

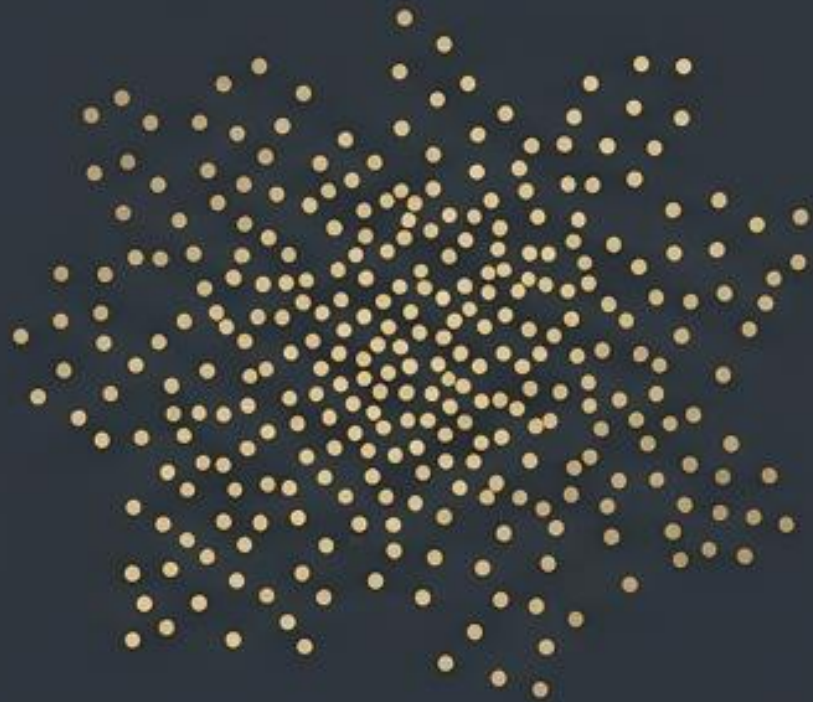


AOTEAROA 2025 THE LIVING ECOSYSTEM

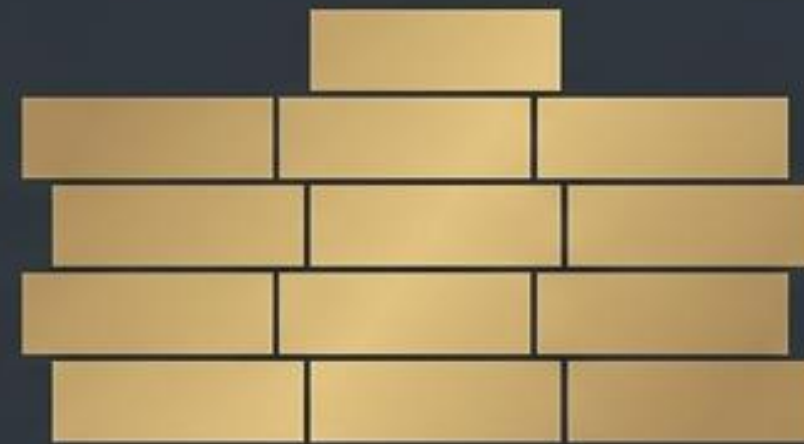
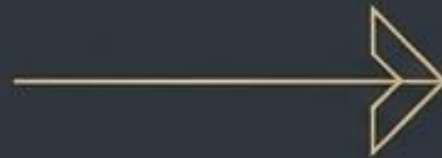


A 3D Spatial Campaign Showcasing Urban & Rural Harmonisation

The Campaign Manifesto



The Postcode Lottery
(1,175 Zones)



The Universal Codebase
(13 National Standardised Zones)

The Shift

From 'Permission' to 'Adherence.' We are upgrading the Operating System, liquidating the regulatory debt of the RMA to create a predictable, resilient future.

The Hook

A tourism campaign that sells not just scenery, but a habitat engineered for well-being. Moving from 'Grey Inertia' to 'Green Resilience.'



SCENE 01: THE GREEN METROPOLIS

Focus: Density Follows Frequency.

Mechanism: Building heights legally tethered to infrastructure capacity.

Result: Zero 'Junk Miles' mobility.

