



# Urban Development and Delivery Land Sales

## **Kāinga Ora Urban Development and Delivery (UDD) works with builder and development partners to enable the delivery of more state and market homes in well-designed and better-connected neighbourhoods.**

**Kāinga Ora – UDD’s speciality is the complex brownfield renewal of existing communities and suburbs, as well as some greenfield land development where conditions might otherwise prevent private sector involvement.**

We have a significant portfolio of land holdings and properties that are ready for development. Previously we would have released these land holdings individually or in parcels, but now we are making everything available in one place in a visible and easily understood way. This simplifies the process and gives our development partners the detail they need to identify the opportunities that suit them and to plan ahead

Our portfolio now ranges from individual bare sections through to large, fully serviced land-holdings or superlots, offering more opportunities to participate in the land sales process, and greater visibility of the total pipeline.

Whether you’re an existing Kāinga Ora – UDD development partner or considering working with us in the future, we are confident the changes we’ve made to our land sales process will deliver better results for our development partners and more homes for New Zealanders.

In this document you will find out what it takes to work with us and how you can get involved.

Urban Development and Delivery  
Kāinga Ora

# Who is Kāinga Ora Urban Development and Delivery?

**Kāinga Ora Urban Development and Delivery (UDD)** are the largest residential land developer in New Zealand, working with local and central government and the private development sector to deliver scale urban development and accelerate housing supply.

**The Kāinga Ora-UDD team has depth of experience working with, or within, the construction and development industry.**

Drawn from the core team that delivered Hobsonville Point, we retain this expertise and bring it to all our projects. We build constructive connections between industry partners and other project related stakeholders.

**We enable some of New Zealand largest infrastructure projects.**

Few are aware of the scale of UDD's project pipeline. Roskill and Mangere residential developments are also the 2nd and 3rd largest infrastructure projects in New Zealand. Added together, UDD's project pipeline will help generate \$11b of construction spend. The project load on UDD's books is the largest residential build programme since the 1950s.



# We work in partnership with the private construction sector

## **We can partner with building and construction businesses of all sizes.**

Ours is not a one-size-fits-all approach, and we're open to working with our partners to segment development superlots that fit their business requirements.

## **We help many mid-sized building franchises by delivering the finished super-lots that are their pipeline to growth.**

The scale of our projects also provides the industry with the certainty to ride out the ups and downs of economic cycles.

## **Our infrastructure unlocks investable developments.**

We provide the incentives necessary for the private sector to want to get involved and deliver what they do best.

# Land Sales

On many of our superlots we've done the hard work of clearing and remediating the land, upgrading the infrastructure, improving amenity and had all the tough conversations with local stakeholders like councils, utility providers, local iwi and holders of mana whenua. This means our superlots are ready for you to design and build.

