

C

# SLEEPYHEAD ESTATE

## MASTERPLAN SUMMARY



JULY 2019

**176**  
HECTARES OF LAND

**1500**  
NEW JOBS

**1 BILLION**  
INVESTED

**66**  
HECTARES OF INDUSTRIAL LAND

**1100**  
NEW HOMES

**60**  
HECTARES OF OPEN SPACE

Sleepyhead Estate consists of 176 hectares of marginal rural land which will be remediated and transformed into a mixed use community.

Sleepyhead Estate will create in excess of 1500 new jobs for the local community. Additional jobs will be created during the construction phases of the project having a direct positive social and economic impact on Huntly Township and Ohinewai Village.

Investment in infrastructure, construction of industrial, outlet stores and homes, and development of the open spaces and streets will pump 1 billion dollars of investment into the local district.

Sleepyhead Estate includes 66 hectares of industrial land including light industry, factory outlet shops, a service centre, local community shops and various community focused enterprises and facilities. The anchor industrial user will be a new 100,000m<sup>2</sup> Comfort Group factory.

A mixture of free standing and attached homes will offer a diverse range of housing choice at a range of affordability levels. Up to 3000 people will call Sleepyhead Estate home.

Large areas of land will be converted into public recreational and nature restoration reserves. Open spaces will have diverse functions and provide social, health, ecological and environmental benefits.

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Prepared for **The Comfort Group** by **Adapt Studio Ltd** with assistance from:  
Gaze Commercial, BBO, Woods, Initia, Geosciences, Marchall Day, E.C.S, Envivo,  
Property Economics W. Gumbley Ltd, Ecology NZ, Vitruvius, XFire & Holmes Fire,  
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## 1.1 EXECUTIVE SUMMARY

Sleepyhead Estate is a mixed use masterplanned community strategically located within the golden triangle with strong links to Auckland, Hamilton and Tauranga. The site is approximately 176 hectares in size and is located next to State Highway 1 and the North Island main trunk railway line. Sleepyhead Estate will act as an industrial hub for Huntly and will provide much needed social and economic support for the district and deliver high quality, healthy and affordable homes.

This masterplan report has been prepared by Adapt Studio on behalf of The Comfort Group to help advance the project and to create a vision for this place. The Comfort Group are planning on building a 100,000m<sup>2</sup> manufacturing plant on the north western corner of the site and are the catalyst and anchor industry partner for this project. The Comfort Group includes household brands such as Sleepyhead, Sleep Maker and Dunlop Foams. Long term this facility alone will employ up to 1000 people.

This masterplan is a guiding document which ensures that the new Comfort Group facility is well integrated with the industrial hub and that the employees are able to live in close proximity in quality, healthy and affordable homes. The facility will be connected to the main railway line via a new rail siding. This rail siding will facilitate cargo movements to and from Auckland and Tauranga ports taking heavy trucks off of the road.

A Cultural Impact, and Social Impact Assessment is currently being undertaken as is an Assessment of Economic Effects. An Archaeological Assessment has been undertaken and no archaeological findings have been discovered on the site to date. Discussions are

underway between Waikato-Tainui and The Comfort Group about a proposed training facility which would be tasked with training youth in trades to widen their career opportunities. Discussions are also being had with Matahuru Marae and Waahi Whanui on potential collaboration opportunities and their role in the project. Waahi Whanui forms part of the wider network of the tribe of Wakato Tainui and will be a key partner moving forward.

The Huntly district has long struggled to attract enterprises which provide employment for their population. This project will be a catalyst for the re-energisation of the district providing stable jobs and quality affordable homes. It will create up to 1500 new jobs and up to 1100 new homes. It will include extensive recreational reserves, community facilities, convenience retail and be well connected to nearby Huntly town so that residents have access to everything that they need to live happy and productive lives. Land is becoming scarce and housing is intentionally proposed at a higher density to help ensure the environmental footprint is minimal, and so that houses are affordable.

Further to housing and the new Comfort Group facility, the project includes factory outlet stores, a service centre and an additional area of light industrial land use. These land uses will create further jobs for the region and reduce the number of people living here having to travel to the larger centres in Hamilton or Auckland for work. They will also provide much needed additional employment and social services for Huntly and the wider district. Sleepyhead Estate will support and increase the roll of the existing Ohinewai Primary School and Huntly College.

Sleepyhead Estate is well connected being located on a full north and south interchange with State Highway 1. There is the opportunity to re-establish the historic Ohinewai train station and connect to the Hamilton to Auckland commuter rail service which is planned to commence in 2020. Shared paths are planned to connect the project to the existing Ohinewai town, the Waikato River and further south to Huntly. Two pedestrian and cycle bridges over the railway line and Expressway will facilitate grade separated connections to the west.

Sleepyhead Estate will become a major employer for the region, serve as an industrial hub for Huntly, improve social and economic outcomes for the district and provide much needed quality and affordable housing.

