

Planning for the future

Why Transmission Gully will benefit the Wellington region and New Zealand as a whole

Coastal problems

- Fierce opposition
- Decimation of communities
- Loss of existing thriving businesses and future potential
- Lack of redundancy

A Tale of Two Cities

- A study of Interstate 5 through North County San Diego, California. Constructed in the 1960s, inland from the existing US101 coastal route, the results of the route for the new highway have paid handsome dividends for San Diego
- What Wellington can learn from this historically comparable example

Today's North Coastal San Diego: 1926-67 US101

- La Jolla
- Del Mar
- Solana Beach
- Encinitas
- Carlsbad
- Oceanside

Highly desired today: Residents of the area

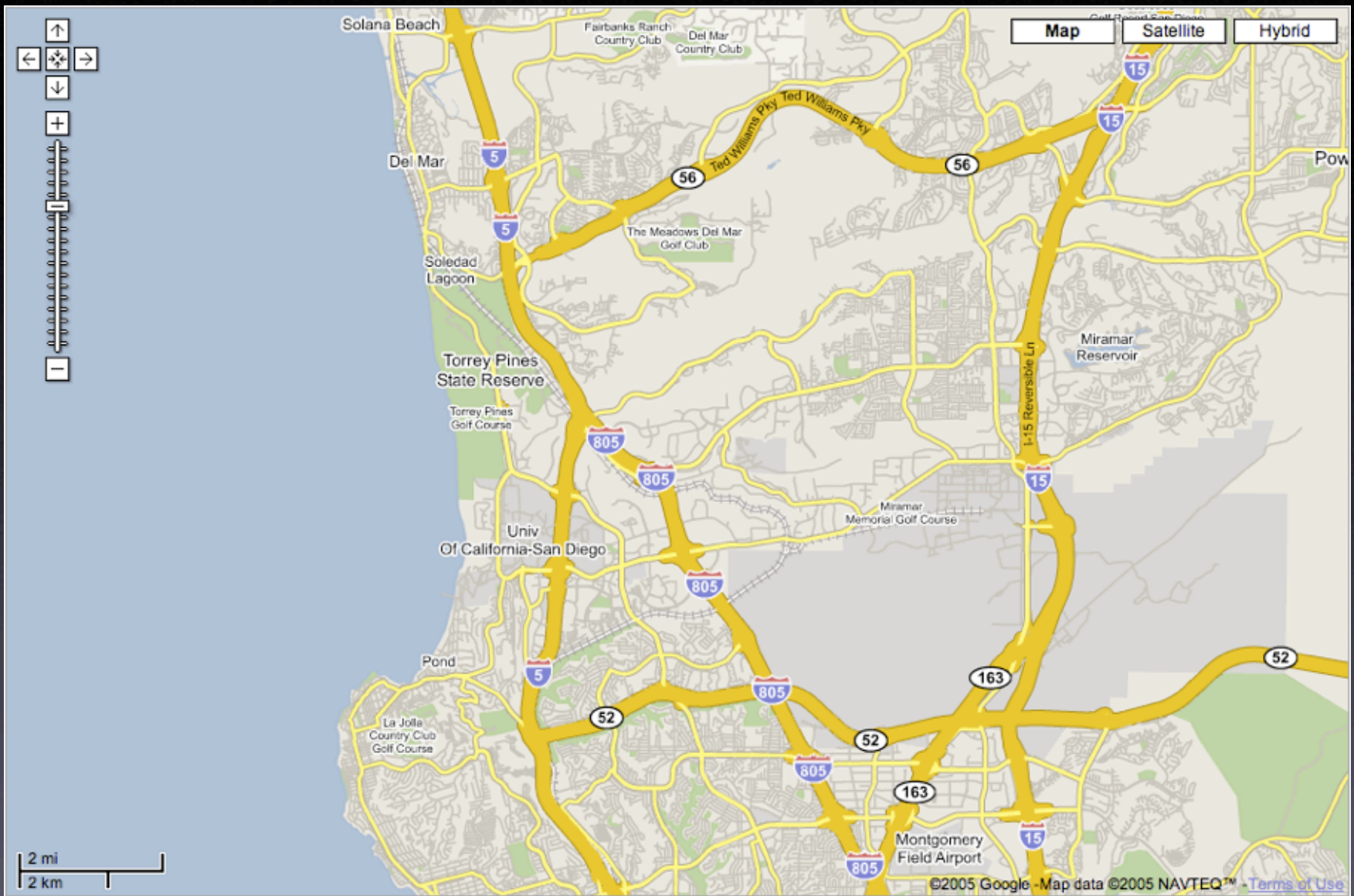
- Theodor Suess Geisel (Dr. Seuss, died 1991)
- Actors Gregory Peck and Raquel Welch
- Doug Flutie, NFL/CFL Quarterback
- Anne Rice, novelist (vampire chronicles)
- From Forbes 400 richest Americans-Helen Copley, Audrey Geisel, Irwin/Joan Jacobs, Margaret Cargill

