

Waipā District Industrial Land Demand Assessment 2026

Waipā District Council

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1 Introduction

Waipā District is a fast-growing district in New Zealand, sitting at the heart of the Golden Triangle between Auckland, Hamilton, and Tauranga. As the district's population and economy expand, so too does the demand for land to accommodate business activity — including the industrial, warehousing, manufacturing, and logistics uses that underpin a functioning local and regional economy.

Waipā District Council (WDC, or Council) has a statutory responsibility under the Resource Management Act and the National Policy Statement on Urban Development to plan for future growth, ensuring that sufficient land is available to meet the needs of the district's communities and businesses. Industrial land plays a particularly important role in this planning. Unlike residential or commercial land, industrial land is often difficult to replace once lost to other uses — its specific locational requirements, infrastructure needs, and compatibility constraints mean that a shortfall in supply can have lasting consequences for the district's economic capacity.

Council commissioned Formative to develop projections of industrial land demand for Waipā District. The district's industrial areas — centred on Cambridge, Te Awamutu-Kihikihi, and the Airport precinct at Titanium Park — serve distinct roles in the local economy and are likely to be affected differently by the various drivers of future growth.

Previous projection sets adopted a business-as-usual (BAU) approach (2023 BDCA, Market Economics¹), assuming existing demand and supply patterns persist. However, several factors recommend that Council consider an approach that is not a straightforward business-as-usual forecasting exercise. Waipā's position within the Future Proof sub-region means its industrial land market is closely linked to conditions in Hamilton and the broader Waikato. Capacity constraints in Auckland and Tauranga are already generating spillover demand for industrial land in the Waikato, and Hamilton — and by extension Waipā — is well placed to absorb a growing share of this activity. Planned improvements to transport infrastructure along the Hamilton–Tauranga Corridor will further improve the sub-region's connectivity and competitiveness, while Hamilton Airport's reinstatement as an international gateway is expected to generate new employment and supply chain activity, particularly in the Airport precinct. All these factors will influence, potentially to a significant degree, demand for industrial land in Waipā, but are not captured in a BAU approach.

1.1 Report Purpose

The purpose of this report is to provide a robust and evidence-based assessment of current and future demand for industrial land across Waipā District. In doing so, the report establishes a clear

¹<https://www.futureproof.org.nz/assets/Future-Proof/Resources/BusinessDevelopmentCapacityReportApril24.pdf>

understanding of how much land is required, where it is needed, and for what types of business activity. This will form a critical input into the Council's assessment of whether sufficient development capacity exists to meet projected demand over the short, medium, and long term.

2 Methodology

This section describes the methodology and economic model which was applied to create the outputs of this research, namely projections of employment, floorspace and land demand in Waipā's industrial zones.

These demand projections are modelled in Formative's Macroeconomic Forecast Model (MFM). The MFM provides forward estimates of economic activity using a demand-led forecasting framework and applies a two-stage process. The first stage involves economic and econometric modelling, while the second stage uses input-output modelling through the Economic Linkages Model (ELM), a multi-regional input-output table developed by Formative.

In stage 1, historical data and industry insights are used to forecast future demand for goods and services at both the sectoral and sub-regional level. This includes demand from:

- ❖ households,
- ❖ central and local government,
- ❖ exports (including tourism), and
- ❖ business investment in capital.

Forecasts for each of these demand drivers are developed using econometric and statistical modelling, drawing on data from Statistics New Zealand, the MBIE, and the Ministry for Primary Industries. Where available, we also incorporate sector-specific forecasts and outlooks for key export industries such as dairy, tourism, and forestry.

In the second stage, the demand forecasts are processed through the ELM, which is a multi-regional input-output model that captures the interactions between businesses, households, government, exporters, and importers within the economy. These interactions describe how each sector responds to changes in demand and how those changes flow through the wider economy. By applying the demand forecasts generated in stage 1 to the ELM, we can estimate the resulting economic activity expected within the region. The output of this process is a projection of future economic activity, measured in employment and GDP, required to meet anticipated household, government, and export demand.

The industrial employment projections for Waipā District are allocated to District Plan industrial zones within Waipā based on the current distribution of industries as shown in the base 2025 economic data. As an example, the base economic data shows that most industrial employment is currently located in industrial zoned areas of Waipā, but a lot of industrial activity is also occurring in commercial and rural zones. In addition to typical 'industrial' activities such as manufacturing, warehousing and

transport, industrial zones also contain auxiliary activities such as petrol stations, bakeries or eateries and engineering offices. These activities are classed respectively as fuel retailing, food and beverage services, and scientific, architectural, and engineering services rather than industrial activities, but their presence in industrial zones represents a level of demand which needs to be accounted for. The revealed preferences of what business activities locate in different zones is used to allocate future growth, which assumes that this underlying preference remains constant in the future.

