

WHAKATANE INTEGRATED URBAN GROWTH STRATEGY




**SHAPING
Whakatane**
Sustainable communities
Part of the District Plan Review



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1.0 INTRODUCTION

1.1 Background

Whakatane is a town of 17,300 people. Planning for growth of the urban area is important to the District given that it provides much of the economic, social and community infrastructure for the surrounding rural District.

Population in the urban area has continued to increase over recent years.

1.2 Purpose of Strategy

The purpose of this Strategy is to provide ways of planning for and managing growth in a proactive manner rather than merely reacting to it. Such an approach provides us with an opportunity to direct how and where growth is provided, and ultimately, manage the effects and costs of such growth.

In 2000, Whakatane District Council published a Residential Growth Strategy for Whakatane and Ohope. This was based on a 20-year timeframe, and was subsequently updated in 2005 and again in 2009 with more recent population and land use data. The study assessed the gap between supply of residentially-zoned land, and the projected demand for it. The resulting work identified and assessed a number of residential growth location options against a set of criteria. These were then scored relative to each other and four growth location options were recommended for public consultation.

The key outcome of the residential study was the confirmation that urban Whakatane is constrained by its environment, particularly the hazards that have been evident over the years. There are limited opportunities for expansion of the urban area given the location of the town being bounded to some degree by the river, the coast, an escarpment, and with land stability hazards in the hill country and flooding hazards on the low plains.

1.3 Status of this Strategy

This Strategy is a non-statutory document that will be used to inform and guide the Council's long term planning, especially in guiding the development of the District Plan. For this reason, this Strategy provides direction and will inform this process by setting out policies and issues for future growth areas. Actions from this Strategy will be considered in developing the District Plan Review, Asset Management Plans, Annual Plan and the Long Term Council Community Plan.

1.4 Study Area

The study area for this Strategy is based around the township of Whakatane, and includes the main urban area, being the town, Coastlands to the west and Ohope to the east. Whilst rural parts of the District are not provided for explicitly in this Strategy, the Strategy acknowledges that the smaller rural towns play an important role for future housing opportunities.

A number of future potential growth areas have been considered throughout the development of this Strategy. These are located within or adjacent to the Whakatane urban area. Some of the options considered have been discarded due to inherent flaws or constraints being identified, such as hazard risk and cost of mitigation, cultural heritage, isolation and loss of high quality versatile soils. Other areas have been identified through consultation with stakeholders and the community.



1.5 Process to Date

As well as the Residential Growth Strategy, a number of other studies have contributed to the development of this growth Strategy. These include studies relating to industrial, commercial/retail and transportation networks. A summary of the findings and assumptions behind this work is below:

Residential

'Review of Whakatane and Ohope Residential Growth Strategy 2009', prepared by Beca Carter Hollings & Ferner Ltd (July 2009)

- The review considered the current and future demographic make up of Whakatane based on a medium growth scenario from Statistics New Zealand.
- The household increase in urban Whakatane over the 2001-2006 census period was almost double the population increase for the same period.
- There continues to be an ageing population, coupled with a decrease in average household size. This is expected to result in the need for more housing, with greater numbers of smaller households.
- Housing affordability is a serious issue with a growing gap between income and housing costs.

- The review assessed the capacity of the town to accommodate future growth in line with the medium growth scenario. This included infill development, vacant land and larger lots that may be subdivided.
- An analysis of the demand for and supply of residential land in the urban area indicated that (based on a medium growth population of 17,990) at least an additional 86 hectares of land is required to 2016. This analysis is dependant on a mix of techniques.
- An analysis of the infrastructural, environmental, social and cultural constraints to future housing was done for 11 location options for accommodating future growth.
- Based on the constraints analysis and population projections in the report, the review recommended four options be taken forward for public consultation. These were:
 - new residential development at Coastlands;
 - new residential development at Maraetotara Valley (Ohope);
 - medium density residential development in the CBD and Kopeopeo; and
 - new residential development at Black's Farm (South of Whakatane) in the longer term.
- The review concluded that the Council and the community needs to give serious consideration to the availability and provision of affordable housing and how it could be provided by the private sector. This would be complementary to the provision of affordable housing by central government.
- Public consultation undertaken resulted in changes to the Strategy (see section 2.1).

Industrial

'Whakatane & Kawerau Districts Industrial Land Strategy Discussion Document', prepared by Property Economics (September 2006 and March 2007)

'Kawerau Logistics and Distribution Opportunities Preliminary Investigation', prepared by Toi-EDA (May 2009)

Update by Property Economics on land requirements for a population of 25,000 (January 2010)



- By projecting future employment (by main industrial sector), the locational requirements for industrial land are able to be identified by using a floor-space per employee calculation.
- Industrial zoned land is more than adequate to meet demand for a medium growth scenario. However, a population target of 25,000 would require 41 additional hectares of industrial zoned land for the Whakatane and Kawerau catchment.
- Based on national and international trends, it is expected that there will be employment growth in the manufacturing, wholesale trade and electricity, gas and water supply sectors. Likewise, it is expected that there will be employment decline in agriculture, mining, construction, wood and paper processing and transport and storage.
- Some industrial uses in Whakatane have floor-space to employee ratios far in excess of the national average, implying less efficient land use and the potential for intensification of industrial areas could take place.
- The Whakatane industrial sector serves the local market and surrounding rural area but most heavy industry is located at Kawerau. There is market preference for continued location of some industrial activities at Kawerau.
- Toi-EDA (the Regional Economic Development Agency) also favours Kawerau as a future logistics and distribution centre associated with the Port of Tauranga. This requires maintaining and developing the rail link between Kawerau and Port of Tauranga, in particular by concentrating more industrial activities there.
- The reports conclude that given the lack of projected demand (certainly for a medium growth scenario), attention should be paid to developing an Economic Development Strategy aimed at enticing new businesses into Whakatane.

Commercial / Retail

'Whakatane Retail Strategy', prepared by Bloxham Burnett and Olliver Ltd (August 2005)

'Whakatane Large Format Retail Assessment Future Land Requirements', prepared by Property Economics (August 2005)

'Whakatane District Business Land Demand', prepared by Property Economics (August 2008)

'Whakatane Commercial Land Assessment', prepared by Property Economics (November 2009)

By projecting future employment (by main commercial sector), the locational requirements for commercial and retail land are able to be identified by using a floor-space per employee calculation.

- Future commercial employment sectors expected to grow to 2046 include education, health, and financial and support services.

- About 21ha of additional commercially zoned land is likely to be required in the longer term to meet demand, the majority of which can be located by the town centre. (This is a ground level estimate – it could be met by single level (21ha), or double storey (10ha land area) or three storeys (7ha)).
- About 3.3ha of additional speciality retail zoned land is likely to be required in the longer term.
- Of this, Coastlands to require at approximately 1ha of commercial zoned land to cater for this growth.
- Ohope to require a minimum of 0.7ha of commercial-zoned land to cater for this growth (although this could be conservative as it does not take into account the influx of tourists over the summer season).
- Assuming an equilibrium market, growth of population to 25,000 would require an additional 3.8ha of large format retail.

Transportation

'Whakatane Transportation Study', prepared by Bloxham Burnett and Olliver Ltd and Gabites Porter Consultants, 2007

'Whakatane Township Network Investigation Report', prepared by Gabites Porter, August 2007

This study, and the results of the associated traffic modelling were based on the same population and household data as the Residential Review (being the medium growth scenario). However, the traffic model had a study period to 2046. Because Statistics New Zealand projections are not available this far in the future, the projected household figures to 2046 were extrapolated. They are reasonably consistent with Council's preferred growth scenario of a population of 25,000.

Part of the 2007 study included the SH2 Alternative Routes Scoping Study which was jointly undertaken between the Whakatane District Council and New Zealand Transport Agency. This considered the State Highway network in relation to route efficiency and security. The outcome of this study was a proposal to consider replacing the Pekatahi Bridge closer to the urban area of Whakatane. It concluded that the most affordable option for a second bridge was a location on the southern outskirts of the Whakatane urban area, crossing the river from Poroporo to Taneatua Road at a point where the river is at its most narrow. This proposal suggested the bridge could form part of a new state highway route over the Whakatane Hills escarpment and linking back onto Wainui Road, thus providing a shortened overall route between Gisborne/Opotiki and the Port of Tauranga.

However, a shift in the focus of the NZTA since the 2007 report means that the form, function and route security of the State Highway network through the district is being reviewed. This work will consider how the network contributes to the region and to the rest of the New Zealand economy, in particular, the connectivity between the ports of Tauranga and Gisborne.

As part of this it will also reassess of the options considered in the 2007 report around relocating the SH bridge from Pekatahi, to the south end of town. Until this review is complete the NZTA Highways and Network Operations have requested that the Council not provide any indication in its current planning documents, including this Integrated Growth Strategy, that there is any likelihood of the SH relocating its bridges from their current locations. For this reason this option does not form part of this strategy at this stage. This work will consider how the network contributes to the region and to the rest of the New Zealand economy, in particular, the connectivity between the ports of Tauranga and Gisborne.

This Strategy can indicate what the aspirations of the community are in terms of population growth and changing land use patterns so that the NZTA can best support what the community wants to achieve.

Previous transportation modelling done to assess the implications of urban growth show the following:

- Residential growth in Coastlands has a minimal effect on traffic volumes and congestion compared to The Hub retail development.
- Traffic modelling shows that additional capacity on the existing bridge is required by 2016. Faster population growth would bring the need for this forward which means planning for this should be underway.
- Similarly, the bridge/Landing Road roundabout will need upgrading, probably sooner than 2026 if population growth is faster than medium growth projections.
- Phoenix Drive should be either four-laned or an additional entrance provided to The Hub to cope with The Hub traffic volume. This is likely to be required sooner than 2018 if population growth is faster than anticipated.
- Similarly, the upgrading of a number of intersections will likely need to be bought forward should population increase faster than anticipated, including SH30/ Mill Rd, SH30/Keepa Rd, Domain Rd/ Russell St and Domain Rd/McGarvey Rd.

1.6 What the Strategy covers

This Strategy provides a series of methods and actions to address the issues discussed above and manage growth in a proactive manner. Growth creates a demand for appropriately located and zoned land to provide for the expansion of residential, commercial, and industrial land uses. The expansion of land uses and intensification of residential development in turn creates an increase in demand for services such as water, sewage, roading, reserves, and stormwater, both in existing urban areas and new urban areas.

Planning for this growth, and associated infrastructure, ultimately provides Council with the opportunity to direct how and where growth is accommodated and provided for, and manage the effects and costs of it.

1.7 Assumptions

The Strategy is based on the following broad assumptions:

1. The focus of this Strategy is on the urban area of Whakatane and Ohope. A framework for district-wide development will be prepared in the future, and this urban Strategy would fit into the broader district-wide development Strategy. There is also a need for a sub-regional development Strategy that considers the role and function of Kawerau, Opotiki and Whakatane districts and the economic development of the sub-region.
2. The smaller settlements of Edgecumbe, Taneatua, Awakeri, Matata, Thornton and Te Teko play an important role in supplementing the Whakatane and Ohope housing market for those who want to be near these centres for work, services, learning or other purposes. In particular young families are able to purchase homes in these smaller centres, providing a stepping stone into larger properties. The significance of these towns within the local economy has to be acknowledged. This can be said for some rural property owners or trusts.
3. Urban Whakatane is the dominant provider of commercial, retail and community services for the Eastern Bay of Plenty.
4. Traditionally, population projections for Whakatane have not exceeded the 'medium' projections provided by Statistics New Zealand. However, in the course of time, population growth will occur and Whakatane could have a larger population than provided for in any population projections. Council's preferred scenario is for a town of 25,000, which is well in excess of the high growth scenario.
5. Whakatane will remain and strengthen its position as the economic hub of the Eastern Bay of Plenty. This is necessary as a key component to achieving growth in excess of current trends. Council and Toi-EDA will need to take a strong leadership role in delivering economic growth in order to attract more people.
6. Māori land near Whakatane and Ohope is generally not available to meet the demands of future residential growth. After consultation with several Iwi, hapu, and trusts, there was general agreement that Māori land owners are not planning to develop their land for activities that would reduce their Mana Whenua over the land. If Māori land owners decide they want to develop their land, it will be on their terms and when they decide, not led by Council's growth aspirations.

2.0 CONSULTATION

The draft Strategy was available for public consultation in April 2010 with deliberations in June 2010. Feedback from this consultation has been incorporated into the Strategy, whilst at the same time balancing the priorities of the Council.

Submitters to the draft were heard in June 2010 with deliberations in August 2010. The Strategy considers the feedback from submitters and landowners and incorporates the results of that feedback into the Strategy.

2.1 Changes Arising from Consultation

A number of key changes have resulted from public consultation:

1. The Taiwhakaea land (referred to previously as “Coastlands West”) has been removed from consideration
2. Poroporo has been removed from the Strategy
3. The possible location of the second bridge has been amended to reflect that the location is unknown and yet to be determined
4. The land included in the Merito Trust in Ohope has been removed
5. A number of new areas identified through consultation were investigated (see Appendix 2: Assessment Matrix of New Areas):
 - Farm land on Thornton Road
 - Land along Shaw Road and State Highway
 - Ngāti Awa Farm Land adjacent to Hillcrest
 - Ngāti Awa Farm Land along Otarawairere Road
 - Ngāti Awa Farm Land behind Ohope on the escarpment
 - An area referred to as Whakatane Hills, stretching from Ohope Road opposite the Whakatane Cemetery extending southwesterly towards Valley Road
 - The land above Valley Road immediately south of Whakatane
6. Based on the assessment of options undertaken, some of these sites have been included, namely:
 - Ngāti Awa Farm Land adjacent to Hillcrest
 - Ngāti Awa Farm Land along Otarawairere Road
 - Ngāti Awa Farm Land behind Ohope on the escarpment
 - A pocket of land opposite the Whakatane Cemetery (a small portion of the Whakatane Hills area)
 - The area west of Keepa Road, (Piripai/Paroa).

2.2 Relationship with Māori

A key outcome of the public consultation process was the need to acknowledge the importance of Māori as tangata whenua and as owners of land. This Strategy seeks to build on and improve those relationships.

This Strategy also seeks to protect Māori culture and retention of their whenua.

3.0 VISION

The vision provides the desired end point the Strategy is trying to achieve. This vision has been developed and incorporates feedback from key stakeholders, including the property development, economic development sector, landowners and submissions. The vision seeks to address the following issues:

- Desire to attract sustainable growth
- Desire to maintain quality of life and provide choice for housing, employment, education, services, people and skill sets
- Affordability of housing and funding infrastructure
- Desire to create an environmentally and economically sustainable town

- Desire to manage the levels of risk that the community would be able to cope with, as a whole.

The vision is:

A prosperous town that attracts growth, provides affordable opportunities and an outstanding quality of life for all.

3.1 Principles and Objectives

These principles underpin this Strategy and outline the qualities to be achieved in Whakatane. They are the key objectives for achieving this Strategy and represent areas the community may not wish to compromise on. They are based on the assessment criteria established in the Residential Growth Strategy and community outcomes from the Long Term Council Community Plan. These principles, and the implications of applying them, are provided in the table below.

