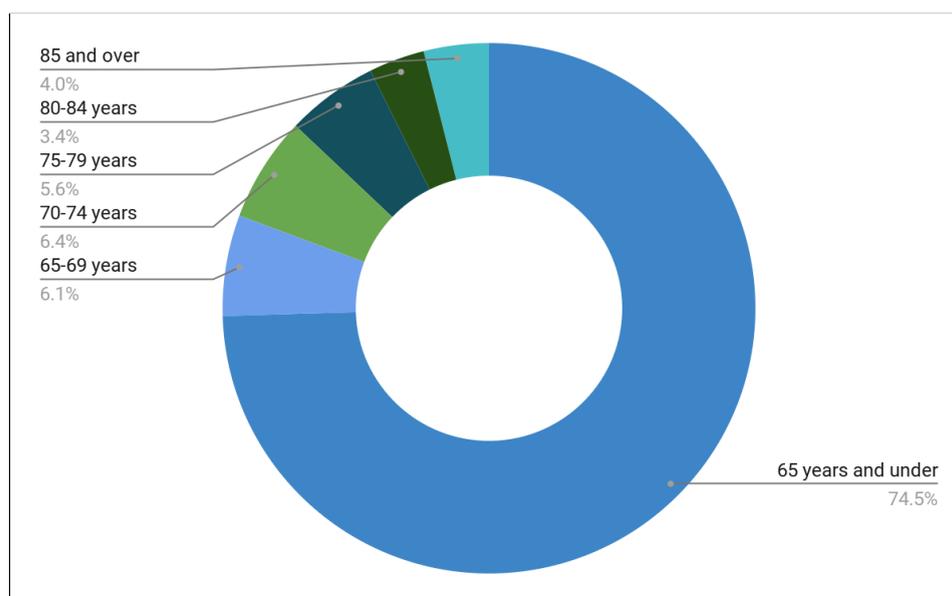


Figure 2. Population profile of Dargaville 65+ (Source: Census 2018)

Growth projected for the older population

Figure 3 shows that the population of those aged 65+ in the Kaipara District is projected to increase from 5,200 in 2018 to 10,700 in 2048. No projections are available for Dargaville specifically. However, a similar growth trend is likely to occur in Dargaville, which is noted as being one of the growth towns of the Kaipara District (Infometrics, 2020).

Based on this, we can assume that the proportion of Dargaville residents in the 65+ age group are predicted to increase in the long term. A major influencing factor of this growth is the fact that the large "baby boomer" population is set to move into the 65+ age group in the next ten years (Infometrics, 2020). As explained in the Market Demand Analysis, it is expected that this age bracket will represent 38% of the Dargaville population by 2043.

The findings outlined above are generally consistent with those reported in 2017 by Ansell. Ansell concluded that the senior population of Dargaville and the Kaipara District was projected to more than double between 2013 and 2043.

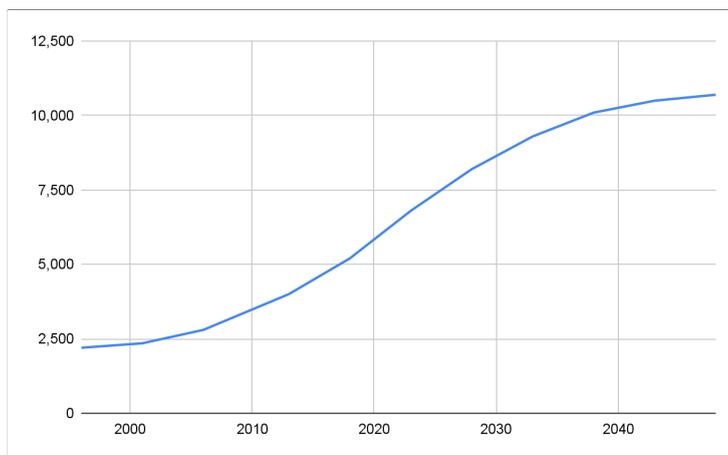


Figure 3. Population Aged 65+ in the Kaipara District (Source: Statistics NZ Projections 2018 to 2048)

Figure 3 above shows that the population aged 65+ in the Kaipara District is projected to increase from 4000 to 10,500 (i.e. by a factor of 2.6 or an increase of 160%) in the 30-year period from 2018 to 2048.

Diverse older people

A final key point when looking at the demographics on ageing in Dargaville, is that within the retired population there are several different age brackets. The different age brackets often have very different housing needs, and also contrasting financial situations, as well as health issues.

As displayed in **Figure 4** below (sourced from Ageing Well Challenge), older people have diverse trends, and of note those aged 80 plus are more likely to be ageing in their own homes because of already being in the housing market when housing was much more affordable than it is now.

Those people in the younger age bracket are more likely to be renting and considering moving to another rental property for retirement. As detailed in Section 2 of this report, issues faced by the renting older population in terms of financial stress, poor quality housing situations, and resulting poor health, are reaching crisis point on a national scale.

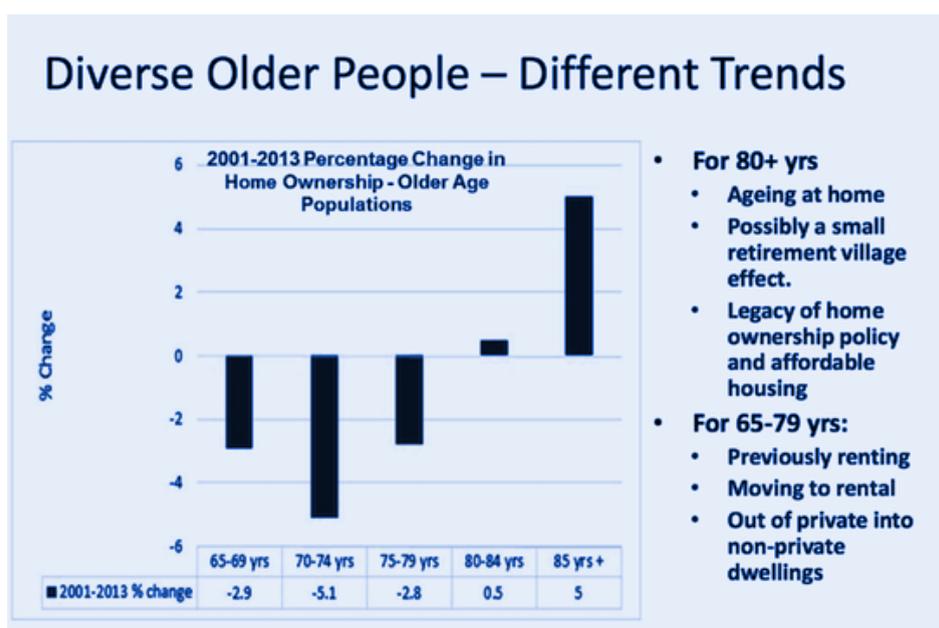


Figure 4. Differences between older person age cohorts

(Source: <https://www.ageingwellchallenge.co.nz/research/independence-and-housing-tenure/>)

Home ownership

44% of those aged 65+ in Dargaville own or partly own their own home, whereas only 27% of residents nationwide own or partly own their own home.

At a Northland regional level, again home ownership rates are slightly higher, 35% of those aged 65+ partly own their own home. Similar home ownership rates are found when looking at the Kaipara District, 36% of those aged 65+ own or partly own their own home.

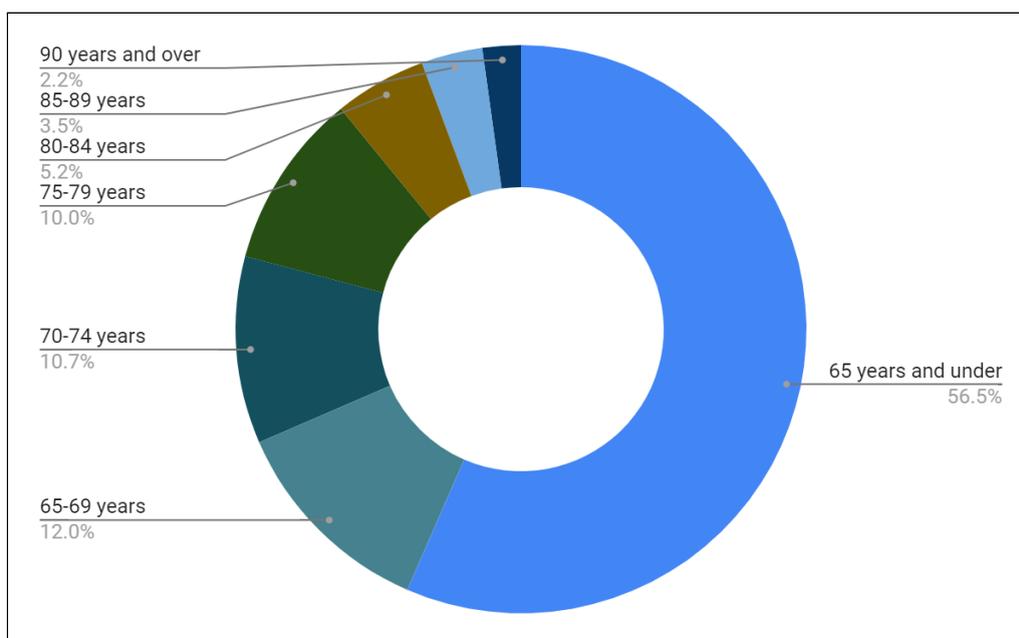


Figure 5: Homeownership profile of Dargaville's 65 plus population (Source: Census 2018)

Household arrangement

Of all households occupied by one person in Dargaville, 62% are occupied by a resident who is aged 65+. When compared to this same statistic on a national level, 47% of one-person households are occupied by someone 65+; this is comparatively high. When compared against the same statistic for the Kaipara District (53%) and the Northland Region (53%), again Dargaville has a comparatively higher proportion of one-person households occupied by a resident aged 65+.