GREAT  
LOCATIONS

UPGRADED  
INFRASTRUCTURE

INNOVATION  
HELPING PARTNERS  
ACQUIRE NEW SKILLS

REMEDIATED  
BUILD READY LAND

IMPROVED  
AMENITY

CERTAINTY  
MASTERPLANNING PROCESS,  
DESIGN REVIEW PANEL



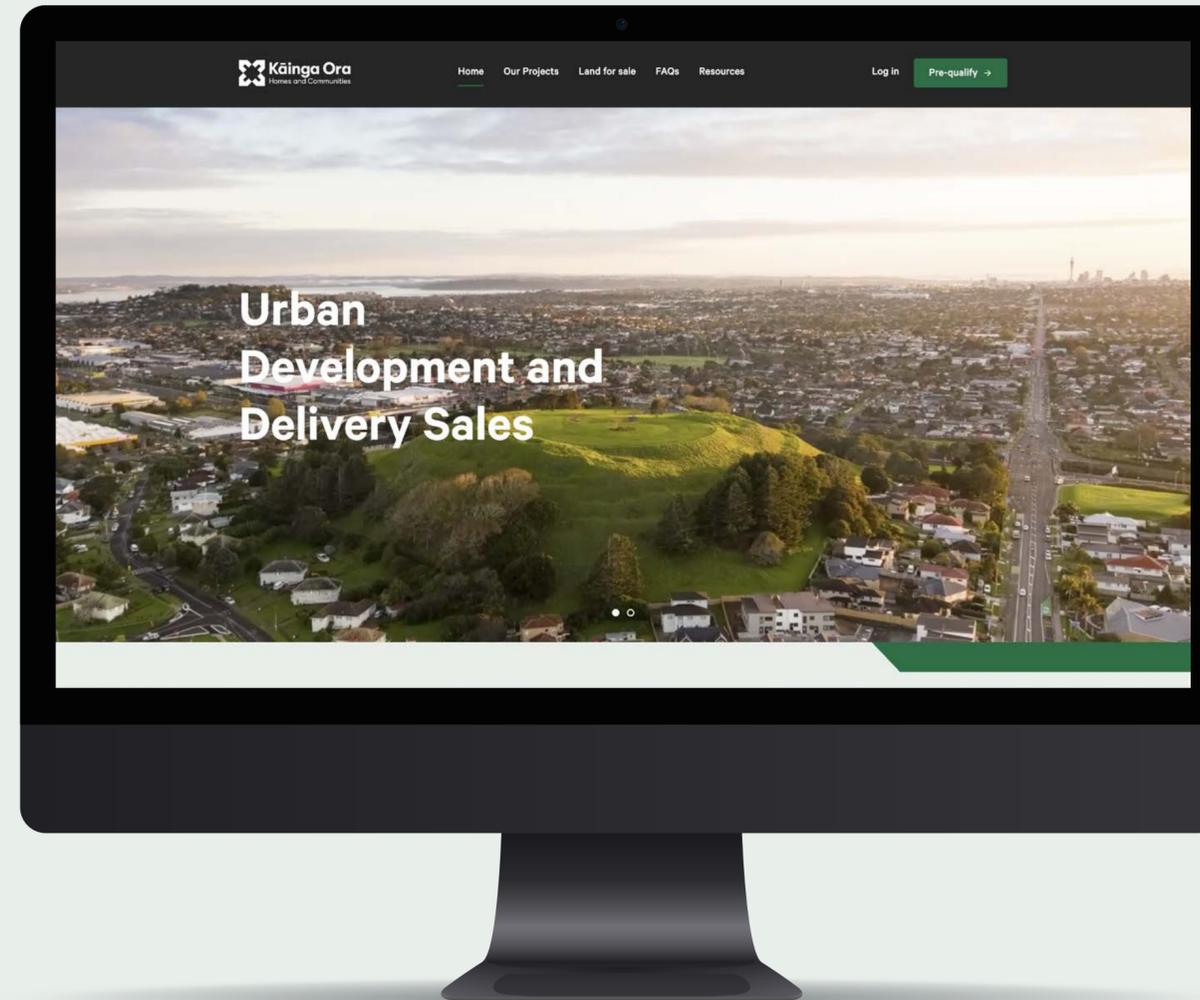
# Our new online land sales platform

Urban Development and Delivery's new land sales platform makes it easier to search through a range of properties that are relevant to your business' project pipeline. Sign up online to receive notifications of new land releases, or better still pre-qualify online to gain access to detailed information on each superlot and be eligible to purchase.

We understand there is no one-size-fits-all model for the development and construction sector. So, our flexible platform will allow you to filter searches with a variety of different criteria like location, scale and typology. Or, you can review a wide range of other land holdings to find development opportunities at the right stage to fit your needs.

- Listings of all land currently on the market
- Ability to sign-up and be notified of new land releases
- Pre-qualify to access detailed information of each superlot and be eligible to purchase

[uddlandsales.co.nz](https://uddlandsales.co.nz)