SCENE 01 (DETAIL): THE STREET EXPERIENCE

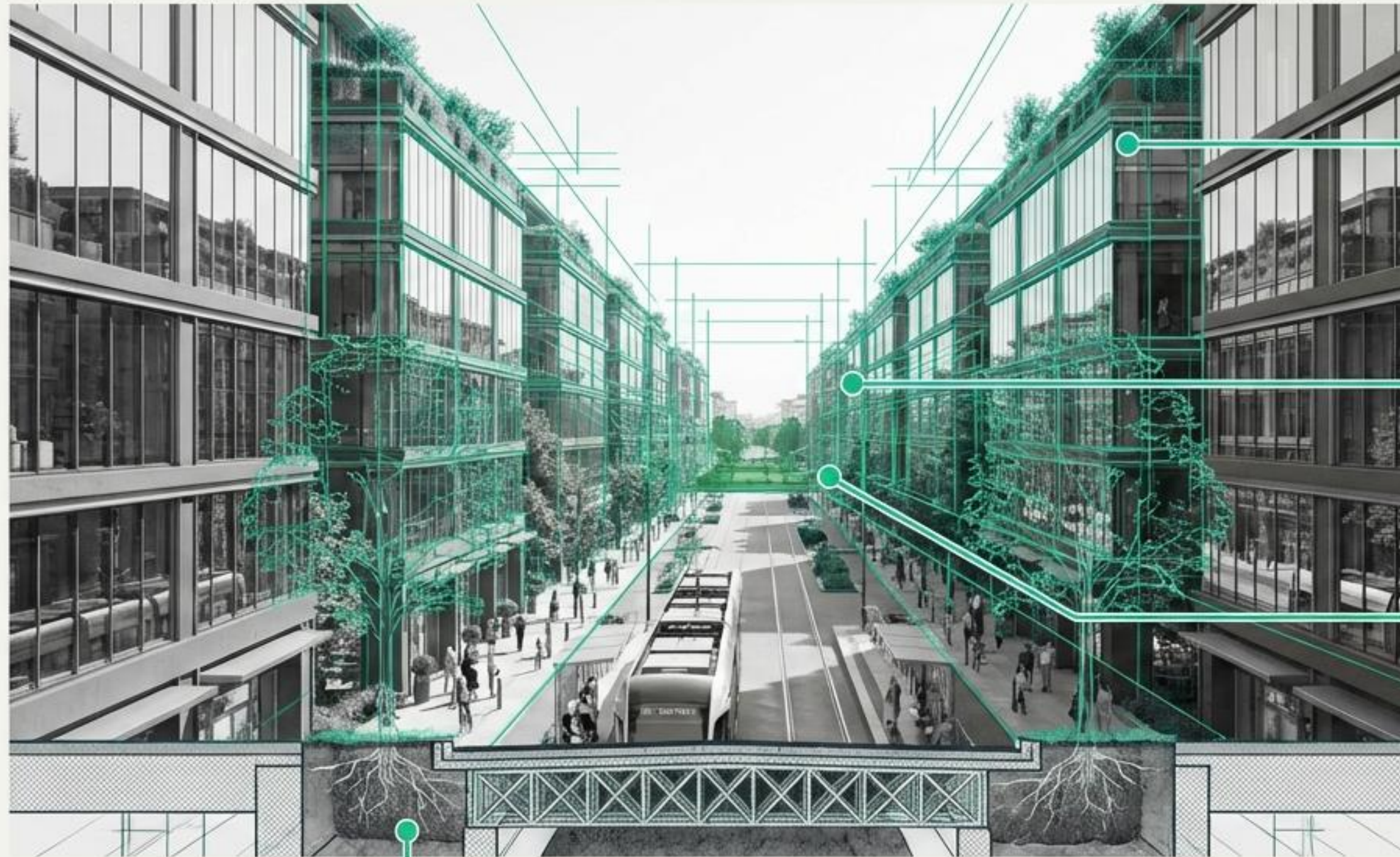
Feature: Inclusive Zoning &
The Linger Factor

Mechanism: 'Russian Doll'
zoning allows narrow-range
commerce (cafes/dairies) as-
of-right.

Outcome: Pedestrians spend
66% more than drivers.



The 3-30-300 Rule (Green Utility)



3 TREES
Visible from every home.

30% CANOPY COVER
(Neighbourhood scale).

300 METERS
Walk to green space.

ENGINEERING: CONNECTED SOIL VOLUMES

Trees are infrastructure. We engineer lattices to prevent the 'potted plant effect'.

THE URBAN DAM

UPA:
Urbanisation
Promoting Area
(Infrastructure First).



Planner Note:
SCENE 02: THE TRANSITION.
No leakage. The dam holds the pressure, forcing vertical growth while protecting the rural fringe.

UCA:
Urbanisation
Control Area
(Sprawl Prohibited).

SCENE 03: THE BOUTIQUE COUNTRYSIDE

Rural-Mixed Zone



- **Mechanism:**
Explicit discouragement of 'lifestyle blocks' to prevent fragmentation.
- **Constraint:**
Non-agricultural buildings capped at 500sqm.
- **Philosophy:**
A working landscape, not a dormitory.

SCENE 04: THE FOOD BASKET

Rural-Production Zone (The Economic Engine)

- **Mechanism:** Reserved exclusively for large-scale agriculture.
- **Prohibitions:** No extraction, no subdivisions, no lifestyle blocks.
- **Producer Note:** The factory floor for food. Land is priced for what it grows, not for its potential to become a suburb.



SCENE 05: THE INVISIBLE SHIELD

Inter: The Newcomer Principle (Reverse Sensitivity)

● AGENT OF CHANGE:
Pays for mitigation.



● FEATURES:
Acoustic Glazing,
Vegetative Buffers.

The farm retains the "Right to Operate."
The newcomer bears the "Duty to Mitigate."
Conflict is engineered out of the system.



THE INDUSTRIAL ENGINE (ZONE A)

Feature: Exclusively Industrial Zones.