PRINCIPLES	IMPLICATIONS OF APPLYING THESE
Plan for high quality urban form and a consolidated urban environment	<p>This implies future growth and development will have higher densities so as to stimulate the relationships of workforce density, economic productivity and public transport. It also means that within the higher density built fabric there are more housing options e.g. townhouses, attached housing and walk-up apartments¹.</p> <p>“Compact” or “consolidated” development implies the idea of ring-fencing to some extent e.g. setting an urban growth limit.</p> <p>This implies that the environmental context, which makes Whakatane so attractive, underpins the identification of growth areas and will be considered before things that can be built (place-making attributes), e.g. high quality buildings, public squares, etc.</p> <p>The Council may need to carefully consider trade-offs between choosing an area for development against the loss of other qualities, e.g. high densities and high apartments around the town centre could have negative effects on the landscape of the escarpment.</p>
Focus urban growth in existing communities that have capacity for expansion	<p>Encourage infill development in the Kopeopeo and Whakatane town centre. This may mean increased numbers of unit developments or townhouses.</p> <p>Ideally, growth will be focused around existing social infrastructure to increase the thresholds for those facilities.</p>
Plan for quality and amenity in the urban environment	<p>Structure planning for new areas will have to meet specific criteria set out in the District Plan.</p> <p>New areas developed will need to fit in with the rest of the urban area rather than being isolated on its own. Good connectivity implies many options rather than one or two routes, for example.</p> <p>Good connectivity (using road, bus, bike or foot) helps to build a high quality urban environment.</p> <p>Increased densities will be encouraged along bus routes, including school bus routes.</p>

¹ A multi-storey building that does not need a lift.

PRINCIPLES	IMPLICATIONS OF APPLYING THESE
Achieve quality environments, places and spaces	<p>Growth and development within Whakatane, Ohope and Coastlands will ensure that indigenous biodiversity is maintained and enhanced.</p> <p>Public spaces and recreational facilities will respond to the community's needs.</p>
Develop and articulate the Māori cultural landscape	<p>Protect, recognise and celebrate sites of significance to tangata whenua.</p> <p>Tangata whenua retain mana whenua over their lands.</p>
Plan for mixed use development in suitable locations	<p>While New Urban principles encourage mixed uses absolutely this principle acknowledges that it may only be viable in certain areas.</p> <p>Mixed land uses and higher development intensity can increase land value without a corresponding increase in the cost of infrastructure and services. Mixed uses can also provide greater choice, in terms of access to destinations for residents (e.g. they may live close to the coffee shop and doctor) and create conditions for clusters of different economic activities to be located close together.</p>
Provide for housing choice and diversity	<p>Because of the need for housing choice and diversity, the Council may wish to simultaneously provide a range of areas e.g. unit developments for the ageing (through infill and intensification) and large tracts of undeveloped land for young families (vacant land for housing and land package deals).</p>
Encourage economic development	<p>The Council supports a proactive role in the economic development of the town. This may mean that the Council facilitates groups to work together on different issues or sets up public-private-partnerships.</p> <p>The Council proactively creates an urban environment to attract economic development and continues to implement the Town Vision as one example. It finds ways to capitalise on outdoor recreation and tourism.</p> <p>The Council considers the high quality lifestyle that makes Whakatane so desirable when considering significant increases in population.</p> <p>The Council zones the appropriate amounts of land according to its desired future.</p>
Encourage community collaboration in urban growth decisions	<p>The Council will consult with different agencies including Iwi and hapu, in a collaborative way before making final decisions.</p> <p>Development decisions will be based on a clear Strategy and District Plan that is predictable and fair.</p>
Protect and enhance green open space, outstanding landscapes and areas of cultural, ecological, historic and environmental significance	<p>In expanding some areas, the Council may need to weigh up the need to protect high quality versatile soils, and sites of ecological value or other environmental significance, against the need to develop a particular area.</p> <p>In expanding some areas, the Council will need to consider how a larger population will impact on the natural resources, e.g. access to the Whakatane River, the beaches and Ohiwa Harbour.</p>
Implement best practice and integrated planning	<p>The Council will work in a more collaborative way to establish effective partnerships.</p>
Consider natural hazards	<p>Natural hazards and contaminated sites pose a significant constraint to growth for the urban area. In the long term, the Council may need to consider actively encouraging population growth away from natural hazard environments in the urban area. For contaminated sites, these will have to be managed and re-mediated prior to residential development occurring.</p>

4.0 SCENARIOS

When considering the future growth and direction of urban Whakatane, four potential growth scenarios were established. Each of these provided for a different rate of growth, and differing economic conditions required to attract a certain level of growth.

The growth scenarios considered were:

Scenario 1: Status Quo – 18,000 people by 2050

Predicted to be a population of 18,000 in 2050. No significant change in the economic strength of the urban area and no noticeable difference in population compared to the present day, except that the population is ageing. The expected population growth rate is based on the Statistics New Zealand medium growth scenario. Little intervention is required by Council for planning for and achieving this scenario.

Scenario 2: Coastal Drift – 20,000 people by 2050

A population of 20,000 in 2050. Although there may be a more noticeable population drift from other parts of New Zealand and overseas, there is no noticeable change in demographics of the urban area. An estimated additional 750 to 1,000 jobs are required to provide income to additional households. Some involvement from Council required to leverage population migration from the western Bay of Plenty, overseas, and Waikato.

Scenario 3: A Growing Town – 25,000 people by 2050

A population of 25,000 in 2050. An additional 3,000 jobs are required to provide income to additional households. The potential is there for more young people to remain in Whakatane as they see opportunities arise. This scenario assumes that Coastal Drift forms part of this scenario, but that the successful implementation requires a proactive drive from Council and its economic development agency to attract employment opportunities to Whakatane.

Scenario 4: Triggered Growth – 35,000 people by 2050

A doubling of the current population to 35,000 in 2050. This scenario would only be achieved if a major economic opportunity or 'trigger' occurred to provide a significant increase in the powerhouse of the economy. An additional 6,000 to 7,000 jobs would be required. This scenario requires a very active and focussed economic development agency to attract and stimulate growth and bring new employment opportunities into the area. Achieving this scenario requires an undertaking to really drive the economic development of the area.

Council's preferred scenario for planning for growth is for Scenario 3, with a population of 25,000. This will require an annual growth rate of around one percent. This is significantly higher than it has been over the last 15 years in the Whakatane District. However, this is possible when you consider that this rate is:

- Lower than for the Bay of Plenty region as a whole;
- It is for the Whakatane and Ohope urban area, which is growing faster than the District as a whole; and
- In the latest five-year period to 2006, the population grew by 3.3% per annum.

4.1 Timeframe

This Strategy uses 2006 as the base year for statistics of population and household numbers. The aim is to provide a long term vision for the urban area and as such, 2050 has been used as the duration of the Strategy, and the timeframe for actions and outcomes.

4.2 Rate of Growth

The Strategy identifies sufficient land to accommodate a projected urban population of 25,000 people by 2050 (half again the present population of 17,000). Council's preferred rate of growth is significantly faster than the "high" projection provided by Statistics New Zealand. It was considered preferable to explore the effects of more rapid population growth as most of the risks of managing growth relate to underestimating rather than overestimating the pace of change. If population growth is slower than projected, then the release of land for new development and building of new infrastructure can be postponed.

5.0 ECONOMIC DRIVERS

5.1 Regional Economy and Linkages

The Eastern Bay region, made up of the Kawerau, Opotiki and Whakatane districts, is home to important export industries, the largest of which is wood and paper products manufacturing.

Carter Holt Harvey Packaging has a manufacturing plant in Whakatane, while Carter Holt Harvey Tasman, Norske Skog and SCA (Svenska Cellulosa Aktiebolaget) operate the pulp, paper, and tissue plant at Kawerau.

The Fonterra processing plant at Edgecumbe also plays a significant part in the local economy, processing the ever-increasing dairy output from around the region.

The Eastern Bay of Plenty covers about 433,000ha, about one third of which is planted in exotic forests. An increasing percentage of the log harvest is exported in unprocessed form through the Port of Tauranga.

Toi-EDA research has identified possible areas of growth in timber processing for export and domestic markets and these have the potential to make a big contribution to economic growth in the region. Excellent road and rail links connect the hinterland with the country's largest export port at Tauranga in the Western Bay of Plenty.

Numerous entrepreneurial businesses have also been set up in the Eastern Bay of Plenty in a variety of fields, targeting niche markets in both the domestic and export sectors.

New Zealand's Government sponsored funding opportunities and relatively modest wage structure, add to the Eastern Bay of Plenty's attractiveness as a location for new business.

Agriculture (mostly dairy and beef farming) and horticulture are major export activities, providing significant employment throughout the region. The region's fertile soils support a variety of horticultural activities including kiwifruit orchards, market gardens and apple and avocado orchards.

Aquaculture could provide the region with a major opportunity. A group including Opotiki Iwi Whakatohea's Eastern Seafarms (54 per cent), Sealord Shellfish Ltd (26 per cent) and NZ Seafarms Ltd (20 per cent) obtained Department of Conservation consent for a planned 3800ha marine farm.

The Eastern Bay of Plenty's inland and coastal attractions including marine volcano White Island, beaches and fishing, have encouraged the growth of tourism, with local marketing activities helping to lift visitor numbers and strengthen the Eastern Bay of Plenty economy.

5.2 Local Economic Drivers

Key economic drivers may affect the type and amount of growth to occur over the next 40 years. Whilst this Strategy does not purport to be an economic development Strategy, it supports the work done by Toi-EDA and identifies where future growth is anticipated to occur. Toi-EDA will in turn support the Strategy through marketing and economic development initiatives.

Economic growth will result from a number of factors working together which are listed below:

Toi-EDA Initiatives

Toi-EDA focuses on supporting and growing local business and is the economic development agency for Whakatane, Opotiki and Kawerau.

Key areas of focus for Toi-EDA are:

- Events – The number of events attracting premier competitors is increasing.
- Tourism - The Eastern Bay of Plenty Tourism Strategy ensures a more coherent approach to tourism for the three districts and is supported by the EBOP Advisory Group and Tourism Forum.
- Forestry and Wood processing opportunities – Toi-EDA is seeking to gain value from the 'wall of wood'. This provides a more integrated approach to industrial growth e.g. focusing and supporting wood processing opportunities in Kawerau.
- Putauaki Industrial Park - Rezoning rural land to industrial adjacent to the Kawerau area.
- Transport and Logistics Rail to Port - Possible enhancement to the Putauaki Industrial Park.
- Economic and Demographic Monitoring – Bi-annual monitoring of the Eastern Bay.
- The Hotel development – A partnership with The Town Vision Board seeking to attract a hotel to the town
- Food and beverage Strategy – Implemented on a local level with the formation of a cluster group.
- Aquaculture - Toi-EDA supports the Opotiki aquaculture project and harbour development.
- Coastal cycleway - Feasibility study of the Whakatane to Otamarakau section, support the Motu cycleway.
- Key results from economic development initiatives, marketing and events:
 - Visitor numbers highest for five years; 100 000 visitors through the Visitor Information Centre in the last year and it has been a recession
 - Strong Whakatane/Eastern Bay of Plenty profile
 - Strengthened the sectors - opportunities for businesses to work together
 - Increased support from Eastern Bay of Plenty councils
 - Increase in the number of out of town entrants in premiere events

Te Runanga o Ngāti Awa – Te Ara Poutama o Ngāti Awa Strategic Pathways to the Future 2010 – 2015, which seeks to:

- Protect the culture of Māori and encourage the growth in the use of the language.

Te Whare Wananga o Awanuiarangi

The university employs 60 full time equivalents (FTEs) in Whakatane and another 60 FTEs around the country. It offers a broad mix of bachelor and graduate programmes focusing on indigenous cultures around the world.

- Te Whare Wananga o Awanuiarangi recently achieved international accreditation to run research programs for masters and PhD students from indigenous cultures around the world.
- Te Whare Wananga o Awanuiarangi focuses increasingly on research about indigenous issues and expects large scale growth in their Masters and PhD programs. Supporting their research, the university will host two conferences per year.
- Te Whare Wananga o Awanuiarangi expects to have 2000 students (not necessarily all based in Whakatane) by 2050. They are currently looking at refurbishing and building a purpose-built campus.
- Te Whare Wananga o Awanuiarangi experiences some difficulty in accommodating students and visitors to conferences.
- Currently the Bay of Plenty Polytech and Wairaki operate off the Awanuiarangi site.

Fibre-optic Internet Cable/FX Network

- In partnership between Te Runanga o Ngāti Awa, Te Whare Wananga o Awanuiarangi and Go Next Communications – a fibre-optic internet cable to Whakatane has been installed.
- Stage I of the implementation of a unique wireless network delivering high speed internet (voice and data) access to the Town Centre and many parts of the greater Whakatane business district has recently been completed.
- It is anticipated that the improved internet connectivity will stimulate the growth of internet-based businesses, particularly in terms of supporting business and internet connectivity.

Marina Proposal

- For some time there has been a proposal to establish a marina in Whakatane.
- In 2007 the Council was approached about the possible sale of property in Bunyan Road for marina facilities.
- As this land was originally taken under the Public Works Act for playing fields, the community was consulted about the possible sale and the previous owner was offered the property back for purchase. Since consultation, the Whakatane Marina Society has been developing the proposal.

Arts and Culture Facility

- The facility is due to be constructed during 2012 and will host the library and exhibition space of the museum. It is anticipated that the facility will provide a destination for tourists and residents.

Town Vision

- The Whakatane Town Vision Plan provides a strategic long term vision for how the Whakatane Town Centre might look in the future. By creating an overall plan for the town centre, it will ensure that future development is in keeping with the aspirations of the community, and in doing so will help safeguard the particular aspects of the town centre which are valued by the community. It provides an opportunity to enhance and celebrate other special attributes which have been lost or hidden.
- The Town Vision is seeking to attract economic development initiatives to the town centre.

Pilot Housing Project

- The partnership pilot project between Te Runanga o Ngāti Awa, Kiwibank and Te Puni Kōkiri is trialling the use of Māori land as leasehold land for longer term residential development. It is one of three pilot projects being trialled in the country.

Return of Māori

- Of the large Māori population living in Australia, at least 900 are of Ngāti Awa descent.
- A 2007 study “Māori in Australia” estimated that 60% of New Zealand-born Māori expect to return.
- For Ngāti Awa Iwi this means that up to 540 could return to their rohe, although this figure is expected to be higher.

Migration of Baby Boomers

- The biggest source of population growth is inward migration, primarily from the rest of the Bay of Plenty region, followed by overseas. The trend is that increasing numbers of people are moving east from Tauranga and the Western Bay.
- There is also an increasing number of wealthier and older people moving to the town.
- Simultaneously, the proportion of employed people moving into the town is trending upward and a decline in the number of employed people moving out, suggesting that employment will continue to be a key factor in attracting migrants.

