

**Minutes of a Meeting of the
REGIONAL PLANNING & DEVELOPMENT COMMITTEE
held in the Council Chambers, District Council Administration Building, Seymour Street,
Blenheim on THURSDAY, 5 FEBRUARY 2014 commencing at 9.00 am.**

Present

Councillors T E Hook (Chairperson), Mayor Sowman, G I T Evans, P J S Jerram, J C Leggett, D D Oddie and T M Sloan.

In Attendance

Councillors J L Andrews (for part of the meeting), J A Arbuckle, J P Bagge (for part of the meeting), G S Barsanti, B G Dawson and L M Shenfield, Mr P Hawes (Manager, Environmental Policy), Mr N Henry (Economic & Community Policy Manager) and Kathy Payne (Committee Secretary).

Apology

An apology for non-attendance from Councillor C J Brooks was received.

D.13/14.215 Report on the Performance of the Marlborough Economy to 2012 E100-007-01, R425-02-00

Amanda Lynn of Mandolin Associates presented the briefing document "Performance – Marlborough Economy to 2012" which was included with the agenda to the Committee. The briefing document provided information on the performance of the Marlborough economy, from the period 2002-2012 and on the fishing and aquaculture industry in Marlborough. The economic brief was designed to answer the question of whether the Marlborough economy was underperforming in relation to the rest of New Zealand.

Ms Lynn highlighted that in most measures Marlborough has outperformed the New Zealand average and where Marlborough has not outperformed the New Zealand average, it has outperformed its closest neighbours Nelson-Tasman. She said the one area where Marlborough did not outperform the New Zealand economy was output per employee and median earnings from employment in 2011 and innovation was required to improve that.

Ms Lynn advised that the fishing and aquaculture industry in Marlborough contributes 11% to the national GDP for this industry. Regionally, the industry has struggled to move to a growth position since 2009, however, it still performs ahead of both Nelson-Tasman and the national average. These factors indicate that Marlborough is affected by the national economy rather than solely regional conditions.

Marlborough has a comparative advantage in seafood processing but is subject to infrastructure constraints. These constraints are being analysed and resolved. Members were advised that growth of the seafood processing industry should focus on an innovation-led and integrated approach that includes high tech plants, co-located food and marine science, and co-location of aspects of the critical supply chain.

For 2009-2012 Ms Lynn said that the economy is flat lining, although data needs to be confirmed. She said there is a slight loss in efficiency which she thinks is attributable to the Christchurch earthquakes. She advised that the economy needs to be in a growth position so the region is not underperforming in 2019 as the first half of that ten year period will show little growth.

Ms Lynn responded to questions from the Councillors. She advised that historical algal blooms were a major shock to the economy but there was no industry cohesion around the mussel industry at that time.

In respect of fish being taken back to Nelson for processing Ms Lynn advised that it would be beneficial to process as much as possible here to maximise what there is through efficiency. As to sourcing mussel spat, she said that Council needed to work closely with Nelson-Tasman councils and the industry as to how the industry is best protected and it could be decided that spat from Nelson and Canterbury was enough.

Cirs Jerram/Leggett:

That the information be received.

Carried

D.13/14.216 Request for Funding from Blenheim ‘Gigatown’ Competition Project E100-005-006-01

The report to the Committee outlined a funding request and details of the project from the Blenheim ‘Gigatown’ competition project group. Members were advised that because of the timeframe of the Gigatown competition the request could not feasibly be included in 2014/15 draft Annual Plan discussions.

A comprehensive presentation was made to the Committee by representatives of the Gigatown project group. They advised that Gigatown is a competition being promoted by telecommunications company Chorus for one town in the ultra fast broadband fibre contract areas to win a broadband connection for three years at a low cost. The connection would be approximately 10 times the maximum speed of ultra fast broadband currently available for residential properties in parts of New Zealand, and 100 times faster than current average local broadband speeds. The competition is underway and the top five towns will be decided in September this year.

It was noted that while winning the competition could possibly have significant benefits for the local economy and community, there was no guarantee of winning and Blenheim is well behind the current leaders. The Blenheim Gigatown group hoped to address this through a promotional campaign that will require some funding.

At the meeting the Gigatown group advised that they had revised their request for funding to \$13,634. They explained that after reviewing the business plan required for Part 1, and including in-kind support such as signs for buses and photoboards for events, they now estimated they would need \$13,643.

Councillors discussed the request at length. They recognised the benefits of connecting businesses and people in the community and could see the advantages to businesses and the community. They also noted the positive outcome of bringing the community together.

