

## APPENDIX 3

### Employment Land analysis

#### Existing Situation Analysis

Some of the key findings from field inspections and the IBD workshop were:

1. The proposed changes of use proposed in the Town Centre Strategy can be expected to displace about 2.6 ha of light industries, storage and service trades from the frame area of the Town Centre.

Releasing this land for better quality, higher order, higher employment and mixed-showrooms/office/residential uses will only be possible if suitable, affordable, well located sites are available elsewhere for these businesses to move into.

2. There are also a number of poor quality, low visual amenity land uses, which presently blight prime, gateway locations on the State Highways leading into Central Blenheim.

These include poor quality premises along Grove Road on SH1 on the route into Blenheim from Picton; along Nelson St on SH6 (including the Gill gravel pens and builders yard and the aluminium shed manufacturer display yards), and along Main Street on the SH1 (with poor quality car yards, repair yards, sheds, transport depots and vacant sites used for container storage). (Refer to Fig 1)

These present a very poor first impression and poor introduction to Blenheim for tourists, visitors, existing and future residents and potential business founders and investors.

These are strategic gateway highway locations for Blenheim that could become significant hotel, motel and other visitor accommodation and/or high quality showroom, craft industry and retail locations. It is estimated that about 2.0 ha of suitable land would need to be found for existing inappropriately located activities, if these existing gateway locations are to be progressively released for future development.

3. There are a number of industries and activities that are poorly located in respect to existing and future residential land uses and introduce heavy truck movements along residential streets that, in the fullness of time, should probably relocate away from their present location. (In the longer term this could even extend to the sawmill and yard fronting the River and New Randwick Road and the Simcox Construction yards and depot and other industrial uses located down Taylor Pass Road).



ABOVE FIG.1: Examples of poor quality premises along Grove Road on SH1, along Nelson Street on SH6 and along Main Street on SH1.

4. The importance of protecting the potable underground water source from possible contamination as it moves from west to east under the urban area to Council's drinking water pumping stations (see Map A).

This means that activities that could potentially contaminate Blenheim's water supply should not be located to the west of Hutcheson St. (This would include transport and utility yards and depots; construction and heavy equipment yards; engineering, farm equipment and repair works; chemical, oil and petroleum products storage and distribution).

5. There is now virtually no difference between the existing Industry 1 and Industry 2 Zone provisions. (Industry 2 allows for slightly higher buildings, 15m high, but retailing has to be ancillary to the main purpose. Whilst Industry 1 limits building heights to 10m, but retailing can be provided to meet the needs of employees in the area).

This means that the same activities and those with potential adverse visual and physical impacts can locate in any of Blenheim's existing and proposed future industrial areas. This can lead to increasing industrial and residential reverse sensitivity issues and the blighting of existing and future clean production areas by activities with low visual amenity and activities with significant potential off-site impacts.

#### **Discussion:**

The current situation in Blenheim is typical of many rural service centres, where the frame area around the Central Business District was the traditional location for rural services, light engineering; vehicle and farm equipment sales, repairs and services; construction and service trades, and small scale transport and storage activities.

These remain, and continue to adversely affect the amenity of adjacent residential areas, although they are now best relocated out of the Town Centre to allow residential renewal and to allow redevelopment of their sites for other higher value, higher amenity uses.

Tractor, agricultural equipment and car sales yards then took advantage of prominent locations on the main routes into the Town Centre.

Used car yards and poor quality vehicle services locate nearby detracting from the attractiveness of these gateway locations because of their character, poor quality buildings and lack of landscaping.

Truck, bus and coach depots, and more recently hire car yards and courier depots, located where they could on major routes, close to the Town Centre.

Larger processing plants and larger stock and station agents and large machinery and construction company depots located on sites in rural areas on the periphery of the urban area.

However, these once well buffered rural locations have more recently been breached by urban expansion and rural residential developments that now present significant reverse sensitivity issues.