## 1.2 DESIGN PRINCIPLES & VISION

Sleepyhead Estate will re-invigorate the existing township of Ohinewai and nearby Huntly by investing in the creation of an industrial hub, quality housing stock, social services and facilities, and a network of high quality open spaces. It will be sensitive to the existing natural environment, mana whenua values and help to improve environmental outcomes for the district.

As a place to live it will provide a viable alternative to city life with the charms of living in a rural setting. It will be a community supported by stable employment with on site conveniences and retail support from nearby Huntly. It will facilitate economic and social improvements for the surrounding Huntly district and create a mixed use community that New Zealander's want to live in.

Conceptually it will offer land, house and job packages to people looking for new opportunities in the Waikato and provide much needed jobs for the existing residents of Huntly. Below are eight design principles which have informed this masterplan, and will continue to inform future phases of the project.

### **Sustainable Mixed Use Community**

A sustainable community is one that cares for its people, cares for the land and endures. It balances social, economic, cultural and environmental needs. Sleepyhead Estate will provide employment, housing, recreational areas, social services and key conveniences for people to live, work and play here. It will improve environmental outcomes and create extensive restoration areas which will improve the water quality of run-off flowing into Lake Waikare.

### **Well Connected**

A varied and robust transport network is critical for any new green-fields development. Sleepyhead Estate will provide daily necessities for residents such as a corner shop, access to the local primary school, employment, a community hall, social services, emergency services and convenience retail on site. These facilities will be

in close proximity to where people live and connected through a series of walking and cycling paths. Easy access to the Waikato Expressway is also available and the opportunity for inter-city bus and train connections will be strongly advocated for. A rail siding is proposed to connect the industrial hub to the international ports at Auckland and Tauranga via rail. Sleepyhead Estate will form strong connections to Huntly and assist in the re-vitalisation of this community.

### **Strong Identity**

Sleepyhead Estate seeks to foster its own identity while respecting the identity, character and mana whenua values of the wider region. It will draw reference from working towns of the past which provided the facilities that workers and residents needed to live a happy and productive lives. Mana whenua narratives will be evident in its public spaces and the regions history will be strongly represented. Mana Whenua will be involved in the creation of this place and specific facilities will be developed in collaboration with them to help train youth to improve their employment options.

### **Commercially Feasible**

The project needs to be commercially feasible to deliver on any of these principles or on the project vision. Opportunities for effective and efficient use of resources must be explored but never at the cost of quality. There are opportunities to leverage economies of scale for a project of this size. Ongoing efficient use of resource, monetary and otherwise, is critical to seeing this project through to fruition. Development efficiencies will be passed on to the people buying houses or running businesses here and will ensure the long term economic sustainability and success of the project.

### **Healthy Residents**

Health and wellbeing of people living and working at Sleepyhead Estate is critical. Social and community services, active lifestyles, quality fresh produce,

healthy homes and gainful employment have all been considered and incorporated into this masterplan. A market garden to provide healthy fresh food, and a productive beekeeping and small scale seedling planting initiative to provide honey and firewood are proposed as community led commercial activities.

### **Affordable and High Quality Homes**

High quality and affordable housing in conjunction with good employment opportunities are very important to the success of this place. Best practice approaches to housing affordability must be explored including non-traditional ownership models such as shared equity ownership, rent to buy or community led housing initiatives. Economies of scale will also assist as will the ability to prefabricate some house components in factories located on-site. Efficient use of land and a high proportion of attached housing will also help to ensure housing remains affordable. Large areas of public and semi-private open spaces will provide high amenity value and make up for the smaller lot size.

### **Choice**

Choice has been integrated into every aspect of the masterplan. Neighbourhoods with differing densities and orientations, lots of different sizes, differing house typologies and varying functions of open space will create a robust community where people can choose how they live. Multiple commercial opportunities have also been proposed as have multiple transport modes to provide further choice for people living here.

### **Environmental Excellence**

A key driver of this project is the commitment to improve water quality runoff and create a large wetland ecosystem to the east of the site. This land is naturally low lying and is very well suited to cleaning on site stormwater and creating restored natural habitats. Environmental outcomes will be considered across the full project site including on private lots, public streets and across the open space network.