When assessing the age-brackets making up the 65+ category, it is interesting to note that those aged 65-69 (14%) and 85+ (13%) occupy the highest proportion of one-person households in Dargaville. However, one-person households are generally evenly distributed across all age brackets, with a range of 10% (80-84 year olds) to 14% (65-69 year olds). Refer to **Figure 6** below.

The average household size in Kaipara is projected to decrease, from an estimated 2.37 individuals per household in 2019 to 2.14 individuals per household in 2051 (Infometrics, 2020). This is driven by a combination of factors, including a district's ageing population, increasing life expectancy, and societal trends:

- *An ageing population leads to growth in households of couples without children or persons living alone*
- *Increasing life expectancy means that individuals are likely to spend longer periods in these household types*
- *Societal trends include couples having fewer children (i.e. smaller families), increasing numbers of childless couples, and delayed childbearing*
(Infometrics, 2020 p13).

The trend towards decreasing household size means that more housing units are required to house the same size of population (Infometrics, 2020 p14).

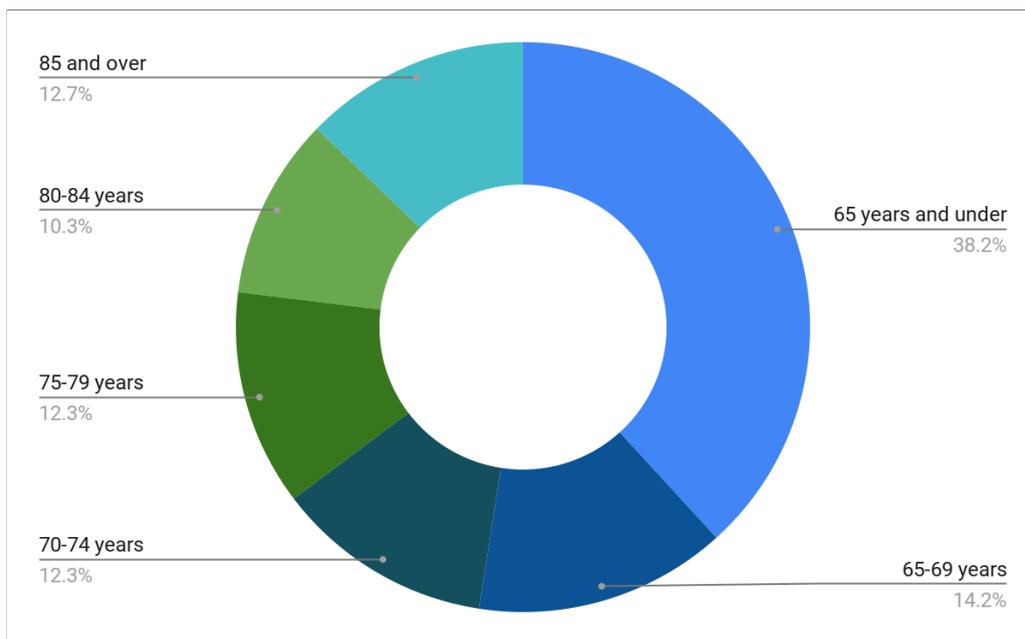


Figure 6: Age profile of one person households in Dargaville (Source: Census 2018)

Ethnicity

Older residents (those aged 65+) in Dargaville are predominantly NZ European (88%). Whereas a smaller percentage of older residents identify as Māori (14%), and an even smaller proportion identify as Pacific Peoples (1%) and 'other' (1%).

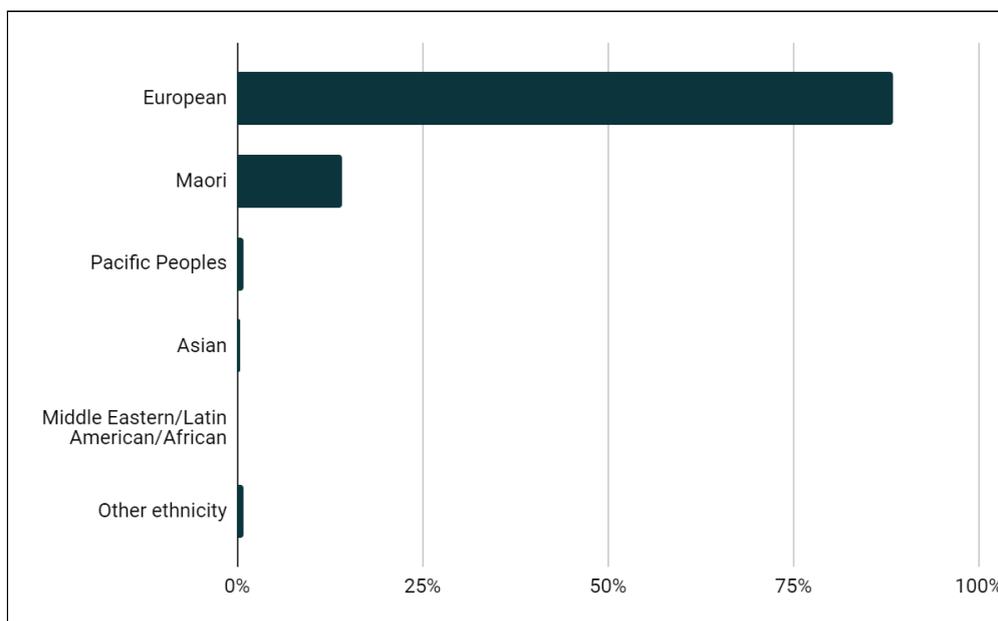


Figure 7: Ethnic profile of Dargaville's residents aged 65 plus (Source: Census 2018)

The ethnicity patterns of the older population of Dargaville are mirrored by the ethnic make-up of the Northland Region, where 86% of Northland residents aged 65+ identify as NZ European, and 15% as Māori.

As reported in The Urban Advisory's Market Demand Analysis, Māori make up a larger proportion of the total population in Dargaville (36%) than the wider Kaipara District (25%). Similarly, Pacific peoples make up a larger proportion of the population in Dargaville (7%) than Kaipara (4%).

Māori statistics on ageing

The Māori population of Dargaville is growing. At the time of the 2013 Census, 1,266 Māori lived in Dargaville, increasing to 1,710 by the 2018 Census. The growing number of Māori living in Dargaville is consistent with the region-wide trend.

In terms of the age profile of the Māori population (1,710 people) in Dargaville, 10% are aged 65+. When considering the age profile of Māori living in the Northland Region and New Zealand, Dargaville has a slightly higher percentage of its Māori population aged 65+; 10% for Dargaville, 8% for Northland, and 6% for New Zealand.

Migration

A larger proportion of the Dargaville population are aged 65+, when compared to national statistics, as well as regional and district statistics. This is reflective of the migration trends identified as part of the market research completed by The Urban Advisory, showcasing that retirees are moving from Auckland to Dargaville to live (refer to The Urban Advisory's Market Demand Analysis). The migration trend suggests people are selling their Auckland family homes to release capital and seek better lifestyle opportunities. This puts added pressure on the local housing market in regions such as Dargaville, because it increases competition for houses and limits the buying power of locals.

This same trend was identified by Ansell in the 2017 study. Further to this, the Ansell study explained that the same migration trends of older people was not seen in those aged 80 plus years. This could be the result of fewer retirement opportunities and support being available for those older residents. This explanation still stands in 2021.

Summary of key demographic data

- Dargaville has a comparatively older population when compared to regional, district, and nationwide statistics. Of note, Dargaville has a relatively larger population of people aged 75 years and over.
- It is important to remember that the various age brackets making up those people of retirement age are diverse.
- The number of Dargaville residents in the older age brackets is predicted to grow.
- The older population of Dargaville occupy the majority of one-person households.
- While the majority of older residents in Dargaville identify as NZ European, Dargaville has a proportionally larger population of older Māori compared to nationwide statistics.
- The migration trend of retirement age people moving from Auckland to Dargaville continues.

4. Retirement Living Need in Dargaville

Collating data from several sources (both quantitative and qualitative) has been used to develop insights into the type of retirement living most appropriate for Dargaville. The key insights set out below assist in considering the feasibility of developing a retirement living product in Dargaville in general, and more specifically on the racecourse site.

This section combines data from the following sources:

- Desktop analysis i.e. Stats New Zealand - Census 2018
- Sentiments from community engagement in June 2021
- 'Future of Housing Dargaville' survey in June 2021
- Targeted focus groups with over 65s in August 2021

Note: *Te Rūnanga o Ngāti Whātua are in the process of understanding iwi housing aspirations, through a survey, which will likely provide insight about relative demand for kaumatua housing units, papakāinga and intergenerational homes. This information will need to be incorporated below once it is available.*

Desire to see retirement living options in Dargaville

From community engagement, there was a clear aspiration for a retirement living product in Dargaville. Some older people expressed aspirations for a 'resort-style' retirement living product with many amenities.

During the focus groups, the current limitations in retirement living options in Dargaville were highlighted. Participants' comments suggest that they see the current offerings as limiting and do not reflect or meet the needs of all elderly residents. The comments made appear to be framed in regards to affordability (whether to rent or buy a unit), location, size, and style of home (villa, apartment, unit).