The modern approach to respond to these existing and emerging issues is to:

- recognise that many modern high employment businesses are fully compatible with nearby residential uses. (Many will pay a premium for, and prefer, higher quality premises in attractive, high amenity, employee friendly locations, with landscaped settings);
- require better quality premises in landscaped settings, at highly visible gateway locations. (This approach has recently been recognised as appropriate under the RMA by the Planning Tribunal, for instance in the case of the Hibiscus Coast Highway at Silverdale, as the gateway to Orewa / Whangaparaoa in the Rodney District);
- cluster less visually attractive activities and activities with potential off-site impacts at large, well buffered locations where they can be visually and physically separated from existing and possible future sensitive uses. (Often also taking advantage of opportunities to nest such uses within surrounding areas of low-impact uses such as warehousing, transport and storage, and service trade premises);
- refrain from using the old terminology of light industry and heavy industry, or general industry, and move to defining different types of employment or enterprise lands, with appropriate performance criteria to control and protect these locations activities locating there. (This recognises that most uses are not industries; that the same uses can have different impacts depending on their technology and premises, and the old terminology wrongly invokes emotive images of undesirable, high impact and traditional smoke stack industries);
- ensuring there is sufficient zoned, developed and serviced employment lands available for sale and lease at appropriate locations, where businesses of different types would wish to locate;
- explaining the desired location policy to existing, now inappropriately located land uses so that they begin to consider the prospect of future relocation - especially at the time they may need to expand, or invest in expensive new premises, equipment

or modifications. (This approach has proven particularly effective when there is no need to take dramatic action to seek early relocation);

- promoting the future vision for the area and pro-actively marketing each area to particular target businesses. (It is important to create a future vision for each area the businesses and employees would wish to belong to because businesses today serve many markets, much investment is footloose, and many investors, new business founders and key staff can live and work where ever they wish); and
- investing in creating inclusive, creative, computer literate communities, where local activity focuses on multi-functional urban villages - where residents, business people, employees and their families frequently visit and spend quality time there with colleagues, families and friends. (This is important to promote casual meetings, develop social capital and develop and support local friendships. It is these friendships that individual business people and employees make in going about their day to life, beyond formal business relationships, that have proven most effective in tying new business founders and key staff and their families to particular cities and localities, when they can live and work where ever they wish).

#### **The Potential Demand for Future Blenheim Employment Lands**

It is clear from the earlier Economic and Employment Analysis that the existing Marlborough economy had more than expected employment in some sectors (most notably in the Beverages Industry due to the prominence of the wine industry).

In other sectors, Marlborough has fewer jobs than expected, given its resident population, (due to the immaturity of its rural services based economy and the provision of goods and services from Christchurch and the North Island suppliers given the proximity of the Picton inter-Island ferry).

The potential demand for future employment lands in Blenheim was therefore projected on the following basis:

- considering only activities where Marlborough is already generating employment.
- continue to grow the existing economy at the existing employment ratios to 2031 for activities where Marlborough has more than expected employment.
- increase employment in Marlborough to those expected for the increase in Marlborough's resident population (based on South Island population driven employment ratios); and
- this future demand for employment land was then partitioned between Blenheim, Picton and other parts of Marlborough (based on the assessment of the likely

location of demand for land for each type of activity by Council's officers – i.e. land for transport, warehousing, wine/beverage processing, construction trades etc).

This analysis identified potential demand for 69 ha of additional employment lands in Blenheim over the 23 years to 2031 (Table A).

This includes potential demand of:

- 32 ha for small scale Clean Production and Services – including wine/beverage, other food processing, small scale warehousing, storage, showrooms, service and construction trades (including land needed for these types of activities displaced from the Town Centre);
- 7 ha for Vehicle Sales and Services – comprising almost 4 ha for vehicle, recreational and farm equipment sales and over 3 ha for vehicle repairs and services (including component fitting, such as tyre, muffler, brakes, suspension, radios and air-conditioning and auto electrical services etc);
- 11 ha for larger-scale Transport and Logistics – requiring large sites, able to operate at any time (including at night, early mornings and weekends); and
- 20 ha for Other Difficult to Locate Activities – with low visual amenity and potential off-site impacts (including engineering, panel beating, materials storage, processing and handling, timber and construction yards, concrete products manufacturing and concrete batching plants).

