# Appendix 7 - Consultation Memorandum

**To:** Waikato District Council and Waipā District Council (Cambridge Road parking component)

**From:** Marne Cole, Barker & Associates Limited

**Date:** 6 November 2026

**Re:** Live Nation Festival consultation at 254–276C Hooker Road, Tamahere

## 1.0 Purpose and scope

Live Nation and its project team have undertaken consultation during preparation of the resource consent application for an annual music and camping festival at 254–276C Hooker Road, Tamahere, including the four required off-site parking areas at 165 Hooker Road, 221 Hooker Road, 364 Racecourse Road and 1510 Cambridge Road. This memorandum accompanies the Assessment of Environmental Effects (AEE) and summarises engagement with councils, transport agencies, elected representatives, emergency services, neighbouring landowners, community organisations and local businesses, together with iwi correspondence. Supporting consultation records are provided in **Attachments 1–7**, listed at the end of this memorandum.

Live Nation has led neighbour, community and stakeholder engagement. Barker & Associates has coordinated planning consultation, with Commute leading transport discussions and Styles Group contributing to discussions on noise. This memorandum records consultation undertaken up to lodgement. Meeting summaries describe the proposal and options discussed at the time; the proposal for which consent is sought is set out in the AEE and application plans.

The application seeks consent for an annual music and camping festival from 28 December to 1 January, with associated site occupation, establishment and pack-out as described in the AEE. Consultation commenced while the proposal was being developed. The applicant is requesting public notification of the application.

## 2.0 Waikato District Council

The project team introduced the proposal to Waikato District Council in August 2026. We circulated an overview and indicative site plan on 28 August, followed by Commute's preliminary traffic memorandum dated 2 September. These materials outlined the proposed scale, camping, stage hours, transport arrangements, servicing and technical assessments to inform pre-application discussions.

A meeting was held at Council's offices on 3 September 2026 with Live Nation and the planning and transport representatives. Council attendees included staff responsible for growth implementation, development support, planning and infrastructure. Discussion covered the consenting pathway and programme, traffic generation, intersections and the State Highway interface, parking and buses, noise modelling, ecology, servicing and other event approvals. Opportunities to coordinate with the nearby Waikato Thoroughbred Racing proposal were also discussed. The meeting minutes are provided in **Attachment 1**.

Council identified the need for technical information to assess noise and transport effects, including the potential for acoustic peer review. The meeting also addressed neighbour engagement, the status of support letters and opportunities to brief the Tamahere community and elected members. Council subsequently identified Nicola Holmes and James Templeton as the principal planning and land development engineering contacts. Engagement with Council, particularly Nicola Holmes, has continued throughout preparation of

the application and up to lodgement. The draft Integrated Transportation Assessment (ITA) was circulated to Council on 2 October 2026 for final comments. No written comments on that draft had been received from Council at lodgement.

A further meeting was held on 6 October 2026 with Council's planning, engineering, transportation safety and road corridor staff, alongside our team, Commute, Styles Group and Live Nation. The team presented the draft ITA, preliminary noise contours and an update on consultation. Transport discussions covered access for campers and day visitors, satellite parking, buses and shuttles, pedestrian movements, traffic queues and emergency access. Kevin Briggs, Council's Road Corridor Manager, favoured using the Hooker Road berm with fencing for pedestrian access over a lane closure to avoid congestion and maintain emergency access. The potential use of Live Nation's CCTV network for traffic and queue monitoring was also discussed. Council confirmed that the Cambridge Road and Hooker Road intersection is within Waipā and recommended joint transport discussions, together with continued NZTA liaison on queue management near the SH1 off-ramp. The joint transport meeting subsequently took place on 9 October 2026, discussed in more detail in Section 3 of this memorandum. The 6 October meeting minutes are provided in Attachment 2.

Styles Group presented the preliminary noise contours and discussed the modelling assumptions and extent of noise beyond the site. Council raised potential effects on nearby horse properties, particularly Windsor Park Stud. Styles Group explained the distinction between horses' responses to predictable, continuous sound and sudden, unexpected noise, and Live Nation confirmed that fireworks are excluded from the proposal. Potential noise effects on bats were also discussed, with Styles Group to coordinate the assessment methodology with Ecological Solutions before completing the acoustic assessment. Council suggested preparing a plan overlaying noise contours and properties providing support to assist its understanding of consultation progress and inform further discussions about written approvals and notification.