Included below are some examples of comments:

- *"That I will have dementia and lose my ability to care for myself; will there be facilities available?"*
- *"Hopefully [in the future] there will be a range of facilities for me or my family to choose from."*
- *"There needs to be a range of [housing] options to suit the range of people. There is no place to downsize in Dargaville at the moment. Residents need to be offered low cost rentals."*
- *"We need diversity of housing including retirement options and more affordable options."*
- *"My vision for the retirement village is 10-20 two-bedroom separate houses. A gated community where we can age in place. I see a big retirement company doing it, e.g. Selwyn, with a hospital on the grounds and a cafe."*

In consideration of alternative housing models, the 19 65+ respondents to the the 'Future of Housing Dargaville' survey noted that they thought their neighbourhood was in need of the following; rent-to-buy (10 respondents), cohousing (six respondents), build-to-rent (five respondents), shared equity/ownership (four respondents), papakāinga (four respondents), and whānau housing (four respondents). Further to this, five 65+ respondents thought that cohousing would be a suitable option for them, and three 65+ respondents thought a Property Cooperative would be suitable.

As explained in Section 2, nationwide we are seeing more and more alternative housing models delivered, and many that are suitable for older residents. Based on the views expressed by local people, they are open to considering these options.

Appendix 3 of this report contains competitor analysis, and confirms there are currently no sizable retirement living options available in Dargaville.

Tenure demand

Older Dargaville residents have a higher home ownership rate, 44% aged 65+ in Dargaville own or partly own their own home, compared to nationwide figures (27%) (Census 2018).

The majority of the 65+ respondents to the 'Future of Housing Dargaville' survey (14 out of 19) and all 22 participants in the targeted focus groups own their own home.

When asked about what type of tenure they would like to live in in the future, almost all participants of the focus groups noted that they wished to continue to live freehold. Similarly, of the 19 respondents aged 65+ to the 'Future of Housing Dargaville' survey, when asked whether owning their own home or having housing that is secure in the long-term was most important to them, 13 respondents selected owning their own home and three selected housing that is secure in the long term. Furthermore, 10 of 65+ respondents noted that they intend to buy their next home.

This suggests that home ownership is of particular importance to people when it is what they are used to. In the context of retirement living, residents are more likely to opt for a legal structure that provides them with a similar ownership arrangement. However, as detailed in Section 2 of this report, it is currently common practice in the retirement village industry to lease retirement units on a 'licence to occupy' basis. The legal structure of a 'licence to occupy' actually leaves licensees with fewer protections than a renter in the traditional rental market. The seeming unfairness of this practice is being called into question by the Retirement Commission. As such, it would be considered best practice to ensure that the legal structure offered to potential residents in a Dargaville retirement living product are consistent with the recommendations of the review of the industry by the Retirement Commission.

Household structure

Census 2018 data indicates that a high proportion of Dargaville's older residents live in one-person households; 62% of Dargaville's one-person households are occupied by a resident who is aged 65+.

Of the 19 respondents to the 'Future of Housing Dargaville' survey who are aged 65+, five live alone and 13 live with a spouse or partner. Most of the focus group participants live in a couple situation.

During the targeted focus groups, participants were asked to share their thoughts on who they would like to live with. A desire to live with their spouse or family was highlighted by many of the participants. A smaller number of participants noted that they wished to live alone. Three examples of participants comments to a worksheet question '**Who would you want to live with (if anyone)**', are set out below to illustrate this sentiment:

- *"Live with my husband, or if necessary on my own, as long as I am well and able to do so"*
- *"No one if [I am] predeceased by my husband"*
- *"Self in gated community even separate from the new subdivision"*

In the context of developing a retirement living product in Dargaville, these findings suggest that units suitable for either one individual or a couple would be in the most demand.

Desire for a family sized home and a garden

A large proportion of Dargaville's older residents live in one person or couple households, as indicated in Census 2018 data, and also in The Urban Advisory's own engagement exercises. However, the views of local older people sought as part of the 'Future of Housing Dargaville' survey and focus groups, indicate that they desire to live in a 2-3 bedroom standalone home.

Of note, almost all respondents to the 'Future of Housing Dargaville' survey aged 65+ stated that they would intend to buy a standalone home, and of the 19 65+ respondents, 12 desired a 3-bedroom standalone home. This corroborates with the views expressed by focus groups participants. The views of focus groups participants suggest that the reason for this was that the participants wanted to have the option of having family to come and stay.

As well as having space for family to stay, having a garden was also highlighted as being important by survey respondents and focus group participants. Of note, 10 of the 19 65+ survey respondents noted that a garden was one of the most important features when choosing a home. Similarly, a desire to have a private garden was highlighted by focus group participants. If they were to move to a retirement living product, participants of the focus group explained that they would like to continue to have their own small section/garden. One participant stated that they wished for a shared garden.

Below are some comments from focus group participants, to the worksheet question '**What is the ideal size of home?**', as an example:

- *"3-bedroom standard home on own section"*
- *"3 bedrooms, ensuite, small section"*
- *"3 bedrooms with a low maintenance garden"*
- *"2 bedrooms with a small garden garage/carport"*
- *"50 square metres, 2 bedroom, 1 spare room for family to stay and a flower garden"*
- *"Space for family to stay and a garden"*
- *"Room for family to stay, 80-120 square metres"*

The findings outlined above suggest that to meet the demands of Dargaville's older population, a retirement living product should consider ensuring that each retirement unit is provided with private garden space, and that an option for having family to come stay is made available.

Some are wishing to downsize

Several participants in the focus groups noted both in the worksheets, and during focus group discussions, that they wish to downsize from their current home, and move to a smaller home. One participant explained that they felt there were no options to downsize in Dargaville at present.

During community engagement, it was clear that some older residents have managed to downsize to smaller units, but many still wished there was a retirement living product as an option in Dargaville.

These findings indicate that in light of limited options for downsizing, and even for those who have managed to downsize, there is still a desire for a retirement living product to be made available in Dargaville.

Affordability and price points

The cost of housing is a concern to Dargaville's older population. Eight of the 19 65+ respondents to the 'Future of Housing Dargaville' survey noted that the cost of housing was one of the most important factors when choosing their current home.

Many of the participants of the focus groups felt that they would not be able to afford buying or renting a home within a retirement living product. Participants explained that they worry about their ability to cover the costs of living/owning within a retirement living product.

When asked about the likely cost of a unit within a retirement living product in Northland, the majority of focus group participants indicated somewhere between \$400,000-\$600,000. A number noted that living in a retirement living product would not be affordable for them.

During the focus group discussion, participants highlighted that they were worried about the costs related to a retirement living product diminishing the inheritance they were able to bequeath to their children. They expressed concerns about retirement living options not being affordable for those living on the New Zealand Superannuation as it is presently set.

A series of comments from participants' worksheets, detailing their concerns about affordability, are included below:

- *"If it was **affordable** I would consider/prefer a Ryman type facility or a complex with two to three bedroom homes flats and hospital care"*
- *"I see that there are some people who have no family and therefore would benefit from a retirement village provided it was kept at a level people could **afford**"*
- *"Residents need to be **offered low cost** rentals"*
- *"We need diversity of housing including retirement options and more **affordable** options"*

Financial worries for the older population

When asked about their housing costs, the majority of focus participants indicated that they spent somewhere between \$400-\$600 per week. Similarly, ten of the 65+ respondents to the 'Future of Housing Dargaville' survey indicated they spend \$500 or less a week on housing¹, and three between \$501 and \$800.

Three of the 19 65+ survey respondents indicated that they are 'very concerned', and two 'somewhat concerned', about their ability to pay for housing costs in the future.

Most of the focus group participants lived on their New Zealand Superannuation payments only². Meeting housing costs, and having some spending money, was a concern for many of the participants. A series of participant responses to the question '**What are your main financial concerns for the future?**', are included below to convey this point:

- *"Keeping my head above water"*
- *"Being able to **afford** to live comfortably, visit family and friends"*
- *"I have no spending **money** unless I save carefully"*

Mirroring the results of The Urban Advisory's engagement exercises, concerns around housing costs for the older population have been highlighted on a national scale. The Ministry of Social Development released a report in 2019, entitled 'Better Later Life, He Oranga Kaumātua: 2019 to 2034', highlighting the risk of the older population of New Zealand living in poverty. The report explains that this occurrence is considered to be a result of a reduction in home ownership rates, financial hardship faced by those aged 50-64, and the demands resulting from an increasingly ageing population. While schemes such as KiwiSaver will mean New Zealanders are in future better prepared for retirement, in reality some people have little or no savings. As a result many older people require support over and above the New Zealand Superannuation.

¹ Housing costs include mortgage payments or weekly rent, rates, power and water bills, insurance, and maintenance costs.

² At the time the engagement exercise was completed in August 2021, the New Zealand Superannuation rate for a couple (who both qualify) is \$672 per week, while a single person living alone receives \$437 per week.

As detailed in Section 2 of this report, concerns regarding meeting the costs associated with retirement living, namely, the rising costs of buying into a retirement village, is an issue to many older New Zealanders. Increasing demand for retirement living units is only pushing prices up even further.

Importance of ease of access to services/facilities and Dargaville town centre

Living in a location that facilitates easy access to services, facilities, friends, service clubs, and family members, is foremost in many focus group participants' minds when thinking about retirement living.