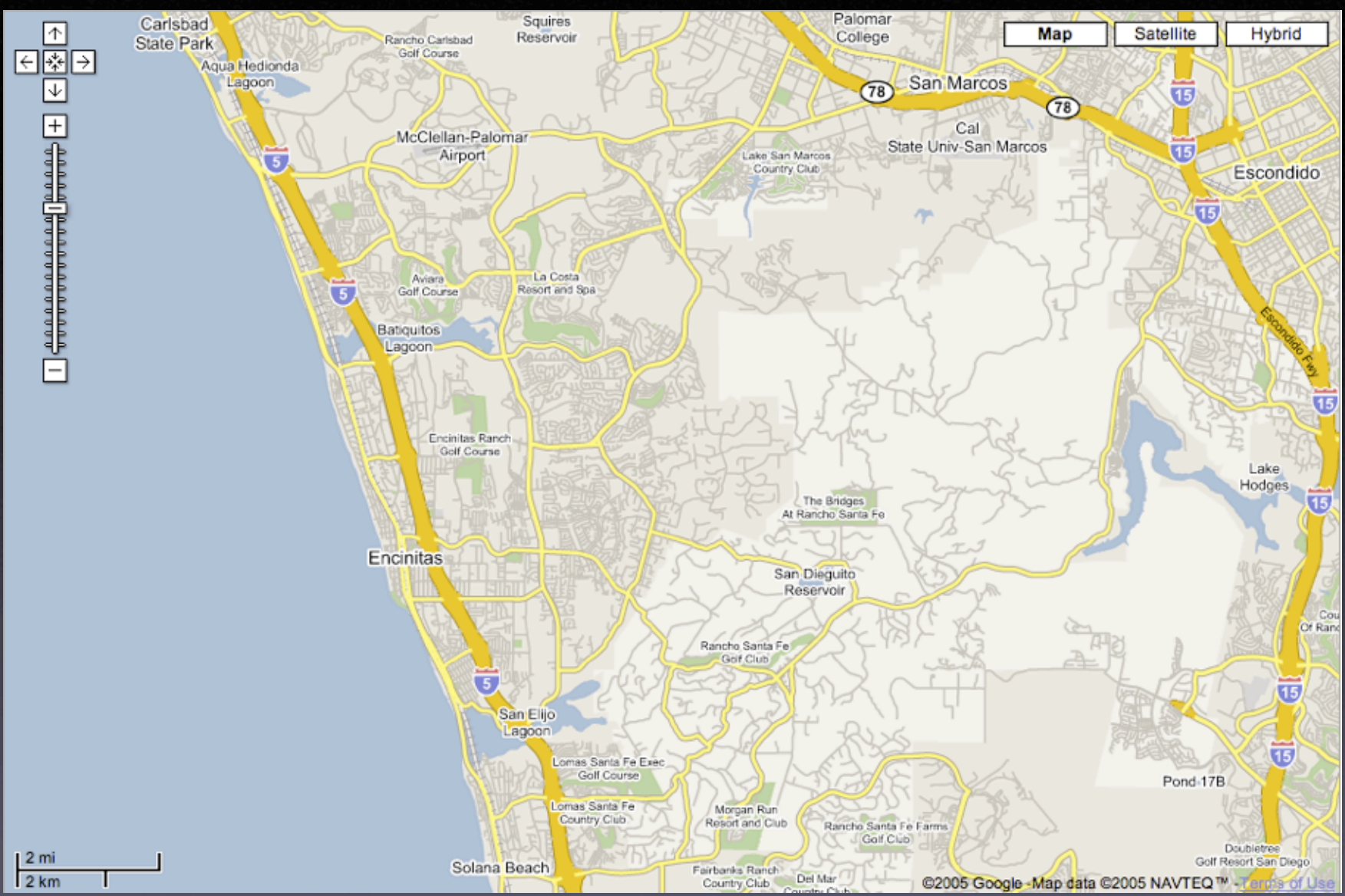
National/World leading companies call the area home