Tauranga Eastern Link

- This corridor will provide the main road access to Tauranga from the east (Te Puke, Whakatane, Opotiki, Gisborne) and south (Rotorua, Taupo). It is a key route for trucks servicing the Port of Tauranga. The planned motorway will take regional traffic out of Te Puke.
- The Tauranga Eastern Link is a key strategic transport corridor for the Bay of Plenty region and a highway recognised by the government as a Road of National Significance.
- The Link will support planned residential, commercial, and industrial development at Te Puke, Papamoa East and Rangioru Business Park.
- The construction of this road will reduce the travel time between Whakatane and Tauranga by thirteen minutes on a one-way trip.
- It is expected that an increasing number of people will move to Whakatane and travel westerly using the bypass. Their reasons for moving are largely related to quality of life with similar travel times.

Rangioru Business Park

- The Business Park is estimated to supply Tauranga/Western Bay with sufficient industrial land to cover a shortfall of 300 hectares.
- The Rangioru Business Park is connected to the Port of Tauranga with the proposed Tauranga Eastern Link and Harbour Link.
- It is anticipated that Whakatane will experience knock-on effects from the Rangioru Business Park and Tauranga Eastern Link with an increasing number of people potentially attracted to the town or nearby.



6.0 APPROACH TO URBAN GROWTH

Council has considered the philosophy of growth it desires for Whakatane. Three options were considered. Further discussion on these options and the implications of applying each of them are detailed in the background report. The 3 options considered were:

1. Consolidation (“Compact City”)

This is based on principles of increased densities and improving public space to ensure better provision of amenity to achieve liveable, functional and affordable residential development. A core component of a compact city is public transport and providing the supporting thresholds for an efficient public transport system.

Implicit in this is an urban growth limit and no sprawl of urban growth. Growth is provided for within the existing urban area through higher densities.

2. Expansion

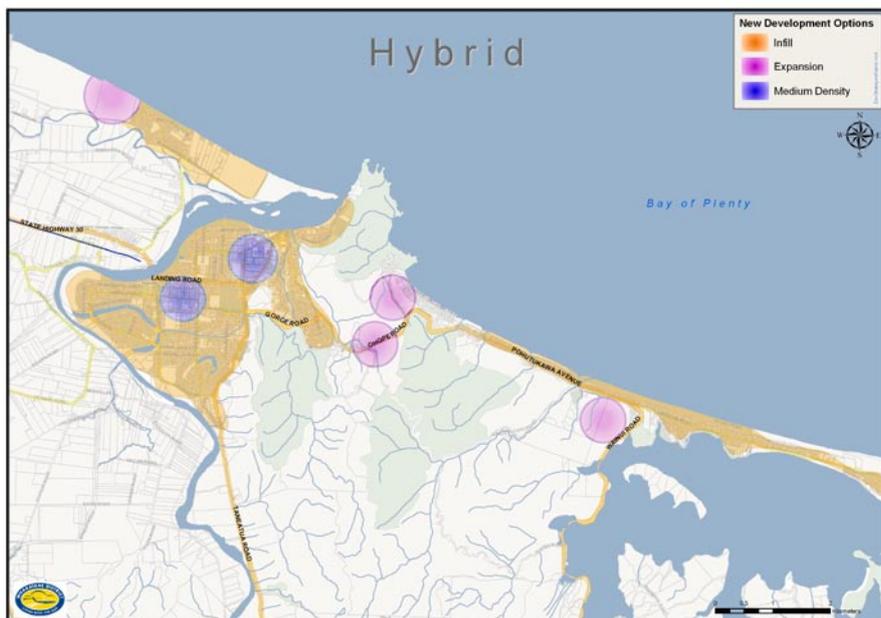
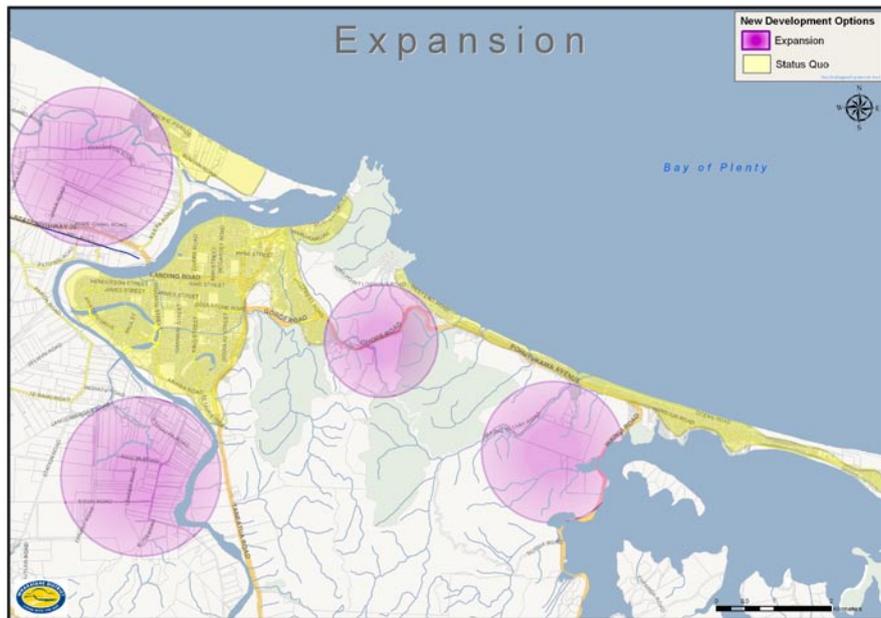
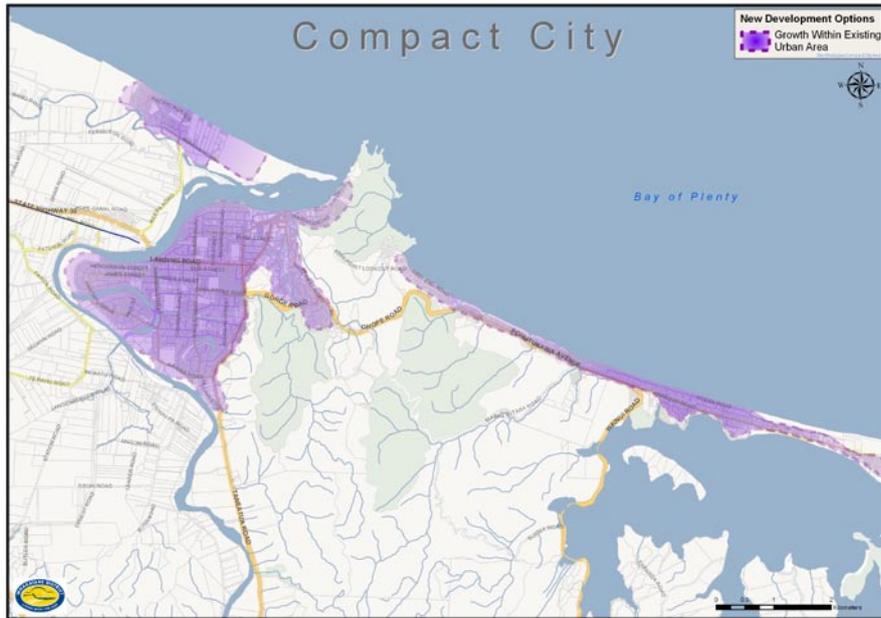
This is based on focussing new development in green fields areas around Whakatane, Coastlands and Ohope. Lot sizes could provide for the ‘quarter acre’ dream. Longer term, this will be problematic because of the constraints to development that surround Whakatane.

3. Hybrid

This option is based on a mix of 1 and 2. The principles underpinning this approach are that consolidation should occur in specific areas, particularly around community, economic / transport nodes. This option provides a range of choice for people. For example, consolidation could provide for medium-density living for the elderly, as well as those entering the property market for the first time. Expansion could provide families with options for larger lot sizes to suit their needs.

The maps on the following page show pictorially the difference between the three options. It is Council’s preferred option to foster a hybrid philosophy (3) to cater for future growth in Whakatane.





7.0 OPTIONS FOR LOCATION AND TYPES OF GROWTH

In order to provide a mix of increased density living and greenfields expansion, a number of locations were assessed for suitability. These locations are shown on the map on the following page. The map shows:

- Land that could be rezoned for Residential in the future (greenfields). This could provide a variety of densities.
- Existing zoned Residential land that could be earmarked for higher density living.
- Land that could be rezoned for mixed use (medium density residential with commercial and/or retail below).
- Land that could be rezoned for Industrial use.
- Land that could be rezoned to Commercial / Retail use.

Note that the map on the following page shows all of the options that have been considered. Varying degrees of analysis have been undertaken for each option, depending on the information available. Not everything shown on the map will proceed – in fact, some options are mutually exclusive.

The matrix in Appendix 2: Assessment Matrix of New Areas provides an assessment of the preferred residential growth locations against criteria developed in the Residential Growth Strategy. The matrix indicates the constraints some of the options expose, and ultimately forms the basis for the recommended option. These criteria include:

- **Land Ownership**
Land fragmentation can make urbanisation difficult. The more landowners there are, the more difficult urbanisation could be.
- **Cultural Heritage**
There are a number of significant cultural heritage features, particularly archaeological sites, within the study area which will be avoided where possible.
- **Natural Heritage**
Due to potential effects on regionally significant natural heritage from urban development, future residential growth should avoid significant natural heritage areas.
- **Landscape Features**
There are no outstanding or regionally significant features as identified in Regional and District Plans affected by any options.
- **Socially and Physically Contiguous**
Contiguous urban growth assists in ensuring a sense of belonging to the community with its social infrastructure and physical services.

- **Versatile Soils/ Land Contamination**

Some areas are located on high quality versatile soils. Other areas have contaminated sites (containing dioxins).

- **Social and Land Use Incompatibility**

Proximity to incompatible land uses e.g. industrial activities, sewage treatment ponds, power lines, and state highways, will require buffer zones and could create reverse sensitivity issues for adjacent residential development.

- **Natural Hazards/Land Stability/ Flooding / Inundation**

All options are subject to earthquake risk to a varying degree. The area is a volcanic and seismic region with an active Whakatane fault. This has potential for liquefaction, and creates construction problems on peat, which needs to be excavated or use of piled foundations.

- **Services (Water, Wastewater, Stormwater)**

Some of the areas are generally flat with some below flood levels set by the Bay of Plenty Regional Council. Disposal of stormwater to the west of the town will require pumping into present drains and canals with stop banks improvements needed in some locations. The location of the treatment ponds is a constraint to development due to reverse sensitivity, and upgrades are required to cater for 25,000. Ohope is on a separate system, and will require upgrading to meet increased demand.

- **Transport**

A new State Highway river crossing will be required regardless of options. The Whakatane River bridge will require additional capacity by 2016.

- **Commercial**

Additional land is required with the majority in the Whakatane town centre, with some servicing outer suburbs, namely Ohope and Piripai.

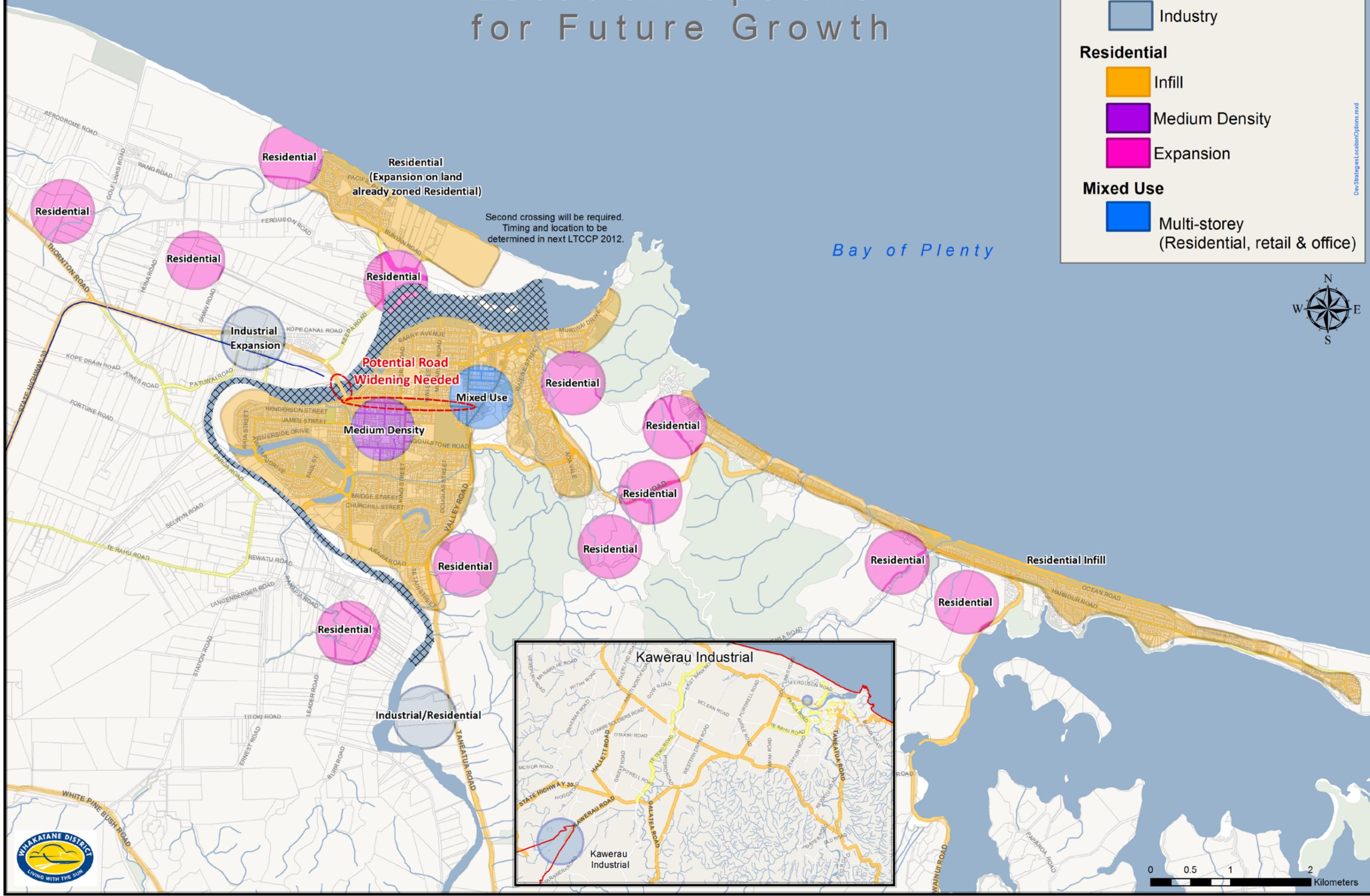
- **Industrial**

The amount of Industrial land is likely to meet demand surrounding Whakatane, but further land is required for heavy industrial activities adjacent to Kawerau.