**Table A: Potential Demand For Employment Lands For Blenheim to 2031**

Potential Demand	Ha (net land area) excluding roads, landscaping, utilities
<b>CLEAN PRODUCTION LAND (Including Services &amp; Trades)</b>	<b>14.2 ha</b>
Town Centre Relocations	2.6
Other Relocations (SH1/SH6)	2.0
<b>Small scale WAREHOUSE, TRANSPORT, STORAGE LAND (with minimum off-site impacts)</b>	<b>13.0 ha</b>
<b>Cumulative SUB TOTAL</b>	<b>31.8 ha</b>
<b>VEHICLE Sales</b>	3.8
<b>Services</b>	3.1
<b>Cumulative SUB TOTAL</b>	<b>38.7 ha</b>
<b>SPECIAL ENTERPRISE LAND (Including materials processing, construction and engineering)</b>	<b>19.7</b>
<b>Large scale WAREHOUSE, TRANSPORT &amp; STORAGE LAND (Large sites, large buildings, possible 24 hour operations)</b>	<b>10.6</b>
<b>TOTAL</b>	<b>69.0 ha</b>

**Discussion:**

There is clearly sufficient land potentially available employment lands in Blenheim to easily meet this level of projected Potential Demand (refer to Table B).

However, Council needs to be concerned to ensure that sufficient, suitable, appropriately located land is available for each of these sets of activities.

It is important to protect scarce land for future employment uses that can:

- provide special location attributes important to particular businesses; and
- satisfactorily accommodate and buffer difficult to locate activities from sensitive land uses and environmentally sensitive areas.

**Table B: Potential Supply Employment Lands For Blenheim to 2031**

Potential Supply	Ha (net land area) excluding roads, landscaping, utilities
(net = deducting 15% land for roads, common, landscape *20% for flood proofing, drainage, 4 ha for pondage)	
<b>BLENHEIM EAST*</b>	<b>76.4 ha</b>
North of the Rail Line	21.4
South of the Rail Line	25.7
High Ground North of SH1	14.8
Meat Works Buffer	14.5
<b>RIVERLANDS</b>	<b>64.3 ha</b>
Land Able to be Spatially Separated (for difficult to locate activities with off-site impacts)	25.5
Existing Vacant	6.2
Riverlands Extension	23.6
Cloudy Bay Extension	9.1
<b>TOTAL (less meats work buffer)</b>	<b>140.7 ha (126.2 ha)</b>

Table C indicates the best use of the existing and potentially available land to meet these needs under this Potential Demand Scenario.

**Table C: Best use of Blenheim’s Employment Lands Under the Potential Demand Scenario**

Potential Demand Scenario Employment Lands Provision	Ha (net)
<b>BLENHEIM EAST:</b>	<b>76.4 ha</b>
<b>Land North Rail Line / South of existing SH1</b>	<b>21.4 ha</b>
Allocate for small scale warehousing, storage, food, light industry , trades and vehicle sales (including relocations from Central Blenheim)	21.4 ha
<b>Land South of Rail Line (excluding meat works and its buffer)</b>	<b>25.7 ha</b>
Allocate for small scale warehousing, storage, food, light industry , trades and clean production (including relocations from Central Blenheim)	12.7 ha
Remaining Land South of Rail Land Existing Meat Works Buffer Area	13.0 ha 14.5 ha
<b>RIVERLANDS:</b>	<b>64.3 ha</b>
<b>Land Able to be Spatially Buffered</b>	<b>25.5 ha</b>
Allocate for Special Industries (with poor visual amenity or off-site impacts)	20 ha
<b>Existing Vacant</b>	<b>6.2</b>
Allocate for larger Vehicle Sales and Services Small scale warehousing, storage, food, light industry, trades and clean production	3.0 ha 3.2 ha
<b>Riverlands Extension</b>	<b>23.5 ha</b>
Allocate for larger scale warehousing, light industries, transport and logistics	10.5 ha
Remaining Available Land Riverlands Remaining Available Land Cloudy Bay	13.0 ha 9.1 ha

