

# Titanium Park – flying high in a strategic growth location



Titanium Park, surrounding Hamilton Airport, is catering for demand for growing businesses like Torpedo7 and Shaw's Wire Ropes

Strategically located in the heart of the upper North Island's 'golden triangle', the Titanium Park business hub, which neighbours Hamilton Airport, brings together a pivotal location, demand and potential for business growth.

Having taken off in 2011 with its first stage of development, Titanium Park now blends commercial and light industrial spaces for some of New Zealand's fastest growing businesses – businesses that depend on being well connected to transport routes and airport flights – with cost-effective flexible properties from which to expand and accelerate their operations. By its completion in 2022, Titanium Park is set to have around 3000 people working in the businesses onsite.

Aidan Donnelly, McConnell Property's senior development manager for Titanium Park, talked to FTD about what makes the site such a smart – and strategic – location for Kiwi companies moving in the fast lane.

### Strategic connections

"Around 2005, Hamilton Airport started thinking strategically about the large area of land, located adjacent to the main runway and terminal, and realised that it was surplus to their core operating requirements," Mr Donnelly says. "After the initial investigations, the airport decided the land could be more efficiently used as a commercial/

industrial development opportunity – particularly when you take into account the strategic location of the land. It was evident that New Zealand's fast-growing export and freight-dependent businesses would see the benefit of such a development.

"We went through a master-planning process on the bare land, as there was no infrastructure, roading or access at that time. Equally important, it became evident that there was in fact demand for a high-quality, cost-effective business park, so once all the foundational planning work was done, we took the offer to the wider market."

That demand became evident in 2011 when the entire stage one block was sold to online retail company Torpedo7, being majority owned by The Warehouse Group. Torpedo7 has established an initial 13,000 sq m distribution facility as a national logistics hub in what could be described as one of the first examples of 'bricks and clicks' in New Zealand.

Mr Donnelly says the online retail trend is increasing the reliance on large, highly efficient distribution centres that have good road connections – and that need is driving a specific site solution. "Because these facilities are generally large-scale buildings requiring efficient and easy onsite truck movements, they need to be accommodated on large sites, which are flat and have good geotech conditions. Titanium Park is able to offer the combination of the right site

solution and a strategic location," he notes.

Other businesses at Titanium Park and the airport include Shaw's Wire Ropes, CTC Aviation, Air New Zealand and Pacific Aerospace.

### Competitive pricing, flexible options

Mr Donnelly says Titanium Park is currently working with a number of parties who are at various stages of the sales and leasing process with the stage two Central Precinct lots.

"One of the key strengths of Titanium Park's offering is that we have a range of options for our customers, from the ability for parties to purchase freehold land on the site, or we can do design-build leasebacks. The result is that our customers have flexibility in their options, so they can select what's most useful for them and their growth plans," he explains.

"We're finding there's a good level of interest in Titanium Park from the owner-occupier market, because it's a high-quality offer and the development has been well considered with all the necessary services and roading connections – and of course the competitive price for zoned land is very attractive. Titanium Park is able to tailor solutions for customers wanting 2000 sq m sites or 20,000 sq m plus requirements."

Mr Donnelly says that another drawcard for occupiers is that there are no council development contributions to pay, as those costs have been paid by



Aidan Donnelly, McConnell Property's senior development manager with Titanium Park

Titanium Park upfront. "Even in this relatively buoyant market, occupiers are always keen for fewer surprises, so the fact that we've taken care of the council costs is an attractive element of the offer because that can be a significant cost on a business."

### Airport location, business synergy

For freight and logistics businesses, the lure of the airport sitting just moments away is strong. With the potential for direct runway access, Titanium Park tenants will benefit from the airport connectivity now and in the future.

Mr Donnelly says that, internationally, business parks centred near major airports are commonplace and seen as best practice in many cases due to the efficiencies for travel, costs and connections. "The word synergy is bandied about quite a bit, but when you have a thriving business park adjacent to an airport, 15 minutes from Hamilton's CBD, and State Highways 1 and 3 just minutes away, the operating efficiencies

for warehousing and distribution are real.”

He says Waikato has a strong regional economy, and came out of the global financial crisis reasonably well, and the region is well positioned with improving business confidence and growing export earnings.

“Part of Titanium Park’s strategic role as a development is to grow and enhance the regional economy and the businesses operating here,” he adds. “Of course, Waikato’s economy has a strong base built upon dairy and protein, but it also continues to be a strong industrial manufacturer, with a number of leading businesses working in stainless steel and manufacturing, for example. “A common theme among the businesses in the region is that they all depend upon easily accessed, time-efficient transport connections that will get products where they need to be.”

**Golden triangle, gilded opportunity**

Mr Donnelly says the opportunities for businesses to operate within or near the ‘golden triangle’ are boundless. “It’s a central point between Auckland, Hamilton and the port at Tauranga, and with a population catchment of between 1–2 million people, it’s a lucrative area for businesses to be located. In fact, 50% of New Zealand’s population lives within



Artist’s impression of Titanium Park at street level

140 km of the golden triangle – that’s a wealth of potential staff, buyers, suppliers and business partners.

“For occupiers who are in the business of distributing products around the country by road – particularly those working with larger perishable goods – speed to market is critical. As such, the close proximity of roading and highway connections is a highly compelling factor of the Titanium Park offer.”

Mr Donnelly adds that roading dimensions for Titanium Park have been designed to accommodate a public transport network, as well as provisions being made for

an internal pedestrian route and cycleway that would connect all precincts within the park.

Titanium Park has the added benefit of being located on flat land with good geotech founding conditions, which again translates into a more cost-effective building solution for the park’s customers.

**Flying in for business take-off**

With new roading connections under development in the area, Mr Donnelly says accessibility to and from Titanium Park will be further enhanced. Telecommunications will be reticulated

through the park via a fibre optic network, and the proposed network has the ability to deliver data at speeds of up to 1000 Mbps, which will put logistics, freight, and R&D organisations in the fast lane.

“This is a high-quality, well-considered and well-planned business park, with well-planned infrastructure and technology, offered at an affordable price for growing and established businesses,” Mr Donnelly concludes. “It’s a natural transport hub and the perfect spot from which New Zealand’s forward-thinking logistics and freight operations can thrive.”

## Traffic management in warehouses

When you have trucks, fork lifts and other heavy machinery on a site, it inevitably creates the hazard of mixed traffic. This hazard needs to be isolated, controlled or eliminated to keep employees safe at work.

Why is a traffic management plan so essential? Traffic management involves a systemised approach

to analysing and controlling the traffic movements in and around a production or warehousing facility.

**Designated walkways**

Pedestrian traffic must be managed wherever there are vehicle movements in a workplace – it only takes a single moment of in-

attention for a serious or even fatal accident to occur.

Designated pedestrian walkways, using the certified TRU-GARD barrier system, are an effective solution to ensuring employees and visitors don’t stray into danger zones.

Doorways to warehouses, factories and loading bays are also

areas that can be overlooked when it comes to safe traffic management. Ideally, doorways should not have mixed traffic types, and it is recommended that traffic flow is restricted to one direction.

**Safety analysis**

Implementing a traffic management system not only reduces the health and safety risks on your site, but it can also help with streamlining your entire production or warehousing facility. Standardisation across multiple sites also reduces the risks associated when employees move between sites.

The team at TRU-BILT can guide warehouse operators through the planning stages of a traffic management plan with their site-specific safety analysis (SSSA).

For further information, visit [www.tru-bilt.co.nz](http://www.tru-bilt.co.nz)



A designated pedestrian walkway using a TRU-RAIL barrier system from TRU-BILT