## 1.3 ANALYSIS

### 1.3.1 REGIONAL CONTEXT

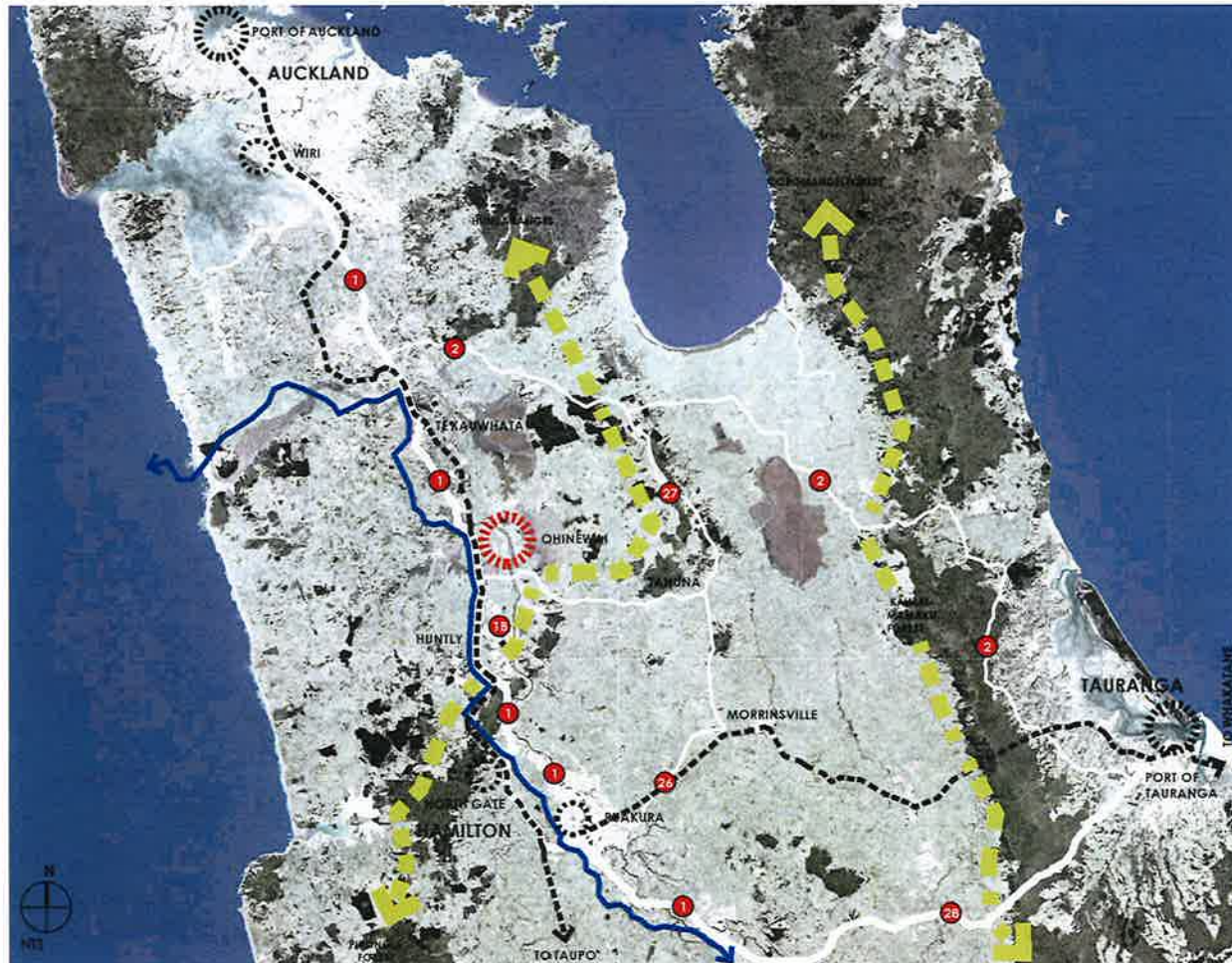
Sleepyhead Estate is strategically located within the golden triangle which is formed by the intersection of Auckland, Hamilton and Tauranga. This region houses half of New Zealand's population and creates half of the country's economic output. Sleepyhead Estate is located on the main north-south infrastructure corridor with State Highway 1 and the north island main trunk railway line directly to the west.

A new Huntly section of the Waikato Expressway is currently under construction and is scheduled for completion in 2020. It will further reduce the time to travel south to Hamilton by approximately 15 minutes. The travel time is currently 35 minutes by car. The Waikato is historically a farming region with dairy farming still forming the back bone of the economy. Its landscape is diverse with coastal, plains, wetlands, hills and mountain ranges being present. Sleepyhead

Estate sits in a flat to gentle rolling landscape with multiple small to medium sized shallow water bodies scattered throughout the landscape.

Remnant stands of native bush and production forests form a potential ecological link through the site connecting the Hunua Ranges in the north to the Pirongia Forest in the south. There is also an existing network of wetlands including nationally significant Whangamarino Wetland.

Sleepyhead Estate is connected via rail to two of the country's largest international ports being Auckland and Tauranga. It is also connected via rail to current and planned inland ports of note being Wiri, Northgate and Ruakura inland ports. Sleepyhead Estate is situated adjacent to the Waikato River which is the longest river in New Zealand traveling 425km from Mount Ruapehu to its river mouth at Port Waikato on the West coast.