**The Opportunity to Future Proof Blenheim’s Employment Lands**

It is particularly important to protect Blenheim’s scarce employment lands, to meet Blenheim’s long term needs, especially land that can:

- provide special location attributes important to particular businesses; and
- satisfactorily accommodate and buffer difficult to locate activities from sensitive land uses and environmentally sensitive areas.

It is important to protect such lands for long-term future use, to provide for the future relocation of activities likely to be subject to reverse sensitivity issues and to ensure Blenheim will not run out of suitable sites by 2031.

There is a window of opportunity for Council to future proof the provision of Blenheim’s employment lands up to 2031 and beyond.

The following approach was used to identify how much land of different types should realistically provide to future proof Blenheim against its future needs:

- continue to grow the existing economy at the existing employment ratios to 2031 - for activities where Marlborough has more than expected employment;
- increase employment in Marlborough to those expected for the increase in population - based on South Island population driven employment ratios;
- address 20% of the existing shortfall in employment in industrial land uses - where Marlborough presently has less than its expected population based employment ratios;
- provide for the relocation of existing inappropriately located activities; and
- partitioned this potential demand between Blenheim, Picton and other parts of Marlborough (based on Council officers’ assessment of the likely location of future demand by different types of activity).

This analysis identified the need to protect 120ha of future employment lands in Blenheim (Table D).

- This includes a requirement to protect at least:
- 63 ha for small scale Clean Production and Services – including wine/beverage, other food processing, small scale warehousing, storage, showrooms, service and construction trades (including land needed for these types of activities displaced from the Town Centre);

- 7 ha for Vehicle Sales and Services – comprising almost 4 ha for vehicle, recreational and farm equipment sales and over 3 ha for vehicle repairs and services (including component fitting, such as tyre, muffler, brakes, suspension, radios and air-conditioning and auto electrical services etc);
- 24 ha for larger-scale Transport and Logistics – requiring large sites, able to operate at any time (including at night, early mornings and weekends); and
- 30 ha for Other Difficult to Locate Activities – with low visual amenity and potential off-site impacts (including engineering, panel beating, materials storage, processing and handling, timber and construction yards, concrete products manufacturing, and concrete batching plants).

**Table D: Employment Lands Required to Future Proof Blenheim**

Future Proof Employment Land Provision	Ha (net)
<b>CLEAN PRODUCTION LAND (Including Services &amp; Trades)</b>	<b>22.5 ha</b>
Town Centre Relocations	2.6
Other Relocations (SH1/SH6)	2.0
<b>Small scale WAREHOUSE, TRANSPORT, STORAGE LAND (Minimum off-site impacts)</b>	<b>35.4 ha</b>
<b>Cumulative SUB TOTAL</b>	<b>62.5 ha</b>
<b>VEHICLE Sales</b>	3.8
<b>Services</b>	3.1
<b>Cumulative SUB TOTAL</b>	<b>69.5 ha</b>
<b>SPECIAL ENTERPRISE LAND</b>	<b>30.5 ha</b>
<b>Large scale WAREHOUSE, TRANSPORT &amp; STORAGE LAND (Large sites, large buildings, possible 24 hour operations)</b>	<b>23.6 ha</b>
<b>TOTAL</b>	<b>118.9 ha</b>

**Discussion:**

There is clearly sufficient employment lands available in Blenheim to meet all of these potential needs, with the exception of the lack of land for difficult to locate activities that need to be well-buffered, and spatially segregated from clean production, residential and other sensitive land uses.

