

Reviewed

Whitianga Community Plan

2009

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### **Vision....**

**Whitianga will move into the future as a maritime coastal settlement. In this context we will respect our setting, reflect our history and reinforce our township's existing marine character.**

## Why do a Community Vision Plan?

As a short to medium term initiative for Whitianga, the Community Vision Plan will:

- Focus community debate and get people involved in making decisions and taking responsibility for our town
- Set direction and common goals, promote consensus and avoid division
- Safeguard the community and the environment from exploitation (community representation at local, national and international levels will be sought)
- Capture all good ideas and identify initiatives suitable for external funding
- Assist Community Board decision-making and allow more effective use of ratepayer funds
- Ensure the town is able to develop facilities that suit the area
- Help avoid haphazard development
- Help influence Thames Coromandel District Council's programme of works during its annual and long-term planning processes
- Show opportunities for individuals and groups to develop new projects and provide goods and services

Reporting on this Plan each year will enable the community to record achievements and to check that the identified priorities are still correct. It will also be a chance to include new information and new ideas.

## How will this Community Vision Plan work?

The plan will be used to secure support from within and outside the community for funding for specific projects and will be reported on regularly to the Community Board and the public. An annual report will enable success to be measured and information to be checked and updated.

There's plenty of opportunity for your involvement at every stage of the process. Individuals, groups and others will be able to pick up leads and develop new activities that provide goods and services and which may lead to employment creation. The Community Board will take an active role in promoting the Plan to the community and where appropriate, facilitating project development.

This Community Vision Plan – a collection of aspirations and priorities in future direction – is a community-owned document. It is a framework which can be used to guide decision making for local planning purposes.

For example, individuals and groups who may be searching for a community project to undertake could use the Vision Plan to determine priorities for action or to support their requests for external funding.

As part of the Council's planning process, the Mercury Bay Community Board could use this Vision Plan to determine local priorities and to recommend future work programmes to council.

In turn, for its annual and longer-term work programmes, the Thames Coromandel District Council will need to take into account the principles and priorities of the local community, as outlined in the Community Visions Plan and Council's own Strategic Plan.

The Council could use the Community Plan as a basis for developing new policies for desired growth within the District.

Others who have an interest in the future of Whitianga will also find the Community Plan and essential planning guide, these include:

- Government Agencies
- Developers/Investors
- Other Councils
- Visitors and Tourist

## Who will have access to the Plan?

This Community Vision Plan is readily available from local offices, Mercury Bay Library, Mercury Bay Information Centre and District Council's Service Centre at 10 Monk Street, Whitianga. The Council undertakes to give a summary of the Plan to every new property owner in the area and to supply this summary to those enquiring at any Council Office or library.

## How will progress and success be measured?

A central record of activity will be kept at the District Council office, 10 Monk Street, Whitianga and through the Mercury Bay Community Board; progress will be reported to the community on an annual basis. Maintenance of the Vision Plan will keep it which will again involve public consultation and input. up to date and "alive"

Maintaining the integrity of the Vision Plan and monitoring its by Council staff who, as part of the Council's own strategic use is a necessary part of the implementation. A review of planning processes, are required to report to the Council on the Vision Plan's highest priorities will be carried out by the way in which a locally developed plan is being utilised. Community Board at a time to coincide with the preparation of Council's annual plan budgeting process.

A major review of this Community Vision Plan will be undertaken 3 yearly to coincide with the review of Council's LTCCP process or be called for by the community, or by the Community Board, which will again involve public consultation and input.

How well the whole process is working will be evaluated by Council staff who, as part of the Council's own strategic planning processes, are required to report to the Council on the way in which a locally developed plan is being utilised.

## How can new ideas be incorporated?

The Community Vision Plan has been arranged like a workbook so that an individual or group may use it to keep a record of their activity and ideas.

The central record of activity, maintained by Council, will form the basis of the annual report to the community and the Community Board.

All comments on, or contributions to, this Community Vision Plan should be made to the Thames Coromandel District Council's Mercury Bay Area Manager, 10 Monk Street, Whitianga.

*Note: The statistics shown are based upon general assumptions (e.g. planning provisions and utility services will be in place. Technical assumptions (e.g. rate of dwelling increase, dwelling density, dwelling occupancy, household size etc)*

*Projections will be reviewed after 2006 Census and subsequently at 5 year ly intervals (District Growth Strategy and Community Planning may have implications)*

As with many of the small towns on the Coromandel Peninsula, Whitianga has fundamentally been shaped by historical development patterns. It is home to permanent residents as well as catering for marine based tourist activities and is a popular destination for holidaymakers during the summer months. Due to its central location on the Peninsula, its relatively flat topography and accessible harbour, marina and airport, Whitianga town centre is under increasing pressure to expand. In particular, the Whitianga Waterways project will, as it develops, significantly increase the town's population.

This expansion must be managed carefully to ensure that the qualities that give Whitianga its unique character are not lost. In particular, the town centre plays an important role as the commercial, social and service centre hub of Whitianga and the wider region. A range of factors will influence the overall character of the town as it expands.

**Whitianga's unique character is derived from the combination of factors including:**

**The physical characteristics of the town's setting – the land/ water interface, the surrounding bush covered hills;**

**Historical Iwi & European associations reflected in the settlement pattern and built form of the town;**

**A maritime settlement beginning with the kauri/timber industry, leading to commercial fishing and commercial and recreational boating. Future built development within the town centre should reflect and reinforce these important character elements.**

Resident population growth projections for the Whitianga area are extremely high compared to projected increases for the Thames Coromandel district as a whole.

