

**Proposed Far North District
Plan– McDonald's
Restaurants (NZ) Limited**

*Presentation to Hearings Panel, evidence presented by
David Badham*

27th May 2024

Introduction

Key points in my planning evidence on behalf of McDonald's Restaurants

- ❖ McDonald's Submission Context
- ❖ The important role of the Strategic Direction Chapter
- ❖ Lack of policies in the Strategic Direction Chapter
- ❖ Strategic Direction – Centres Hierarchy

McDonald's submission context

McDonald's in the Far North

- ❖ 170 restaurants throughout New Zealand
- ❖ Three established restaurants in the Far North District:
 - ❖ 87-93 North Road, Kaitaia (McDonald's Kaitaia)
 - ❖ 87 Kerikeri Road, Kerikeri (McDonald's Kerikeri)
 - ❖ 41 Station Road, Kaikohe (McDonald's Kaikohe)

Strategic Direction Chapter

The Important role of the Strategic Direction Chapter

- ❖ This is the “engine room” of the PDP – it is important to get this right.
- ❖ Lack of policies to give effect to the SD objectives.
- ❖ These can be located in other chapters, but no clear link has been established currently.
- ❖ I consider these are best located in the SD Chapter.

Centres Hierarchy

Why is it necessary?

- ❖ Lack of direction regarding a centres hierarchy in the SD chapter.
- ❖ A single Mixed Use Zone is primarily used throughout the District's urban areas and applies to all of McDonald's existing sites.
- ❖ The PDP does not provide alternative commercial zoning.
- ❖ I consider the PDP should establish a clear centres hierarchy and include zones that acknowledge and provide for the diversity of land use and expectations across the Far North.

Centres Hierarchy

What are the consequences if it isn't included?

- ❖ As drafted the MUZ will limit the expansion or redevelopment of many of McDonald's existing sites.
- ❖ The MUZ provisions and zoning will be addressed in future hearings, however it is recommended that Foodstuffs submission point with regard to the centres hierarchy is rejected now.
- ❖ As outlined in paragraph 7.8 of my evidence, I have a number of concerns with that approach.

He Pātai | Any Questions?