

8.0 PREFERRED LOCATION OF FUTURE GROWTH

Based on the above analysis, the preferred locations for accommodating future growth in Whakatane are shown on the map following. It is noted that there are some options that may need to be considered further if monitoring of population and uptake of land proves that there is a shortfall of residential, industrial or commercial zoned land. This is discussed further in the next section.

The preferred locations of future growth are to provide for:

A. Growth in areas already zoned through:

- Intensification in Kopeopeo (higher density)
- Mixed uses adjacent to the town centre catering for commercial/retail and higher density residential above
- Infill housing in Whakatane and Ohope
- Large vacant blocks (unsubdivided) have potential for higher density living
- Natural movement over time of service industries from Whakatane town centre to industrial zones, leaving those sites open for expansion of commercial / retail
- Strengthening industrial zones for industrial uses
- Some provision in residential zones for businesses (commercial).

B. Growth in areas currently not zoned

- Whakatane Hills along Ohope Road (medium density)
- Hillcrest Extension (medium density)
- Otarawairere Extension (low to medium density)
- Ohope Extension (medium density)
- Maraetotara area bounded by Maraetotara Road, Pohutukawa Avenue
- Recognised opportunities in Piripai/Paroa area west of Keepa Road
- Industrial growth adjacent to Kawerau and possible extension to Board Mills area
- New commercial/retail areas in the Coastlands and Ohope areas
 - Coastlands requires approximately 1 hectare
 - Ohope requires approximately 1 hectare
- Provision of Large Format Retail.
 - Formalise the Hub zone.
 - Provide for additional Large Format Retail in the long term. This Strategy does not provide for a location at this stage, as the market is not in equilibrium.

Summary of Areas and Land Requirements is listed in the table below:

Location	Potential Area (Hectares)	Possible Yield 2050 (Dwelling units)	Possible Distribution of Additional Population to 2050 ²
Land Already Zoned			
Kopeopeo Intensification	34 ha	650 dwelling units (du) ³	1,495
Town Centre Mixed Use	22 ha	2 ha of residential (approx. 50 units) 1 ha of open space 19 ha of commercial	240 but could be higher if more intense residential above commercial activities
Whakatane and Ohope infill and vacant land ^{4 5}		780	1,900
Piripai (Council-owned land)		500	1,200
Port Ohope (Council-owned land)	2.4	36 (at 15 dwelling units per ha)	80
Residential Expansion			
Whakatane Hills along Ohope Road	6.3	76	180
Hillcrest Extension	6.5	80	185
Otarawairere Extension	1.2	14	30
Ohope Extension	38	450	1035
Keepa Road Orchard	8.7	104	250
Maraetotara & Bluett Roads (Area 7/8)	100	1000	2,760
Piripai/Paroa, area west of Keepa Road	178 ha (Assume 25% takeup of 713ha)	180 Residential dwelling units resulting from possible residential development in specific areas (approximately 15 ha): <ul style="list-style-type: none"> • Sandy ridge along Shaw Road/State Highway 2 • Pilot Housing project in Huna Road Whilst there is capacity for 2000 additional dwelling units at 3 dwelling units per hectare, it is largely expected to be whanau-based accommodation	435
SUBTOTAL	386	3,840	9,540

² Based on densities of between 12-15 dwellings per hectare for greenfields development, and densities of between 20-25 dwellings per hectare for Town Centre and Kopeopeo.

³ Based on 20 dwelling units per hectare. Could be 800 dwelling units if densities increase to 30 dwelling units per hectare

⁴ Based on 50% take up of subdividable and vacant sections as identified in 'Review of Whakatane and Ohope Residential Growth Strategy 2009' (Table 4.4)

⁵ Based on 50% take up of subdividable sections, which is approximately 180.

Location	Potential Area (Hectares)	
Additional Retail, Commercial and Industrial		
Piripai Speciality Retail / neighbourhood centre	1	
Ohope speciality retail / commercial	1	
Industrial near Boardmills	20	
Large Format Retail	3.8	2040
Community Facilities ⁶		
Open / Green / space	20	Need to be factored into planning of each area
Playgrounds	8	Need to be factored into planning of each area
Active sportsfields	11.5	Need to be factored into planning of each area
Other community facilities that need to be factored in as growth occurs include:		
<ul style="list-style-type: none"> Demand for boat ramps Access to the coast Cycleways Other community facilities e.g. pools, urban halls, toilet facilities 		Need to be factored into planning of each area

⁶ The following requirements are based on additional 7,700 residents regardless of growth location.