A variety of services/facilities were identified as being important to participants. In terms of the services/facilities that were identified by the highest proportion of participants as essential to their daily lives, these are set out below:

- *Grocery store/supermarket*
- *Medical facility*
- *Pharmacy*
- *Cafe*
- *Recreation facilities (e.g. bowling club)*
- *Public transportation*
- *Spaces for socialising (e.g. service clubs)*

To further illustrate the above analysis of participant views, a selection of responses to the question **'What facilities would you need or want close to home?'** is included below:

- *"Shopping trips, outings to counteract isolation, mini shop nearby or in the village"*
- *"Transport, retail, recreation/sports facilities, medical facilities, including support services"*
- *"Medical, places to walk if mobile and okay for motor scooter, etc."*

During the focus groups, it was clear that if participants were going to consider living in a retirement living product the distance from the Dargaville town centre, or having sufficient transport options to take them into the town centre, was an important factor. The participants wish to maintain their connection to the social aspect of living in Dargaville. Being isolated in a retirement living product was a worry for participants.

Participants also indicated a preference for a superette/hairdresser to be present within a retirement living product itself.

In support of these findings, the 19 65+ respondents to the 'Future of Housing Dargaville' survey highlighted the following as the local services and facilities that they use the most in your everyday life:

- Supermarket (12 respondents)
- Medical facilities (11 respondents)
- Chemists (11 respondents)
- Petrol station (10 respondents)
- Post office (6 respondents)
- Retail e.g. clothing and gift shops (6 respondents)
- Cafes (6 respondents)

Further to this, when the 65+ survey respondents were asked to rank in order of importance how much they value being able to get to certain locations easily in their everyday life; a *'local town or centre'* was ranked number one by the highest number of respondents (5 of the 13 who responded to this question), followed by *'medical facilities and care'*, ranked number one by 4 of the 13 who responded to this question.

Losing their ability to drive

During the focus group brainstorming sessions, transportation was raised as one of the biggest concerns facing the group when considering retirement living options. Not being able to drive would make living in an outlying community almost impossible without the support of friends and family. Participants explained that given there is no taxi service or public transport in Dargaville, this leaves them reliant on friends or family if they cannot drive themselves. The lack of public transportation made the participants feel that Dargaville was not 'age friendly'.

When asked about their biggest concerns, participants' responses on their worksheets, relating to driving and transportation issues included:

- “Not being able to **drive** and losing my independence”
- “Not being able to **drive**”
- “Lack of **transport** in Dargaville and to Whangarei”
- “Lack of **transport** into town”

Desire for better education/dissemination of information and knowledge

It was made clear during the focus group brainstorming that participants were not very aware of the options available to them. Of note, they felt anxious about the legality of land tenure with regard to taking on a licence to occupy within a retirement living product.

Participants wished to eliminate their fear and worry about retirement living, in particular with regard to the financial and health side of it. By improving their knowledge, and proactively planning for their retirement living, it would make life more enjoyable now.

Some participants' comments are included below to illustrate this:

- “Require an information service to save disappointment”
- “Governments and Councils need to be more helpful in providing housing for the aged and others. Pension needs to be increased. We need to know all the costs of living in retirement facilities.”
- “Facts need to be available”

Summary of retirement need

- Local people see the current options for retirement living in Dargaville to be very limited, and there is general consensus that a retirement living product is needed.
- Residents who currently live in their own home wish to continue living in a property that they own (i.e. they do not wish to rent).
- While Dargaville has a comparatively higher number of its older residents living in their own home (when compared to national statistics), there is a general trend of more people living in rented accommodation.
- The retirement village industry is currently under review. The legal structure of a ‘licence to occupy’ a retirement unit, currently commonplace, is thought to be unfair and any new retirement living product should be considerate of this ongoing discourse.
- People of retirement age generally live in one person or couple households. That said, many wish to have space in their home for family to come stay.
- A home with a garden is considered to be desirable.
- The older population are concerned about covering their housing costs, many surviving solely on the New Zealand Superannuation, with little or no savings.
- The current price points of retirement living units are thought to be too high for a number of people.
- Having easy access to the services and facilities (namely, a supermarket, pharmacy and medical care facility) is important to people of retirement age.
- Maintaining a connection to the Dargaville town centre via easy access is important to locals aged 65+.
- Many local people are not aware of the options available for retirement living at present.

5. Discussion: What Does This Mean For The Development Of The Racecourse Site?

The preceding sections of this report set out findings from a review of several sources of data regarding retirement living in Dargaville and Northland, including reports, journalistic think-pieces, Census 2018 data as well as The Urban Advisory's own engagement exercises with local older people (stakeholder engagement, survey and focus groups). All of this information helps to form an understanding of whether the development of a retirement living product is a feasible option for the racecourse site.

The comparatively high proportion of people of retirement age (65+) living in Dargaville suggests there is a critical need for a new local retirement living product, especially if this is considered against the much reported nationwide shortage of retirement living units (set to reach 15,000 units by the year 2033) (Melville, B. 2021). These findings

are supported by the views of local people collected during the engagement exercises. There is a strong desire to see new retirement living options delivered in Dargaville.

This conclusion aligns with the findings of the 2017 Ansell study, which stated competition in Dargaville is low and there is limited supply.

The type, scale, location, design, facility provision, pricepoint, of a retirement living product is pertinent to how this project is progressed. This section corroborates all of the findings to date and sets out potential opportunities and challenges for establishing a retirement living product in Dargaville.

It is important to note, that while the findings may suggest that an alternative location is more suitable for a retirement living development than the racecourse site, if a retirement living product is developed on the racecourse site, ideas gathered from local people can assist in identifying mitigating strategies to offset any issues or concerns.

Table 1 below provides a summary of the opportunities and challenges identified as part of this analysis, and offers suggestions for mitigations and strategies.

Table 1: Mitigations/strategies for opportunities/challenges

Opportunities and Challenges	Mitigations and Strategies
<p>A growing ageing population in Dargaville and current limitations for retirement living options - Dargaville has a growing population of older people, further bolstered by the migration trend of retirement age Aucklanders moving north.</p> <p>At present, there are very limited options for retirement living in Dargaville.</p>	<p>A retirement living product of a certain scale in Dargaville is needed - Getting the right scale for a retirement living product in Dargaville is very important to ensuring the success of the operating model. If the scale is too large then it will face occupancy issues.</p> <p>Based on advice from an informed local developer (and provided to The Urban Advisory), about 60-100 retirement living units across a precinct around 5 hectares is considered viable in Dargaville, to meet local and regional demand for retirement living.</p> <p>Similarly, the Ansell 2017 study recommended 100 varied style units.</p>
<p>Resort style retirement living desired - Local people would like to see a 'resort' style retirement living product delivered with multiple onsite facilities.</p>	<p>Scale of a resort style retirement living product is unlikely to be feasible - The build and maintenance costs associated with a 'resort' style retirement living product, with a wide range of quality amenities, does not seem viable when considered against the estimated demand for retirement living in Dargaville and the surrounding district (60-100 units).</p>
<p>The age of retirement living product residents is increasing, with the majority of residents entering a retirement living product aged 75+.</p>	<p>Provision of facilities that support the specific needs of 75+ residents - People of retirement age (65+) have diverse needs. Of note, the development of an operational model for a retirement living product must be cognisant of the needs of the largest cohort (considered to be those aged 75+).</p> <p>A model that mixes independent living with aged care facilities is recommended. By co-locating the accommodation options, the retirement living product could attract a wider range of residents by meeting their various needs and desires for both independence and the stability of knowing they could stay on if their health necessitated care and support.</p>

	<p>The findings of the 2017 Ansell study suggested a co-located retirement village and aged care facility.</p>
<p>Concerns about transportation and accessibility to Dargaville town centre - During the three focus groups, the current lack of transportation in Dargaville and not being able to drive as they age, was raised as one of the biggest concerns facing the group when considering retirement living options. This included access to the wider region and the town centre.</p> <p>It was clear that if participants were going to consider living in a retirement living product some distance from the Dargaville town centre and with poor pedestrian connectivity, having sufficient transport options to take them into the town centre was an important factor. The participants wished to maintain their connection to the social aspect of living in Dargaville. Being isolated in a retirement living product was a worry for participants.</p>	<p>Community transport initiative - The operations model for a retirement living product in Dargaville, and in particular on the racecourse site, should address transportation concerns by establishing a community transport initiative.</p> <p>As such, the costs of running such an initiative should be included in the DCDB's feasibility calculations for a retirement living option at the racecourse site.</p> <p>As well as helping future residents to stay connected to the Dargaville town centre, the transport initiative would reduce the potential feeling of isolation of living at the racecourse site.</p> <p>The inclusion of this provision will assist in attracting future residents to the racecourse site.</p>
<p>Importance of ease of access to services/facilities - Results from the survey and focus groups make it easy to conclude that any retirement living product in Dargaville will need to be located with easy access to services, facilities, and service clubs.</p>	<p>Onsite services/facilities - The feasibility calculations for a retirement living product should include options for the provision of several key services/facilities within the development itself. This would assure future residents that some of their daily needs can be met without having to travel from where they live. If this is an issue for feasibility, which may be the case, then pop-ups, where a communal space is made available for services to set up one or two days a week i.e. hairdressers would need to be incorporated into the operating model of any retirement living product delivered.</p> <p>Community transport initiative - As set out above, a community transport initiative would also help in attracting future residents by assuring them that they can easily access vital services and facilities.</p>
<p>Financial concerns - Housing costs are a key concern for many older people in Dargaville. Most notably, many do not feel that they could afford to live in a retirement living product. The price point local people expected to pay for a retirement living unit was \$400,000.</p> <p>The rising costs of living in retirement living products have been reported nationwide, and the Retirement Commission has called for the retirement village industry to be reviewed.</p> <p>Focus group participants felt anxious about the legality of land tenure with regard to</p>	<p>Realistic price points - A purely commercial retirement living model may not actually serve the local Dargaville community in terms of affordability. As detailed in the Market Demand Analysis, the median income in Dargaville (\$22,000) is below national levels. Further to this, in August 2021, the average listing price for medium-sized homes (3-4 bedrooms) in Dargaville is between \$450,000 and \$500,000 (Real Estate Investor, Trademe Property 2021). This is much lower than the national statistic reported in July 2021 with an average house price of \$826,000 (REINZ 2021).</p> <p>Against this backdrop of relatively lower levels of wealth in Dargaville, alternative models may need to be considered, through partnerships i.e. with the Community Housing Provider sector, impact investors working with the DCDB, to deliver the outcomes that the DCDB are seeking to achieve, if having a</p>