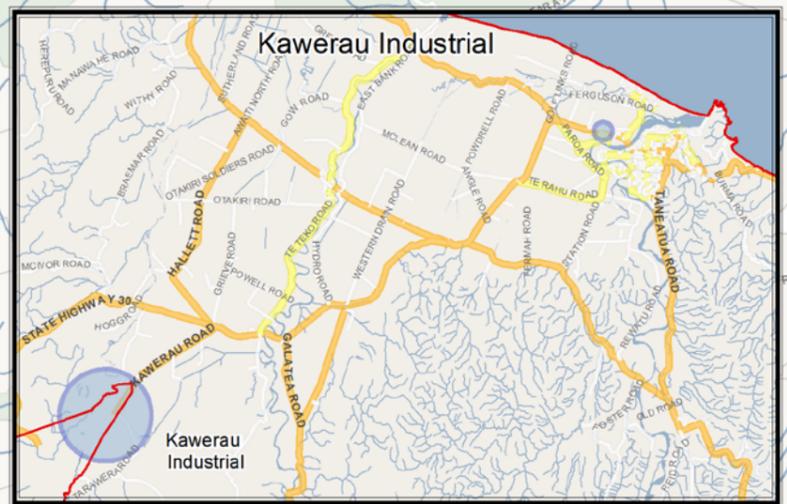
Location Options for Future Growth

New Development Options

- Industrial**
 - Industry
- Residential**
 - Infill
 - Medium Density
 - Expansion
- Mixed Use**
 - Multi-storey (Residential, retail & office)



Second crossing will be required. Timing and location to be determined in next LTCCP 2012.



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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.

Future Directions August 2010

Second crossing will be required.
Timing and location to be determined in next LTCCP 2012.

KEY

1. Whakatane Hills
2. Whakatane and Ohope Infill
3. Piripai (Council-owned land)
4. Port Ohope (Council-owned land)
5. Ohope Extension
6. Area west of Keepa Road
7. CBD Mixed Use
8. Kopeopeo Intensification
9. Hillcrest Extension
10. Keepa Road Orchard
11. Otawairere Extension
12. Maraetotara/Bluett Road

New Development Options

Industrial

 Industry

Mixed Use

 Residential, retail, office

Residential

 Infill

 Medium Density

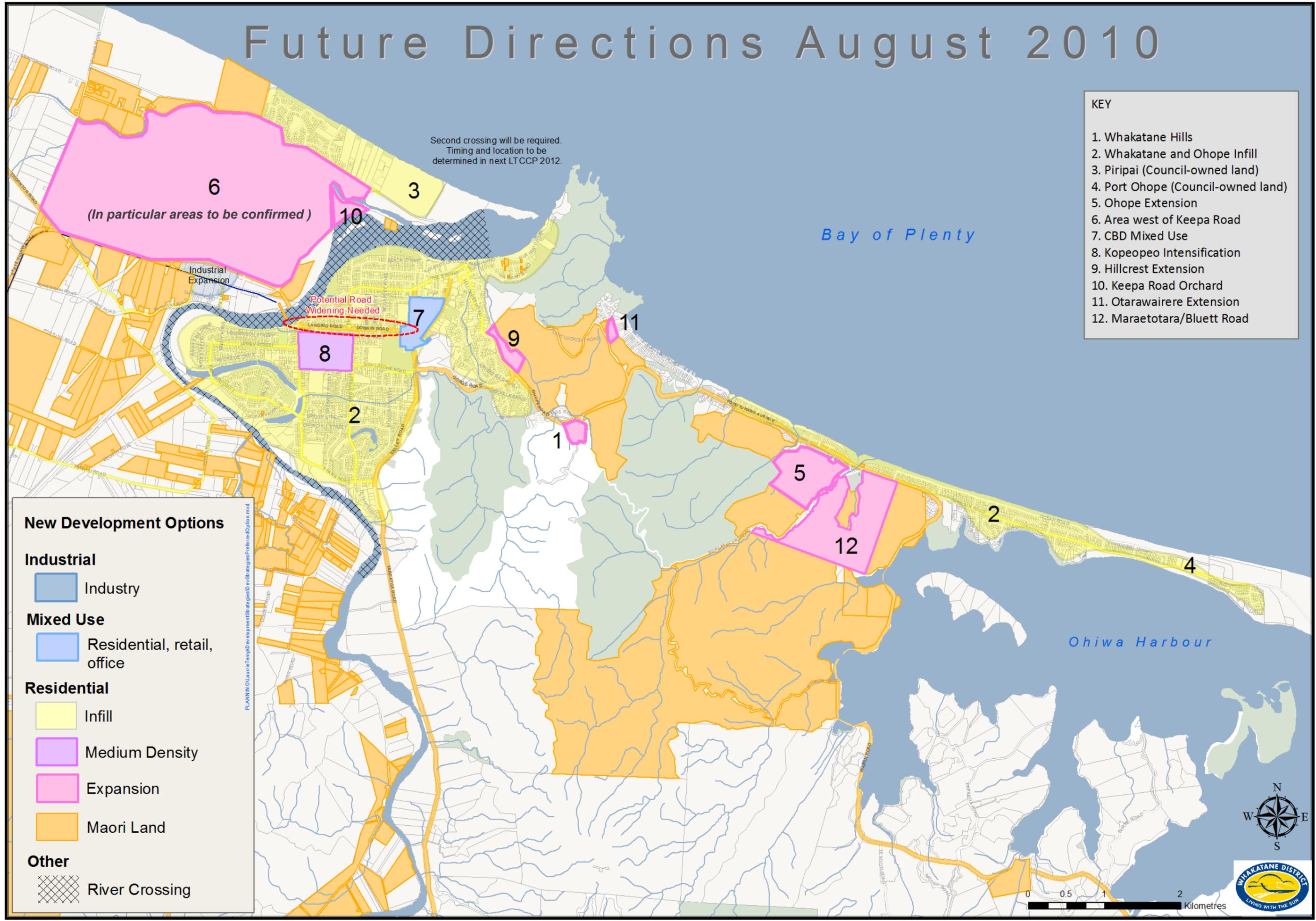
 Expansion

 Maori Land

Other

 River Crossing

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9.0 ACTIONS TO IMPLEMENT THE STRATEGY

Joint Investigation

The Strategy recommends that the Council investigate with Te Runanga o Ngāti Awa development of new areas identified on the Ngāti Awa Farm Land for residential development.

Provide for Urban Growth

- An estimated additional 200ha of residential land is required to accommodate growth to a population of 25,000.
- This is based on the existing residential zoned land being taken up, a future average density of 12 - 15 dwellings per hectare, and an average household occupancy between 2.4 - 2.5.
- The quantum of additional residential zoned land could be over or underestimated depending on a variety of factors. The only way to ensure that Council is keeping ahead of development is to monitor population growth and uptake of residential land.
- Providing choice to the market in terms of where additional land is zoned, requires a number of options to be put forward for public consultation.
- Employment is provided by an increased service sector plus a significant manufacturing sector to provide work for new arrivals.

Services and Infrastructure

For some areas, there will be a negligible effect on services and infrastructure. However, the cumulative provision of residential growth in the Strategy will result in some significant upgrades in the future. The specifics of what and when depend on the priority given to each area and the population growth of those areas and the activities they support.

Existing Residential Zoned Land

- Existing Residential zoned land is spread across the urban area and would continue to provide for low density development, but also for medium density development in the Town Centre and Kopeopeo areas, and with some mixed use in the Town Centre.
- Continue to enable infill development across urban Whakatane and Ohope.
- Develop urban design guidelines for incorporation into the District Plan to enhance the amenity of housing, particularly where densities increase.
- Provide for intensification in the Town Centre and Kopeopeo areas and consider rezoning land through District Plan review to allow for medium density.
- Consider providing for further residential development in Town Centre and Kopeopeo through private plan changes or resource consent applications.

- Work with private sector to achieve intensification in a strategic way to get 'win-win' outcomes.
- Further investigation of infrastructure capacity and update Asset Management Plans and LTCCP to reflect necessary upgrades to cope with increased population.

Reasons

- To encourage medium density development in existing residential areas that have infrastructure in place.
- To ensure high amenity outcomes for infill development.
- There is a strong body of national and international work that supports intensification as providing sustainable lifestyles and development costs.

The following section sets out more detailed actions for each area:

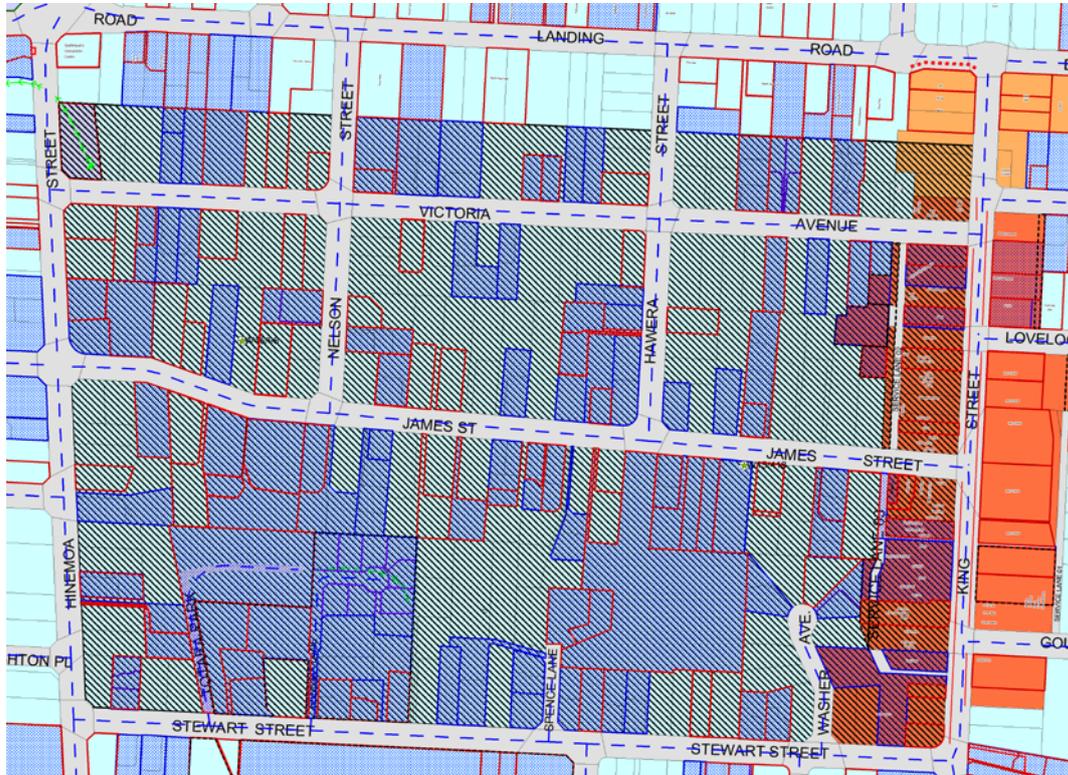
- Kopeopeo Intensification
- Whakatane Town Centre Mixed Use
- Infill in Urban Area
- Wairaka
- Piripai (Council-owned land)
- Port Ohope (Council-owned land)
- Ohope Extension
- Hillcrest Extension
- Otarawairere Extension
- Whakatane Hills
- Maraetotara
- Piripai/Paroa – west of Keepa Road

Services and Infrastructure

Note: The following sections include requirements of services and infrastructure provision based on all areas being developed so that the effect is cumulative.



KOPEOPEO INTENSIFICATION



Area definition:

- Bounded by Hinemoa, Stewart, King Street and the row of houses between Victoria Avenue and Landing Road.
The area does not include houses along Landing Road.
- The area of Kopeopeo Intensification is 34.4ha.
- There are approximately 270 sections in the area at present, this represents approximately 8 du/ha.

Purpose of intensifying the Kopeopeo area:

- Due to smaller units and sections, the area is able to provide an entry point for more elderly, new homeowners and young families to enter the housing market.
- Smaller sections and units will be increasingly desirable by an older population. Their families may have left home and they wish to live in smaller houses to reduce costs associated with larger housing.
- The area is in close proximity to the hospital and business area of Kopeopeo. It is well located in terms of public transport routes with easy access to schools.

Proposed Actions for the area:

- Attached housing (e.g. duplexes, triplexes and quadplexes), cluster housing and unit development with some single dwellings on smaller sections.
- The District Plan to set minimum or maximum lot sizes, as well as clear design criteria to be complied with as ways of controlling intensification. Comprehensively planned medium density developments could achieve a smaller area per unit, depending on fulfilling District Plan requirements.
- Maximum heights of 9m to allow 3 storey dwellings.
- Controls on daylight requirements and light planes.
- Controls on amenity and living conditions e.g. small gardens would be required.
- Controls on stormwater retention and 'self-containment', discourage increased area of hard surfaces e.g. paving and concrete and encourage increased permeable surfaces.
- Additional population growth in Kopeopeo will require additional open space. Set aside 2 hectares of land for parks and playgrounds.
- District Plan to consider the links between the Kopeopeo Intensification area and the Mixed Use zone.



Services

- The Kopeopeo Substation is located within Kopeopeo. There is potential for reverse sensitivities, but could be addressed through technology.

Water

- Upgrades to the existing pipes and treatment plant and additional storage required.

Sewer

- Upgrades to the existing pipes, pump stations and treatment plant required.

Stormwater

- Upgrades to the existing pipes, pump stations and reviewing of existing overland flow paths required.

Transport

- Increased pressure on collector roads like King Street and Hinemoa Street, and also on connecting local roads.
- Also increased pressure on arterial routes such as Landing Road / Domain Road, and also the Landing Road bridge.
- Will increase the demand and shorten the timeframe for capacity upgrades to arterial routes and key intersections.
- Densities of 20 du/ha could achieve the thresholds required to support a bus route.

Possible Yield

Takeup of Land within Kopeopeo Intensification. This area could accommodate a potential 650 dwelling units and a potential population increase of 1,561 people at a density of 20 dwelling units per hectare.

Alternatively this area could accommodate a potential 808 dwelling units and a potential population increase of 1,771 people at a density of 25 dwelling units per hectare.