Employment projections are then used to calculate land demand projections, based on two key ratios:

- ❖ The workspace ratio (WSR) represents the amount of workspace area (m^2) required per employee, and is a measure of workplace density such that a lower WSR indicates a higher density of employees. The WSRs used in this model are calculated based on time series of industrial employment and industrial floorspace data² and are different for each industry.
- ❖ The floor area ratio (FAR) is a critical metric in urban planning that defines the relationship between the floor area of a building (usually gross floor area or GFA, measured in m^2) and the total area of the land on which it stands. A higher FAR signifies a higher building density, allowing for more floorspace within the land area. The FAR ratios are based on actual site coverage achieved by market calculated via consent data provided by WDC.

By integrating these two ratios, the model estimates future demand for:

- ❖ Floorspace: total floorspace area required by applying the WSRs.
- ❖ Land Area: using the FARs to translate the total workspace area into the land demand (in hectares) for each of the different activities.

2.1 Scenarios

For this research we have developed five scenarios, two of which are business-as-usual projections (scenarios 1 and 2), and two others which account for additional major drivers of growth (scenarios 3 and 4). The fifth scenario is designed to establish demand for industrial land if Waipā experiences not only high economic growth but structural changes in the locational preferences of firms within the district. These scenarios are explained below.

² From Council's Building Consent data and Formative's employment data.

2.1.1 Scenarios 1 and 2 (Formative Medium and High)

The MFM has been used to develop two BAU scenarios; Formative Medium and Formative High, which are aligned with the NIDEA³ and Statistics New Zealand⁴ population projection sets. These scenarios provide a range of plausible outcomes rather than a single forecast.

Scenario 1: Formative Medium

Scenario 1 is based on MFM-created employment projections, using NIDEA medium projections for Waikato and SNZ medium population projections for the rest of the country. Employment projections are then transformed into employment projections located in industrial land using the current (2025) revealed preferences for activities intersecting with zones.

Scenario 2: Formative High

Scenario 2 is as for scenario 1 but uses NIDEA high projections for Waikato and SNZ high population projections for the rest of the country.

2.1.2 Scenarios 3 and 4 (Dynamic Growth Medium and High)

While projecting BAU employment based on past trends and the existing state of the economy is relatively straightforward, forecasting non-BAU growth is significantly more complex due to the vast range of potential future outcomes and uncertainties. In addition, industrial activities operate in a fluid environment where the relocation or expansion of just a few large industrial firms can substantially alter projections. In order to mitigate the uncertainty, we have provided three scenarios under the dynamic growth overlay, however the model is inherently assumption based its accuracy ultimately hinges on how closely those assumptions match real-world outcomes.

These dynamic growth scenarios use the base employment projections from the Formative Medium and High scenarios but also include drivers of growth beyond a BAU future and include potential step or structural changes to Waipā Economy. There are three specific drivers of growth we model in these scenarios.

The first of these drivers of growth is the FutureProof sub-region's evolving role within the Golden Triangle – Hamilton, Waipā, and Waikato Districts are expected to play a larger role in the industrial market, given the FutureProof area's competitive advantages (including good accessibility to the rest of New Zealand, plentiful supply, and cheaper land prices) over Auckland and Tauranga. Previous

³ For Territorial Authorities in Waikato

⁴ For all other regions

research for Hamilton City⁵ demonstrated that Hamilton is well placed receive industrial land demand spillover from Auckland and Tauranga.

Adopting a similar approach, we estimated the dynamics of employment change in Waipā with its surrounding areas. Growth in Waipā is correlated with growth in Hamilton above and beyond what can be explained by population or overall growth. Shift-share analysis allows us to decompose each region's net employment change into three intuitive parts:

- ❖ the national-growth effect: jobs the region would have gained had it simply followed national growth;
- ❖ the industry-mix effect: expected gains or losses that stem from industry specific growth rates; and
- ❖ the competitive effect: the residual change that cannot be attributed to nationwide or industry-specific trends and therefore reflects the region's own competitive advantage or disadvantage.

By isolating this competitive effect for Waipā, Auckland, Tauranga, and Hamilton in every year, we obtain a direct indicator of whether jobs are shifting between regions. This data shows that as Hamilton increases its industrial employment, Waipā also increases, even when accounting for regional, industrial and national trends. For every 100 industrial employees Hamilton grows by, Waipā gains 4.5 employees over and above any baseline growth It experiences.