<p>taking on a licence to occupy within a retirement living product.</p> <p>It is important to keep in mind that the price points accessible to local Dargaville residents compared to retirement age Aucklanders moving north are disparate. To truly meet the needs of local people this must be considered.</p>	<p>retirement living product at the racecourse remains a goal of this group.</p> <p>The Ansell 2017 study also concluded that a retirement living product should align with comparatively lower local wealth levels.</p> <p>Transparency of contract and costs - Any model for a retirement living product in Dargaville should adopt a contract model that clearly and concisely sets out the exact legal structure of tenure and the associated costs.</p> <p>The Ansell 2017 study suggested offering two contract options, freehold and Occupational Rights Agreement (ORA). ORAs provide lower entry contributions, therefore, making it accessible to a wider range of wealth levels.</p> <p>The profiling completed by The Urban Advisory supports a recommendation to offer a range of entry level options as part of a retirement living product in Dargaville.</p> <p>Retirement budgeting and financial assistance - In order to assist local people, and alleviate some of their concerns, the DCDB could consider offering some form of budgeting and financial planning assistance. This could be in coordination with the local council, and include a series of information evenings or mentoring sessions.</p> <p>Keep track of retirement village industry review - Further to this, the members of the DCDB are advised to follow the current review of the retirement village industry. It will be important to be aware of any changes to regulations, and consider how this may impact on feasibility calculations.</p>
<p>Desire for better education/dissemination of information and knowledge - It was made clear during the focus groups that participants were not very aware of the housing options available to them in retirement.</p>	<p>Proactive promotion - The DCDB should maintain close contact with older local people to ensure they are aware of a new retirement living product in Dargaville. Regular visits to Grey Power meetings could be one option.</p>

<p>Desire to see Dargaville revitalised - Local residents share an aspiration to see improvements made to the vitality and vibrancy of Dargaville town centre. They wish to see the breadth and quality of services and facilities offered within the town upgraded, and for Dargaville to prosper.</p> <p>A selection of two focus group participants' comments, with regards to Dargaville town centre, are set out below:</p> <ul style="list-style-type: none"> • <i>"I believe Dargaville needs to develop a first class shopping centre. Dargaville needs business incentives to draw big companies"</i> • <i>"Dargaville needs a shopping centre with good clothes, hardware, electric shops, stationery, and books"</i> <p>This sentiment was also conveyed to The Urban Advisory during the June 2021 community engagement.</p>	<p>Development close to town centre - If the DCDB chose to site the retirement living product closer to the Dargaville town centre, then this would assist in revitalising the centre. The resident population of the retirement living product are likely to frequent the town centre, creating foot traffic, and bringing with them spending money. This is likely to be viewed favourably by local residents as it will fulfil their desire to see their town flourish.</p> <p>Publicly accessible garden - If financial calculations allow, the provision of some publicly accessible facilities within the retirement living product, i.e. a public garden, would be viewed favourably and could assist in general promotion of the retirement living product.</p>
<p>Housing needs of older Māori - There are a significant number of elderly Māori (kaumātua) residents in Dargaville, when compared to relative national statistics. Ensuring elderly Māori live in safe, warm, homes is a nationwide issue.</p>	<p>Kaumātua housing element In light of the high proportion of elderly Māori in Dargaville, if the DCDB adopted a mixed retirement living model, with the inclusion of an element of kaumātua housing, it would fulfill a growing need for this type of housing. Therefore, attracting future occupants for this housing element from the local Dargaville community will be easier.</p>
<p>Alternative retirement living options Local residents 65+ expressed an openness to alternative living options, including cohousing, cooperatives and rent-to-buy.</p>	<p>Consider exploring alternative models Taking into account the challenges set out above, the DCDB are advised to consider alternative housing models when developing a retirement living product. Cohousing, cooperatives and rent-to-buy models offer the potential of a more affordable product, while also delivering the desire for retirement-age locals to downsize from existing homes to retirement living solutions. Further to this, by the nature of their design, these models offer a supportive and communal living environment. These environments support the common shared desire to 'age in place' and retain some level of independence.</p> <p>On a national level, the traditional retirement village model is currently facing issues and having its regulations challenged. This setting provides a timely proposition for the DCDB to bring forward an alternative.</p>

6. Conclusion

This report has made use of a variety of sources, including fresh findings collected by The Urban Advisory, in order to build an evidence base for the members of the DCDB, who are exploring the option of developing a retirement living product on the racecourse site.

The results make it clear that a new retirement living product (of a relatively small scale, with 60-100 units) is needed in Dargaville in order to meet the needs of the growing ageing population and fill the gap as a result of

limited existing options. The ageing population of Dargaville is further bolstered by the migration trend of Aucklanders moving north.

In support of the recommendations made in the Ansell 2017 study, a purely commercial retirement living model may not be viable, considering the prevailing demographic and wealth profile of Dargaville. But by limiting the scale and exploring alternative models, offering lower entry level prices (when compared to the skyrocketing prices seen around New Zealand), a successful model that caters to the growing need in Dargaville is possible. Further to this, caution should be exercised when considering locating a retirement living product on the racecourse site. The racecourse site does not have good pedestrian connections to the town centre. Proximity to the town centre itself, and with that the services and facilities it provides, are considered vital to help older people maintain everyday elements of life that are important to them.

Next steps/decision points

- This report reinforces and updates the findings of the 2017 Ansell study, which concluded that there appears to be a market opportunity present in Dargaville to provide additional seniors' accommodation, albeit that this would only be possible following detailed financial modelling and the implementation of suitable service models and entry level pricing.
- If the correct price point, design, location, facility/service offering, and tenure structure can be offered then such a facility will likely be a success.
- From the analysis to date, the price point that is indicated as expected by locals was approximately \$400,000 for a unit. This is below the average price for a medium sized home on the local market (albeit for a standalone home) which is between \$450,000-\$500,000.
- In light of stakeholder feedback and concerns about accessibility to the town centre for both social connectedness and access to daily life amenity needs (grocery shopping, health services), the racecourse site is not the most desirable option.
- If the feasibility stacks up and an offering goes ahead, the mitigations outlined in this report would need to be addressed to best serve the existing local community.
- A land swap with a parcel of land in the industrial area near the river and close to the Dargaville town centre could be advantageous in delivering a retirement living product that better meets the connectivity needs of retirement-aged local people.
- Ultimately, the delivery of a retirement living product at the racecourse would be up to the developer and the feasibility of whatever delivery model is chosen by them.
- If a standard operating model is not feasible, the DCDB may want to consider a partnership model to deliver an alternative solution such as a cooperative or cohousing development (to be done in collaboration with a Community Housing Provider or impact investor). These models provide a supportive and communal environment enabling elderly residents to fulfil their common shared desire to stay independent as long as possible, while also being able to downsize from existing larger sized family homes.

Bibliography

- Ansell (2017) Northland Inc, Dargaville Retirement Village Development Feasibility Study June 2017
- Beehive.govt.nz - The official website of the New Zealand Government (Retrieved 11 September 2021) '*New housing part of support for Kaumātua*' [beehive.govt.nz/release/new-housing-part-support-kaum%C4%81tua](https://www.beehive.govt.nz/release/new-housing-part-support-kauma-tua)
- Chisholm, Donna (2021) '*How residents get trapped in the retirement village paradox*' thespinoff.co.nz/business/09-06-2021/how-residents-get-trapped-in-the-retirement-village-paradox
- Christie, Damian (2018) '*It's a very bad outlook: Half of those turning 65 in 2040 will have to rent*' [newshub.co.nz/home/money/2018/09/its-a-very-bad-outlook-half-of-over-65s-will-have-to-rent-by-2040.html](https://www.newshub.co.nz/home/money/2018/09/its-a-very-bad-outlook-half-of-over-65s-will-have-to-rent-by-2040.html)
- Jones Lang LaSalle (2021). *Retirement Villages Market Review 2021*. Whitepaper. [online] Available at: [jll.nz/en/trends-and-insights/research/retirement-villages-market-review-2021](https://www.jll.nz/en/trends-and-insights/research/retirement-villages-market-review-2021)
- Klein-Nixon, Kylie (2020) '*Retirement: What housing options are available to the over 65s*' [stuff.co.nz/life-style/homed/retirement/122083000/retirement-what-housing-options-are-available-to-the-over-65s](https://www.stuff.co.nz/life-style/homed/retirement/122083000/retirement-what-housing-options-are-available-to-the-over-65s)
- Infometrics (2020). Population Projections 2018–2051 Kaipara District Council. [kaipara.govt.nz/uploads/policy/Infometrics%20Kaipara%20projection%20report%20v3.pdf](https://www.kaipara.govt.nz/uploads/policy/Infometrics%20Kaipara%20projection%20report%20v3.pdf)
- Melville, Brent (2021) '*NZ will need 26,000 more retirement units within next 12 years - report*' [businessdesk.co.nz/article/property/nz-will-need-26000-more-retirement-units-within-next-12-years-report](https://www.businessdesk.co.nz/article/property/nz-will-need-26000-more-retirement-units-within-next-12-years-report)
- Ministry of Housing and Urban Development (Retrieved 11 September 2021) '*He Whare Āhuru He Oranga Tāngata – The Māori Housing Strategy*' [hud.govt.nz/maihi-and-Māori-housing/the-Māori-housing-strategy/Māori-housing](https://www.hud.govt.nz/maihi-and-Maori-housing/the-Maori-housing-strategy/Maori-housing)
- Real Estate Investor (2021) Investment Property Dargaville, Northland <https://www.realestateinvestar.co.nz/Invest/dargaville>
- REINZ (2021) New Zealand reaches new record median house price, rate of growth shows signs of easing <https://www.reinz.co.nz/residential-property-data-gallery>
- Smith, Daniel (2021) '*Housing shortage creating lack of retirement accommodation*' [stuff.co.nz/business/125621015/housing-shortage-creating-lack-of-retirement-accommodation](https://www.stuff.co.nz/business/125621015/housing-shortage-creating-lack-of-retirement-accommodation)
- Trademe Property (2021) Houses and properties for sale in Dargaville: Get to know Dargaville <https://www.trademe.co.nz/a/property/residential/sale/northland/kaipara/dargaville>
- Wilson, Jessica (2021) '*Retirement village contracts: unfair terms in the fine print*' [consumer.org.nz/articles/retirement-villages](https://www.consumer.org.nz/articles/retirement-villages)