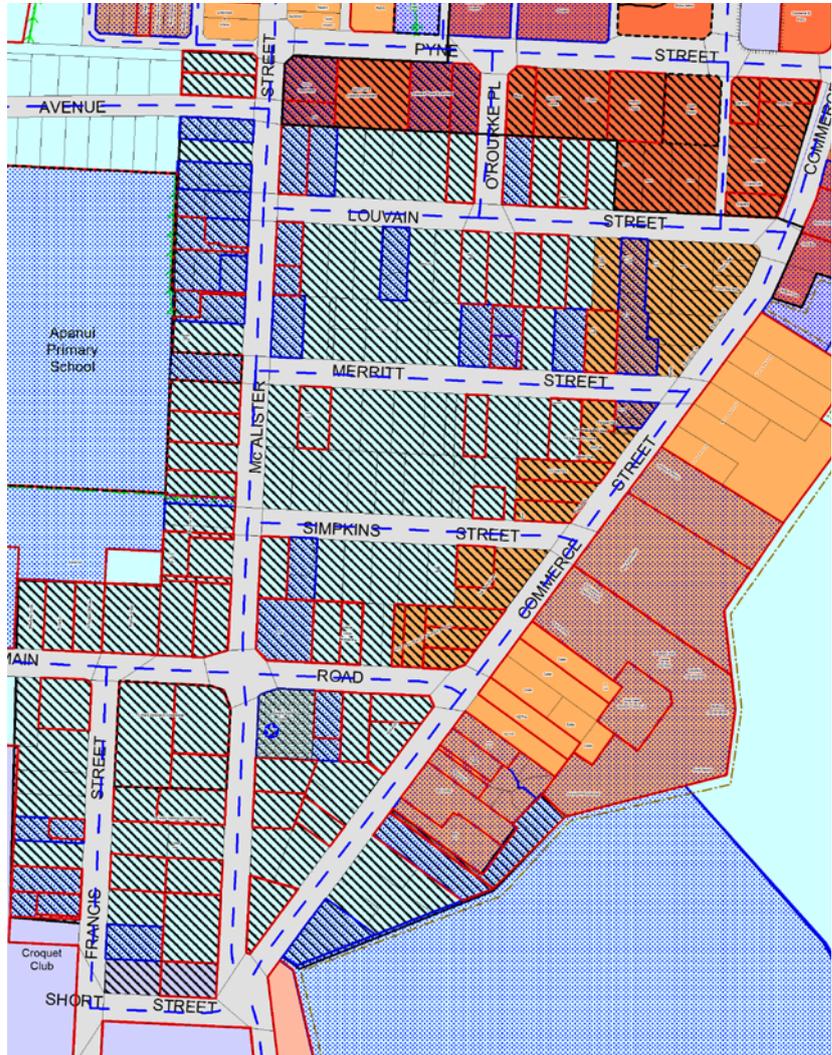
WHAKATANE TOWN CENTRE MIXED USE

Area definition:

- Bounded by Pyne Street, McAlister Street, Commerce Street, Short Street a portion of Domain Road.
- It also lies underneath the escarpment and has Apanui Primary School located on its western perimeter.
- The area of Whakatane Town Centre Mixed Use is 22 ha.
- There are approximately 200 sections in the area at present, representing a density of approximately 9 units per hectare.

Purpose of encouraging mixed uses in this area:

- Build on the high speed internet available within this area and encourage innovation technologies. The area has the potential to become an “innovation precinct” in the longer term.
- Formalise the activities occurring here - there are about 145 Residential zoned sections, of which about 60% hold resource consents for other uses. There are 22 sites zoned Business 1 and 27 zoned Business 2. Within this area are fast food outlets, health services, car sales yards, offices, residential, retail, services and educational activities.
- Landing and Domain Roads have seen an upsurge in business intrusion, to the extent that the residential amenity of the area has been compromised. Zoning this area a Mixed Use zone would provide a more appropriate receiving area for businesses wanting to relocate away from the town centre.
- Landing and Domain Roads are arterial roads and increased business activity along the road would negatively impact on the long-term functioning of the road. Concentrating business activities adjacent to the Whakatane Town Centre manages the impact on the arterial road.
- Provide land for the future commercial growth and support services of the urban area, and higher density residential.



Proposed Actions for the area:

- The area of land required for commercial growth is 21 ha. The area has available 22 ha and at least 1 ha of land should be set aside for open space. Furthermore, calculations will need to exclude Te Whare Wananga o Awanuiarangi. Of the 21 ha remaining, at least 5 ha will be required to be multi-storey development.
- Residential accommodation to be mostly provided above commercial uses and depending on land availability, duplexes, triplexes and quadplexes could occur. An estimated 2 ha of land would be required for residential.
- District Plan to set height limits.
- District Plan to set out clear design criteria to control intensification.
- Ability to have zero lot boundaries.

- Specific design controls, such as the Strand Character Guidelines along Commerce Street to improve integration with the Town Centre e.g. verandahs would be required.
- Controls on daylight requirements and light planes.
- Controls on amenity and living conditions e.g. small gardens would be required.
- Controls on stormwater retention and 'self-containment', discourage increased area of hard surfaces e.g. paving and concrete and encourage increased permeable surfaces.
- Set aside 1 hectare of land for open space.

Services

A high speed internet cable has recently been installed through this area.

Water

Upgrades to the existing pipes and treatment plant and additional storage required.

Sewer

Upgrades to the existing pipes, pump stations and treatment plant required.

Stormwater

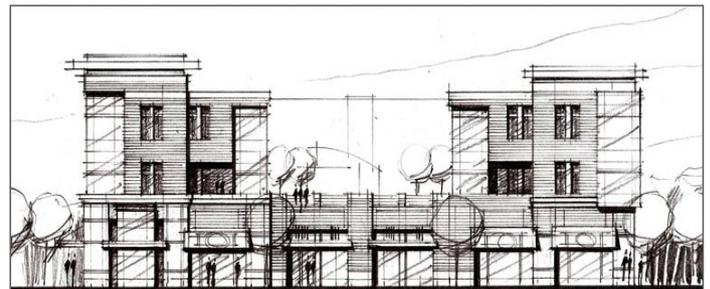
Upgrades to the existing pipes, pump stations and reviewing of existing overland flow paths required.

Transport

- Increased pressure on the perimeter arterial roads of Commerce Street and McAlister Street as well as the connecting local roads.
- The Peace Street collector will also experience increased traffic as will the Landing / Domain arterial roads and the Landing Road bridge.
- Will increase the demand and shorten the timeframe for capacity upgrades to arterial routes and key intersections.
- Densities greater than 20 units per hectare could achieve the thresholds required to support public transport.

Residential Yield

- Estimated 2ha of residential area required would be at higher intensity than Kopeopeo, namely 25 du/ha. This would result in 50 dwelling units and approximately 110 additional people. However, should additional residential be provided above commercial uses and a greater area than 2ha, then the residential capacity could be increased.



Estimated Number of Employees ⁷

Employee Growth	Communication	Property, Business Services & Finance	Health	Government	Other	Total
2008-2031	114	283	-18	57	146	582
2031 - 2046	58	214	148	101	194	715
2008 - 2046	172	498	130	157	340	1,297

⁷ In order to calculate floor space requirements, employee growth is calculated. The number of employees is provided to inform asset management planning for the area. (Source: Whakatane Commercial Land Assessment, November 2009, Property Economics)

INFILL IN THE URBAN AREA

Area definition:

- The urban area includes the Coastlands Development, Whakatane urban area and Ohope.

Purpose of encouraging infill:

- Provide for a range of different accommodation needs over the next 40 years.
- Formalise and improve the current processes of infill currently underway, which are having a negative impact on residential amenity.

Proposed Actions

- District Plan to establish minimum lot sizes for future subdivision, confirm height and design standards for infill.

Services

Water

Upgrades to the existing pipes and treatment plant and additional storage may be required.

Sewer

Upgrades to the existing pipes, pump stations and treatment plant required.

Stormwater

Upgrades to the existing pipes, pump stations and reviewing of existing overland flow paths required.

Transport

- Increased pressure on the roading networks serving the growth areas.
- Increased pressure on arterial links, including Pohutukawa Ave, Ohope Road, Landing Road and the Landing Road bridge.
- Will increase the demand and shorten the timeframe for capacity upgrades to arterial routes and key intersections.
- Higher densities could achieve the thresholds required to support a public transport system.

Possible Yield in Whakatane Infill

There could be 600 potential dwelling units and a potential population increase of 1,330 people based on 50% take up of subdividable and vacant sections as identified in 'Review of Whakatane and Ohope Residential Growth Strategy 2009'

Possible Yield in Ohope Infill

There could be 180 potential dwelling units and a potential population increase of 430 people based on 50% uptake of subdividable sections which is approximately 180.

WAIRAKA



Area definition:

- Bounded by Muriwai Drive and the escarpment behind.

Purpose:

- Wairaka is an important cultural area to Māori and is experiencing gentrification. Land values are rising, and increasing costs are pushing Māori families out of the area.
- There are a number of conflicting and competing uses and requires an overall community plan.
- District Plan to consider ways of limiting the gentrification process in the area as there are cultural and transportation issues (entry/egress is severely constrained).

Proposed Actions for the Area

- District Plan to consider defining the Wairaka area as a cultural heritage area or overlay.
- The Whakatane District Council to consult with landowners and Te Runanga o Ngāti Awa to consider all proposed uses so as to prepare a community plan.

Transport

- Increased development in this area will place congestion pressure on the current access in and out of this area.
- A review of the form and function of the existing roading network would be beneficial to help guide and assist any growth proposals for this area.

COUNCIL PROPERTY

PIRIPAI

Area definition:

- Bounded by Bunyan Road and the Piripai beach.
- The area of the Piripai Mixed Use zone is 32 ha.
- A structure plan has been prepared for the area, but due to its sensitivity, cannot be included in the Strategy.

Purpose of encouraging higher density residential uses in this area:

- Consolidate urban development in specific areas rather than expansive sprawl.
- Provide for residential development on the coast which is known to be popular.
- Provide greater access to the coastal environment for more people.
- Provide suitable business/commercial zoned land for the greater Piripai area.
- Encourage medium density residential with business activities.

Proposed Actions for the area:

- Attached housing (e.g. duplexes, triplexes and quadplexes), housing above residential and low-rise apartments rather than single dwellings on smaller sections.
- District Plan to set out clear design criteria to control intensification.
- Ability to have zero lot boundaries.
- Specific design controls to provide good integration with the surrounding area.
- Controls on daylight requirements and light planes.
- Controls on amenity and living conditions e.g. small gardens would be required.
- Controls on stormwater retention and 'self-containment', discourage increased area of hard surfaces e.g. paving and concrete and encourage increased permeable surfaces.
- Set aside 1 hectare of land for parks and playgrounds.
- Maintain coastal front / sand dunes.

Services

Water

- Extension to the existing water reticulation required.
- Upgrading of the treatment plant and additional storage required.
- Existing reticulation system has been upgraded.

Sewer

- Sewer trunk main has been extended and connected to the system.

Stormwater

- Possible ring banking, reticulation system and new pump station/stations required.

Transport

- Any growth west of the river will put further congestion on the bridge and routes into town.
- Increases the exposure to route security issues as there is only one bridge across the river to link town and the Town Centre to the westward growth.
- Increased densities will increase the threshold to support public transport.
- A development in this area and of this magnitude would benefit from some form of river crossing across the Whakatane River. This could provide easy access from the Whakatane Town Centre to the coast and establish a circuit/loop with interconnectivity between the Town Centre, Piripai, the Hub, the Walkway and back to the Town Centre.
- Care would have to be taken to ensure such a structure did not inhibit expected future river traffic movements, i.e. in and out of a Marina or other berthage facilities. Any new bridge structure should be upstream of any proposed marina facilities.

Possible Yield

This area could accommodate 550 potential dwelling units and a potential population increase of 1,321 people.

PORT OHOPE

Area definition:

- Bounded by Harbour Road and the Ohope Beach.
- The area is 2.4ha.
- A concept plan has been prepared for the area (see attached Appendix 3: Port Ohope Concept Plan).

Purpose of encouraging higher density residential uses in this area:

- Consolidate urban development in specific areas rather than expansive sprawl.
- Provide for residential development on the coast which is known to be popular.
- Provide greater access to the coastal environment for more people.

Proposed Actions for the area:

- Attached housing (e.g. duplexes, triplexes and quadplexes), and low-rise apartments rather than single dwellings on smaller sections.
- District Plan to set out clear design criteria to control intensification.
- Ability to have zero lot boundaries.
- Specific design controls to provide good integration with the surrounding area.
- Strict controls on daylight requirements and light planes.
- Strict controls on amenity and living conditions e.g. small gardens would be required.
- Strict controls on stormwater retention and 'self-containment', discourage increased area of hard surfaces e.g. paving and concrete and encourage increased permeable surfaces.
- Set aside 1 hectare of land for parks and playgrounds.

Services

Water

- Extension required to/from Ohope reticulation and additional reservoir required at a higher elevation.

Sewer

- Extension of sewer system, upgrades of existing pump stations and pipes may be required. A new pump station or tunnelling required. Upgrades to the existing treatment system required.

Stormwater

- Upgrades to the stormwater system required.

Transport

- Increased pressure on the roading networks serving the growth areas.
- Increased pressure on arterial links, including Pohutukawa Ave, Ohope Road, Landing Road and the Landing Road bridge.
- Will increase the demand and shorten the timeframe for capacity upgrades to arterial routes and key intersections.
- Population increases in Ohope will eventually trigger a need for its own retail service centre and this will in turn add to the existing network pressures.
- Serious consideration will have to be given to reopening and upgrading Maraetotara Road as a permanent, reliable and safe secondary route into Ohope.
- Higher densities could achieve the thresholds required to support a public transport system.

Possible Yield

This area could accommodate 36 potential dwelling units and a potential population increase of 73 people based on a density of 15 dwelling units per hectare and a household size of 2.1 persons per household.



FUTURE RESIDENTIAL EXPANSION

NGĀTI AWA FARM LAND

Area definition:

These areas are currently zoned Rural and were suggested by Te Runanga o Ngāti Awa for inclusion:

- An area referred to as Hillcrest Extension on the map. The area of this extension is 6.5ha.
- An area referred to as Otarawairere Extension on the map.
- An area referred to as Ohope Extension on the map.

General Actions for the areas

- The Council to undertake consultation with Te Runanga o Ngāti Awa to investigate the timing and character / nature of developments.



HILLCREST EXTENSION



Purpose

- This is an area of Ngāti Awa Farm Land adjacent to the existing residential area of Hillcrest.
- Consolidates existing residential development adjacent and can be easily connected to the network and utility systems.
- Based on a calculation of 12 dwelling units per hectare, the area could accommodate approximately 80 dwelling units. However, this has not been finalised with Te Runanga o Ngāti Awa.

Proposed Action for the Area:

- The Council to further discuss with Te Runanga o Ngāti Awa the timing of the Hillcrest extension and anticipated development.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.
- District Plan to consider controls with the stream running past the site and stormwater off the road above the site.
- District Plan to consider controls on the keeping of dogs and cats due to the Kiwi habitat adjacent the site.

Services

Water

- No significant issues other than extension to existing water lines and additional storage.

Sewer

- Extension to existing sewerage, upgrade of existing wastewater pumping stations and pipes may be required.

Stormwater

- An analysis of down stream effects and upgrades to the existing stormwater system may be required.
- Upgrades to the existing treatment system required.

Transport

- The roading network to service this block would be a cost to the subdivision.
- The roading costs per dwelling unit may be high and this will impact on the ultimate viability of this area for residential growth.
- Would result in increased traffic on Hillcrest Road, and Mokorua Gorge Road. Also Commerce Street, Town Centre, Landing / Domain Roads, and Landing Road Bridge.

Possible Yield

Calculations have not been provided in relation to possible yields as these should be done in conjunction with Te Runanga o Ngāti Awa.

OTARAWAIRERE EXTENSION



Purpose

- This is an area of Ngāti Awa Farm Land adjacent to the existing residential area of Otawairere and can be connected to the network and utility systems.
- Based on a calculation of 12 dwelling units per hectare, the area could accommodate approximately 14 dwelling units. However, this has not been finalised with Te Runanga o Ngāti Awa.