Live Nation provided an update on engagement with neighbours, Hamilton Airport, Windsor Park Stud, Waikato Thoroughbred Racing, New Zealand Police and the Tamahere community group. Council queried whether support letters would be converted into formal written approvals. The project team advised that public notification was likely and would be discussed further as the noise modelling progressed. Live Nation advised that decision certainty by around mid-2027 was required to support artist bookings and ticket sales. A further Council meeting was proposed once the transport review, acoustic and ecological assessments, and traffic management approach were more advanced. The meeting also identified follow-up on airport height restrictions for the main stage and drone operation requirements. In subsequent engagement, Council advised that it had not confirmed the applicable airport height restrictions but expected the proposal to comply given its distance from the airport.

## 3.0 Waipā District Council

Engagement with Waipā District Council's transport officers has addressed effects on its road network. Planning pre-application consultation for the main festival has been undertaken with Waikato District Council. The lodged proposal also seeks land-use consent from Waipā District Council for the required parking and associated passenger and pedestrian arrangements at 1510 Cambridge Road. No festival stages, performances or camping are proposed on that parking land.

Following the 6 October meeting, we contacted James Wardlaw, Waipā's Senior Corridor Access Coordinator, on 7 October 2026 to discuss effects on Waipā's road network. A joint transport meeting was

held on 9 October with James Wardlaw, Kevin Briggs from Waikato District Council, Marne Cole and Josh Brajkovic from Commute. The discussion addressed the Cambridge Road, Hooker Road and Racecourse Road intersection, pedestrian movements, parking access and the approach to detailed traffic management. The meeting minutes are provided in **Attachment 3.**

The meeting addressed the intersection's crash history, particularly vehicles turning out of Hooker Road, and the need to maintain Cambridge Road as a main bus route. Reducing Hooker Road to one lane for pedestrian use was not recommended because of potential traffic backlogs. The project team was to investigate pedestrian provision without reducing the road to one lane.

Options discussed included closing all or part of Racecourse Road at Cambridge Road, managing resident or event access from the Forest Road end, and reducing right-turn movements to simplify the intersection. No preferred layout was agreed. The project team was to develop these options and allow for the three-month road-closure notification period identified at the meeting.

Pedestrian options included using Te Awa River Ride and temporary paths, with managed crossings of Cambridge Road. Stop-go control was discussed to move pedestrians across in groups and reduce the risk of uncontrolled crossing. The team was to refine pedestrian routes, crossing controls and pick-up and drop-off arrangements. Direct vehicle access from Cambridge Road into the parking property was also discussed. James Wardlaw advised that temporary access would require engineering authorisation, and a permanent entrance could be explored for future events.

The approach discussed at the meeting was to demonstrate feasible traffic management options through a high-level strategy, with the detailed Event Traffic Management Plan and corridor access applications developed in 2027. The refined transport strategy will be sent to James Wardlaw and Kevin Briggs after lodgement as part of ongoing engagement on the event's transport arrangements. The meeting minutes are included as **Attachment 3.**

James Wardlaw recommended direct liaison with NZTA Journey Manager Andrew Brosnan and provided contacts for Waipā's events team, Te Awa River Ride, regional public transport operations and event traffic management. Further actions included documenting approach routes, investigating motorway variable message signs and checking for concurrent cycling events near the velodrome.

Mike Pettit signed a letter dated 17 August 2026 identifying his position as Mayor of Waipā District Council and supporting the festival in principle, subject to appropriate conditions and management plans. The letter is included in **Attachment 7.**

## 4.0 NZ Transport Agency Waka Kotahi

Commute initiated consultation with NZTA's Environmental Planning team on 24 September 2026 and supplied the draft ITA on 1 October. The focus has been the effect of event traffic on the State Highway network, particularly the SH1 connection to Cambridge Road, although the festival site has no direct State Highway access. This correspondence is included in **Attachment 5.**

Following the joint council transport meeting, Commute contacted NZTA Journey Manager Andrew Brosnan on 9 October. In his response of 15 October, he identified potential issues that he considered capable of mitigation and indicated that, on the information then available, he could see no reason why the agency would not support an application. He asked to remain involved in planning meetings, and Commute confirmed that he would be included in further communications. This initial response preceded NZTA's technical comments of 27 October summarised below. This correspondence is provided in **Attachment 4.**