Secondly, we also estimate employment growth driven by transport infrastructure improvements. This relies upon previous research conducted by Formative about growth in the Hamilton to Tauranga Corridor⁶. The study evaluates how transport upgrades along the H2T Corridor, (Hamilton to Tauranga), could influence land demand for housing, industrial, and business uses, while considering spatial and infrastructure constraints. Using four development scenarios, it finds that improved connectivity is likely to generate modest but noticeable increases in land demand, typically in the low single-digit hectares at a local level, with variation by location and assumptions. Overall, additional land demand across the Waikato portion of the corridor is estimated at roughly 50–240 hectares (or 100–280 hectares when including adjacent growth areas), above baseline projections. For Waipā District, the increases in industrial land demand equates to up to an extra 7ha of industrial land.

Finally, the third growth driver for these scenarios is Hamilton Airport's status change back to an international airport. Research commissioned by Hamilton Airport indicates that the change will

⁵<https://hamilton.govt.nz/assets/Uploads/Documents/Content-Documents/Your-City/Formative-report-on-Hamilton-Industrial-Land-Projections.pdf>

⁶ <https://www.futureproof.org.nz/assets/Future-Proof/H2TCorridorOptionsReport.pdf>

create positions for some 60 new workers employed directly by the Airport⁷. We model the effects of this new employment on industrial land demand, using the ELM.

Scenario 3: Dynamic Growth Scenario (Medium)

This scenario represents Formative's Medium projection from Scenario 1 in addition to growth driven by the three key drivers identified above. For the purposes of the Scenario 3 we applied the industrial land demand from the "Metro Gravity" scenario from the Hamilton to Tauranga Corridor report.

Scenario 4: Dynamic Growth Scenario (High)

This scenario represents Formative's High projection from Scenario 2 in addition to growth driven by the three key drivers identified above. For the purposes of Scenario 4, we applied the industrial land demand from the "Central Gravity" scenario from the Hamilton to Tauranga Corridor report.

2.1.3 Scenario 5 (Locational Preference Shifts)

Finally, scenario 5 is the same as Scenario 2 (Formative High) in terms of total employment projections, however, differs in terms of the zone preferences of industrial activities, which are modelled to change over time. Currently, there is significant industrial activity that does not currently locate in industrial zones (choosing to either locate in commercial and rural zones), which is common in smaller local economies.

However, as Waipā grows, preferences may change over time, and more businesses may choose to locate in industrial zoned land. For this scenario the shares are modelled to shift over time (2025-2053) from the current Waipā locational preferences (2025) to the observed locational preferences in Hamilton City, reflecting an increase in the size of the Waipā economy. Hamilton's distribution of activities to zones provides a reference point for Waipā, although Hamilton currently has more specialized zones (fewer industrial activities in Commercial zones and less commercial activity in industrial zones) than Waipā. This scenario would require large shifts in preferences which is unlikely to occur, however provides a point of reference for the outer limit of demand for industrial land.

2.2 Outputs

The outputs of the projections modelling are employment (measured in total jobs, full time and part time and includes salary and wage earners and working proprietors), floorspace (measured in square metres) and land (measured in ha). Those outputs are disaggregated by sector and industrial area.

⁷ <https://www.hamiltonairport.co.nz/blog/post/134725/hamilton-airport-goes-international-again/>

2.2.1 Sector Analysis

The sector disaggregation includes four industrial sectors:

- ❖ **Manufacturing.** This covers the processing and transformation of raw materials and intermediate goods into finished products. This includes food and beverage processing (such as meat, dairy, and seafood), wood and paper products, chemicals and pharmaceuticals, metals and fabricated metal products, machinery, electronics, and transport equipment, among others. Manufacturing tends to be land and floorspace intensive, often requiring large purpose-built facilities for production, storage, and dispatch.
- ❖ **Warehousing.** Warehousing captures wholesale trade and storage activities — industries that sit between producers and retailers or end users, holding and distributing goods rather than transforming them. This includes the wholesaling of basic materials, machinery and equipment, motor vehicles, and grocery and consumer goods, as well as dedicated warehousing and storage services. These activities typically require large, functional floorspace with good transport access, and have grown in importance with the expansion of supply chain and logistics infrastructure in the Future Proof sub-region.
- ❖ **Transport and Logistics.** This sector covers the movement of goods and people across all modes (road, rail, water, air, and other transport) as well as the support services and infrastructure that enable it, such as freight handling, transport coordination, and postal and courier services. As a sector it is closely linked to warehousing and manufacturing activity and is often sensitive to the location and quality of transport infrastructure in an area.
- ❖ **Other Industrial.** This is a broad grouping that captures employment from all remaining industries, but only to the extent that those industries locate within industrially zoned areas. In practice, most industries in this category have a very small share of their activity in industrial zones — many are zero or close to it. The industries that do contribute meaningfully to this category include construction, waste management (and other utilities), and a small number of service industries such as rental and hiring, public order services, and repair and maintenance.