Appendix 1: Dargaville Retirement Living Engagement Summary

The below text has been extracted from the summary report produced when coding the data from three focus group sessions in July 2021.

1.1 Focus Group Design

Participants were invited to a relaxed-style focus group and were told that there was no need to pre-prepare. Participant recruiting was via three key social groups for 65+ residents in Dargaville; Greypower, The Friendship Club, and the Over 65s.

As part of the focus groups there were a series of group brainstorming exercises, and participants were also asked to complete a worksheet. As well as covering basic demographic information and key aspirations and concerns for the future, the worksheet also asked participants to share financial information which they may not have been comfortable sharing more publicly i.e. household income, monthly spend on housing, their financial concerns for the future, suitable price points for them, and preferred tenures.

All of the participants were informed that their comments would remain confidential and anonymous, and that they would not ever be shared publicly. Participants were made aware that they could withdraw from the workshop at any time. The facilitator welcomed participant questions at any time before or during the workshop, and while they were completing the worksheet.

A facilitator guided the participants through a fun and interactive session. The session covered the following topics:

- What success looks like as you age in Dargaville
- The ideal place to live as you age
- The size of homes/number of bedrooms/facilities needed
- Willingness to move and requirements for your neighbourhood
- Types of ownership and other tenures participants are open to
- Financial planning as you age (to identify appropriate price points/constraints as part of identifying the most suitable solutions)

2. Key Themes from the Focus Group Engagement

In this section the key themes that emerged from the engagement responses are identified.

2.1 Health and Independence

Health and independence was identified by many participants as being important to them. Many expressed a wish to stay in their own home until the time they needed more support. Participants were keen to have 'in-home' care or support, if this meant they were able to stay in their own home for longer.

As well as maintaining their health, participants wish to retain their ability to drive themselves in a private vehicle, or, have sufficient other means of transportation to make important daily trips. This would enable them to keep up connections to services, facilities, friends and other social groups. It is important to note that the majority of participants drive at present.

A selection of participants' comments on the worksheet in response to being asked '**What does a great life look like for you in the future?**', are included below to illustrate the above statements:

- *"Being able to maintain my **independence**"*
- *"Keeping **healthy** and able to **drive** for as long as possible"*
- *"Stay in my home until my **health** necessitates a move"*
- *"Stay **healthy** and reasonably active...spending more time on (largely sedentary) hobbies"*
- *"I'll need more help to live alone"*

Concerns about transportation

During the workshop brainstorming sessions, transportation was raised as one of the biggest concerns facing the group when considering retirement living options. Not being able to drive would make living in an outlying community almost impossible without the support of friends and family. Participants explained that given there is no taxi service or public transport in Dargaville, this leaves them reliant on friends or family if they cannot drive themselves. The lack of public transportation made the participants feel that Dargaville was not 'age friendly'. When asked about their biggest concerns, participants' responses on their worksheets, relating to driving and transportation issues included:

- "Not being able to **drive** and losing my **independence**"
- "Not being able to **drive**"
- "Lack of **transport** in Dargaville and to Whangarei"
- "Lack of **transport** into town"

Importance of ease of access to services/facilities and Dargaville town centre

Living in a location that facilitates easy access to services, facilities, friends, service clubs, and family members, is foremost in many participants' minds when thinking about retirement living.

A variety of services/facilities were identified as being important to participants. In terms of the services/facilities that were identified by the highest proportion of participants as essential to their daily lives, these are set out below:

- Grocery store/supermarket
- Medical facility
- Pharmacy
- Cafe
- Recreation facilities (e.g. bowling club)
- Public transportation
- Spaces for socialising (e.g. service clubs)

To further illustrate the above analysis of participants' views, a selection of responses to the question '**What facilities would you need or want close to home?**' is included below:

- "Shopping trips, outings to counteract isolation, mini shop nearby or in the village"
- "Transport, retail, recreation/sports facilities, medical facilities, including support services"
- "Medical, places to walk if mobile and okay for motor scooter, etc."

During the workshop, it was clear that if participants were going to consider living in a retirement living product, then the distance from the Dargaville town centre, or having sufficient transport options to take them into the town centre, was an important factor. The participants expressed their wish to maintain their connection to the social aspect of living in Dargaville. Being isolated in a retirement living product was a worry for participants.

Participants also indicated a preference for a superette/hairdresser to be present within a retirement living product itself.

2.2 Financial concerns

Concerns about housing costs

When asked about their housing costs, the majority of participants indicated that they spent somewhere between \$400-\$600 per week.

Most of the participants lived on their New Zealand Superannuation payments only³. Meeting housing costs, and having some spending money, was a concern for many of the participants. A series of participant responses to the question '**What are your main financial concerns for the future?**', are included below to convey this point:

- "Keeping my head above water"
- "Being able to **afford** to live comfortably, visit family and friends"
- "I have no spending **money** unless I save carefully"

³ At the time the engagement exercise was completed in August 2021, the New Zealand Superannuation rate for a couple (who both qualify) is \$672 per week, while a single person living alone receives \$437 per week.

Concerns about rates

Many participants pointed out that the cost of rates was concerning for them. Of note, during the workshop discussion, participants highlighted their concern about water rates in Dargaville. They found it worrying that water rates were increasing, leaving them uncertain about the regular expenses they would be required to meet. Participants liked the idea of fixed expenses.

Further to this, what the collected rates are presently being spent on was also of concern to participants. The below comments have been taken from the worksheets of two participants when asked '**How much do you currently spend on your housing**', and provide an indication of their concerns about rates:

- *"Rates, maintenance and insurance, take up most of my superannuation"*
- *"Too much, \$2,500 on rates, \$1,500 on insurance and \$5,000 on maintenance"*

Concerns about large expenses

Given that many participants are living solely on their New Zealand Superannuation payments, being able to afford large expenses related to home and car repairs was a concern. Two examples of participants' comments are included below:

- *"Having enough to cover large expenses e.g. replacement car, roof repairs etc."*
- *"Large expenses e.g. car, become problematic"*

Affordability of a retirement living product

Many of the participants felt that they would not be able to afford buying or renting a home within a retirement living product. Participants explained that they worry about their ability to cover the costs of living/owning within a retirement living product. Some pointed out that they felt pressure to sell their current homes in order to cover the costs related with buying/living in a retirement living product.

Participants were asked to provide an indication of how much they would expect to pay for a retirement living unit in Northland. Most participants thought a unit would cost between \$400,000-\$600,000. Two participants pointed out that living in a retirement living product would not be affordable for them.

During the workshop discussion, participants highlighted that they were worried about the costs related to a retirement living product diminishing the inheritance they were able to bequeath to their children. They expressed concerns about retirement living options not being affordable for those living on the New Zealand Superannuation as it is presently set.

As part of the workshop brainstorming session, participants raised that if they were to sell their current homes they may only realise \$300,000. This would necessitate their putting all their equity into buying a unit within a retirement living product, leaving them with minimal savings.

A series of comments from participants' worksheets, detailing their concerns about affordability, are included below:

- *"If it was affordable I would consider/prefer a Ryman type facility or a complex with two to three bedroom homes flats and hospital care"*
- *"I see that there are some people who have no family and therefore would benefit from a retirement village provided it was kept at a level people could afford"*
- *"Residents need to be offered low cost rentals"*
- *"We need diversity of housing including retirement options and more affordable options"*

No financial concerns

Of note, a small portion of the participants stated that they did not have any financial concerns at present.

2.3 Housing type

Opinions about size of home and wishes for a garden

Almost all participants stated that they wished to live in a 2-3 bedroom home. For many participants being able to have family to stay was the reason for wanting a house of this size.

A desire to have a private garden was highlighted by participants. If they were to move to a retirement living product, participants would like to continue to have their own small section/garden. One participant stated that they wished for a shared garden.