Proposed Action for the Area

- The Council to further discuss with Te Runanga o Ngati Awa the timing of the Otawairere Extension and anticipated development.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.
- District Plan to consider controls with the effects on West End, particularly stormwater.
- District Plan to consider controls on the keeping of dogs and cats due to the Kiwi habitat adjacent the site.

Services

The following services are based on an assumption of no more than 15 units:

Water

- Depending on the elevation of the site a small reservoir required with a small pump station.

Sewer

- Extension to existing sewer system in Otawairere required.

Stormwater

- Possible connection to existing stormwater system in Otawairere.

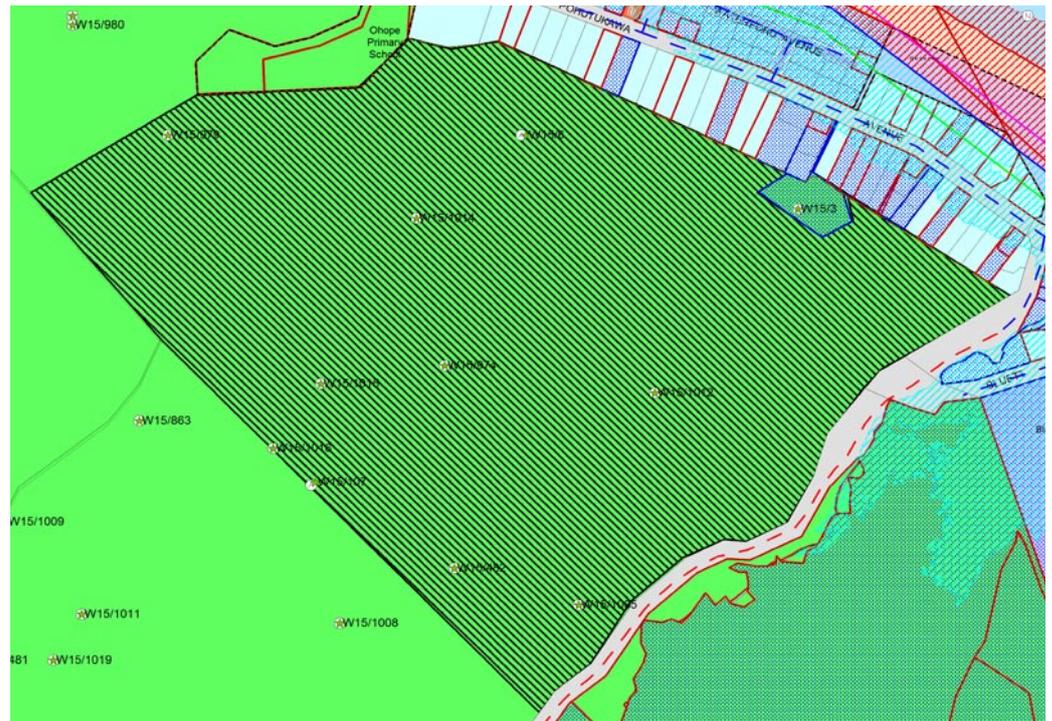
Transport

- Limited road upgrading would be needed.
- Would result in medium increase in pressure on routes into and through Whakatane and Ohope including Landing Road Bridge.

Possible Yield

Calculations have not been provided in relation to possible yields as these should be done in conjunction with Te Runanga o Ngāti Awa.

OHOPE EXTENSION



Purpose

- This is an area of Ngāti Awa Farm Land located above the existing residential area of Ohope along Pohutukawa Avenue.
- It is in close proximity to existing residential development and can be connected to the network and utility systems.
- Due to its elevation, will have little effect on the landscape values.
- Based on a calculation of 12 dwelling units per hectare, the area could accommodate approximately 450 dwelling units. However, this has not been finalised with Te Runanga o Ngāti Awa.

Proposed Action for the Area

- The Council to further discuss with Te Runanga o Ngāti Awa the timing of the Ohope Extension and anticipated development.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.
- District Plan to consider careful controls to deal with the Significant Natural Area and cultural sites in the area.
- District Plan to consider careful controls on the keeping of dogs and cats due to the Kiwi habitat adjacent the site. To be furthered through the District Plan Review.
- Seek opportunities to acquire land to provide for future reserves etc.

Services

Water

- Extension required to/from Ohope reticulation and additional reservoir required at a higher elevation.

Sewer

- Extension of sewer system, upgrades of existing pump stations and pipes may be required.
- A new pump station or tunnelling required. Upgrades to the existing treatment system required.

Stormwater

- A new stormwater system required.

Transport

- Increased pressure on arterial links, including Pohutukawa Ave, Ohope Road, Landing Road and the Landing Road bridge.
- Will increase the demand and shorten the timeframe for capacity upgrades to arterial routes and key intersections.
- Particular pressure on Pohutukawa Avenue may result in amenity issues, and increased school congestion. Maraetotara Road would require upgrade.
- Population increases in Ohope will eventually trigger a need for its own retail service centre and this will in turn add to the existing network pressures.
- Serious consideration will have to be given to reopening and upgrading Maraetotara Road as a permanent, reliable and safe secondary route into Ohope.
- It is likely that an upgraded Maraetotara Road would be the route of preference for this subdivision to access Whakatane.
- Higher densities would support improved public transport service to the area.

Possible Yield

- Calculations have not been provided in relation to possible yields as these should be done in conjunction with Te Runanga o Ngāti Awa.



WHAKATANE HILLS EXTENSION



Area definition:

- The area is adjacent to Ohope Road, opposite the Whakatane Cemetery and is approximately 6.3 ha.

Purpose

- Submissions to the Draft Strategy suggested that a wider area, the Whakatane Hills, be considered for inclusion. Whilst most of the Whakatane Hills is unsuitable for residential development, a portion adjacent Ohope Road and opposite the cemetery has potential to provide residential accommodation opportunities.
- Development of this area would provide greater choice in accommodation options and improve the linkage between Ohope and Whakatane.

Proposed Actions for the Area

- Hydrological investigations may be required.
- Confirm subsoil and geotechnical requirements (e.g. diversion bund).
- Whakatane District Council to consult with the landowners the possible rezoning of this land.
- The District Plan to consider rezoning the area from Rural to Residential.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.

Services

Water

- Extension to existing Whakatane reticulated system required.
- Additional storage required.

Sewer

- Extension of sewer system, upgrades of existing pump stations and pipes may be required.
- A new pump station or tunnelling required.

Stormwater

- An analysis of down stream effects and upgrades to the existing stormwater system may be required.
- Upgrades to the existing treatment system required.

Transport

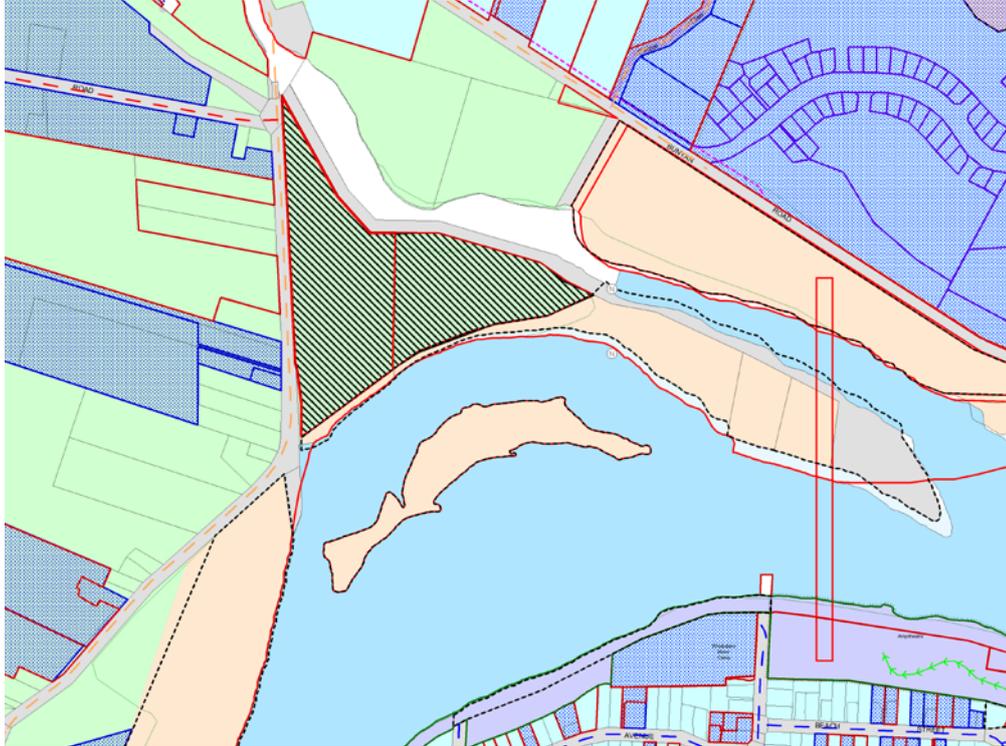
- The roading network can easily be extended, and would be a cost to the subdivision.
- However the costs per dwelling unit may be high and this will impact on the viability of this area for residential growth.
- Would result in increased traffic on Ohope Road, Hillcrest Road, and Mokorua Gorge Road. Also Commerce Street, Whakatane Town Centre, Landing / Domain Roads, and Landing Road Bridge.
- Opens potential for improved connectivity between Hillcrest/Ohope and Whakatane.

Possible Yield

This area could accommodate 75 potential dwelling units and a potential population increase of 192 people based on a density of 12 dwelling units per hectare.



KEEPA ROAD ORCHARD



Area Definition:

The area is currently zoned Rural and is defined as the orchard area on a peninsula of land along Keepa Road. It is 8.7ha.

Purpose:

- Provide for residential development adjacent to the Coastlands development.
- Densities expected here are in the order of 12 dwelling units per hectare, or 104 dwelling units.
- It is located in close proximity to network utilities and services and can be easily connected to the system.

Proposed Action for the Area:

- Whakatane District Council to further discuss the proposed rezoning through the District Plan Review.
- Provide for future development through District Plan Review.
- Consider linkages with proposed marina development on land opposite off Bunyan Road.
- Finalise flooding mitigation measures required.
- Finalise minimum floor levels.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.

Services

Water

- Extension to the existing water reticulation required.
- Upgrading of the treatment plant and additional storage required.

Sewer

- New reticulation pipes, pump stations and upgrades to the existing treatment plant required.

Stormwater

- Possible ring banking, reticulation system and new pump station required.

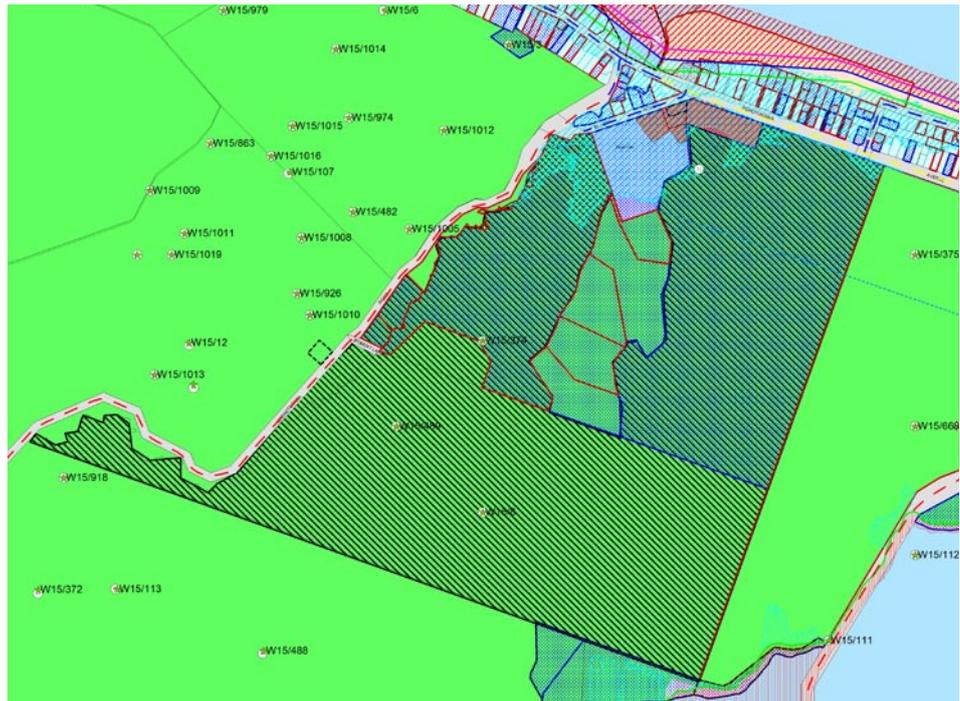
Transport

- Any growth west of the river will put further congestion on the bridge and routes into town.
- Increases the exposure to route security issues as there is only one bridge across the river to link town and Town Centre to any growth in this area.
- Increased densities will increase the threshold to support public transport.

Possible Yield

This area could accommodate 104 potential dwelling units and a potential population increase of 248 people based on a density of 15 dwelling units per hectare and a household size of 2.1 persons per household.

MARAETOTARA



Area definition:

- Bounded by Maraetotara Road, Pohutukawa Avenue and Merito Trust block.
- It does not include private land in the middle of the area.
- The area is approximately 100ha.

Purpose:

- The provision of land in this area is to ensure a choice of accommodation opportunities and to consolidate the urban residential development in Ohope.
- To provide an alternative residential location that has proximity to an existing urban serviced area.
- To provide housing choice for future home buyers.
- Based on 12 dwelling units per hectare, the site could yield approximately 1,000 dwelling units.

Proposed Actions

- The owners of this land indicated some support for the idea, but wish to discuss any proposed rezoning with Whakatane District Council.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.

Due to the size of the area, it is recommended that a structure plan is prepared to ensure an integrated approach to the provision of infrastructure and network services. Develop criteria through the District Plan Review to guide the preparation of a structure plan to help integrate the area with the rest of the Ohope area. Ensure that sites of cultural heritage are provided for.

- Further investigate the flooding mitigation measures required.
- Investigate and rezone land through the District Plan review.

- Consider the Ohope Extension and Maraetotara to establish open space requirements. Seek opportunities to acquire land to provide for future reserves etc.
- Investigate expansion of 0.7ha of commercial zone in Ohope.

Services

Water

- Extension required to/from Ohope reticulation and additional reservoir required at a higher elevation.

Sewer

- Extension of sewer system, upgrades of existing pump stations and pipes may be required.
- A new pump station or tunnelling required.
- Upgrades to the existing treatment system required.

Stormwater

- A new stormwater system is required.