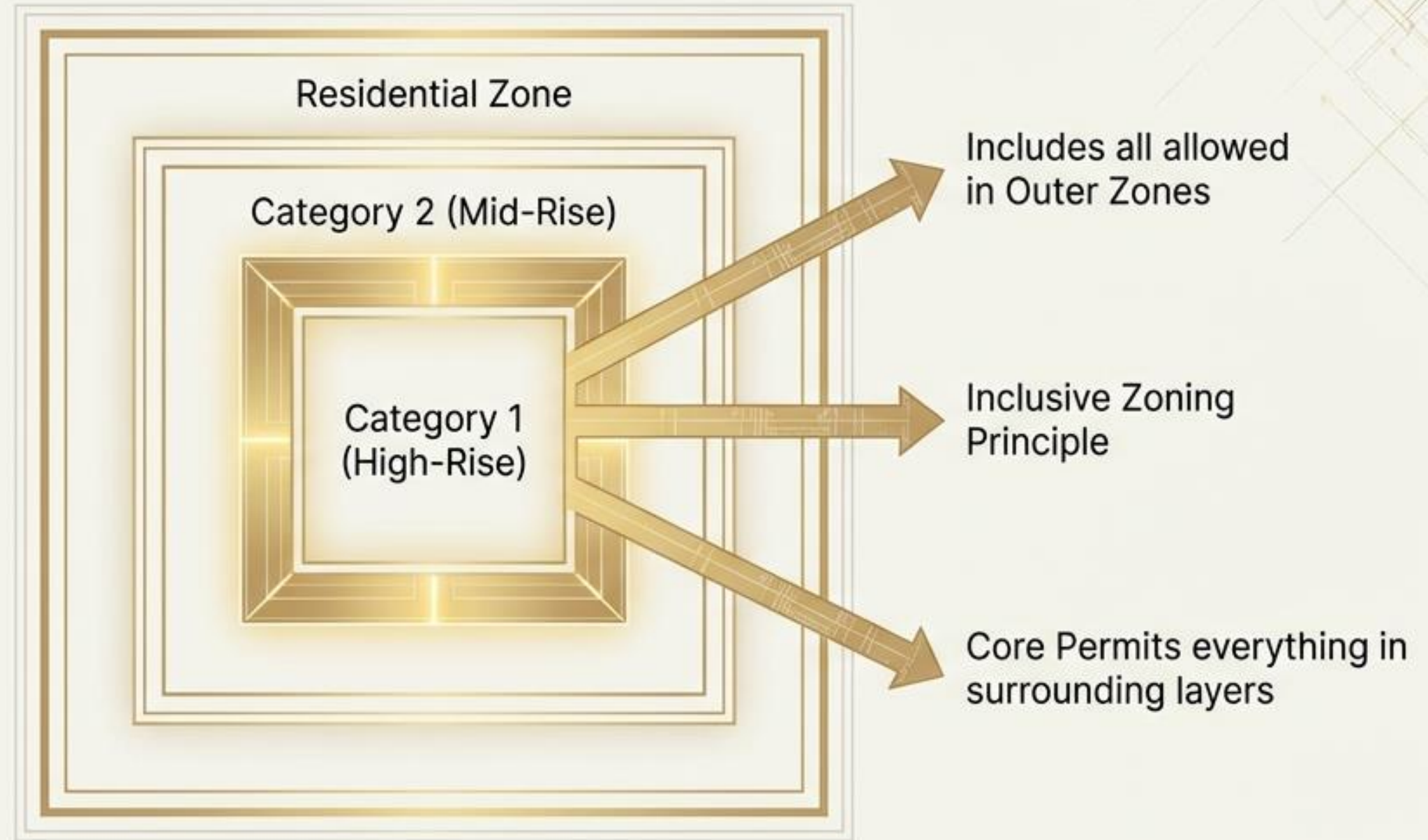
Mechanism: Schools and hospitals strictly prohibited.

Producer Note: Industry operates 24/7. Workforce housing is protected by the "Invisible Shield" of acoustic engineering.



THE UNIVERSAL CODEBASE

System Architecture & Inclusive Zoning



OLD SYSTEM:

1,175 Fragmented Zones (Subjective 'Character')

NEW SYSTEM:

13 National Standardised Zones (Objective Math)

THE RED LINE POLICY (Hazard Avoidance)

Mechanism: 100-Year Climate Horizon
(Year 2126).

Modeling: Accounts for 'Residual Risk'
(Sea wall failure).

Producer Note: We do not invest in
stranded assets. The campaign promotes
a 'Resilient Habitat' built on stable ground.



THE TRIPLE ROI

A strategic return on investment: From Individual Speculation to Public Stewardship.



LEGAL CERTAINTY

Liquidation of project-level litigation via "Golden Rule" upstream decision making.



ECONOMIC SCALE

National codes enable industrial-scale construction pipelines.



LONG-TERM RESILIENCE

Guaranteed by "Green Utility" mandates and "Red Line" avoidance.



The Urban Experience

AOTEAROA 2025 ENGINEERED FOR LIFE.



The Rural Experience

The beauty of the campaign is backed by the solidity of the legislation.