#### KEY

-  SLEEPYHEAD ESTATE - THE SITE
-  SIGNIFICANT TRANSPORT ROUTES
-  FUTURE SIGNIFICANT TRANSPORT ROUTES
-  NORTH ISLAND MAIN TRUNK LINE
-  WAIKATO RIVER
-  ECOLOGICAL LINKS
-  SIGNIFICANT SEA AND INLAND PORTS
-  STATE HIGHWAYS

### 1.3.2 LOCAL CONTEXT

Sleepyhead Estate is situated approximately 5km's north of Huntly's northern edge or 5 minutes by car and 10 minutes by car from Te Kauwhata. The site is located 500m due east from the existing Ohinewai town and approximately 800m from the banks of the Waikato River. The new Huntly section of the Waikato Expressway forks off about 2 km south of the site and will provide a direct expressway link to Hamilton. To the east of the site is an existing DOC reserve which includes Lake Rotokawau. Lake Rotokawau feeds into the larger Lake Waikare. Both lakes have water quality

issues primarily due to the surrounding rural land use. Fertiliser and stock effluent run-off into these water bodies during rain events and also leach into the soils and contaminate ground water.

Tahuna Road runs along the south of the site and can be used as an alternative route to Tauranga. There is a substantial new residential development named Lakeside being undertaken to the north on the shores of Lake Waikare and connected to the southern end of Te Kauwhata.



### 1.3.3 SITE CONTEXT

The Sleepyhead Estate site is 176 hectares in size and consists of multiple parcels controlled by a single entity. Tahuna Road runs along the southern boundary on a gentle ridge. The site is essentially flat except for the ridge along its southern boundary (Tahuna Road) and a smaller ridge running north south through the central part of the site. The western side of the site is at approximately RL 9m and the eastern side is at approximately RL 6 giving it a fall of 3m over about 1800m towards Lake Rotokawau. Water run-off

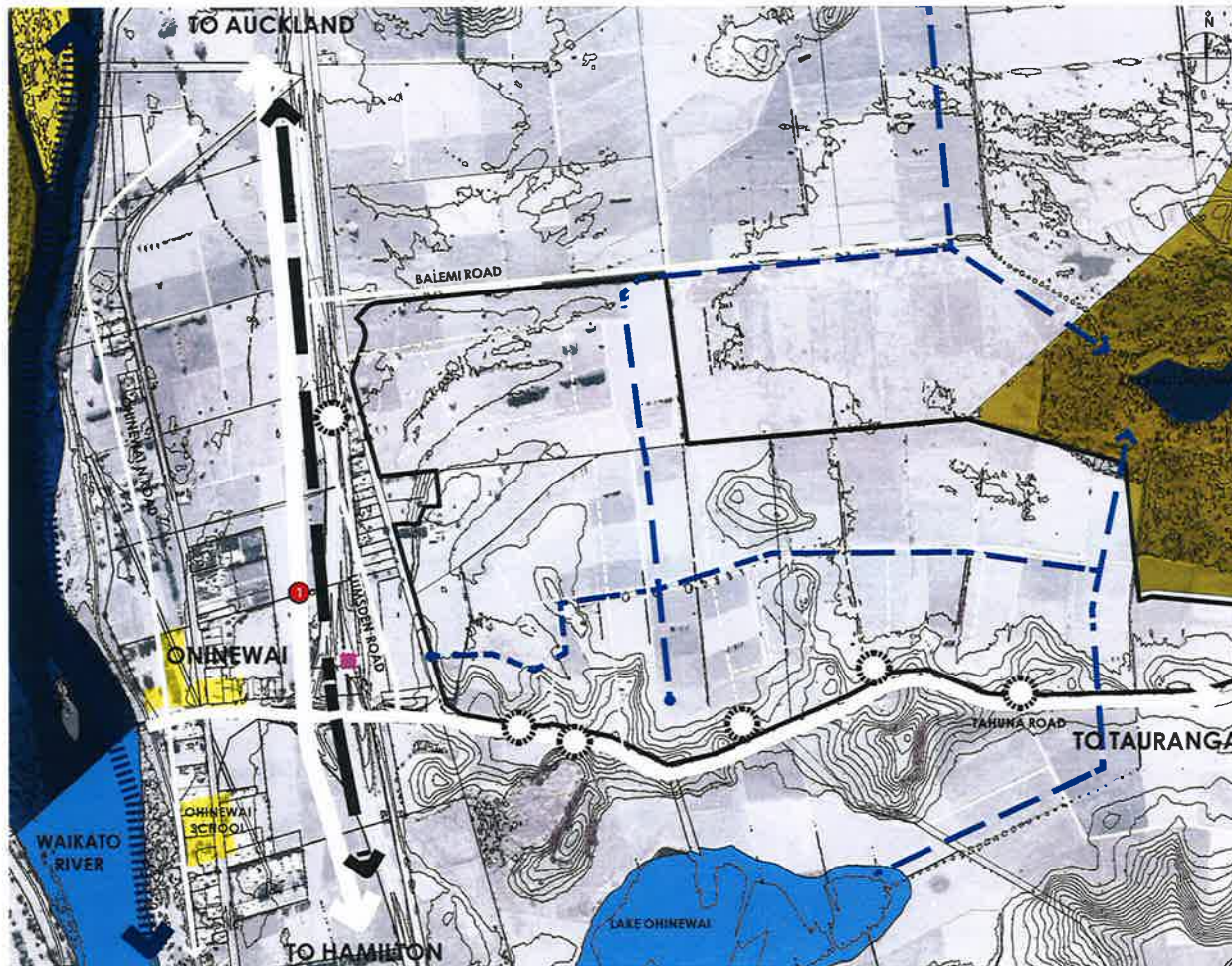
generally flows east through a series of existing farm drains terminating at Lake Rotokawau, and then into Lake Waikare.