The Gigatown project group advised that they had not yet approached the business community for financial contributions. They advised that there was rural connectivity, running primarily to schools.

Some Councillors spoke in favour of approving funding support to \$5,000, subject to the Chamber of Commerce approving the same. It was confirmed that this would result in an overspent budget.

Members were advised that if Blenheim does make the “Top 5” a further injection of funding would be required as each of the other competing councils will be more motivated. This was estimated to be \$7,000 but could be higher. A submission to the Annual Plan may be made by the group.

Three options were put to the Committee for consideration. Option 1 was to decline the funding request and provide no in-kind support for the project. Option 2, which the Committee agreed was the best option, was to decline the funding request but provide support and awareness raising of the campaign. This could be achieved through existing communication channels, such as the Council website, media advertising, Youth Council, Older Persons Forum and the Council Twitter page and will require a small amount of funding to co-ordinate. Option 3 to support the funding request and provide support and awareness raising of the campaign was rejected by the Committee.

Cirs Jerram/Sloan:

That Council supports Option 2 to decline the funding request and provide support and awareness raising of the Gigatown campaign.

Carried

ATTENDANCE: Ms C Bright, Council's Summer Student, was present for the following item.

D.13/14.217 Marlborough Town Centre Health Checks

R425-02-21

The Committee was informed of the results of the recently undertaken town health checks for Blenheim and Picton by way of the Marlborough Region Town Health Checks 2014 report which was attached to the agenda. A presentation by Ms C Bright summarising the report was also provided.

Members were advised that a health check is a tool used as a frequent measure of the performance of a town or city's centre over time. The first Blenheim health check was completed in 2011.

Overall the Blenheim Town Centre continues to perform well and provide adequate provision for locals and visitors. Improvements to the town since 2011 included better way finding signage and more car parking. The main activity remains around the Market Street area, with less well performing areas, such as High Street towards the river, remaining quieter.

The Picton Town Centre health check, which was completed for the first time, indicated that Picton is more geared towards the tourist market than Blenheim reflected by the mix of retail and other uses in the town. Lower High Street and London Quay are the focus of much of the activity and vitality in the town.

In respect of a strategy for blank walls (very weak street edge vitality) in the CBD area, Mr Hawes advised that as identified by Urbanism+, the Resource Management Plan Review Sub-committee had considered this issue and proposed that a minimum of glazed space for new buildings be included in the resource management plan.

Ms Bright advised that most of the confusion regarding pedestrian crossings was to do with courtesy crossings, although a pedestrian mall was mentioned for Market Street and more opportunity for entertainment in the town centre. She advised that generally the comments about the paving was that they were slippery when wet.

The Committee recognised that the reports on Blenheim and Picton will be useful when looking at the vitality of the CBDs and that work on this as budgets became available was important.

Cirs Sloan/Evans:

That the information be received.

Carried

A 10 minute recess was held.

D.13/14.218 Economic Development Projects Update

E100-010-02

Members were aware that Council has a significant role in economic development in the district. The report to the Committee provided an update on economic development projects since the last Committee meeting for The Marlborough Story, Smart Business Marlborough and locally based start-up business advice.

A project co-ordinator for The Marlborough Story was appointed in November and a brief prepared seeking Registrations of Interest for undertaking the story writing and visual identity work. Mr Henry now advised that a document for consultation was being created and following consultation it would be

implemented. He advised that the Marlborough Story will be a living document and the final form will be on the website.

Eight Smart Business Marlborough projects are currently live which is an additional two since the last update. As discussions are confidential, results will be reported at the appropriate time.

Arrangements are in place for a locally based start-up business advice service to commence in March. The advisory service will initially be provided with the assistance of the Nelson Tasman Business Trust on a part-time basis whilst a Marlborough Trust is established. Locally based trustees are being sought to support this new venture with the aim that it is established by July 2014.

Cirs Jerram/Leggett:
That the information be received.

Carried

D.13/14.219 Smart and Connected Project Update

E100-010-01

An update was provided to the Committee on the Smart and Connected vision which Council has developed over the past three years in consultation with the local community and industry.

Mr Henry advised that following the initial steps for the internal and external implementation of the vision resolved at the November 2013 meeting of the Committee, that activity managers across Council are currently developing an assessment of the alignment of their activity to the Smart and Connected framework, and how any proposed new projects can contribute to achieving the vision.

He also advised that externally the pilot Havelock community implementation plan is underway and arrangements are underway to develop the Forestry and Wood Products industry group.

Clr Leggett/Mayor Sowman:
That the information be received.