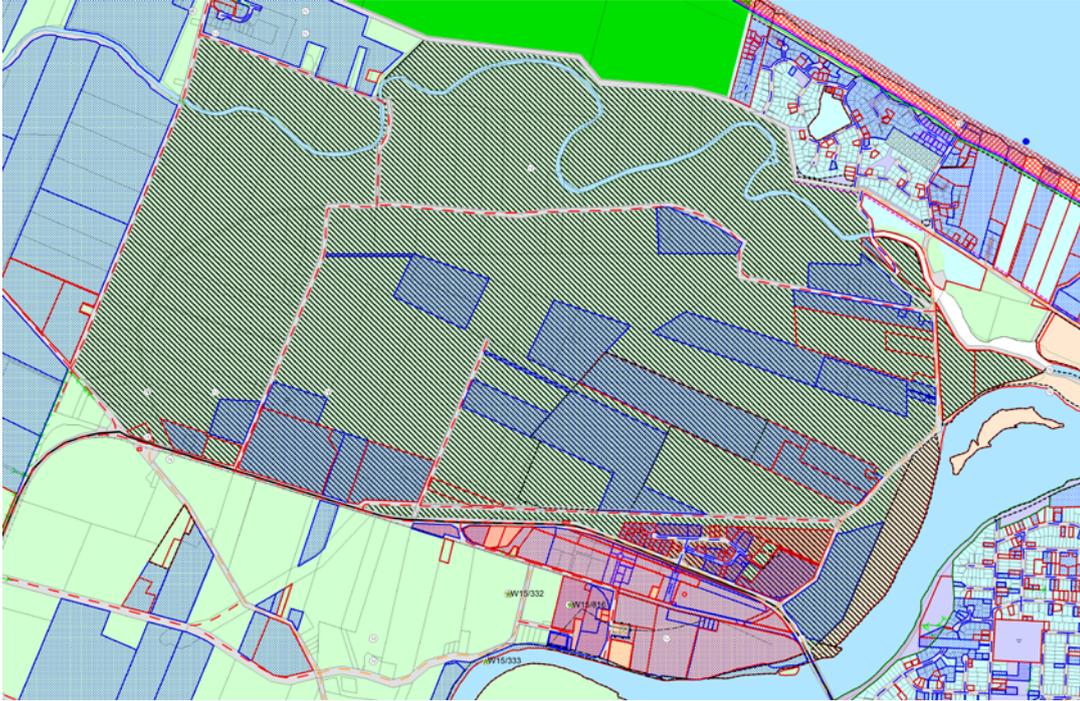
Transport

- Would result in increased pressure on local roads, and links into and through Whakatane (Ohope Road, Gorge Road, Commerce Street, Domain / Landing Roads etc and the Landing Road Bridge).
- Particular pressure on Pohutukawa Avenue may result in amenity issues, and increased school congestion. Maraetotara Road would require an upgrade.

Possible Yield

This area could accommodate 300 potential dwelling units and a potential population increase of 320 people based on a density of 12 dwelling units per hectare.

PIRIPAI/PAROA – WEST OF KEEPA ROAD



The Council recognises there are constraints associated with this land, but that equally there are a number of development opportunities that could be explored in particular areas.

Area definition:

The area is currently zoned Rural and is defined as:

- An area bounded by the Whakatane River, the Keepa Road Orchard, the Coastlands Development, Taiwhakaea land, Golf Links Road and State Highway 2. The area is approximately 700 ha.
- There are a wide range of activities occurring in this area: the sewerage ponds are located here (with a resource consent until 2026), farming activities, sports and recreation, orcharding, industrial, Marae and residential.

However the Council is considering development in specific areas within these boundaries

Purpose:

- This area is in close proximity to services and utilities, which could be phased depending on proposed developments.
- The underlying zone of this area could remain Rural, but with a Transition Overlay, which recognises the wide range of activities characterising the area as well as allowing for Potential Māori Economic Development to occur.
- The overlay also recognises the different aspirations of landowners in the area – some landowners are unwilling to develop, whereas others do.

The Transition Overlay could give landowners choice within fixed parameters and for some, assist landowners unlock development potential whilst retaining ownership and connection with their whenua.

- To provide opportunities for Māori to develop multiple-owned Māori land.

The Piripai/Paroa area could provide for:

- More intense residential development in some areas - the provision of housing for Māori returning from overseas:
 - a canal development;
 - sport and recreation facilities;
 - land-based aquaculture; or
 - retirement villages.
- It could give recognition to the pilot housing project adjacent Huna Road.
- It could also provide for residential development in Shaw Road.
- The entire Piripai area is located in very close proximity to network utilities and services and can be easily connected to the system in a phased manner, depending on the aspirations of landowners.
- Generally, densities expected here would be very low as in all likelihood any housing provided would be for whanau.
- Future development would probably be of an ad hoc nature and variable, due to minimum floor level requirements, stormwater control, flooding mitigation, etc.

However there are constraints associated with this land which means that development opportunities can only be explored in particular areas:

- The sewerage ponds are located here - Any development would have to be located on the other side of 300 metre wide buffer areas.
- The Board Mills are located in close proximity to the area. This activity generates noise and light, with occasional issues related to odour.
- The State Highway abuts the Piripai area which means that buffer zones would be required to reduce noise. Limited entry and egress points would be allowed.
- There are a number of contaminated sites throughout the area that would need to be remediated.
- The area is very low-lying and is mostly peat with sandy ridges in parts. The implication of this is that the houses would have to be built above minimum floor levels and fill would be required to increase the height of the area. Houses on peaty soils would also have to be piled.
- The area is flood-prone in parts and the stop banks have been designed so that in extreme flooding events, the Whakatane River could breach the stop banks on this side of the river and overflow here, rather than the more densely developed Whakatane side.
- Many Māori land owners do not want Residential or Industrial development to occur in this area on Māori land.

Whilst many of these problems can be addressed, should the Council rezone some parts of the area without resolving the issues, this could lead to reverse sensitivity issues. Flooding mitigation measures in some parts of this land could prove to be financially draining on the Council and residents, particularly if flooding events increase.

Proposed Actions for the areas

- The Council to undertake detailed consultation with all landowners, as this area has NOT been consulted on.
- Undertake assessment of flooding mitigation measures required. Environment Bay of Plenty Regional Council has indicated that development of this area would require more investigation into the requirements.
- Investigate and rezone 1 hectare of land that is required to be rezoned, to provide a local shopping centre for Coastlands residents through the District Plan Review (refer to Section 7.0).
- Seek opportunities to acquire land to provide for future reserves.
- Consider providing more development options for multiple-owned, Rural zoned Māori land through the District Plan Review e.g. allow more dwelling units for whanau.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.

Services

If this option is required, the Council to consult with landowners in the area about potential future developments requiring service provision through Annual Plan and Long Term Council Community Planning processes.

Water

- Extension to the existing water reticulation required.
- Upgrading of the treatment plant and additional storage required.

Sewer

- New reticulation pipes, pump stations and upgrades to the existing treatment plant required.
- Consider in the long term the viability of the sewerage ponds in their location.

Stormwater

- Possible ring banking, reticulation system and new pump station/stations required.

Transport

- Any growth west of the river will put further congestion on the bridge and routes into town.
- Increases the exposure to route security issues as there is only one bridge across the river to link town and the Town Centre to the westward growth.
- Increased densities will increase the threshold to support public transport.

Possible Yield

Unknown at this stage.

10.0 GENERAL ACTIONS TO IMPLEMENT THE STRATEGY

10.1 Transport

- Update the Transportation Study and traffic modelling to determine the impacts of faster population growth and locations on the roading infrastructure of Whakatane. For example, the capacity of Landing Rd bridge may need to be looked at sooner than anticipated.
- Investigate the impact of substantial industrial development at Kawerau on the roading network between Whakatane and Kawerau.

10.2 Commercial

- Investigate rezoning of land to commercial/speciality retail business to service Coastlands, Ohope and the Whakatane town centre, bearing in mind current zonings.
- Through the District Plan review, consider encouraging the concentration of commercial activity in the Whakatane town centre.
- Encourage relocation of service industries and industrial activities in the urban area to industrial zoned areas e.g. McAlister Street.
- Review design guidelines to ensure form and function of commercial areas are considered.

10.3 Retail

- Through the District Plan review, consider the look and feel of speciality retail areas. Consider design guidelines for areas of mixed use development.
- Confirm quantum of land and location of commercial / speciality retail business to service Coastlands, Ohope and the Whakatane Town Centre.
- Through the District Plan review, rezone The Hub land to align with the activity.
- Consider the best location for an additional 3.8 ha of large format retail through the District Plan review.

10.4 Industrial

- Council direction is for Kawerau to provide the majority of additional land required for industrial purposes so that Kawerau remains the industrial focus at a sub-regional scale.
- Encourage industrial development to locate at Kawerau to strengthen existing rail link between Kawerau and Port of Tauranga.
- Confirm the area required for a population of 25,000.
- Investigate rezoning some further land to Industrial as part of the District Plan Review.
- Monitor commercial activity in the logistics and distribution sector in the region.
- Monitor land availability around the Port, and investment in rail capacity and upgrades to rolling stock.

10.5 Further Investigations

- Whole of district development Strategy (including rural areas and towns).
- Sub regional economic development Strategy to attract growth - Opotiki and Kawerau - business and employment opportunities.
- Extend development contributions policy in LTCCP and financial contributions policy in the District Plan and what potential there is for innovate and incentivising policy.
- Continue working with Toi-EDA and Kawerau District Council on investigating demand and opportunity for industrial land.
- Analysis of capacity of core infrastructure, including oxidation ponds, water treatment plants.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.
- Recommend that the District Plan Review considers the provisions for additional dwelling units on Māori land in the Rural zone so as to encourage additional housing.

10.6 Monitoring

An important tool for implementing this Strategy is the ongoing monitoring that is required. As a minimum, it is recommended that the following monitoring is undertaken regularly:

- Population growth
- Residential development (number, type, land area, density, location)
- Commercial development (number, type, land area, density, location)
- Industrial development (number, type, land area, density, location) and the uptake of industrial land by non-industrial uses.
- Employment by sector
- External infrastructure (rail, State Highway, gas, telecoms, power).



10.7 Partnership

Council has a key role to play in attracting the kind of growth and employment opportunities that will attract employees and their families to Whakatane. Council needs to be instrumental in forming close relationships with key service providers and responders to growth, such as:

- Economic development agencies – Toi-EDA, Chamber of Commerce
- Tangata Whenua
- Community service providers (MOE, DHB)
- Transport providers (NZTA, OnTrack, KiwiRail, Whakatane Airport)
- Neighbouring local authorities
- Environment Bay of Plenty Regional Council
- Key commercial entities, such as KiwiRail, the mills and Port of Tauranga.

10.8 Other Plans and Strategies

Council needs to ensure that the future growth direction set through this Strategy permeates and drives other Council plans and policies to ensure that a coherent and consistent vision is aligned for the district. These plans include the:

- Long Term Council Community Plan – where essential infrastructure is provided for and planned for future growth areas.
- District Plan – to implement the policy direction and methods for achieving the vision.
- Asset Management Plans – the detailed plan of what new and upgraded infrastructure is required.



APPENDIX 1: POPULATION FIGURES

Statistics New Zealand compiled a table in October 2009 setting out National Population Projections from 2009 – 2061 for New Zealand at a national level. They have included into this table nine projections with different assumptions of fertility, mortality, and net migration. Series 9 uses high fertility, low mortality and high net migration. Extrapolating the percentage growth at the national scale to the urban base population scale shows that by 2046, we would just be nearing 25,000 and would only attain 25,000 by 2051. Further detail is included in the table below:

Census Year	National Population	Percentage Increase	Whakatane Population	Number Growth
2010	4,382,000	1.3	17,525	225
2011	4,442,000	5	18,401	876
2016	4,700,000	5.4	19,210	809
2021	4,954,000	5	20,171	960
2026	5,204,000	4.5	21,079	907
2031	5,442,000	4	21,922	843
2036	5,665,000	3.7	22,733	811
2041	5,879,000	3.5	23,528	795
2046	6,090,000	3.4	24,327	799
2051	6,298,000	3.2	25,105	778
2056	6,502,000	3.1	25,883	778
2061	6,708,000			

Whilst 25,000 urban population by 2050 may be aspirational, it does provide guidance as to future planning and management. Constant monitoring of the uptake of land will also provide feedback as to the suitability of the growth projections.

APPENDIX 2: ASSESSMENT OF OPTIONS IDENTIFIED IN CONSULTATION PROCESS

Growth Option	State Highway 30 Area ⁸	Corner of Thornton & Golf Links Road	Hillcrest Extension	Ohope Extension	Otarawairere Extension	Whakatane Hills Extension	Whakatane Hills A Extension	Piripai / Paroa Area west of Keepa Road (bounded by Keepa Road, Golf Links Road, SH30) ⁹	Intensification in Kopeopeo and Mixed Use in town centre
Area	Area: 21 ha	Area: 105 ha	Area: 25 ha	Area: 65 ha	Area: 1.2 ha	Area: 240 ha Geotechnical assessments indicate that 6.3 ha along Ohope Road, opposite the cemetery and adjacent to Foxglove Estate is developable for 76 dwelling units	Area: 90 ha	Area: 700 ha +	Area: 56 ha
Land Ownership	General land, privately owned by 11 owners	General land, made up of approx. 30 titles	Ngāti Awa Farm Land	Ngāti Awa Farm Land	Ngāti Awa Farm Land	General land, privately owned by 6 owners	General land, privately owned by 5 owners Land also vested in Council ownership	Many owners - Multiply owned Māori Land and some land in General Title	Multiple landowners in existing residential titles.
Cultural Heritage	General land No recorded sites. Adjacent Māori land	General and Māori owned land No recorded sites	Māori land Two recorded sites	Māori land Approx. 27 recorded sites	Māori land Approx. 9 recorded sites	Approx. 9 recorded sites	Approx. 5 recorded sites	Māori land Many recorded sites	Sites unknown but possible finds in construction phase
Natural Heritage	No significant ecological values	No significant ecological values	Adjacent significant ecological values Kiwi habitat adjacent the site	Significant Natural Area present Kiwi habitat within the site and adjacent	Adjacent Significant Natural Area Kiwi habitat adjacent	Surrounded by Significant Natural Areas to the west (Mokorua Scenic Reserve), south and east (Ohope Scenic Reserve) QEII covenant located within the area Kiwi habitat adjacent Most of the area is used for pastoral farming	Mokorua Bush Scenic Reserve to the west and Significant Natural Area to the south Kiwi habitat adjacent Council Reserve to the north and north east, adjacent Valley Road Some forestry is located within the site	Most of the area is used for pastoral farming and residential development A number of streams bisect the area Significant natural heritage present in dune vegetation and wetlands	Unlikely to be any sites of natural heritage due to extensive development having already taken place.

⁸ This area, part of the Piripai/Paroa area west of Keepa Road was identified through the submission process.