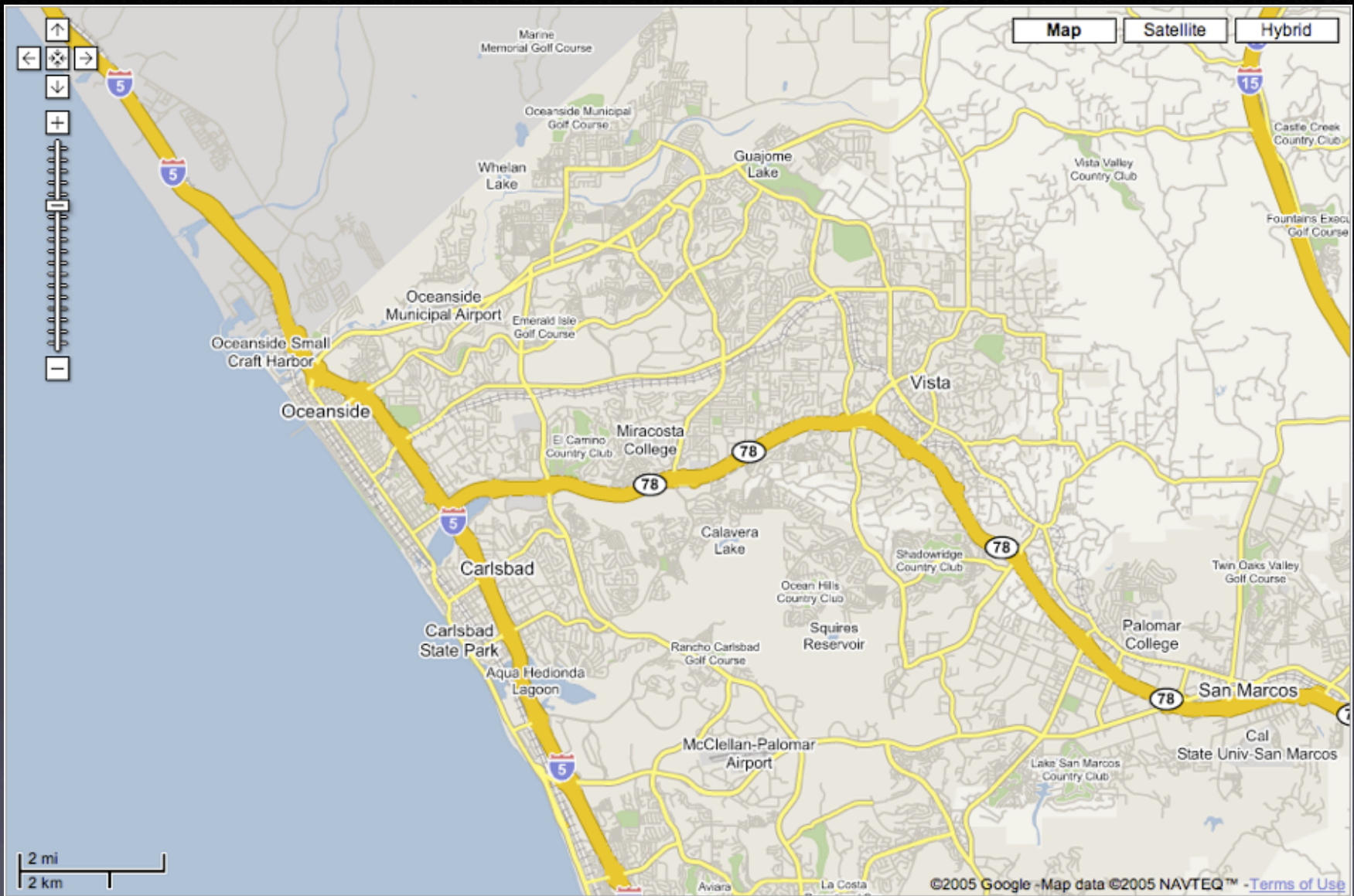
- Declared #1 biotech cluster in the US by Milken Institute, June 2004 (Biosite, Biogen)
- Highest residential concentration of Science Based Nobel winners in the world
- Wireless communications capitol of the world (Qualcomm)