The existing Ohinewai Village is immediately to its west sandwiched between State Highway 1 and the Waikato River. The town is in a run down state but does contain a town hall, tennis courts, rugby fields and a rural school catering to students from years 1 to 8. There is a sawmill to the north along Lumsden Road which is

the closest commercial activity.

The DOC reserve to the east of the site is well covered in vegetation with a mix of native wetland vegetation and some pockets of invasive weeds. Both Lake Rotokawau and the larger Lake Waikare are shallow lakes with poor water quality. There are a series of farm tracks across the site which divide the pasture into rectangular fields. Vegetation on the site is limited with some mature exotic shelter belt tree species being the only notable vegetation.

The historic Ohinewai train station is immediately to the west of the site. This station was opened in 13 August 1877 and continued to be utilised until it was closed to passengers in 1965 and closed entirely on 31 December 1978 and most likely removed. While it ran it connected Ohinewai to Auckland and Hamilton and further south.



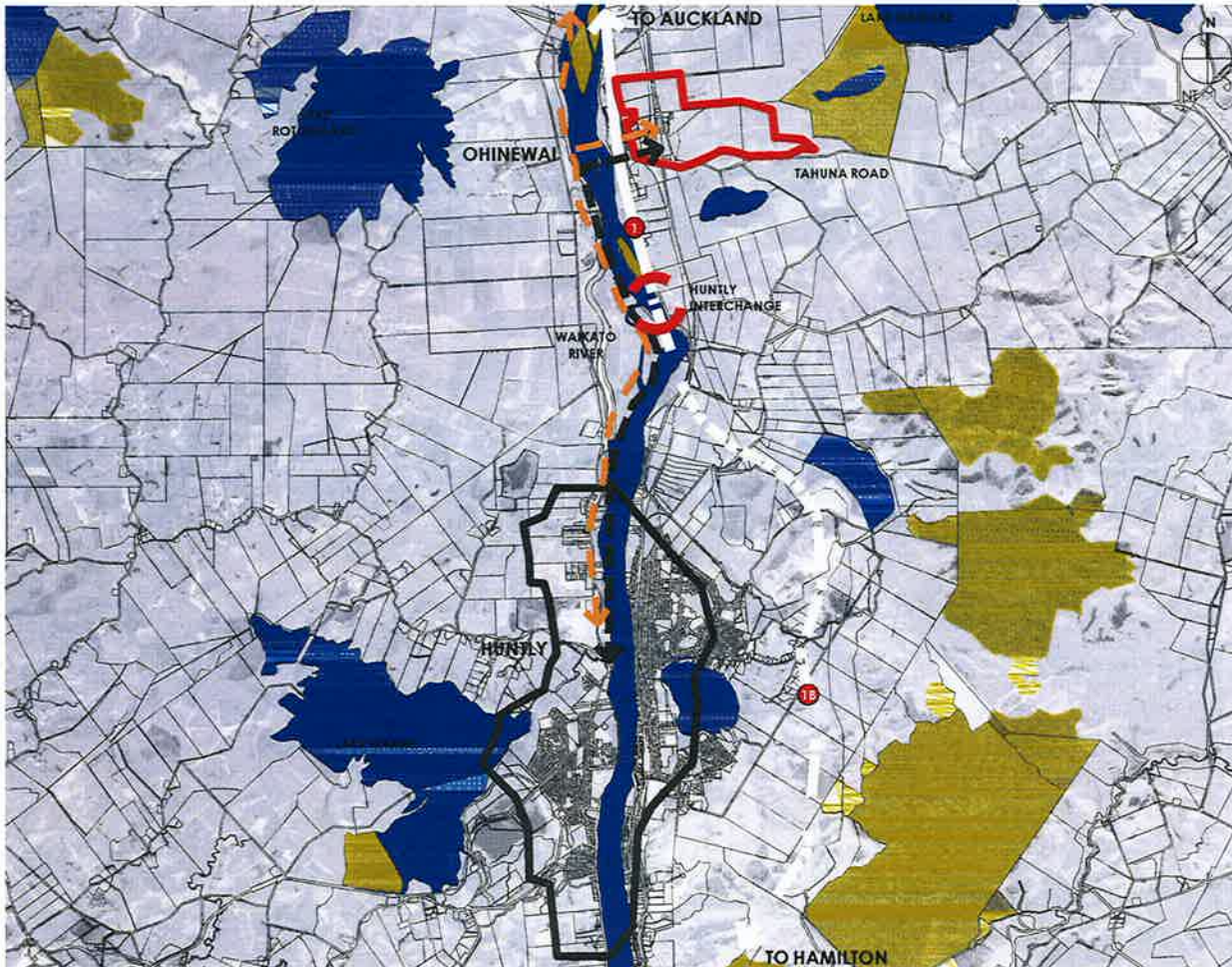
### 1.3.4 THE HUNTLY OPPORTUNITY

Sleepyhead Estate will be an industrial hub for Huntly and will provide social and economic support for a town which is socially deprived. The Huntly section of the Waikato Expressway is on track to be completed by 2020 which will result in Auckland to Hamilton traffic bypassing Huntly and further compounding the economic and social issues in the town.









Due to reduced traffic counts there is however an opportunity to improve the local connections from

Ohinewai to Huntly by reconnecting Ohinewai South Road to Great South Road. There will be considerably less traffic on this route with the new expressway link which results in the opportunity for on street cycle paths and improved footpaths. This would be an excellent link for people who either live in Huntly and work at Ohinewai, or people who live at Ohinewai and shop at Huntly.

There is an opportunity for a recreational pedestrian and cycle path along the Waikato River which could connect into Sleepyhead Estate through the proposed shared path along Tahuna Road. Both the road and the shared path connections are approximately 5km from the two towns northern and southern boundaries and would facilitate excellent connectivity between the two towns.



#### KEY

-  SLEEPYHEAD ESTATE - THE SITE
-  HUNTLY - APPROXIMATE BOUNDARY
-  EXISTING WAIKATO EXPRESSWAY
-  NEW HUNTLY SECTION OF THE WAIKATO EXPRESSWAY
-  OPPORTUNITY TO CONNECT OHINEWAI SOUTH ROAD TO GREAT SOUTH ROAD
-  WALKING CYCLING PATH ALONG THE WAIKATO RIVER
-  WAIKATO RIVER AND SIGNIFICANT WATER BODIES
-  SIGNIFICANT VEGETATION