There is a potential shortage of 5 ha of such land, even if all the available, suitable land at Riverlands is protected for such uses.

Therefore, it would be appropriate for Council to begin to identify and plan to protect the land at some other location in the Marlborough District as a suitable location for difficult to locate activities.

There are at least three different ways in which the necessary additional employment land could be provided to future proof Blenheim (Table E).

**Table E: Employment Lands Options To Future Proof Blenheim  
Recommended Blenheim Enterprise Area Strategy**

<b>OPTION 1 Blenheim East Small scale Clean Production and Services</b> (Keeping the meat works & its buffer lands)	Available Area (net ha)	<b>OPTION 2 Blenheim East Small scale Clean Production and Services</b> (plus Riverside residential and Urban Village) (Keeping the meat works & its buffer lands)	Available Area (net ha)	<b>OPTION 3 Blenheim East Maximum Development</b>  (Developing the meat works & its buffer lands)	Available Area (net ha)
<b>BLenheim EAST</b>	<b>62 ha</b>	<b>BLenheim EAST</b>	<b>62 ha</b>	<b>BLenheim EAST</b>	<b>79</b>
LIGHT INDUSTRIES, SERVICE TRADES, SMALL WAREHOUSE, SHOWROOMS, TRANSPORT & STORAGE	62.0	LIGHT INDUSTRIES, SERVICE TRADES, SMALL WAREHOUSE, SHOWROOMS, TRANSPORT & STORAGE	47.5	LIGHT INDUSTRIES, SERVICE TRADES, SMALL WAREHOUSE, SHOWROOMS, TRANSPORT & STORAGE	62.5
		VEHICLE SALES & SERVICES	5.0	VEHICLE SALES & SERVICES	5.0
				LARGE SCALE WAREHOUSE, TRANSPORT & STORAGE	11.5
RESIDUAL FOR RIVERFRONT RESIDENTIAL And URBAN VILLAGE	17.0 +	RESIDUAL FOR RIVERFRONT RESIDENTIAL And URBAN VILLAGE	9.5	RESIDUAL FOR RIVERFRONT RESIDENTIAL And URBAN VILLAGE	9.5
<b>RIVERLANDS</b>	<b>55 ha</b>	<b>RIVERLANDS</b>	<b>55 ha</b>	<b>RIVERLANDS</b>	<b>55</b>
DIFFICULT TO LOCATE ACTIVITIES	25.5	DIFFICULT TO LOCATE ACTIVITIES	25.5	DIFFICULT TO LOCATE ACTIVITIES	25.5
SMALL SCALE WAREHOUSE, TRANSPORT & STORAGE	1.0	SMALL SCALE WAREHOUSE, TRANSPORT & STORAGE	6.0	SMALL SCALE WAREHOUSE, TRANSPORT & STORAGE	nil
VEHICLE SALES & SERVICES	5.0	VEHICLE SALES & SERVICES	nil	VEHICLE SALES & SERVICES	nil
LARGE SCALE WAREHOUSE, TRANSPORT & STORAGE	23.6	LARGE SCALE WAREHOUSE, TRANSPORT & STORAGE	23.6	LARGE SCALE WAREHOUSE, TRANSPORT & STORAGE	12.1
Land For Longer Term Future Use	nil	Land For Longer Term Future Use	9.2	Land For Longer Term Future Use	26.7
<b>CLOUDY BAY EXTENSION</b>	<b>9.0</b>	<b>CLOUDY BAY EXTENSION</b>	<b>9.0</b>	<b>CLOUDY BAY EXTENSION</b>	<b>9.0</b>
Land For Long Term Future Use	9.0	SMALL SCALE WAREHOUSE, TRANSPORT & STORAGE	9.0	Land For Long Term Future Use	9.0

The following Enterprise Area Strategies are recommended:

1. Adopt the term Enterprise Areas or Employment Lands with sub categories of:
  - Clean Production, Small-Scale Warehousing and Service Trades;
  - Large-Scale Industries, Warehousing, Transport and Logistics; and
  - Special Enterprise Areas (for difficult to locate activities).
2. Seek early provision of at least 14 ha of Clean Production, Small-Scale Warehousing and Service Trades land at Blenheim East. (Best located as close as possible to the SH1 nearest to Central Blenheim).
3. Protect the 25 ha of land at Riverlands that can be effectively spatially separated from the existing Riverlands and Cloudy Bay industrial areas as a Special Enterprise Area for difficult to locate activities.
4. Seek to identify and protect, at least another 5 ha of well-buffered Special Enterprise Area land for future difficult to locate activities.
5. Increase the land area sought as Special Enterprise Area land for difficult to locate activities to 30 ha, if it is decided that 25 ha can not be provided for this purpose at Riverlands.
6. Consider whether this additional new Special Enterprise Area land could be provided at Picton, Renwick, or as part of the river gravel extraction areas (at the Picton Road Bridge north of Blenheim).
7. Develop performance based planning criteria to control the use and types activities appropriately accommodated on each type of Enterprise Area. (Including the possible use of maximum and minimum site areas, site cover and landscaping provisions, and quality controls on highway frontages).
8. Develop a clear Future Vision for Blenheim as a welcoming, inclusive, caring, innovative, creative and computer literate community.
9. Promote a clear identity for each Enterprise Area in collaboration with existing property owners and developers. Marketing each area to target existing and new businesses.
10. Consider Blenheim East – for development as a landscaped, trading estate. (Taking advantage of landscaped drainage channels and storm water storage ponds to create superior landscaped water front business settings with associated employee BBQ and recreation areas, walking and cycle paths) (see Figures 2 & 3).



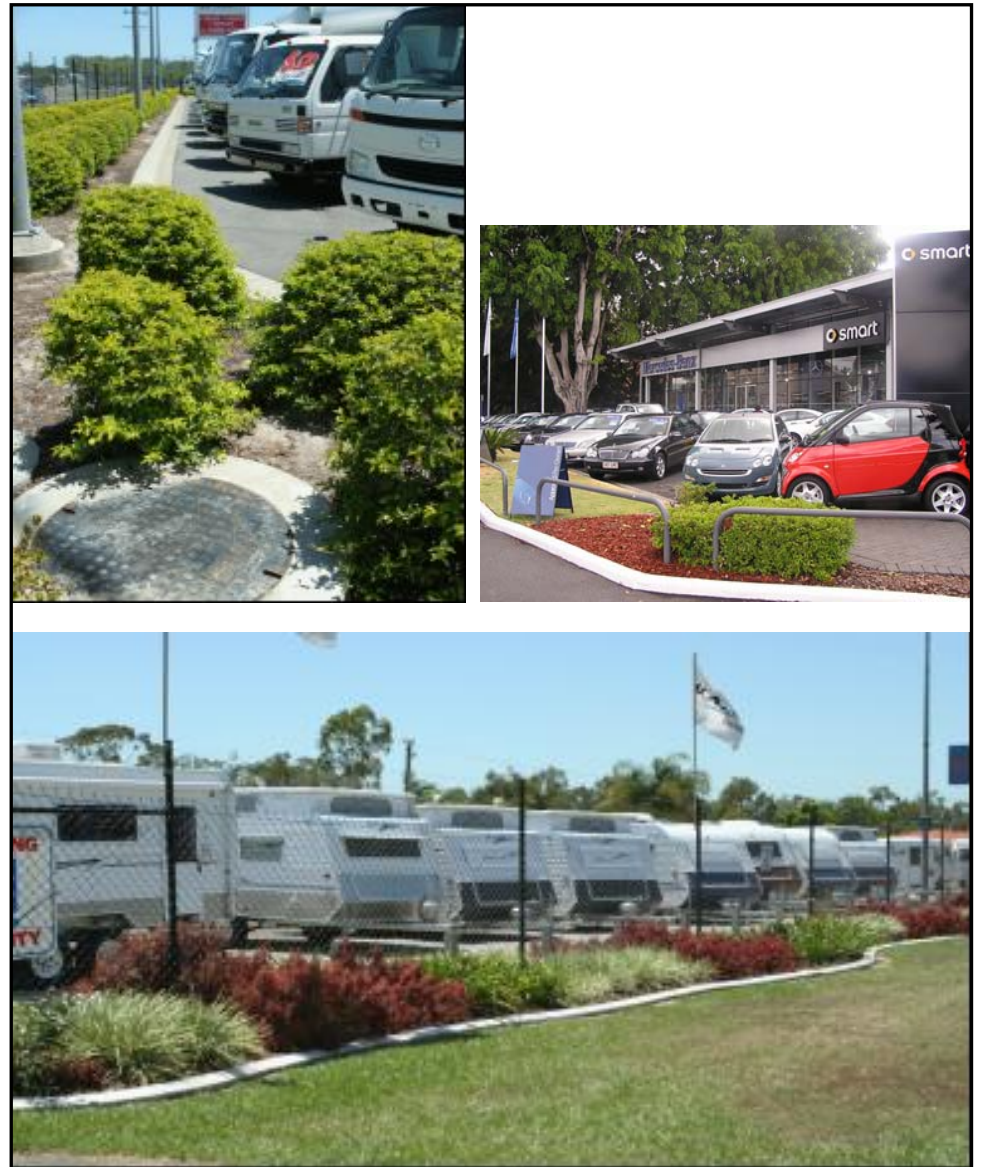
ABOVE FIG.2: Examples of Landscaped Trading Estate type environments recommended for Blenheim East



