



28 September 2020

The Unit Owners  
Retail Units on Unit Plan 170495  
Dominion Road,  
AUCKLAND

Attention: Mr Martin Boase  
Chair, Body Corporate Committee

By email:

**Dominion Road Mixed Use Development – Lot 2 DP 170042**

Dear Martin

I am writing to introduce myself and suggest an introductory meeting at your convenience. I represent the owners of the adjoining Lot 2 (development site with frontage to Dominion Road, Prospect Terrace and Grange Road).

We are beginning the process of thinking about and planning a redevelopment of our site. The project is a collaboration between the owner of the land, Pudong Housing Development Company Ltd (Pudong), and my company, Silk Road Management Ltd (Silk Road).

The site holds incredible potential, however unlocking the value as an integrated retail and residential mixed-use site will require careful thought, planning and co-ordination from a diverse team. Pudong has elected to partner with Silk Road on this project because of our extensive expertise in planning and delivering complex mixed-use projects.

Our design philosophy is underpinned by and values stakeholder engagement and feedback. To give you some background, it was using this collaborative approach that I personally led a previous role at Wynyard Quarter on Auckland's waterfront. With early and continual community participation, we were able to incorporate important feedback from local residents and businesses, supported by the wider constituency, into the design of what is now a loved and iconic part of Auckland.

Our design team for the Dominion Road Project includes NZ's best architects, urban and landscape designers, many of whom worked on the Wynyard Quarter Project. Key team members include leading architects Warren & Mahoney, environmental planning and design consultancy Boffa Miskell, environmental and engineering specialists Tonkin & Taylor, urban

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Business: s 9(2)(a)  
Private: s 9(2)(a)  
s 9(2)(a)

planning Barkers and Associates, and leading environmental acoustic consultancy, Hegley Acoustics.

The vision we have for the completed development is a well-designed and functioning urban environment which provides the community with:

- A variety of homes that are affordably priced.
- A process for achieving local design content and expression of Māori culture, which will be embedded into our design.
- A range of new opportunities for local businesses. We plan to work with the adjoining retailers and local Business Association to integrate and optimise these opportunities.
- Easy access to a well-integrated development focused on creating a safe and convenient retail and residential space for owners/occupiers, customers, residents and visitors.
- A design response conceived in a COVID economic environment which aims to build resilience and support local businesses. We are also absolutely focused on developing a leading residential and retail hub that utilises some of the most cutting-edge environmental design principles and materials.

It goes without saying that to do this, and to achieve a design that truly integrates the development and adds genuine value to the neighbourhood, we need to engage and collaborate with all our adjoining owners and retailers.

Our primary design and planning ethos is that this development can make a real and tangible contribution to local area. Perhaps for too long Dominion Road has been viewed as a 'throughfare', and our vision for the site is to create a 'destination' that provides a real sense of community, with genuine societal and economic benefit.

We have made a commitment to Auckland Council to work together on a collaborative basis and would include all our stakeholders in this process. To date we have had conversations with Iwi representatives, members of the Local Board, and the Dominion Road Business Association, and we'd like to share our plans, vision and gather your feedback in this early stage.

In the short term there will be some change for a number of our neighbours. However, with good design, careful planning and working together, we believe we can create an incredible retail and residential experience that benefits the local community.

I would welcome the opportunity to meet with you and your fellow owners to share more about our vision, but also to understand how we can work together for the benefit of everyone involved.

Yours sincerely,



John Dalzell  
Managing Director

