PONSONBY COUNTDOWN & MIXED USE DEVELOPMENT

Progressive Enterprises Limited is applying for 37 resource consents for a mixed use, retail, business and residential development on the site of the former DYC Vinegar Factory at 4 Williamson Avenue, Ponsonby. The 1.33 ha site has two main parts, Figure 1:

- Lot 1, the Cider Building, has the 4360 m² supermarket; eight small retail tenancies and a café sleeving the supermarket frontage to Williamson Avenue and around the corner into Pollen Street; four levels of office space totalling 6423 m² above the supermarket; and five levels of basement carparking with about 670 parking spaces;
- Lots 2-31 on the southeast, making up 56% of the site, will have a mix of residential and retail/commercial uses. The lots will be sold fee-simple and subject to comprehensive building covenants controlling use, design and materials. This area and the enclosed loading bay for the supermarket will be serviced by the 12m wide Vinegar Lane, to be vested in the Auckland Council. A private open space, held in common by Lots 14-31, to increase light, sun and through-ventilation will also be built.

The design of the new development is a major change from the previous Soho Square proposal which had over 45,000 m² gross floor area, 1250 carparks, and 63 residential units.

Figure 1 Site Plan

The design and architectural approach has been to provide a high quality appearance for the mixed use activities proposed for the site to complement Ponsonby Road, provide street based retail to sleeve the larger footprint supermarket, offices at above street level and innovative urban residences.
Figure 2 View from Hepburn Street to Williamson Avenue

Figure 3 View from Pollen Street looking east to Cider Building

Figure 4 View to roof of supermarket and offices from north west
Figure 5 View from Williamson Avenue towards Ponsonby Road

Figure 6 View down Crummer Road from corner of Ponsonby Road

Architectural design concepts of Vinegar Lane development following the design rules

Figure 7 Pollen Street looking northwest from corner of Vinegar Lane
Selling lots 2-31 in fee simple titles responds to market research that shows strong resistance to unit title developments and the associated body corporate management approach, and a strong preference for the standard New Zealand development pattern of sole ownership. It also provides a way of encouraging diversity in design to make a more interesting streetscape, within the limits imposed by the Design Manual and the resource consents, and subject to the approval of the Design Committee.

The three or four storey, maximum 15 metre high buildings on Lots 2–5, 8–12, 15, 16, 18–22, and 24–30. The use of the buildings will be chosen by the purchasers within the design rules – they may be solely residential but may have a mix of uses, such as offices on the ground or first floors, or ground floor retail/commercial services. While ground floor parking may be allowed, purchasers may buy or lease car parking in the carpark in the Cider Building, or may choose not to have any onsite parking, given the site is well served by public transport.

**Figure 8 Vinegar Lane looking towards Pollen Street**

Lots 6, 7, 13, 14, 17, 23 and 31 mainly range from 300-400m². These larger lots must have commercial activities on the ground floor with the use(s) on the other floors chosen by the owners within set rules. Purchasers of these lots will secure at least a minimum number of car parking spaces on Level 1 of the Cider Building carpark based on a ratio of one carpark to 40m² of floorspace, in general compliance with Council's parking rules.

A Floor Area Ratio ("FAR") of 4:1 is being sought for Vinegar Lane subdivision to achieve the built form that supports and delivers urban intensification, a focus of the Auckland Plan. The 4:1 FAR will allow the integration of generous private outdoor space within buildings such as internal courtyards, recessed balconies and roof terraces. The intent is to provide for greater areas of such space, to tie them more closely with living rooms, and to enable more sunlight and privacy. It is a higher quality alternative to the often unsatisfactory ground level 'gardens' found in higher density development. Precedents for such innovative residences are found within Auckland and elsewhere including New York, Denmark and Japan. The FAR for the overall site is likely to be 2.5:1 (the Soho Square development was 3.75:1).
The proposal includes comprehensive design guidelines for pavements, paving, planting and kerbing. There will also be some changes to road layout and signalisation to manage the traffic flows in the area. This will include the removal of some on-street parking, particularly in Pollen Street and to a lesser extent in Williamson Avenue and Crummer Road. There will be traffic signals, some road widening and a pedestrian crossing at the intersection of Williamson Avenue and Pollen Street. The plans also include a raised “zebra” crossing, with tactile warning pavers, across Crummer Road, just northeast of Maidstone Street; pedestrian refuge islands on the Pollen Street approaches to the intersection with Crummer Road; cycle lanes and advance cycle stop boxes at the intersections on Pollen Street and Williamson Avenue (shown in green on Figure 9); and a taxi stand in Pollen Street.

Deliveries to the supermarket will enter Vinegar Lane from Crummer Road with the trucks exiting to Williamson Avenue when they have unloaded. The loading bay is carefully planned to be hidden inland on the site and is enclosed so that the operations cannot be seen or heard. On average a supermarket of this turnover and size will receive two delivery trucks between 7am and 9am and one between 3pm and 6pm. Progressive prefers to consolidate loads at its distribution centres rather than have many other firms delivering direct to its supermarkets, so there will be few other deliveries.

**Figure 9 Street layout, signs and signalisation**

It is anticipated that the resource consent applications will be lodged in September 2012. Timing of completion depends on a number of factors including how long it takes to get the resource consents. Progressive hopes that physical works might start after March 2013. The Cider Building could take up to two years to finish. The covenants on Lots 2-31 in the Vinegar Lane subdivision require that the buildings are finished within three years.

For more information please contact Dr Peter Phillips, Managing Director, Dialogue Consultants Ltd who are assisting Progressive with the consultation: Ph: 021 906 737 or email: peter@dialogue.co.nz