Why?

- Part of attracting quality people and businesses is providing a high quality of life. North Coastal San Diego does this, which is why it is some of the most desirable property in California.
- At the same time, Interstate 5 provides quick access to markets and commerce. Places to live and work in one integrated package.





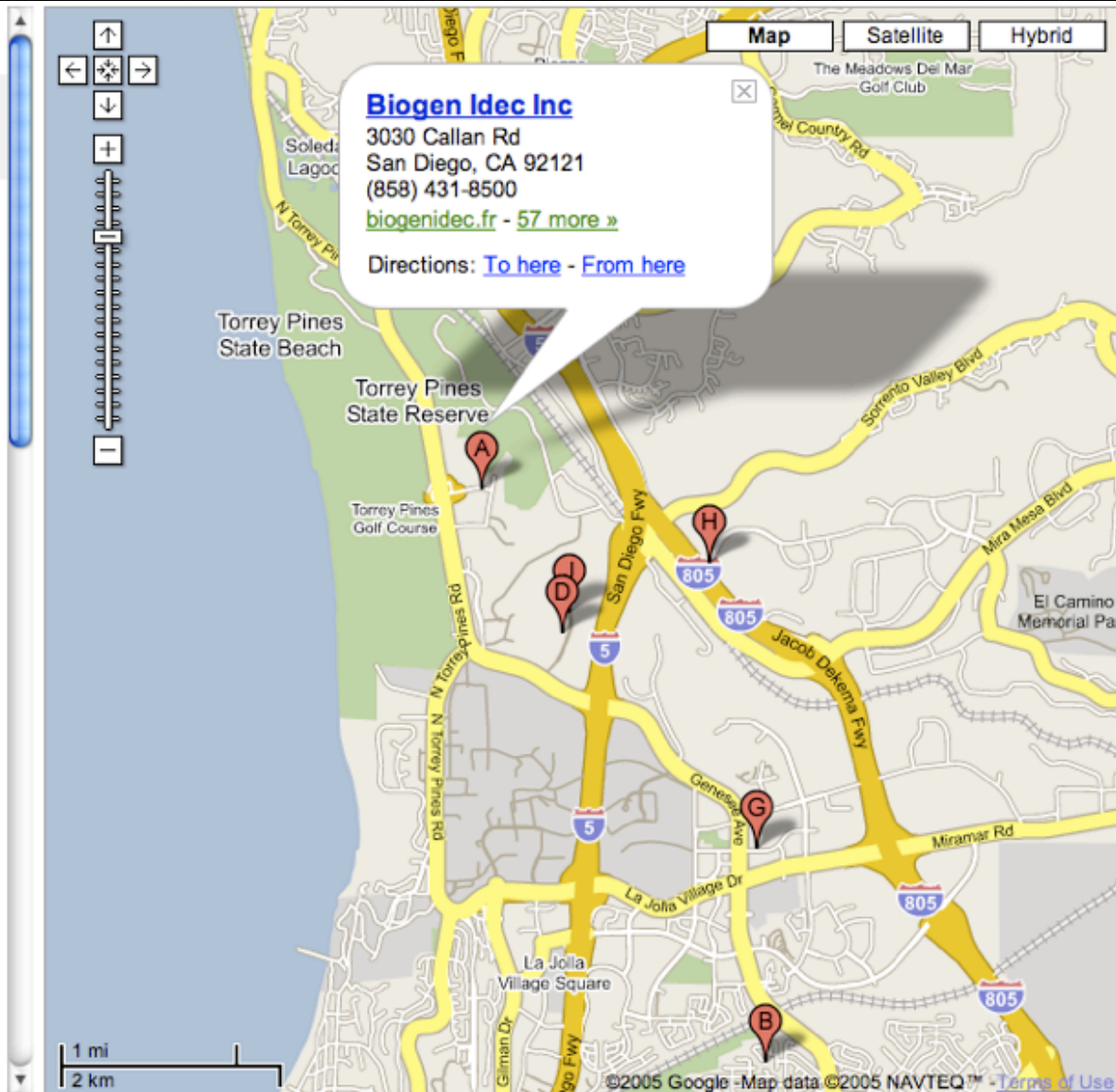


Where are they?

From Jackrabbits and Coyotes to
world leaders in biotech and
wireless communications, in less
than 30 years

Search results for **biogen** near **San Diego, CA**

- A** [Biogen Idec Inc](#)
3030 Callan Rd, San Diego, CA
(858) 431-8500
- B** [Biogen Idec](#)
Unverified listing
5200 Research Place, San Diego, CA
(858) 401-8500
- C** [Pint Inc](#)
2105 Garnet Ave # E, San Diego, CA
(858) 483-7802
[PINT: About: Press Releases](#)
... 3 other sites are in development for other **Biogen IDEC** clinical trial programs to support their research teams. About PINT, Inc. ...
[pint.com](#)
- D** [Syrrx](#)
10410 Science Center Dr, San Diego, CA
(858) 622-8528
[Syrrx: public relations: pr...](#)
... Syrrx, Inc. Announces Research Collaboration with **Biogen Idec** and Receives First Success Payment SAN DIEGO, CA, - May 27, 2004 ? ...
[syrrx.com](#)
- E** [San Diego Regional Economic](#)
530 B St # 700, San Diego, CA
(619) 234-8484
[San Diego Regional Economic...](#)
... The **Biogen** deal, in contrast, had "strategic elegance" and assured that the company would not become just an acquisition by a ...



Search results for biosite 11030 Roselle St near San Diego, CA



Biosite Inc

11030 Roselle St, San Diego, CA
(858) 455-4808

[FDA > CDRH > Establishment ...](#)

New Search, Back To Search Results.

Establishment Registration Database.

Establishment: **BIOSITE INCORPORATED**

11030 roselle st. ...

[fda.gov](#)



Bingfont Scott D

Unverified listing

11403 Corte Playa Laguna, San Diego, CA

(619) 467-1067

[Your Guide to San Diego Web...](#)