ABOVE FIG.3: Examples of recreational and business settings created from Storm Water Mitigation Works recommended for Blenheim East



11. Consider promoting Blenheim East – for clean production, health and nutraceuticals, environmental monitoring and remote sensing industries and for businesses wanting to locate in energy saving buildings and environmental sensitive premises.
12. Consider differentiating Blenheim East and making it more attractive to these industries – by developing energy efficient and environmental sensitive buildings, and providing shared reticulated services (including water harvesting, grey water recycling, waste recovery, shared pre-treatment of effluent, and possibly co-generation with reticulated steam, hot water, chilled water, nitrogen and other gases).
13. Consider promoting Woodbourne – for avionics, electronics and telecommunications industries.
14. Consider developing a new urban village at Woodbourne (south of the highway, west of the airbase) – with a country club, retail, community and personal services based urban village focused on the golf course. (To also provide community and local retail and personal services for the air base and for residents in the adjacent residential Trust areas)
15. Consider developing the Hospital grounds and reserve as a possible superior setting for establishing a new urban village - with a focus on health and wellness. (With an emphasis on aviation and sports medicine, community health and fitness – with gyms, fitness circuits outreach community health services, and after school activities such as martial arts, ballet. With local opportunities provided to pursue life long interests, life long learning and private education – with community access computer and Internet courses, life long learning centre, homework centre and community arts).
16. Consider taking outreach services to the Marlborough Villages – providing multi-purpose buildings and outsourced services to create a broad based creative and computer literate community.
17. Consider the best location for highway based tractor and vehicle sales. (see Fig 4 )
18. Consider the best location for limited highway based tractor sales in the urban area on SH6, on the Middle Renwick Road route to Renwick and Nelson.
19. Consider possible slip road landscaped, vehicle sales frontages along the realigned SH1 at Blenheim East.



ABOVE FIG.4: Examples of typical good quality landscaped Highway Frontage vehicle sales, recommended for Blenheim gateway Frontages on SH6 at Middle Renwick Road and SH1 at Blenheim East.

20. Consider landscaped, vehicle sales frontages on the vacant land at the entrance to the existing Riverlands Enterprise Area.

Figures 1-4 show the superior business settings that could be expected for Blenheim's future Enterprise Areas.