⁹ This area was considered during the hearing on 17 June 2010 and deliberation on 18 August

Growth Option	State Highway 30 Area ⁸	Corner of Thornton & Golf Links Road	Hillcrest Extension	Ohope Extension	Otarawairere Extension	Whakatane Hills Extension	Whakatane Hills A Extension	Piripai / Paroa Area west of Keepa Road (bounded by Keepa Road, Golf Links Road, SH30) ⁹	Intensification in Kopeopeo and Mixed Use in town centre
Landscape Features	Need to avoid effects on dune landscapes	Need to avoid effects on dune landscapes	Stream bisects the site Adjacent significant landscape feature, Kohi Point	Adjacent/behind Ohope escarpment, a significant landscape feature	Adjacent Kohi Point, significant landscape feature	No significant landscape features found A number of streams are found in the area	The site is located on the escarpment overlooking Valley Road, Whakatane. There could be negative visual impacts Four streams are located within the site	Need to avoid effects on dune landscape Canal bisects the site	Unlikely to be any landscape features due to extensive development having already taken place.
Socially and Physically Contiguous	Isolated - Creating a new residential area. Not reinforcing existing town character	Isolated - Creating a new residential area. Not reinforcing existing town character	Would extend existing development	Contiguous with and reinforces existing residential development	Contiguous with and reinforces existing residential development	Contiguous with existing residential development. Extending residential development between Hillcrest and south Whakatane	Contiguous with existing residential development, reinforce residential development	Contiguous with and reinforces existing residential development	In keeping with existing town character
Versatile Soils/ land Contamination	14ha versatile soil No known waste disposal	Highly versatile soils lost to housing. No known waste disposal, contaminated site at edge of site in Golf Links Road	Loss of pastoral activities to farming	Loss of pastoral activities to farming	Loss of pastoral activities to farming	Loss of pastoral activities to farming No versatile soils present No contaminated sites present	Loss of forestry activities No versatile soils present No contaminated sites present	Much of the area has versatile soils present Many contaminated sites are present	Extensive residential / urban development already taken place. Minor likelihood of contamination.
Social and Land use Incompatibility	No incompatible uses nearby	Near edge of possible flight path and 60Ldn noise contour. Contour as per Whakatane airport master plan	No incompatible uses nearby	No incompatible uses nearby. Pohutukawa Avenue, below, a district arterial road. Potential for reverse sensitivity (traffic noise from the road)	No incompatible uses nearby.	No incompatible uses nearby	Overlooking water treatment works, intake supply within the area	The oxidation ponds are located within the area The industrial area is located to the south of the area Near edge of possible flight path and 60Ldn noise contour. Contour as per Whakatane airport master plan	Extensive residential / urban development already taken place. Kope Substation located within Kope infill option. Potential for reverse sensitivities, but could be addressed through technology.

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⁹ This area was considered during the hearing on 17 June 2010 and deliberation on 18 August

Growth Option	State Highway 30 Area ⁸	Corner of Thornton & Golf Links Road	Hillcrest Extension	Ohope Extension	Otarawairere Extension	Whakatane Hills Extension	Whakatane Hills A Extension	Piripai / Paroa Area west of Keepa Road (bounded by Keepa Road, Golf Links Road, SH30) ⁹	Intensification in Kopeopeo and Mixed Use in town centre
Natural Hazards/ land Stability/ Flooding inundation	<p>Low lying area with potential foundation and flooding problems.</p> <p>Relatively stable contours. Some earthquake risk in high water table areas.</p> <p>Some areas of higher land may be suitable for development.</p> <p>May need to raise land to required building platform levels and stop bank treatment</p>	<p>Relatively stable contours. Some earthquake risk in high water table areas.</p> <p>Some areas of higher land may be suitable for development.</p> <p>Low lying area with potential foundation and flooding problems.</p> <p>Undertake hydrological study. May need to raise land to required building platform levels and stop bank treatment</p>	<p>Possible land stability issues</p> <p>Stream may present flooding problem – investigations to determine</p>	<p>Possible land stability issues</p> <p>Three streams may present flooding problems – investigations to determine</p>	<p>Possible land stability and stormwater issues, particularly for residents in West End</p>	<p>Possible land stability and geotechnical issues</p> <p>A number of streams could present flooding problems</p>	<p>Possible land stability and geotechnical issues</p> <p>The streams could present flooding problems downstream, particularly in Whakatane urban area</p>	<p>Relatively stable contours. Some earthquake risk in high water table areas.</p> <p>Some areas of higher land may be suitable for development.</p> <p>Low lying area with potential foundation and flooding problems.</p> <p>Undertake hydrological study. Need to raise land to required building platform levels and stop bank treatment</p>	<p>Whakatane River stop banks provide protection to urban area</p>
Services (Water, wastewater, Stormwater)	<p>Water – Extension and upgrade of existing reticulation system required. Additional storage required.</p> <p>Sewer – New sewer reticulation and a pump station required. Upgrades to the existing treatment system required.</p> <p>Stormwater – Reticulation pipes and pump station may be required.</p>	<p>Water – Extension to the existing water reticulation required. Upgrading of the treatment plant and additional storage required.</p> <p>Sewer – New reticulation pipes, pump stations and upgrades to the existing treatment plant required.</p> <p>Stormwater – Possible ring banking, reticulation system and new pump station/stations required.</p>	<p>Water – No significant issues other than extension to existing water lines and additional storage</p> <p>Sewer - Extension to existing sewerage, upgrade of existing wastewater pumping stations and pipes may be required.</p> <p>Stormwater – An analysis of down stream affects and upgrades to the existing stormwater system may be required. Upgrades to the existing treatment system required.</p>	<p>Water - Extension required to/from Ohope reticulation and additional reservoir required at a higher elevation.</p> <p>Sewer – Extension of sewer system, upgrades of existing pump stations and pipes may be required. A new pump station or tunnelling required. Upgrades to the existing treatment system required.</p> <p>Stormwater – A new stormwater system required.</p>	<p>Assumption – No more than 15 units</p> <p>Water – Depending on the elevation of the site a small reservoir required with a small pump station.</p> <p>Sewer – Extension to existing sewer system in Otawairere required.</p> <p>Stormwater – Possible connection to existing stormwater system in Otawairere</p>	<p>Water – Extension to existing Whakatane reticulated system required. Additional storage required.</p> <p>Sewer – Extension of sewer system, upgrades of existing pump stations and pipes may be required. A new pump station or tunnelling required.</p> <p>Stormwater – An analysis of down stream affects and upgrades to the existing stormwater system may be required. Upgrades to the existing treatment system required.</p>	<p>Water – Extension to existing Whakatane reticulated system required. Additional storage required.</p> <p>Sewer – A new reticulated system with pump station/stations required. Upgrades to the existing treatment systems required.</p> <p>Stormwater – No significant infrastructure required closer to the beach. A new stormwater disposal systems required in other areas.</p>	<p>Water – Upgrades to the existing pipes and treatment plant and additional storage required.</p> <p>Sewer – Upgrades to the existing pipes, pump stations and treatment plant required</p> <p>Stormwater – Upgrades to the existing pipes, pump stations and reviewing of existing overland flow paths required.</p>	

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Growth Option	State Highway 30 Area ⁸	Corner of Thornton & Golf Links Road	Hillcrest Extension	Ohope Extension	Otarawairere Extension	Whakatane Hills Extension	Whakatane Hills A Extension	Piripai / Paroa Area west of Keepa Road (bounded by Keepa Road, Golf Links Road, SH30) ⁹	Intensification in Kopeopeo and Mixed Use in town centre
Transport	<p>Any growth west of the river will put further congestion on the bridge and routes into town.</p> <p>Increases the exposure to route security issues as there is only one bridge across the river to link town and the CBD to the westward growth.</p>	<p>Any growth west of the river will put further congestion on the bridge and routes into town.</p> <p>Increases the exposure to route security issues as there is only one bridge across the river to link town and the CBD to the westward growth.</p>	<p>The roading network to service this block would be a cost to the subdivision.</p> <p>The roading costs per dwelling unit may be high and this will impact on the ultimate viability of this area for residential growth.</p> <p>Would result in increased traffic on Hillcrest Road, and Mokorua Gorge Road. Also Commerce Street, Town Centre, Landing / Domain Roads, and Landing Road Bridge.</p>	<p>Increased pressure on arterial links, including Pohutukawa Ave, Ohope Road, Landing Road and the Landing Road bridge.</p> <p>Would increase the demand and shorten the timeframe for capacity upgrades to arterial routes and key intersections.</p> <p>Particular pressure on Pohutukawa Avenue may result in amenity issues, and increased school congestion. Maraetotara Road would require upgrade.</p> <p>Population increases in Ohope will eventually trigger a need for its own retail service centre and this will in turn add to the existing network pressures.</p> <p>Serious consideration will have to be given to reopening and upgrading Maraetotara Road as a permanent, reliable and safe secondary route into Ohope.</p> <p>It is likely that an upgraded Maraetotara Road would be the route of preference for this subdivision to access Whakatane.</p> <p>Higher densities would support improved public transport service to the area.</p>	<p>Limited road upgrading would be needed.</p> <p>Would result in medium increase in pressure on routes into and through Whakatane and Ohope including Landing Road Bridge.</p>	<p>The roading network can easily be extended, and would be a cost to the subdivision.</p> <p>However the costs per dwelling unit may be high and this will impact on the viability of this area for residential growth.</p> <p>Would result in increased traffic on Ohope Road, Hillcrest Road, and Mokorua Gorge Road. Also Commerce Street, CBD, Landing / Domain Roads, and Landing Road Bridge.</p> <p>Opens potential for improved connectivity between Hillcrest/ Ohope and Whakatane.</p>	<p>Any growth west of the river will put further congestion on the bridge and routes into town.</p> <p>Increases the exposure to route security issues as there is only one bridge across the river to link town and the Town Centre to the westward growth.</p> <p>Increased densities will increase the threshold to support public transport.</p>	<p>Increased pressure on collector roads like King Street and Hinemoa Street, and also on connecting local roads.</p> <p>Also increased pressure on arterial routes such as Landing Road / Domain Road, and also the Landing Road bridge.</p> <p>Will increase the demand and shorten the timeframe for capacity upgrades to arterial routes and key intersections.</p> <p>Densities of 20 du/ ha could achieve the thresholds required to support a bus route.</p> <p>Increased pressure on the perimeter arterial roads of Commerce Street and McAlister Street as well as the connecting local roads.</p> <p>The Peace Street collector will also experience increased traffic as will the Landing / Domain arterial roads and the Landing Road bridge</p> <p>Will increase the demand and shorten the timeframe for capacity upgrades to arterial routes and key intersections.</p> <p>Densities greater than 20 units per hectare could achieve the thresholds required to support public transport.</p>	

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Growth Option	State Highway 30 Area ⁸	Corner of Thornton & Golf Links Road	Hillcrest Extension	Ohope Extension	Otarawairere Extension	Whakatane Hills Extension	Whakatane Hills A Extension	Piripai / Paroa Area west of Keepa Road (bounded by Keepa Road, Golf Links Road, SH30) ⁹	Intensification in Kopeopeo and Mixed Use in town centre
Commercial	Fragmentation and isolation from other areas could make commercial activities unviable due to low thresholds. Could be serviced by a new commercial zone in Coastlands/Piripai	Fragmentation and isolation from other areas could make commercial activities unviable due to low thresholds. Could be serviced by a new commercial zone in Coastlands/Piripai	Depending on size of development, some commercial land may be required to provide local services	Commercial zoned land likely to be required to service new growth area, or an increase in existing commercial land in Ohope	No additional commercial land likely to be required in the area	Depending on size of development, some commercial land may be required to provide local services	No additional commercial land likely to be required in the area	Could be serviced by new commercial zone in Coastlands/Piripai	Provides for clustering of commercial uses in downtown area
Industrial	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.	Irrespective of where residential growth is located, there is a need for further industrial land to accommodate a population of 25,000.

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APPENDIX 3: PORT OHOPE CONCEPT PLAN



Inset Potential long-term expansion of retail/community and parking space through the flattening of existing central mound.

KEY

- | | | | |
|----------------------------|-----------------------|-----------------------------|---------------------------------------|
| Shared footpath | Grassed Area | Deciduous feature tree | Retail / commercial / community use |
| Parking Area | Native Revegetation | Decking | Harbour facilities |
| Existing Building location | Evergreen shade trees | Feature Paving | Standard / Medium density residential |
| Boardwalk | Native street trees | Viewing Platform / Pavilion | Sea Wall |

Rationale—

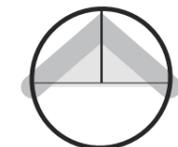
- A-** Access and connectivity with the water is a primary objective of the design response. As identified through the initial design workshop, the fundamental organising element of the proposal is a north-south corridor running from the wharf through to the beach. The corridor emphasizes the visual and physical connection between the harbour and the Pacific Ocean.
- B-** Public access to the foreshore has also been identified as a clear priority for future development. A centrally located open space area abutting the wharf will provide a focal point to the site. This central area is essentially intended as a gathering space where friends and families can meet to explore the recreational possibilities that the site offers. This central area would be designed as a flexible space that could be used for community markets, small outdoor events and informal gatherings.
- C-** Retail space to be clustered around the central open space and oriented to allow for views towards the water's edge and the setting sun. Total floor area to range between 500 and 2000m2 and comprise a mix ranging from cafés and restaurants through to tourism and recreation based business. Local convenience stores would be located nearest to the site entry on Harbour Road. Cap building height at two storeys with design emphasis placed on optimising views with waterfront decks etc. Parking would be located within the center of the block.
- D-** A dedicated harbour facilities area would ensure ease of access for small boats, extend parking area for trailers and provide storage area and accommodate for a redevelopment of the Yacht club. A new stand-alone toilet block and changeroom facility would be needed in close proximity to the wharf and water's edge and would be incorporated within this area.
- E-** The upgrading of the wharf structure would increase its berthing capacity and with the provision of seating, rod holders, rubbish bins etc. to improve usability of the wharf for fishing.
- F-** A sheltered beach area would offer an alternative to the existing surf beaches with the focus on families with small children.
- G-** With the intention of providing a flexible open space area, the natural bowl shape will be re-contoured to create an open grassed area to be used as an informal sports field surrounded by shaded picnic areas.
- H-** Existing high points are to be retained and made easily accessible. Pavilions or viewing platforms highlighting key viewshafts towards key landscape features and cultural sites.
- I-** Indicative layout for extension of residential area into Seaward Block. Key design principles identified are permeability of street and pedestrian network, optimized solar orientation of lots, preservation of viewshafts and provision of larger setbacks and screen planting alongside Harbour Road and existing residential properties. Lots ranging in size from 350-600m2 meaning that further subdivision of lots would not be possible. Building height to be capped at two storeys.
- J-** Potential inclusion of medium density lots (350-450m2) overlooking open space area.
- K-** An emphasis has been placed on the protection of the area's natural character and extensive revegetation is proposed to create a continuous thread of green space that connects all elements of the site into a cohesive whole. The linear reserve linking the harbour to the ocean will transition from the dunes through to regenerated coastal shrubland showcasing native species with interpretative signage or sculpture.
- L-** An extension of the linear reserve lining the harbour would provide additional passive open space and areas for parking.
- M-** Potential picnic shelter / seating area at water's edge.



Scale 1:2500 @ A3
Job No: 05137
Date: November 2006

Drawn by: DAE
Checked by: MA
Plan Base: supplied by WDC

Revision - Description
A - Addition of Inset Option, boardwalk.
B - Removal of Sports facility, Addition of street trees adjacent to campground.
C - Deletion of wharf swimming area.



PORT OHOPE HARBOUR
CONCEPT PLAN REVISION D