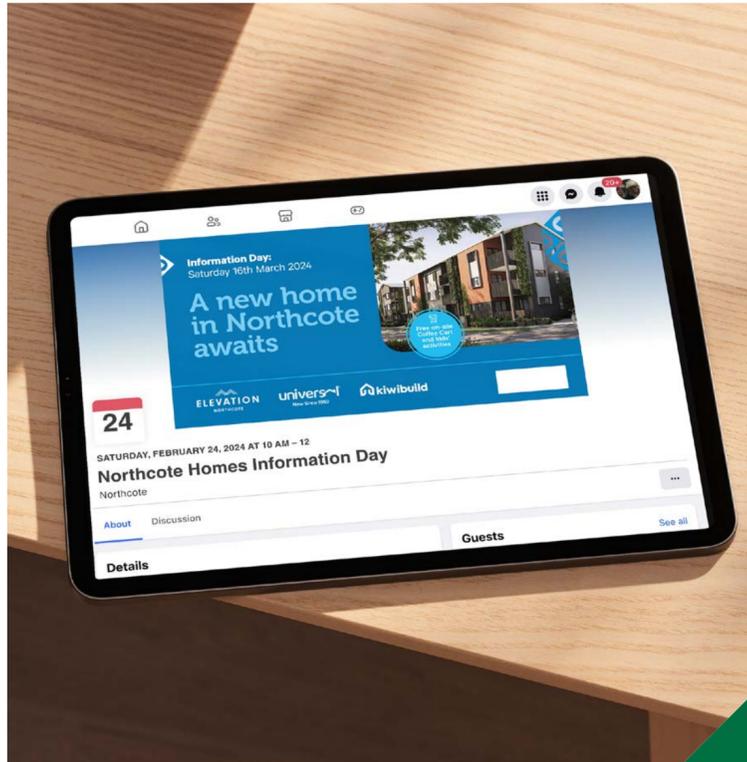


# Sales and Marketing

We provide a place based marketing strategy for each of our developments to amplify consistent messaging to homebuyers about the desirability of each neighbourhood and the great housing products.

## Our marketing and sales support for partners delivers:

- Confidence in the development brand and desire to buy
- Visitors to our marketing channels, Information Centres and show homes
- A steady stream of qualified leads that drive inquiry to partners



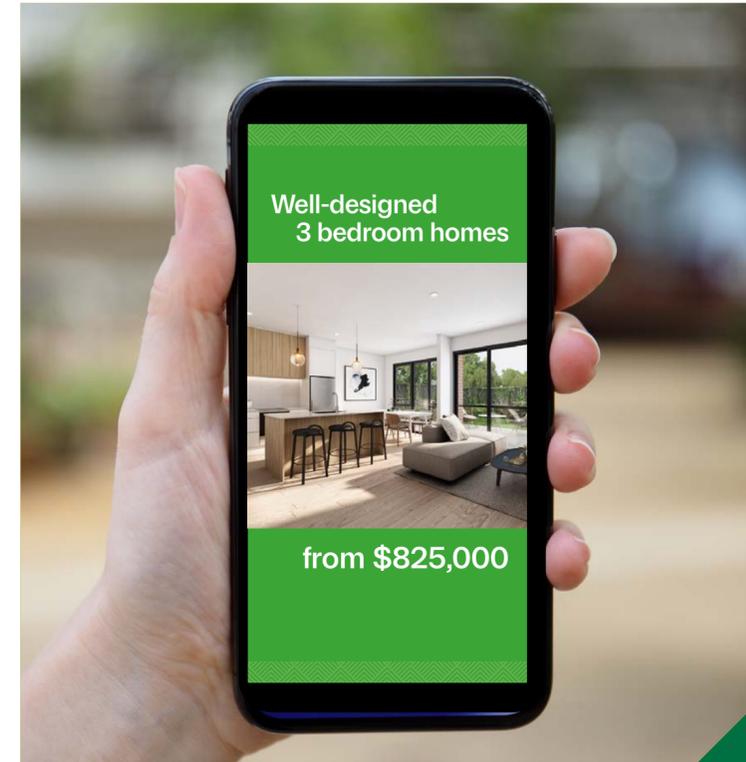
## Sales support:

- Sales campaigns (press & digital media)
- Promotion of new homes for sale



## Marketing Support:

- Channels: Newsletters, websites, social media
- Fully staffed Info Centres
- Education on how to buy



## Our channels at a glance:

- 37,000+ database subscribers
- 52,000+ social media followers

# Projects and Case Studies

With our scale and long-term view, we can co-ordinate the delivery of all the difficult infrastructure that few businesses are large enough to be responsible for themselves.

“

Within Kāinga Ora, UDD are commercially literate, we retain this experience and expertise and bring it to all our projects by connecting with our partners in industry.