2.2.2 Industrial Area

There are three areas that have industrial land zoning in Waipā District:

- ❖ **Airport.** This area encompasses Hamilton International Airport and its surrounding business precinct, including Titanium Park. The area contains 275 ha of Airport Business and Industrial Zoned land, making it a strategically significant employment area oriented

around aviation, wholesaling, and manufacturing. Employment in the Airport area has been variable over the forecast period, declining from around 620 jobs in 2005 to a low of approximately 430 in 2017, before recovering strongly to peak at around 860 jobs in 2023. This recent growth reflects increased activity at Titanium Park including wholesaling and the broader development of the airport precinct.

- ❖ Cambridge. is the largest township in Waipā District, home to around 36% of the district's population, and contains the largest area of industrially zoned land in the district at approximately 350ha. It is the dominant industrial employment area in Waipā, and has seen sustained and strong employment growth over the past two decades (rising from around 760 jobs in 2005 to nearly 2,000 by 2025). This consistent upward trajectory reflects both Cambridge's scale and its attractiveness as a location for industrial and manufacturing activity.
- ❖ Te Awamutu-Kihikihi. There is 127ha of industrial zoned land in Te Awamutu, in addition to a small industrial site in Kihikihi (4ha). Employment in the area has grown steadily over the period, from around 550 jobs in 2005 to approximately 900 by 2025, with strong manufacturing, wholesaling and utilities sub-sector presence. While smaller than Cambridge in both land area and employment, Te Awamutu-Kihikihi represents a meaningful and growing component of the district's industrial base.

2.3 Competitiveness margin

To be consistent with the NPSUD our land demand projections include the competitiveness margins prescribed in the NPSUD, defined as 20% above the expected demand in the short-medium term, and 15% above the expected demand in the long term.

3 Waipā Economic Growth Scenarios

This section presents the results of the economic growth projections for Waipa District. All results are presented as growth above the 2025 base year, with results reported at three time horizons: 2028 (short term, consistent with the NPS-UD), 2035 (medium term), and 2055 (long term).

Industrial land capacity is sourced from the 2023 Business Development Capacity Assessment (BDCA, Market Economics), as no independent capacity modelling has been undertaken for this report. The BDCA reports total industrial land capacity of 177.7 hectares based on a 2022 base year. As this analysis uses a 2025 base year, we adjust for the estimated land uptake that occurred in the intervening period by deducting the BDCA's reported short term demand of 7.0 hectares (covering 2022 to 2025), giving an effective base capacity of 170.7 hectares. To this we add capacity introduced through recent plan changes: PC14 (79ha), PC17 (15ha), PC33 (16ha), and PC20 (89ha), totalling 199 hectares. This gives a total available industrial land capacity of 370 hectares across the district for the purposes of this analysis. Land capacity is focused in the Cambridge⁸ and Airport sub areas (171.7ha and 16.4ha respectively), with smaller capacity in Te Awamutu-Kihikihi (Figure 3-1)

Figure 3-1: Land Capacity by Sub-Area

Sub Area	Land (ha)
Cambridge	171.7
Te Awamutu-Kihikihi	31.0
Airport	164.4
Rest of Waipa	2.6
Total	369.7

3.1 Summary

The figures below summarise employment growth, total land demand, sector composition, and area-level sufficiency across all five scenarios at each time horizon. Warehousing and Manufacturing consistently accounts for the largest shares of land demand across all scenarios, driven by the sector's relatively high floorspace requirements per employee. At the area level, Cambridge is the dominant industrial location.

⁸ This area also includes Hautapu

Figure 3-2: Scenario Summaries

Scenario	Employment Growth (Jobs)			Land Demand incl. Margin (ha)			Sufficiency 2055 (ha) vs 370ha
	2028	2035	2055	2028	2035	2055	
Formative Medium	171	514	1,727	9	26	87	283
Formative High	309	1,113	3,052	16	61	159	210
Dynamic Growth Medium	288	749	2,216	16	41	118	252
Dynamic Growth High	458	1,380	3,571	25	77	192	177
Locational Pref. Shifts	354	1,487	5,474	18	75	246	124

(Land Deficits in **bold**)

The sector breakdown in Figure 3-3 shows land demand by industrial sector for each scenario. Warehousing consistently accounts for the largest share across all scenarios and time horizons, typically followed by Manufacturing. Transport and Logistics has a comparatively minor land footprint throughout. Under the Locational Preference Shifts scenario, Other Industrial rises to a larger share, reflecting locational preferences shift toward Hamilton's pattern.