Carried

ATTENDANCE: Mrs S Witehira, Council's Regional Events Strategy Co-ordinator, was present for the following item.

D.13/14.220 Marlborough Regional Events Strategy Update

E100-002-001-01

The report to the Committee provided an update on the Marlborough Regional Events Strategy. The 2013-16 Regional Events Strategy was adopted by Council on the 19 September 2013 and a plan is being implemented to work through the action points raised in the Strategy, including a review of funding, newsletters, measures for visitor spend and volunteer networks. Members were aware that the events section of the Council website has been redeveloped to include; the new 'Toolkit', the event planner, the Events Strategy and Classic Fighters evaluation.

Following on from her update at the previous Committee meeting, Mrs Witehira advised that the new Events Calendar will be hosted on the Destination Marlborough website and it is proposed to be operational by April 2014. She clarified that Council will still have ownership of the Events Calendar.

Members were advised that discussions are occurring with Phantom Billstickers to look at developing a planned approach for event promotion in the town. Phantom Billstickers is New Zealand's largest street poster and street media company and has dedicated street poster sites nationwide. They provide bollards, design boards and frames to showcase event posters and billstickers. It was suggested that Council properties be considered for this purpose.

Mrs Witehira advised that a lot of her time was spent giving advice to event organisers and making connections with businesses and event managers. She also provided a verbal update on work on the recycling grants for the Maritime Festival and Marlborough 4 Fun, the relationship with New Zealand Major Events, policy issues and development of a one stop advice service for event organisers. She also noted the upcoming Winter Arts Festival and combined marketing campaign.

Members were advised that three event managers' meetings have been held and a NZAEP seminar hosted. Mrs Witehira advised that to stage an event encompasses many parts of the Council and to bring that together to one place has been valuable.

The Committee requested a written report of what has been achieved in the first year.

Cirs Leggett/Jerram:
That the information be received.

Carried

D.13/14.221 Proposed Changes to the National Policy Statement Freshwater Management 2011

L225-09-04

Members were advised of a proposal to make amendments to the National Policy Statement Freshwater Management 2011 (NPSFW) and the report to the Committee outlined the potential implications of those amendments for the way in which the Council manages water resources in the medium to long term. A summary of the proposed amendments was attached to the agenda.

Mr Hawes noted there are seven key amendments. He said that water accounting and the introduction of a national objectives framework had significant implications for the Council.

The driver for water accounting is the existing NPSFW requirement to establish water quality and water quantity limits. Water accounting will provide information on the cumulative abstraction of water or the cumulative discharge contaminants within a catchment so that informed decisions can be made. Members were advised that accounting for cumulative contaminant discharges is the more significant aspect for Council.

Information is to be recorded at the level of "freshwater management units" and there is flexibility in terms of the way in which the Council establishes those units.

The national objectives framework is to support and guide the setting of water quality and water quantity objectives by a choice of national values for fresh water and "attributes" for each of the values. An example of the attribute E. coli was included in the agenda along with further information on the proposal. The proposal also seeks to establish compulsory national values for ecosystem health and secondary contact recreation.

Mr Hawes advised that for all but three rivers, the attributes were at Attribute State A. He said the question will be whether Council wants to keep the status quo. The Council, in collaboration with the community, has the discretion to determine the appropriate attribute state for each water management unit. There are national bottom lines for each of the attributes and Attribute C is effectively the bottom line. Mr Hawes advised there is debate about the detail, particularly that the Macroinvertebrate Community Index is not included.

Members were advised that potential technical issues with the amendments locally have been highlighted to Local Government New Zealand to consider as part of the process of providing a sector wide response to the Ministry for the Environment.

Cirs Evans/Jerram:
That the information be received.

Carried

D.13/14.222 National Policy Statement Freshwater Management 2011 – Progress Report on Staged Implementation Programme L225-09-04

An update was provided to the Committee on the Council's staged implementation programme with respect to the National Policy Statement Freshwater Management 2011.

Members were aware that the Council is required to implement the NPSFW by 31 December 2014, or failing that to fully implement the NPSFW through an approved staged programme by 31 December 2030. A review was undertaken and reported to the Environment Committee on 18 October 2012. In summary, it was anticipated that all policies of the NPSFW would be given effect to through the current resource management framework review process, with the exception of Policy A1 for which a staged programme over 10 years was approved.

Members were now advised that Policy A1 Stage 1, an interim stage, has been completed or is in the process of progressively being completed by way of the dairy farm plan change, the stormwater strategy, the farm planning service and State of the Environment monitoring. A summary of these was included in the agenda for members' information and will be included in the Council's notices to fulfil the requirements of Policy E1 of the NPSFW.