NZTA provided detailed initial comments on 27 October 2026. These sought further assessment of the 1 January departure peak, confirmation of holiday traffic assumptions, modelling of the SH21 and Pencarrow Road intersection, and clarification of camper movements and attendance controls. NZTA also sought details of ticket checking, pedestrian movements, heavy vehicle routes and responsibility for event-related road damage. NZTA's feedback is provided in **Attachment 5.**

Operational matters raised included queue thresholds and escalation procedures, marshal locations, protection against queues extending towards SH1, emergency access, incident and contingency arrangements, coordination with the network maintenance contractor, monitoring, variable message signs and road safety messaging. NZTA requested that these matters be addressed through the transport assessment and event traffic management arrangements. The comments form the basis for further liaison with NZTA as those arrangements are developed.

## 5.0 Heritage New Zealand Pouhere Taonga (HNZPT)

B&A sought advice from Heritage New Zealand Pouhere Taonga (HNZPT) on 23 September 2026 regarding the need for an archaeological authority for the proposed festival. The enquiry outlined the recorded archaeological sites, proposed temporary infrastructure and permanent storage, and potential ground disturbance. Event plans were subsequently provided, together with confirmation that no activities or works were proposed on the lower terrace containing the archaeological site near the river.

In correspondence dated 29 September 2026, HNZPT advised that historic land use, particularly quarrying, had extensively modified most of the Site and that an archaeological authority would not be required for works within those modified areas. They identified an area that could retain in-situ archaeology and sought clarification on ground disturbance associated with stages, temporary structures and services in that area.

The project team confirmed that stages would use above-ground concrete ballast rather than ground anchors, marquees would use standard pegs, and activities that could cause ground disturbance would be excluded from the area identified by HNZPT. On the basis of that clarification and the information supplied, HNZPT confirmed on 29 September 2026 that an archaeological authority was not required for the project. The HNZPT correspondence is provided in **Attachment 6.**

## 6.0 Emergency services

Live Nation's engagement with emergency services has continued up to lodgement. At the 6 October Council meeting, Live Nation reported that it had met with New Zealand Police and described those discussions as positive. This update is recorded in **Attachment 2.**

The operational arrangements presented to Council include an event control room, security, medical and welfare provision, and coordination of emergency access. Emergency management, fire safety, communications and incident response are to be addressed through the Event Management Plan. Emergency vehicle access and coordination with relevant agencies are also to be developed through the Event Traffic Management Plan.

## 7.0 Neighbours and the Tamahere community

Live Nation and local contacts have approached neighbouring landowners and residents to explain the proposal and seek feedback and support. At the 3 September meeting, Live Nation advised Council that 19

support letters had been obtained from neighbours, businesses, elected representatives and other stakeholders. Live Nation provided a further consultation update at the 6 October meeting.

Support has been received from residents and property interests on Hooker Road, McEldownie Road and Racecourse Road. Appendix A provides a schedule of support letters and correspondence. The letters and correspondence are provided in **Attachment 7.** These records express support for the proposal described to the signatories, subject to the qualifications in each record. Where associated to a property nearby, they have been shown in the Map included in **Appendix 7.** They are recorded here as consultation responses rather than formal written approvals of the lodged application.

Live Nation met with the Tamahere community group on 18 October 2026, following earlier discussions reported at the 6 October Council meeting. Feedback at the 18 October meeting was generally positive, and the group expressed interest in the resource consent application. Earlier discussions with Council addressed opportunities for a joint briefing with the community group and elected members.

At the 3 September Council meeting, Live Nation outlined opportunities for local participation, including a preference for recruitment through community groups and clubs and a charity partnership model.

## 8.0 Iwi, trusts and businesses

**Attachment 7** includes a letter signed by Harry Wilson on 17 August 2026, in which he identified Ngāti Koroki Kahukura in the organisation. The letter expresses support in principle, subject to appropriate conditions and management plans for event delivery. No further iwi engagement has been undertaken at lodgement.