Figure 3-3: Land demand by sector across all scenarios (ha)

Sector	2028	2035	2055
Formative Medium			
Manufacturing	2.2	7.0	24.4
Warehousing	3.3	10.7	34.9
Transport and Logistics	0.2	0.6	2.6
Other Industrial	2.9	8.1	25.0
Formative High			
Manufacturing	5.1	19.8	49.8
Warehousing	6.1	22.8	61.9
Transport and Logistics	0.6	2.2	5.7
Other Industrial	4.7	15.8	42.0
Dynamic Growth Medium			
Manufacturing	4.2	11.8	34.4
Warehousing	6.2	17.2	49.0
Transport and Logistics	1.2	2.0	4.7
Other Industrial	4.0	10.3	29.8
Dynamic Growth High			
Manufacturing	7.4	24.8	60.2
Warehousing	10.1	30.4	77.1
Transport and Logistics	1.7	3.7	8.0
Other Industrial	6.1	18.4	47.1
Locational Preference Shifts			
Manufacturing	5.6	24.5	73.6
Warehousing	6.4	25.4	77.0
Transport and Logistics	0.6	2.7	8.9
Other Industrial	5.5	22.7	86.5

The area sufficiency table below (Figure 3-4) shows the surplus or deficit of industrial land capacity against projected demand (including the competitiveness margin) for each area across all scenarios. With the inclusion of recent plan changes, all three areas have a surplus capacity across all scenarios and throughout the entire forecast period. Cambridge is experiences high growth with its surplus narrowing to 69 hectares under Dynamic Growth High and 40 hectares under Locational Preference Shifts by 2055. While capacity sufficiency remains positive, this representing a significant draw-down on available land. The Airport precinct also is expected to experience high growth, but is comfortably placed, retaining at least 72 hectares of surplus even under the most demanding scenario. Te Awamutu-Kihikihi retains positive capacity across all scenarios, though its surplus narrows to around 8 hectares under the Locational Preference Shifts scenario by 2055.

Figure 3-4 Land demand sufficiency by area across all scenarios (ha)

Scenario	Airport – Surplus / Deficit (ha)			Cambridge – Surplus / Deficit (ha)			Te Awamutu-Kihikihi – Surplus / Deficit (ha)		
	2028	2035	2055	2028	2035	2055	2028	2035	2055
<i>Capacity (ha)</i>	164.4			171.7			31.0		
Formative Medium	161.2	154.5	131.9	167.1	157.6	125.3	30.2	28.6	23.0
Formative High	158.3	141.8	104.8	162.9	139.4	86.5	29.5	25.4	16.4
Dynamic Growth Medium	158.6	148.9	120.3	163.4	149.6	108.7	29.6	27.2	20.2
Dynamic Growth High	154.9	135.5	92.4	158.2	130.4	68.9	28.7	23.9	13.4
Locational Pref. Shifts	157.6	136.2	72.4	162.0	131.5	40.3	29.3	24.1	8.4

(Land Deficits in **bold**)

3.2 Scenario 1 Formative Medium

Under the Formative Medium scenario, industrial employment in Waipā's industrial zones is projected to grow by around 171 jobs in the short term (2028), 514 jobs by 2035, and 1,727 jobs by 2055 (Figure 3-5). The district retains a comfortable surplus of industrial land across all time horizons, with around 280 ha remaining by 2055. All three industrial areas remain well within capacity throughout the forecast period.

Figure 3-5: Formative Medium Projections

Metric	Short Term (2028)	Medium Term (2035)	Long Term (2055)
<i>District Capacity (ha)</i>	370		
Employment Growth (Jobs)	171	514	1727
Floorspace Required (m ²)	24,411	76,051	257,199
Land Demand - No Margin (ha)	7.1	22.0	74.6
Land Demand - With Margin (ha)	8.5	26.4	86.9
Sufficiency (ha)	361.2	343.3	282.8

(Land Deficits in **bold**)

3.3 Scenario 2 Formative High

Under the Formative High scenario, industrial employment grows more strongly, reaching approximately 309 additional jobs by 2028, 1,113 by 2035, and 3,052 by 2055 (Figure 3-6). The district retains substantial capacity across all time horizons. Land demand including the competitiveness margin reaches 159 hectares by 2055, leaving a district-wide surplus of around 210 hectares. At the area level, no area moves into deficit under this scenario, though Cambridge's surplus narrows most significantly over the forecast period (Figure 3-4).