### 1.3.5 OPPORTUNITIES & CHALLENGES

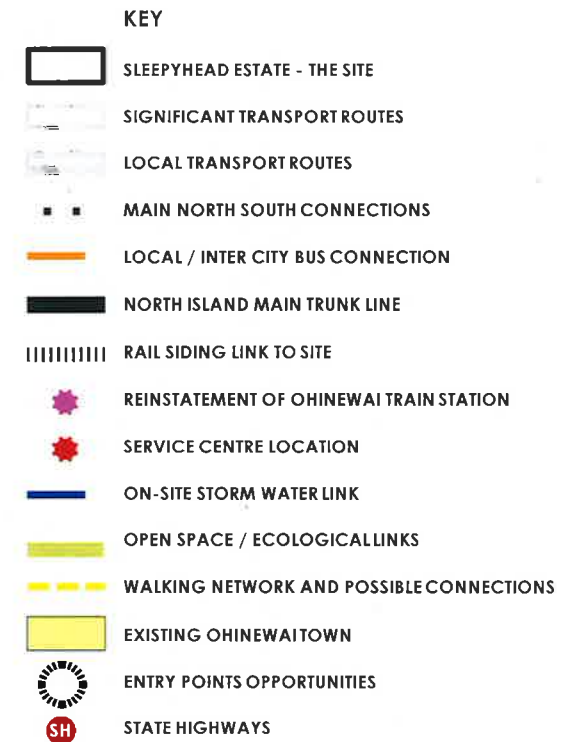
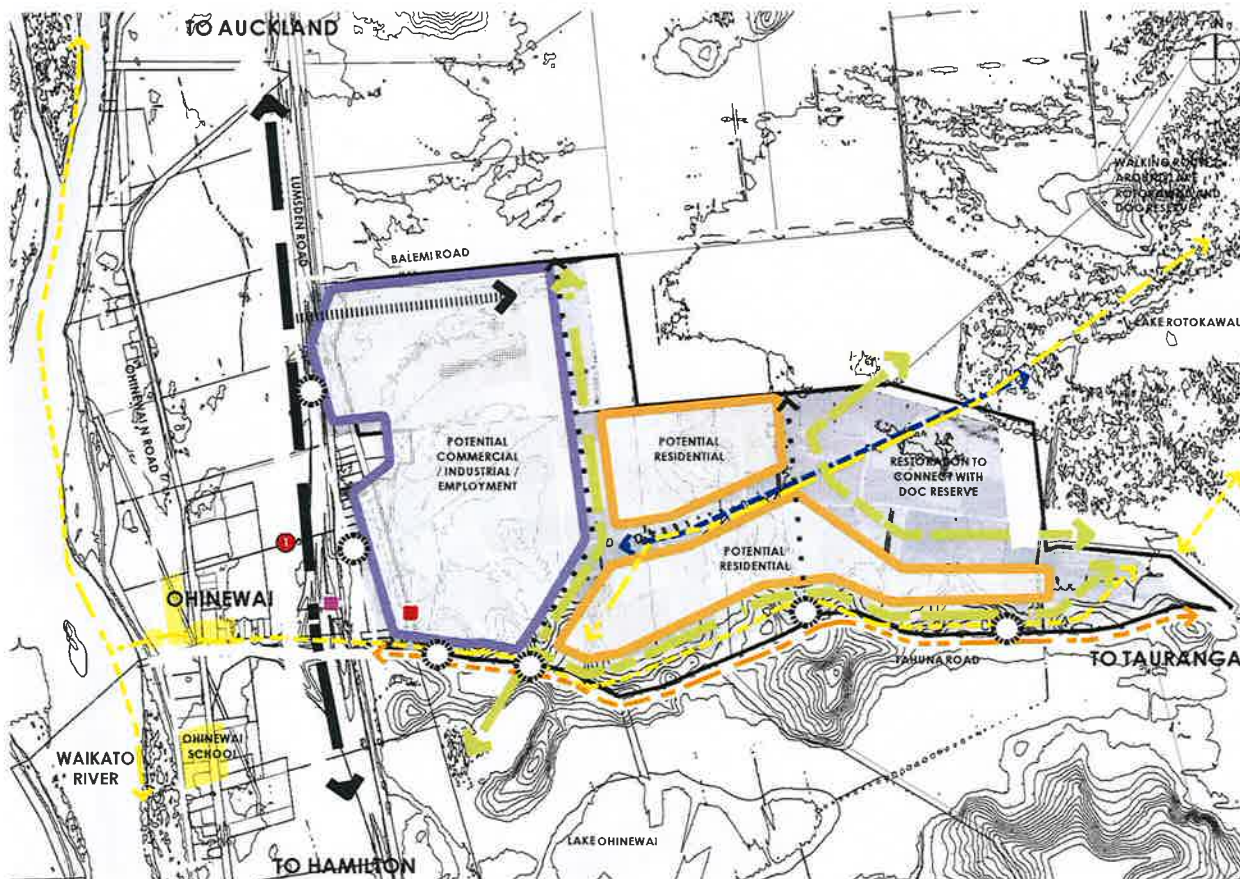
#### Opportunities

- Locate Industrial land next to SH1 and rail line to allow for easier transport links and rail siding
- Locate rail siding to the north to access main Comfort Group factory and allow access for other industrial tenants / owners
- Locate residential land east to connect to DOC reserve and provide separation from Industrial land use
- Locate service centre on the corner for high visibility
- Create shared paths to existing Ohinewai township, rural primary school, Waikato River, Huntly, DOC Reserve and Lakes Rotokawau and Waikare

- Re-instate historic Ohinewai train station and advocate for stop on 2020 service from Auckland to Hamilton
- Utilise existing vehicle entry points on Tahuna and Lumsden Roads if practical
- Separate north and south residential neighbourhoods by an open space which also conveys stormwater
- Create a large recreational and nature reserve in the low lying land to the east

#### Challenges

- Poor ground conditions - Avoid development on areas of poor ground conditions in central north - south spine and to the east - use these for open space
- Buffer existing residential dwellings from industrial use on Lumsden Road
- Buffer Tahuna Road with a strip of linear open space
- Utilise a central open space to buffer residential land from employment land / industrial land use
- Water quality in lakes is very poor - reverting from rural to commercial and residential with water treatment will improve water quality
- Site is low lying and prone to flooding - Elevate all land that is to be developed where needed
- Industrial traffic could be in conflict with residential area - separate truck movements / industrial traffic from residential areas



## 2.0 ILLUSTRATIVE MASTERPLAN

Sleepyhead Estate is a design led framework which creates a new settlement adjoining the existing Ohinewai Village. The project will ultimately deliver an industrial hub of 66 hectares, 33 hectares of new housing and 60 hectares of public open space. This will equate to approximately 1100 new quality and affordable homes and up to 1500 jobs for the district. A new rail siding will be constructed and The Comfort Group will construct a 100,000m<sup>2</sup> factory and will be a major industrial anchor for the project.

The project is focused around creating a comprehensive mixed use development delivering stable jobs and quality compact homes in a beautiful rural setting.

The creation of a community is at the heart of the proposal and multiple community spaces and facilities are proposed. The street network is designed to be well connected and people friendly. Separate neighbourhoods have been organised to create a legible development pattern and contribute to a sense of place.