Below are some participants' comments to the worksheet question **'What is the ideal size of home?'**, as an example:

- *"3-bedroom standard home on own section"*
- *"3 bedrooms, ensuite, small section"*
- *"3 bedrooms low maintenance garden"*
- *"2 bedrooms, and a small garden garage/carport"*
- *"50 square metres, 2 bedrooms, so one spare room for family to stay and a flower garden"*
- *"Space for family to stay and a garden"*
- *"Room for family to stay, 80-120 square metres"*

Several participants noted both in the worksheets, and during workshop discussions, that they wish to downsize from their current home, and move to a smaller home. One participant explained that they felt there were no options to downsize in Dargaville at present.

Opinions about household configuration and tenure

All participants are currently living in their own home. When asked about what type of tenure they would like to have in the future, almost all participants noted that they wished to continue to live freehold.

A desire to live with their spouse or family was highlighted by many of the participants. A smaller number of participants noted that they wished to live alone.

Three examples of participants' comments to the worksheet question **'Who would you want to live with (if anyone)'**, are set out below:

- *"Live with my husband, or if necessary on my own, as long as I am well and able to do so"*
- *"No one if [I am] predeceased by my husband"*
- *"Self in gated community even separate from the new subdivision"*

Variety of options to be available for retirement living

Participants raised during workshop discussions, and also on their independent worksheets, that they thought that a wider variety of retirement living options should be available in Dargaville. Their comments suggest that they see the current model as limiting and not reflecting or meeting the needs of all elderly residents. The comments made appear to be framed in regards to affordability (whether to rent or buy a unit), location, size, and style of home (villa, apartment, unit). Included below are some examples of comments by way of example:

- *"Should I have dementia and lose my ability to care for myself, will there be facilities available?"*
- *"Hopefully [in the future] there will be a range of facilities for me or my family to choose from"*
- *"There needs to be a range of [housing] options to suit the range of people. There is no place to downsize in Dargaville at the moment. Residents need to be offered low cost rentals"*
- *"We need diversity of housing including retirement options and more affordable options"*
- *"My vision for the retirement village is 10-20 two bedroom separate houses. A gated community where we can age in place. I see a big retirement company doing it e.g. Selwyn, with a hospital on the grounds and a cafe"*

2.4 Opinions about the location of the racecourse site

A retirement living product located on the Dargaville racecourse site was discussed, as a potential option, during this engagement exercise. When brainstorming as part of the workshop, participants highlighted that they saw the distance the site is from the Dargaville town centre as a barrier to the site being turned into a retirement living product that would successfully provide for the wellbeing of residents. Participants further explained that they felt those living that far from the town centre would feel isolated. The lack of transportation options would leave those unable to drive themselves, reliant on friends and family, which would not always be a possibility.

Participants made clear that they gain a lot from living close to, and regularly visiting, the Dargaville town centre. The town centre provides a place where they can socialise and feel connected. This was true, even for those participants who live in a neighbouring small settlement, they still see Dargaville as their local community centre.

Below are a series of participant comments with regards to the matter of locating a retirement living product on the Dargaville racecourse site:

- *"The distance of the proposed site from town necessitates transport"*
- *"Locally the distance of the racecourse from town (town planning). Worried about driving from the **racecourse** to Dargaville for elderly people"*
- *"My vision for the retirement village is 10-20 two bedroom separate houses. A gated community where we can age in place. I see a big retirement company doing it e.g. Selwyn, with a hospital on the grounds and a cafe. **This should not be at the racecourse (that should be industrial)**"*
- *"Retirement living needs to be closer to the centre, not stuck out of town, that area is better suited to industrial use. Out there doesn't feel inclusive like you are a part of the community"*

As indicated in both the third and fourth participant comments included above, ideas were shared during the engagement exercise (both included on worksheets and identified during workshop discussions) that the Racecourse site should be used for industrial activity. Further to this, some participants thought that a better location for a retirement living product would be where there is presently industrial activity by the Wairoa River, as this is closer to the town centre.

2.5 Desire to see Dargaville revitalised

Participants shared an aspiration to see improvements made to the vitality and vibrancy of Dargaville in general. They wish to see the breadth and quality of services and facilities offered within the town upgraded, and for Dargaville to prosper. Some participants believe this could be achieved via the development of a larger shopping centre, and increased investment by the Council. The presence of the large The Warehouse retail store was identified as a key issue facing the prosperity of the town's retail element, as it drew business away from the town centre shops.

For one of the groups during the workshop discussion, this was one of the key topics they discussed for a significant portion of the session.

A selection of participant comments from their worksheets, with regards to Dargaville town centre are set out below:

- *"I believe Dargaville needs to develop a first class shopping centre. Dargaville needs business incentives to draw big companies"*
- *"Dargaville needs a shopping centre with good clothes, hardware, electric shops, stationery, and books"*
- *"Council needs to invest in the town [including better public services such as rubbish collection]"*

2.6 Better education/dissemination of information and knowledge

A desire to ensure that local elderly residents are better informed about their retirement living options was raised during workshop discussions, as well as on participants' individual worksheets. Of note, better knowledge about the costs associated with retirement living was identified as needing improvement.

It was made clear during the workshop brainstorming that participants were not very aware of the options available to them. Of note, they felt anxious about the legality of land tenure with regard to purchasing a unit within a retirement living product.

Participants wished to eliminate their fear and worry about retirement living, in particular with regard to the financial and health side of it. By improving their knowledge, and proactively planning for their retirement living, it would make life more enjoyable now.

Some participants comments are included below to illustrate this:

- *"Require an informant service to save disappointment"*
- *"Governments and Councils need to be more helpful in providing housing for the aged and others. Pension needs to be increased. We need to know all the costs of living in retirement facilities."*
- *"Facts need to be available"*

Appendix 2: Demographic Profile Statistics

Table 1: Age Profile 65+

	Total - New Zealand by Regional Council/SA2	Northland Region	Kaipara District	Dargaville
Total people	4,793,358	181,047	22,737	4,782
Population aged 65 years and over	737,367	35,940	5,091	1,218
% of total	15%	20%	22%	25%
Population break-up at 5 year intervals:				
65-69 years	239,151	12,120	1,776	294
% of total	5%	7%	8%	6%
70-74 years	190,656	9,792	1,470	306
% of total	4%	5%	6%	6%
75-79 years	135,981	6,594	963	267
% of total	3%	4%	4%	6%
80-84 years	86,661	3,900	483	162
% of total	2%	2%	2%	3%
85 and over	84,918	3,534	399	189
% of total	2%	2%	2%	4%

Source: 2018 Census

Table 2: One person households 65+

	Total - New Zealand by Regional Council/SA2	Northland Region	Kaipara District	Dargaville
Total people in one-person households - age group	361,377	15,327	2,256	612
Population aged 65 years and over	170,322	8,058	1,200	378
% of total	47%	53%	53%	62%
Population break-up at 5 year intervals				
65-69 years	40,251	2,073	339	87
% of total	11%	14%	15%	14%
70-74 years	37,980	1,881	312	75
% of total	11%	12%	14%	12%
75-79 years	33,984	1,662	231	75
% of total	9%	11%	10%	12%
80-84 years	27,114	1,191	153	63
% of total	8%	8%	7%	10%
85 and over	30,993	1,251	165	78
% of total	9%	8%	7%	13%

Source: 2018 Census

Table 3: Homeownership rates for 65+

Area		Total - New Zealand by Regional Council/SA2		Northland Region		Kaipara District		Dargaville	
Individual home ownership		Total people - individual home ownership	Own or partly own	Total people - individual home ownership	Own or partly own	Total people - individual home ownership	Own or partly own	Total people - individual home ownership	Own or partly own
Total people - age group		3776355	1310925	141453	52188	18444	7293	3855	1383
65 years and over		715167	354927	35025	18237	5073	2631	1233	603
% of total		19%	27%	25%	35%	28%	36%	32%	44%
Population break-up at 5 year intervals									
65-69 years		229032	119043	11724	6354	1788	1002	297	165
% of total		6%	9%	8%	12%	10%	14%	8%	12%
70-74 years		183633	95490	9456	5133	1458	771	309	147
% of total		5%	7%	7%	10%	8%	11%	8%	11%
75-79 years		132792	65721	6507	3297	951	468	267	138
% of total		4%	5%	5%	6%	5%	6%	7%	10%
80-84 years		85362	39768	3831	1929	477	213	165	72
% of total		2%	3%	3%	4%	3%	3%	4%	5%
85-89 years		53979	23967	2271	1074	261	126	117	48
% of total		1%	2%	2%	2%	1%	2%	3%	3%
90 years and over		30372	10935	1230	447	138	54	75	30
% of total		1%	1%	1%	1%	1%	1%	2%	2%

Source: 2018 Census

Table 4: Ethnic Profile of Dargaville residents aged 65+

Age group		Total people - age group	65 years and over
Area	Ethnic group		
Total - New Zealand by Regional Council/SA2	Total people - ethnic group	4699755	715167
	European	3297864	613149
	% of total population	70%	86%
	Maori	775836	48252
	% of total population	17%	7%
	Pacific Peoples	381642	20232
	% of total population	8%	3%
	Asian	707598	45462
	% of total population	15%	6%
	Middle Eastern/Latin American/African	70332	2637
% of total population	1%	0%	

	Other ethnicity	58053	6000
	% of total population	1%	1%
Northland Region	Total people - ethnic group	179076	35025
	European	130971	30279
	% of total population	73%	86%
	Maori	64458	5370
	% of total population	36%	15%
	Pacific Peoples	7542	321
	% of total population	4%	1%
	Asian	7041	402
	% of total population	4%	1%
	Middle Eastern/Latin American/African	900	39
	% of total population	1%	0%
	Other ethnicity	2124	333
	% of total population	1%	1%
Kaipara District	Total people - ethnic group	22869	5073
	European	19053	4653
	% of total population	83%	92%
	Maori	5622	534
	% of total population	25%	11%
	Pacific Peoples	858	48
	% of total population	4%	1%
	Asian	651	27
	% of total population	3%	1%
	Middle Eastern/Latin American/African	90	0
	% of total population	0%	0%
	Other ethnicity	288	45
	% of total population	1%	1%
Dargaville	Total people - ethnic group	4794	1233
	European	3387	1089
	% of total population	71%	88%
	Maori	1710	174
	% of total population	36%	14%
	Pacific Peoples	354	12
	% of total population	7%	1%
	Asian	210	6
	% of total population	4%	0%
	Middle Eastern/Latin American/African	12	0
	% of total population	0%	0%
	Other ethnicity	54	12
	% of total population	1%	1%

Source: 2018 Census

Appendix 3: Case study Snapshots

This Appendix provides a brief compilation of several retirement living products in the Northland area and has been put together in order to provide basic analytical information about what kinds of retirement facilities are currently available as potential options for Dargaville retirees.