Figure 3-6: Formative High Projections

Metric	Short Term (2028)	Medium Term (2035)	Long Term (2055)
<i>District Capacity (ha)</i>	<i>370</i>		
Employment Growth (Jobs)	309	1113	3052
Floorspace Required (m ²)	46,824	172,784	468,804
Land Demand - No Margin (ha)	13.7	50.4	136.4
Land Demand - With Margin (ha)	16.4	60.5	159.4
Sufficiency (ha)	353.3	309.2	210.3

(Land Deficits in **bold**)

3.4 Scenario 3 Dynamic Growth Medium

The Dynamic Growth Medium scenario adds the effects of regional competitive spillover from Hamilton, transport infrastructure improvements along the Hamilton–Tauranga Corridor, and Hamilton Airport's return to international status, on top of the Formative Medium base. Total employment growth reaches approximately 288 jobs by 2028, 749 by 2035, and 2,216 by 2055. With the inclusion of recent plan changes, the district retains a land supply surplus across all time horizons, with land demand including the competitiveness margin reaching approximately 118 hectares by 2055 against a total capacity of 370 hectares, leaving a surplus of around 252 hectares. At the area level, all three areas remain in surplus throughout the forecast period (Figure 3-4).

Figure 3-7: Formative Dynamic Growth Medium projections

Metric	Short Term (2028)	Medium Term (2035)	Long Term (2055)
<i>District Capacity (ha)</i>	<i>370</i>		
Employment Growth (Jobs)	288	749	2216
Floorspace Required (m ²)	44,701	119,168	349,570
Land Demand - No Margin (ha)	13.0	34.4	101.1
Land Demand - With Margin (ha)	15.6	41.3	117.9
Sufficiency (ha)	354.1	328.4	251.8

(Land Deficits in **bold**)

3.5 Scenario 4 Dynamic Growth High

This scenario combines the Formative High employment base with the same dynamic growth drivers as Scenario 3. Employment growth reaches approximately 458 additional jobs by 2028, 1,380 by 2035, and 3,571 by 2055. The district retains sufficient capacity across all time horizons, with land demand including the competitiveness margin reaching approximately 192 hectares by 2055 against a total capacity of 370 hectares, leaving a surplus of around 177 hectares. At the area level, all three areas remain in surplus throughout the forecast period, though Cambridge's surplus narrows most significantly under this scenario, falling to 69 hectares by 2055 (Figure 3-4).

Figure 3-8: Formative Dynamic Growth High projections

Metric	Short Term (2028)	Medium Term (2035)	Long Term (2055)
<i>District Capacity (ha)</i>	<i>369.7</i>		
Employment Growth (Jobs)	458	1380	3571
Floorspace Required (m ²)	72,782	221,570	566,844
Land Demand - No Margin (ha)	21.1	64.4	164.5
Land Demand - With Margin (ha)	25.4	77.3	192.4
Sufficiency (ha)	344.3	292.4	177.3

(Land Deficits in **bold**)

3.6 Scenario 5 Locational Preference Shifts

This scenario does not represent a highly likely forecast but rather should be viewed as outer bound on demand, illustrating what would occur if Waipā's industrial land use patterns converged toward those observed in Hamilton City. Under this scenario, employment in industrial zones grows by approximately 354 jobs by 2028, 1,487 by 2035, and 5,474 by 2055. Even with very high land demand growth under this scenario, the district retains surplus land supply across all time horizons, with land demand including the competitiveness margin reaching approximately 246 hectares by 2055 against a total capacity of 370 hectares, leaving a surplus of around 124 hectares. At the area level, all three areas remain in surplus, though Cambridge and the Airport precinct see their surpluses narrow most substantially by 2055 (Figure 3-4). This scenario illustrates the degree to which a structural shift in business location behaviour — rather than employment growth alone — could drive industrial land demand well beyond what BAU projections would suggest.

Figure 3-9: Locational Preference Shifts Projections

Metric	Short Term (2028)	Medium Term (2035)	Long Term (2055)
<i>District Capacity (ha)</i>	<i>369.7</i>		
Employment Growth (Jobs)	354	1487	5474
Floorspace Required (m ²)	51,366	212,856	712,044
Land Demand - No Margin (ha)	15.1	62.8	211.2
Land Demand - With Margin (ha)	18.1	75.3	246.0
Sufficiency (ha)	351.6	294.4	123.7

(Land Deficits in **bold**)

4 Conclusions

From a planning perspective, providing an oversupply of industrial land capacity is appropriate to ensure that growth is not constrained by land availability. This is consistent with the NPS-UD, which requires councils to plan for sufficient development capacity to meet anticipated demand, including a competitiveness margin. From an economic perspective, this analysis has presented a range of plausible outcomes across five scenarios, spanning both business-as-usual and dynamic growth futures.