Mark Fraser  
General Manager Urban Development and Delivery  
Kāinga Ora

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Northcote development



# Our projects

**HOBSONVILLE POINT**  
Moments away, a world apart.

**Northcote Development**  
Close to the heart

MT VICTORIA  
TAKARUNGA

NORTH HEAD  
MAUNGAUIKA

RANGITOTO

WAITEMATA HARBOUR

AUCKLAND  
CBD

MAUNGAWHAU  
MT EDEN

OHINERAU  
MT HOBSON

**TĀMAKI**  
GLEN INNES / POINT ENGLAND / PANMURE

TE KŌPUKE  
MT SAINT JOHN

MT WELLINGTON  
MAUNGAREI

**Roskill Development**  
PUT YOURSELF IN THE CENTRE

MT ALBERT  
ŌWAIRAKA

ONE TREE HILL  
MAUNGAKIEKIE

THREE KINGS  
TE TĀTUA-A-RIUKIUTA

MT ROSKILL  
PUKETĀPAPA

**Oranga Development**  
YOU'RE ON THE RISE

MT RICHMOND  
ŌTĀHUHU

MANUKAU HARBOUR

TE PANE O MATAAHO  
MĀNGERE MOUNTAIN

**Mangere Development**  
Belong here



## Case study: Hobsonville Point

Hobsonville Point sits on a 167ha peninsula in the Upper Waitematā harbour, just 20-minutes' drive north-west of Auckland. The land was a Defence Force base for over 80 years and its history is still on show through an existing road network, heritage buildings and mature trees. The area is accessible via two motorways and has a commuter ferry service to the CBD.



**HOBSONVILLE POINT**  
Moments away, a world apart.

[hobsonvillepoint.co.nz](https://hobsonvillepoint.co.nz)

### 3,040

The development is 79% complete with 3,193 homes delivered: a mix of 902 affordable and 2,291 market homes

### 11,000

Once completed, Hobsonville Point will have approximately 11,000 residents in around 4,055 homes

### 26ha

High levels of amenity are on offer including 26ha of parks, a mixed use waterfront precinct (under development) and a 5km coastal walkway

### 20%

Hobsonville Point has delivered over 20% of all housing under the Axis Series affordable homes programme and KiwiBuild.

- The master-planned greenfield development was started in 2007 by HLC with the first homes underway in 2011
- Projected completion in 2026/2027
- Leading the way in increasing suburban density in Auckland by introducing new typologies for home buyers including terraces, apartments and walk-ups
- High level of commitment to social, economic and environmental sustainability
- An exemplar of integrated residential development for New Zealand



## Case study: Northcote

Northcote, on Auckland's north shore, is located just over the Auckland Harbour Bridge, a mere 15-minute drive from the CBD. It has good transport links, with further improvements planned for buses. The suburb is only 10-minutes by car from neighbouring retail and hospitality hub Takapuna and its safe swimming beach. The area benefits from many parks and sports grounds and has a strong community spirit, aided by the many families that have long lived in Northcote.

### 1,700

The Northcote Development is a large-scale urban development project providing around 1,700 homes over the next few years

### 826

826 homes have been delivered to date: a mix of 424 social, and 318 affordable and market homes

### \$750m

The completed value of the 1,700 properties in the Northcote Development is likely to be more than \$750 million in today's values

### 480

Around 480 new social homes will be built, an increase of 180 above the replacement of existing social homes

- As well as much-needed homes, Northcote residents have seen improved infrastructure and new amenity. This includes a network of new and upgraded parks connected by the new Awataha Greenway, with physical works completed late 2022
- The project is integrated with Eke Panuku Development Auckland's redevelopment of Northcote Town Centre
- Over 1,200 new homes will be delivered to the market, many of them in the more affordable price range

### \$35.3m

on bulk infrastructure projects in Northcote

- Lake Road Watercare watermain upgrade, undertaken by LEAD Alliance
- Significant Healthy Waters Stormwater upgrades across Northcote including:
  - Te Kaitaka/Greenslade Reserve stormwater management
  - Major stormwater outlet near Tonar St, with tunnel bored 7m below ground level for a 2.1m diameter stormwater trunk line
  - Te Ara Awataha Greenway stormwater upgrade
- New and upgraded roads and local infrastructure throughout Northcote

### 12,000m<sup>3</sup>

Or equivalent to five Olympic swimming pools, is the amount of water that can be stored in Te Kaitaka/Greenslade Reserve

### 1.5km

The length of Te Ara Awataha green corridor, which winds through Northcote

# General policies disclaimer

## Publication:

Neither the whole nor any part of this report or any reference to it may be included in any published document, circular or statement without prior written approval of Kāinga Ora – UDD who may withhold its consent in its sole discretion.

## Information:

Information has generally been obtained from a search of records and examination of documents, or by enquiry. Where information has been supplied to us by another party, this information is believed to be reliable, but we accept no responsibility if this should prove not to be so.

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[landsales.udd@kaingaora.govt.nz](mailto:landsales.udd@kaingaora.govt.nz)