The Committee considered that Stage 2 should be delayed until the proposal to amend the national objectives framework is confirmed during 2014 as there is a very close connection between the task of setting of objectives and the process of establishing cumulative contaminant limits.

Cirs Evans/Leggett:

- 1. That the information be received.**
- 2. That a summary of progress with the staged implementation of Policy A1, Stage 1, be included in the Council's notices as soon as practicable.**
- 3. That Stage 2 of the staged implementation programme not commence until the national objectives framework is confirmed.**

Carried

ATTENDANCE: Mr M Caldwell, Council's Planning Technician, was present for the following three items.

D.13/14.223 Plan Changes 26 & 61 Minor Amendments W045-15-61-04 & M135-15-26-04

Approval was sought from the Committee to approve/adopt Plan Change 26 to the Marlborough Sounds Resource Management Plan and Plan Change 61 to the Wairau/Awatere Resource Management Plan addressing minor administrative issues. Details of the plan changes were itemised in the report to the Committee. The decisions made by the delegated committee on the plan changes were publicly notified on the 17 October 2013. It was noted that an outstanding issue is the utility provisions in Plan Change 61 which could not be approved until the appeal has been resolved and the amendments to the marine farming rules need to be referred to the Minister of Conservation for approval.

Mayor Sowman/Cir Leggett:

- 1. That those provisions for Plan Change 26 to the Marlborough Sounds Resource Management Plan and Plan Change 61 to the Wairau/Awatere Resource Management Plan not subject to appeal be approved in accordance with Clause 17 of the First Schedule of the Resource Management Act 1991.**

2. That the provision relating to amending marine farming rules be adopted and referred to the Minister of Conservation for approval in accordance with Clause 18 of the First Schedule of the Resource Management Act 1991.
3. That the operative date for the approved plan change provisions be 13 March 2014.

Carried

D.13/14.224 Proposed Plan Change – Marlborough Ridge Rezoning W045-15-72-01

The Committee discussed a plan change to address issues that have arisen in respect of the Marlborough Ridge Zone as it has become apparent that the development of the Marlborough Ridge Zone has not achieved the intentions and objectives of the Zone. The Marlborough Ridge Zone is presently contained in Appendix K to Volume 2 of the Wairau/Awatere Resource Management Plan.

The failure of the Zone to achieve its desired outcomes, and in particular the provision of hotel development, and the somewhat confusing provisions were outlined in the report to the Committee.

In order to reflect development that has occurred and to enable easier administration of the area as well as retaining the integrity of the Wairau/Awatere Resource Management Plan the Committee considered it appropriate for a plan change to rezone the land be prepared and then brought back to the Committee for consideration.

It was clarified that the current landowners would be consulted about the proposal.

Cirs Jerram/Evans:

That a plan change to rezone the Marlborough Ridge site in Appendix K of the Wairau/Awatere Resource Management Plan be prepared in accordance with the First Schedule of the Resource Management Act.

Carried

D.13/14.225 Proposed Plan Change – Rezoning W045-15-47-01

A proposal was put to the Committee to rezone part of the currently industrial zoned land in the Tremorne Avenue, Algarve Close and Hilton Place area. The land in question is at the eastern margin of Blenheim immediately south of the main trunk railway line and is zoned both industrial and residential, and includes both industrial and residential subdivisions as shown on the maps included with the agenda. The layout of the subdivisions does not match the plan zoning and has caused administrative issues. Members were advised that there is also a large block of land zoned industrial that has not been developed which is causing community concern, resulting in a petition to the Council from the residential landowners. The dust issues relating to the existing use of the vacant lot is one of the issues that would be considered.

Staff advised there are two issues caused by the mismatch of subdivision and development and the plan zoning, these being the residential use of industrial zoned land and the future use of 3 Tremorne Avenue (Lot 15 DP 395434) which is zoned Industrial 1.

Three further letters from landowners were tabled for members' information.

It was considered appropriate that a plan change be prepared in consultation with the landowners and then reported back to the Committee for consideration.

Mayor Sowman/Clr Evans:

That a plan change to rezone the residentially developed areas of Tremorne Avenue, Argarve Close and Hilton Place including the undeveloped site of 3 Tremorne Avenue from Industrial One Zone to Urban Residential Two Zone of the Wairau/Awatere Resource Management Plan be prepared in accordance with the First Schedule of the Resource Management Act.

Carried

ATTENDANCE: Ms E Richardson, Council's Consultant Planner, was present for the following item.