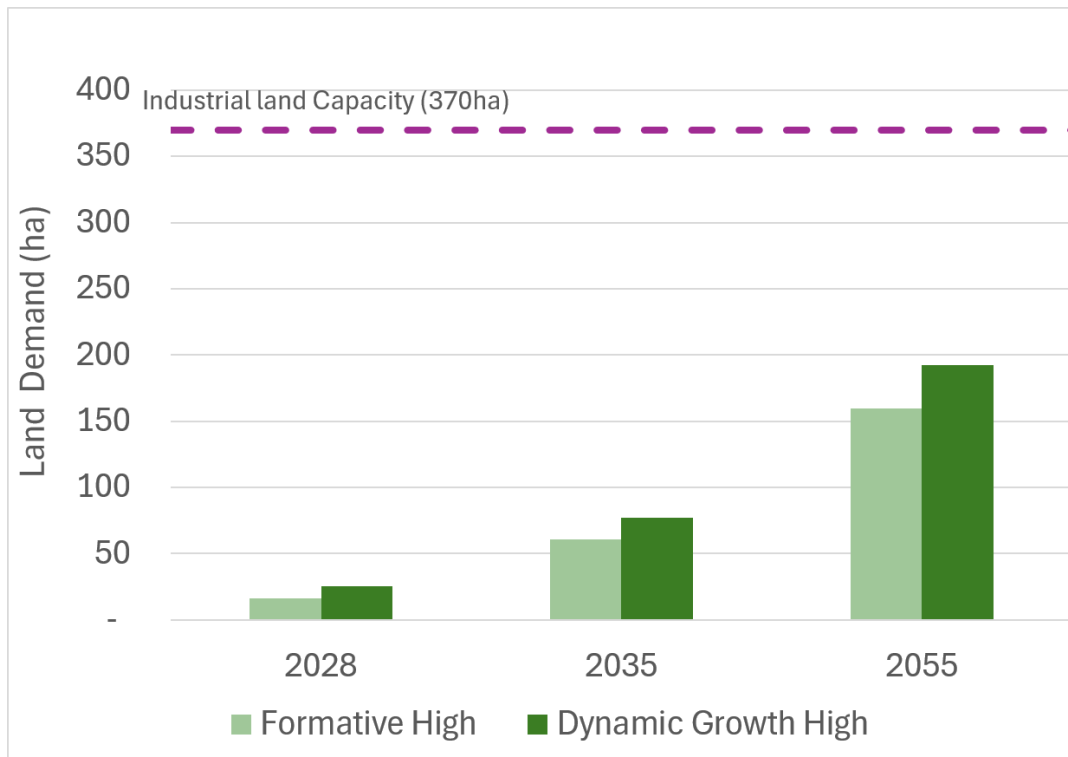
While the full range of scenarios reflects the inherent complexity of economic forecasting, the drivers underpinning the high growth scenarios are well-founded. Waipā's position within the Golden Triangle, its proximity to Hamilton, the capacity constraints facing Auckland and Tauranga, and the specific catalysts of the Hamilton–Tauranga Corridor upgrades and Hamilton Airport's return to international status all point to conditions that are likely to generate above-baseline demand for industrial land over the forecast period.

Planning for the Formative High and Dynamic Growth High scenarios can therefore be considered the conservative and reasonable approach. It does not assume that the highest possible outcome will materialise, but rather that the conditions are in place to support strong growth for Waipā. We also acknowledge that while the land demand figures presented in this report are projections only, and it is therefore prudent to present a range of possible outcomes, councils are often required to select a single scenario to meet their planning obligations. Within the context of the range of economic futures modelled, we recommend that if a single scenario is to be adopted, the Dynamic Growth High scenario is selected. This scenario captures not only baseline growth under high population assumptions, but also the external drivers that are likely to shape Waipā's industrial future. Given Waipā's strategic location, in particular Hamilton Airport precinct at Titanium Park and the Hautapu industrial area in Cambridge, this scenario is well suited to reflecting the district's growth potential and provides a robust basis for long-term industrial land planning.