Letters of support have been received from signatories identifying connections with the Cambridge Chamber of Commerce, Waikato Chamber of Commerce, Te Awa River Ride Trust, Waikato Regional Airport Ltd, Pullman Hamilton, Coffee Supreme, Windsor Park Stud, Landsdowne Park and Waikato Thoroughbred Racing. These letters are included in **Attachment 7**.

The support letters identify anticipated opportunities for visitor spending, accommodation, hospitality, employment, local supply and cultural activity. The letters generally make support subject to appropriate consent conditions, professionally prepared management plans, independent assessment and review after events.

## 9.0 Elected representatives

**Attachment 7** includes letters of support from Mike Pettit, Louise Upston, Mark Mitchell and Simon Watts. These letters express support in principle, subject to appropriate conditions and arrangements for responsible event delivery.

## 10.0 Consultation outcomes and further engagement

Consultation has identified matters addressed through the application's technical work and event planning, including noise, effects on nearby residents and horse properties, traffic modelling and queue management, pedestrian access, emergency response and coordination across road controlling authorities. It has also established contacts for ongoing discussion and recorded support from individual neighbours and other signatories. The AEE and specialist reports assess the proposal's environmental effects.

Attachments 1–7 provide the council meeting records, NZTA and HNZPT correspondence, and letters of support referred to in this memorandum. Appendix A identifies the support records included in Attachment 7.

Engagement with Council and emergency services has continued up to lodgement. Further liaison with Waikato and Waipā District Councils and NZTA will continue as the event's transport arrangements are developed. The refined transport strategy will be circulated to James Wardlaw and Kevin Briggs after lodgement. The detailed Event Traffic Management Plan and corridor access applications are to be developed in 2027, as discussed at the 9 October meeting.

# Appendix A Support records

The following schedule identifies letters of support and supporting correspondence included in **Attachment 7.** Dates are those shown on the records. Support is subject to the qualifications in each record.

| Person or organisation | Signatory or connection | Date |
|---|---|---|
| Waikato Regional Airport Ltd | Mark Andrew Morgan, Chief Executive | 11 Aug 2026 |
| Cambridge Chamber of Commerce | Kelly Bouzaid, Chief Executive | 14 Aug 2026 |
| Pullman Hamilton | Pienaar Piso | 14 Aug 2026 |
| Louise Upston | Member of Parliament | 22 Aug 2026 |
| Mike Pettit | Mayor of Waipā District Council | 17 Aug 2026 |
| Harry Wilson | Ngāti Koroki Kahukura stated on letter | 17 Aug 2026 |
| Te Awa River Ride Trust | Jennifer Palmer | 19 Aug 2026 |
| Coffee Supreme and 306 Hooker Road | Richard Butterfield, CFO and local resident | 28 Aug 2026 |
| Waikato Chamber of Commerce | Donald Good, Chief Executive | 31 Aug 2026 |
| Simon Watts | Member of Parliament | 31 Aug 2026 |
| Rob Waddell | 124 Hooker Road | 1 Sep 2026 |
| Mark Mitchell | Member of Parliament | 1 Sep 2026 |
| Scott Gordon | Lessee, 221 Hooker Road and 374 Racecourse Road | 25 Aug 2026 |
| Windsor Park Stud | Rodney Schick | 1 Sep 2026 |
| Landsdowne Park | David Duley | Undated |
| Donald and Margaret Hines | 76 McEldownie Road | 1 Sep 2026 |
| Tim Bodle | 310 Hooker Road | 1 Sep 2026 |
| Peter Kraus | Email confirming support | 1 Sep 2026 |
| Waikato Thoroughbred Racing | Nick Johnson, Chief Executive | 2 Sep 2026 |

# Attachments

**Attachment 1:** Waikato District Council meeting minutes dated 3 September 2026

**Attachment 2:** Waikato District Council meeting minutes dated 6 October 2026

**Attachment 3:** Joint Waikato and Waipā District Council transport meeting minutes dated 9 October 2026

**Attachment 4:** NZTA correspondence with Andrew Brosnan dated 9–15 October 2026

**Attachment 5:** NZTA feedback dated 27 October 2026 and preceding correspondence

**Attachment 6:** Heritage New Zealand Pouhere Taonga archaeological advice and correspondence dated 23–29 September 2026

**Attachment 7:** Combined letters of support, supporting correspondence and property map