D.13/14.226 Landscape Review

**M090-02-02-020,
M090-02-02-021**

Progress on the review of the landscape provisions contained within the Marlborough Sounds Resource Management Plan and the results of a questionnaire sent to all Marlborough Sounds landowners were reported to the Committee.

Ms Richardson advised that 34 landowners questioned the identification of Outstanding Natural (Feature and) Landscape mapping on their land and requested a review of this mapping. This has recently been completed and the Council is currently in the process of notifying all landowners affected by subsequent map changes.

Councillor Evans spoke of his concerns regarding legal explanations, the questionnaire, forestry issues and a National Environmental Standard.

Questionnaire feedback was detailed in the report to the Committee.

Councillor Jerram said that the survey provided important data with a clear indication from the community on their perspectives.

In summary, members were advised that the 2013 Landscape questionnaire resulted in feedback from approximately 1360 people, a response rate of 42%. The questionnaire primarily sought landowner perspectives on the management of built form and development, and the management of commercial forestry in the Marlborough Sounds. Questionnaire feedback highlighted that the current commercial forestry land management and practices are of key concern for 1084 Marlborough Sounds landowners. A total of 805 landowners also signalled that in order to protect landscape values, additional controls were needed over new forms of built development in the Sounds. The suggested means of achieving this protection varied amongst responses. Drawing on landowner feedback, the draft Marlborough Sound's landscape rules are currently being reviewed and will be developed in consultation with the Committee. A full summary of the questionnaire feedback was attached to the agenda.

The Chairman noted that there are opportunities for debate going forward.

The Committee asked that feedback on the survey be provided to the Sounds Advisory Group and community groups.

Mayor Sowman/Clr Leggett:

That the information be received.

Carried

D.13/14.227 Marlborough Food and Beverage Innovation Cluster – Six Month Report (July 2013 – December 2013)

E100-009-01

Members were aware that Council had agreed to support the establishment of the Marlborough Food and Beverage Innovation Cluster by a one-off contribution of \$90,000 through the 2013/14 Annual Plan

process. Following that, appropriate performance criteria were developed which included that a six monthly report be provided to Council.

The six month report covering the period 1 July 2013 – 31 December 2013 from MRC (formerly known as Marlborough Research Centre) about the Marlborough Food and Beverage Innovation Cluster was attached to the agenda for members' information.

Mr Gerald Hope and Mr John Patterson of MRC were present at the meeting and provided background to the report. They advised that there was a positive reaction to the cluster which was launched on 24 September 2013. The cluster is co-ordinated by MRC, Riddet Institute and Massey University in partnership. Their report outlined the role of MRC with the support of Riddet and Massey, the cluster members at the time of the launch, sponsors and cluster growth. Members were also advised about strategic and implementation planning. In respect of performance reporting, members were advised that Council's contribution has made a huge difference and a number of initiatives have been implemented or are being pursued to ensure continuity of funding. A summary of financial contributions was provided and included overall sponsorship funding secured 2013/14 \$35,000 per annum and overall cluster membership funding secured 2013/14 \$30,000 per annum. Targeted funding from sponsors and members for the 2014/15 financial year is \$100,000. A request for continued funding for the cluster will be included in the forthcoming budget discussions.

Mr Hope advised that it will take 3-5 years to give effect to the strategy. He said the cluster needed to be taken to a wider audience and has been presented in Nelson as part of the top of the south.

Mr Hope advised that while the focus of the MRC is the growth of Marlborough business the economies of scale that other companies can provide will be beneficial to all concerned. He said there is a scale of fee to join.

**Mayor Sowman/Clr Leggett:
That the report be received.**

Carried

The Mayor left the meeting.

D.13/14.228 Information Package

**Cirs Evans/Jerram:
That the Regional Planning and Development Information Package dated 5 February 2014 be received and noted.**

Carried

D.13/14.229 Decision to Conduct Business with the Public Excluded

**Cirs Leggett/Evans:
That the public be excluded from the following parts of the proceedings of this meeting, namely:**

- Marlborough Food and Beverage Innovation Cluster – Six Month Report (July 2013 – December 2013).

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General Subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under Section 48(1) for the passing of this resolution
Marlborough Food and Beverage Innovation Cluster – Six Month Report (July 2013 – December 2013)	In order to protect the privacy of natural persons, as provided for under Section 7(2)(a).	That the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under Section 7 of the Local Government Official Information and Meetings Act 1987.

Carried

The meeting closed at 12.52 pm.

Record No: 1440371