Waipā District is well positioned for strong industrial growth over the coming decades. Drawing on the Formative High and Dynamic Growth High scenarios as the planning basis, the analysis points to a district that has sufficient industrial land capacity to meet demand in the short, medium and long term

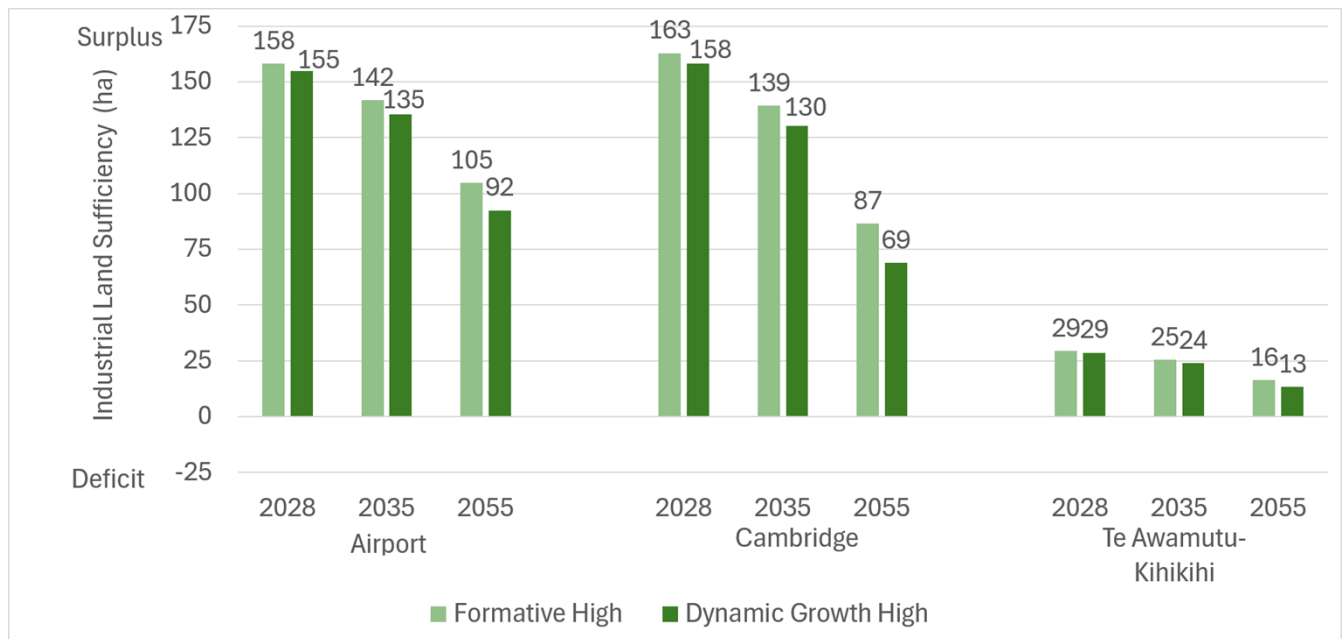
As shown in Figure 4-1, land demand under both scenarios remains well within the district's available capacity of 370ha across all three time horizons. By 2055, projected land demand reaches 159 hectares under Formative High and 192 hectares under Dynamic Growth High — representing roughly 43% and 52% of total available capacity respectively. The inclusion of capacity added through recent plan changes means the district is not at risk of an aggregate land deficit under either planning scenario.

Figure 4-1: Waipā Industrial Land Demand and Supply



At the area level, Figure 4-2 shows that all three industrial areas retain healthy surpluses across both scenarios and throughout the forecast period. The Airport precinct narrows from around 158–155 hectares of projected surplus in 2028 to 105–92 hectares by 2055, while Te Awamutu-Kihikihi retains a smaller but positive surplus of 16–13 hectares by 2055. Cambridge (which, for the purposes of this report includes Hautapu), as the district's largest and most active industrial area, accounts for the greatest volume of demand and sees the largest absolute reduction in surplus over time — falling to 87 hectares under Formative High and 69 hectares under Dynamic Growth High by 2055. These remain substantial surpluses, and reflect the significant capacity added through recent plan changes.

Figure 4-2: Land Sufficiency by Area



Taken together, the results indicate that Waipā District's industrial land supply is well placed to accommodate strong growth across the full forecast period. Recent plan changes have meaningfully strengthened the district's capacity position since the last systematic industrial land capacity study in 2022⁹, and the results provide confidence that sufficient land is available to meet demand under both the Formative High and Dynamic Growth High scenarios. Ongoing monitoring of land take-up as growth materialises will nonetheless be valuable to ensure supply continues to track ahead of demand over time.

⁹ 2023 BDCA, Market Economics