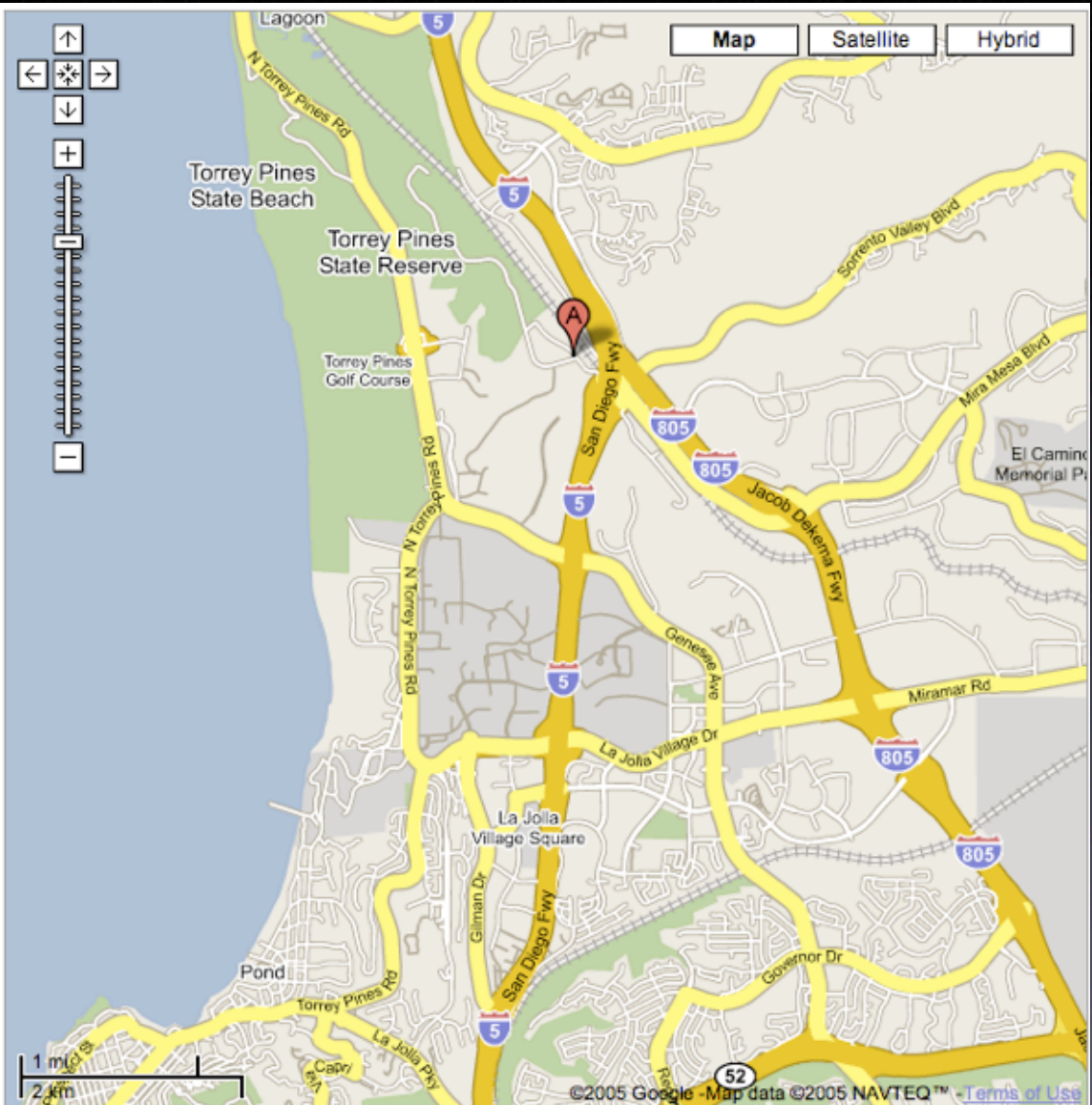
... **BIOSITE DIAGNOSTICS INC** Ticker: BSTE

Exchange: NASDAQ - National Market System

Business Address: **11030 ROSELLE ST, SAN**

DIEGO, CA ...

[sandiego.com](#)



Search results for **Qualcomm** near **San Diego, CA**

Categories: [Stadiums Coliseums Arenas & Athletic Fields](#), [Motels & Hotels](#)

- A** [Qualcomm Stadium](#)
9449 Friars Rd, San Diego, CA
(619) 641-3100
- B** [Qualcomm Inc](#)
5775 Morehouse Dr, San Diego, CA
(858) 587-1121
- C** [Qualcomm, Inc](#)
Unverified listing
6455 Lusk Blvd, San Diego, CA
(619) 587-1121
- D** [Qualcomm-Rahul Anand](#)
7544 Charmant Dr, San Diego, CA
(858) 677-0850
- E** [Qualcomm, Inc](#)
Unverified listing
10555 Sorrento Valley Rd, San Diego, CA
(619) 587-1121
- F** [Qualcomm Stadium-San Diego City](#)
San Diego, CA
(619) 641-3174
- G** [C. Qualcom](#)
Unverified listing
5775 Morehouse Dr, San Diego, CA
(858) 658-4846
- H** [Qualcomm Stadium-San Diego City: Ticket Information](#)
San Diego, CA
(619) 280-2121

Qualcomm Inc
5775 Morehouse Dr
San Diego, CA 92121
(858) 587-1121
qualcomm.com - [1374 more »](#)
Directions: [To here](#) - [From here](#)

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It's already happening along SHI

- Rick Lucas (Helipro)
- Ian Wells
- (more to go here)

Have it all: Choose the gully

- Vibrant coastal community
- Infrastructure for business
- Route redundancy
- Little to no impact on voters, commuters, etc.
- Room for the future

Displace hedgehogs, not families and communities