The case studies, predominantly from Northland with two other regional comparators from Levin and Rotorua, provide the opportunity to understand what else is available in the market. These case studies build on the competitor analysis of the 2017 Ansell study. The Ansell study identified three existing retirement living products in Dargaville itself: *the Hokianga Masonic Village, Kauri Court Masonic Village and Riverdale Retirement Village, offering a combined total of 42 units and cottages.*

The Anchorage, Marsden Cove, Northland

Scale (Size and Capacity): 44 villas completed.

Year Built: Opened 2019. Further phases currently under construction

Location: “Located within the waterways development of Marsden Cove and only 25 minutes to Whangarei city, this is coastal retirement lifestyle like no other in Northland”

Facilities: “The exclusive amenities building will include a restaurant & bar, gathering spaces and library (including access to computers & broadband) becoming an area to relax and enjoy time spent connecting with your new community.

The indoor swimming pool & spa, gym and wellness centre will enable residents to benefit from a healthy and active routine. A bowling green and petanque court will be available for residents, encouraging some healthy competition as well. For those that enjoy tinkering and woodwork a community shed shall be provided as well as an area for garden plots”

Tenure: Occupation Right Agreement

<https://theanchorage.co.nz/>



Kerikeri Retirement Village, Kerikeri, Northland

Scale (Size and Capacity): 120 people in Independent Living Units, and a 66-bed Care Facility (21 in the rest home, 30 in the Total Care unit and 15 in the Dementia unit).

30 additional apartment units with price points as below:

1 bedroom from \$470,000 48m² - 70m²

2 bedroom from \$570,000 71m² - 78m²

2 Premium Bedroom + study from \$795,000 95m²

Year Built: 1986.

Location: “Kerikeri Retirement Village is located in the beautiful “winterless north” of the Bay of Islands.”

Facilities:

Library, Chapel, Hair Salon, Communal lounge, Barbecue area, Lock-up storage, Social Centre, Indoor Bowls table Cards & board games, Exercise classes, Social outings, Resident dinners, Dinners, Afternoon teas, Arts and crafts Quizzes, Movie nights, Organised entertainment, Bus trips.

Tenure: Occupation Right Agreement

Description: “Spread over more than 14 acres, the village is conveniently located to nearby supermarkets, shops and some of the best cafes and restaurants around. At Kerikeri Retirement Village we offer a range of lifestyle options which cater for the different stages of retirement. Be as active and as sociable as you want by using our onsite facilities including the Social Centre, on-site hair salon and library, and take a stroll in our parklike grounds.



Kerikeri Retirement Village makes it easy for those wanting security, privacy and quality of life. Be independent, connect with new friends and relax knowing you have medical support when you need it.”

<https://www.kerikerivillage.co.nz/>

Quail Ridge Country Club, Kerikeri, Northland

Year Built: “Five years into its 8-year building programme. Stages One, Two and Three are completely sold, and Stage 4A, B and C are selling fast with only a few homes left in these stages. Bulk earthworks and infrastructure development is almost complete for Stage 5 with the first homes beginning construction mid-2021.”

Location: “Quail Ridge Country Club enjoys a picturesque location in the beautiful Bay of Islands. Situated next to the Rainbow Falls Reserve walking track, 80% of the village is bordered by native bush, yet is less than five kilometres from the lively centre of Kerikeri, and just a short drive from the Bay of Islands Golf Club”

Tenure: Occupation Right Agreement

Facilities:

Community Centre, Library, BBQ area, Cinema, Workshop / Mens Shed, Gym, Billiards / Pool Table, Petanque, Bar, Piano, Spa Pool, Restaurant / Cafe, Indoor swimming pool, Bowling green, Arts & crafts, Cards & board games, Social outings, Lawn bowls, Quiz and movie nights, Cards and board games, Organised entertainment.

A new community hub will be provided by the new club house, whose classic contemporary design will reflect the heritage of Kerikeri. The plans include a reception area, fireside lounge, restaurant, club bar, mini-theatre, library, billiard room and outdoor living and entertaining areas. The Pool House is now under construction with a completion date of December 2021 and will contain a heated indoor swimming pool, gym, spa pool and sauna. The brand new four lane bowling green was opened in April 2019 by John Carter QSO, Far North Mayor. Club Days and tournaments are already underway and there’ll be many a tale told under the shade of the pavilion.

Description: “Wine tastings, bush walks, social activities, lakeside lounging and life in a high-end, architecturally designed home set in a 45 acre garden environment”

“The residences being built at Quail Ridge include stand-alone homes, and in the future, independent living apartments and serviced apartments. These stylish homes sit in landscaped grounds with subtropical and native gardens. Future development includes a state-of-the-art care facility with personal suites and serviced apartments. The resort-like facilities planned for Quail Ridge Country Club include an elegant clubhouse. This vibrant heart of the village will feature a restaurant, café and bar, a library, cinema and billiards room. Residents will have use of an indoor heated pool, spa and gymnasium, as well as a bowling green and petanque court. Park-like surroundings will include a mandarin grove, and landscaped lakes and gardens where residents can listen to birdsong and the relaxing sounds of the neighbouring river and waterfall.”

<https://quailridgecc.co.nz/>



Oakridge Villas (Metlifecare), Kerikeri, Northland

Location: “Located in the heart of town and handy to local attractions and clubs, the lifestyle offered at Oakridge Villas capitalises on the long sunny days and laid-back nature.”

Facilities: “Right on their doorstep, the village boasts a superb country lodge themed community centre. The luxurious yet relaxed Pavilion features all the recreational and activity facilities attributed to the social heart of this friendly village and is a great gathering place for residents and their families.

Community Centre, Library, BBQ area, Gym, Billiards / Pool Table, Bar, Spa Pool, Indoor



swimming pool, Communal lounge, Barbecue area, Table tennis, Petanque, Cards & board games, Social outings, Exercise classes, Bar happy hours, Quiz and Movie nights, Resident dinners, Indoor bowls, Tai chi, Scottish country dancing, Darts, Mahjong club, Cards club, Gardening club, Knitting group.”

Tenure: Occupation Right Agreement

Description: “If you’re looking for a retirement village that genuinely embodies ‘home’, this caring and friendly community is the perfect solution. Offering a range of villas set among beautiful, lush gardens, you can live the retirement you’ve been dreaming of, without having to worry about home maintenance (we take care of that!). Our superb country lodge themed community centre is the social heart of village life. It’s the perfect place to immerse yourself in our wide range of recreational activities and connect with residents and loved ones. Passionate about sustainability? You’ll love our brand new villas, all with a 6 Homestar Design rating. Light, spacious and warm, these two and three bedroom homes feature open plan living in an unbeatable location.”

<https://www.metlifecare.co.nz/our-retirement-villages/kerikeri/oakridge-villas>

Speldhurst Country Estate, Levin

Scale (Size and Capacity): Covers and area of approximately 120 acres. A total of 550 to 600 homes will be constructed as part of the village.

Year Built: The build programme, which commenced in 2018, is expected to take approximately 10-15 years. Hundreds of homes have already been built and are now occupied.

Location: The Estate is located approximately 5km from central Levin.

Facilities: Community Centre - The George: This community centre will include an indoor heated pool, spa room, fitness centre, outdoor BBQ courtyard, social hall and kitchen, hobby room, billiard room, library, bar, TV/lounge area and a large catering/function room for residents to enjoy. A shuttle van will make regular trips into town.

Tenure: Application for Occupation Right Agreement. Entry level unit comes at \$480,000. Weekly Village outgoings fee is payable to cover such things as rates, insurance, lawns, gardens, rubbish collection and external window washing as well as administration and management fees and other incidentals. It also includes access to all Village facilities. This fee is currently \$120 per week.

Description: Built on the grounds of an old hospital, Speldhurst Country Estate.

<http://speldhurstcountryestate.co.nz/>



Lynmore Rise, Rotorua

Scale (Size and Capacity): 64 single level villas.

Year Built: Construction began in early 2019.

This is a Classic Builders project so more information is likely available directly from them as a preferred partner of tripartite member Ngāti Whātua o Kaipara.

Location: On the city fringe of Rotorua, close to the Redwoods forest.

Facilities: Club house to be built.

Description: “Lynmore Rise is a vibrant new community that fosters connection and a sense of belonging. Comprising 64 light-filled, single level affordable villas. The village offers all the benefits of a ‘lock and leave’ lifestyle allowing you to do the things you love, with the ones you love. Whether that be sports, travel, leisure or volunteering - Lynmore Rise is a safe and secure haven you’ll always look forward to coming home too.”

<http://discover.classicbuilders.co.nz/lynmorerise/>