The mix of commercial development includes light industry, factory outlet stores, a service centre, community facilities (including a community hall), a corner shop, and market garden with cafe. Additional community spaces are located throughout the residential area to ensure that all residents have easy access to high amenity facilities and open spaces.

Shared path connections into the DOC reserve to the east will be established and potentially continue to Te Kauwhata along the shores of lake Waikare. To the west, connections will be made to the existing Ohinewai township, the Waikato River, the existing Ohinewai Primary School and to Huntly along the river.

Key water infrastructure will be treated on site including stormwater and potentially black and grey water.

\* Masterplan Drawing on Following Page

KEY			
	<b>SITE BOUNDARY</b>		<b>COMMUNITY ACTIVITY NODE</b>
	<b>MAIN ROAD</b>		<b>COMMUNITY BUILDING</b>
	<b>LOCAL ROAD</b>		<b>WETLAND PLANTING</b>
	<b>COMMERCIAL BUILDING</b>		<b>RESTORATION PLANTING</b>
	<b>ATTACHED HOME</b>		<b>PRODUCTIVE PLANTING</b>
	<b>FREESTANDING HOME</b>		<b>SHARED PATH</b>

- |  |   |
|--|---|
| <b>1</b> REALIGNED LUMSDEN / BALEMI ROADS SO SIDING CROSSES AT 90 DEGREES              | <b>10</b> FACTORY OUTLET STORES   |
| <b>2</b> INDUSTRIAL LOTS WITH DIRECT RAIL SIDING ACCESS                                | <b>11</b> POTENTIAL FUTURE ROAD ACCESS IF ADJOINING FARM IS DEVELOPED   |
| <b>3</b> PRIMARY INDUSTRIAL TENANT WITH DIRECT ACCESS TO RAIL SIDING                   | <b>12</b> COMMUNITY FACILITY / HALL / COMMUNITY HUB   |
| <b>4</b> PRIMARY INDUSTRIAL TENANT OFFICE BUILDING                                     | <b>13</b> COMMUNITY CORNER SHOP   |
| <b>5</b> LIFESTYLE LOTS CURRENTLY OUTSIDE OF MASTERPLAN AREA                           | <b>14</b> SPORTS FIELDS   |
| <b>6</b> MAIN LIGHT INDUSTRIAL AREA  | <b>15</b> MARKET GARDEN AND PROCESSING AREA / CAFE  |
| <b>7</b> SHARED PATH CONNECTION TO EXISTING OHINEWAI, PRIMARY SCHOOL AND WAIKATO RIVER | <b>16</b> SHARED PATH CONNECTIONS INTO DOC RESERVE  |
| <b>8</b> SERVICE CENTRE WITH TRUCK STOP AND CONVENIENCE RETAIL                         | <b>17</b> ORCHARD / BEE HIVES AND PROCESSING AREA   |
| <b>9</b> EMERGENCY SERVICE BUILDINGS AND BUS DEPOT                                     | <b>18</b> FULL THREE WAY INTERSECTION. DESIGN TBC   |
|  | <b>19</b> LEFT IN / LEFT OUT INTERSECTION. DESIGN TBC   |
|  | <b>20</b> REINSTATEMENT OF HISTORIC TRAIN STATION AND POSSIBLE STOP ON 2020 SERVICE FROM AUCKLAND TO HAMILTON |



### 3.1 SUMMARY

This masterplan report sets a vision and structure for the development of Sleepyhead Estate. Sleepyhead Estate will act as an industrial hub for Huntly and will provide much needed social and economic support for the district and deliver high quality, healthy and affordable homes. Sleepyhead Estate is envisaged as a place where people can truly live, work and play. It is reminiscent of factory towns of yesteryear. But, it incorporates modern urban design principles and is built on industry that is more diversified and resilient and less likely to suffer down-turns or move out of town.

Being in the golden triangle between Auckland, Hamilton and Tauranga is a great advantage making Ohinewai well connected to half of New Zealand's population. It will be a community of people who are looking for an affordable, quality home, a stable job and a strong community to be a part of. It will attract high quality industrial users and serve as an industrial hub for the Huntly district.

Sleepyhead Estate has great infrastructural connections with links to State Highway 1, the North Island Main Truck Railway line and the Waikato river on its doorstep. With a proposed commuter rail service between Auckland and Hamilton in 2020, there is a possibility of re-establishing the existing Ohinewai train station and have regular public transport links to Auckland and Hamilton.

Sleepyhead Estate is an exciting project for the district and for the existing settlements of Ohinewai and Huntly. It will re-invigorate these two towns and offer employment opportunities for the wider region and create much needed affordable and quality homes.

*For further information contact:*

*David Gaze - Development Manager*  
*e: [david.gaze@gaze.co.nz](mailto:david.gaze@gaze.co.nz)*