Whitianga is the nearest service centre for settlements such as Cooks Beach, Hahei, Matarangi and Opito Bay.

## Age Structure

19.4% of residents in Whitianga are over 65 years of age with a national percentage of 12.1%.

## Ethnic Composition

Whitianga has a predominantly European population with a small number of Maori residing in the area.

## Possible Growth Scenario

Time Period	Est. Dwelling Increase (p/a)	Est. Number of Dwellings	Est. Resident Population	Est. Peak Population
1991-2001	2.7%	2,229	3,060	17,800
2001-2006	4.5%	2,730	3,663	20,250
2006-2011	4.5%	3,340	4,708	23,295
2011-2016	4.5%	4,096	5,947	26,435
2016-2021	4%	4,915	7,018	29,957
2021-2026	3.5%	5,775	8,489	33,455
2001-2026		+3,546(+159%)	+5,429 (+177%)	+15,655 (88%)

## Whitianga Dwelling and Population Summary

### By 2026 it is estimated there will be:

5,775 dwellings (+159% from 2001)

8,489 resident population (+177% from 2001)

33,455 peak population (+88% from 2001)

### By 2056 it is possible there will be:

10,185 dwellings

16,040 resident population

49,300 peak population

# Description of Our Community

## Geography

When determining the boundaries of the Whitianga Township, the map outlines the area. (below)



In general it is the area encompassing residential settlement from Golf Road in the South West to Wharekaho/Simpson's Beach in the North. The backdrop of Whitianga incorporates the rural area, up to the sky line, that overlooks the urban settlement.

The urban/residential settlement incorporates the existing developed area of Whitianga, Centennial Heights and Wharekaho/Simpson's Beach and all the land incorporated in the Whitianga Waterways Development.

For this plan the rural flat land currently behind the settlement is seen as future residential. It is recognised that to provide for further growth and to manage the intensity of that growth, land use planning is required.

The area feeding into the Township i.e. SH25 McLeod Straight from The 309 Road, to the south is considered the gateway to Whitianga and requires special mention. This straight has been identified as the commencement of the entrance to Whitianga Township. Yet during the compilation of this plan the community chose to focus on the settlement of Whitianga only.

The Community Board believes that this area will need to be incorporated into the Whitianga Community Plan at the time of future reviews. This could mean that when specific land use planning for Whitianga is being undertaken, the area be expanded to incorporate this road and adjacent land.

The Community Board recognise the importance of creating a distinct town entrance and want any change in the current rural character to acknowledge this. In addition this area will be incorporated in the Mercury bay South Community Plan, to be completed by December 2006.

## **Related Plans**

The Mercury Bay Community Board has completed the Whitianga Community Plan first and has a program to complete two further plans for our area:

Mercury Bay North – Whangapoua, Matarangi, Kuaotunu, Opito, Otama

Mercury Bay South – Ferry Landing, Cooks Beach, Hahei, Hot Water Beach, Whenuakite, Coroglen.

As these plans are developed they must be read in conjunction with the Whitianga Community Plan.

## **Acknowledgements**

The Mercury Bay Community Board would like to acknowledge the co-operation of Ngati Hei Trust in the formation of this plan.

We thank the citizens of Whitianga who have participated in the consultation process to enable the formation of this plan

Thank you to Sue Collins of The Bay Beacon who provided the design and layout for the presentation of this plan.

\*Source... Future Development Potential of Whitianga.....Dated February 2005

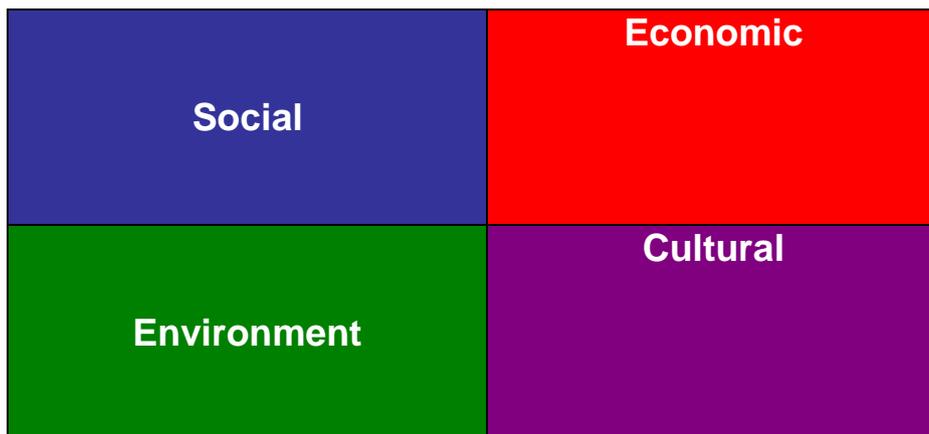
# Our Process So Far!

Date	What we did	No of participants
Nov/Dec 04	Mercury Bay Community Board resolved to prepare the Whitianga Community Plan through a public process	
15 Feb 05	Letters of invitation sent to key members of the public. Telephone calls also made inviting them to the initial Vision Whitianga meeting	168 letter and calls
17 & 18 Feb 05	Public notices advertised in the Bay Beacon and Hauraki Herald. Announcements made via local radio stations	
	Weeks prior to Easter weekend, public advertisement campaign promoting Easter displays	
22 Feb 05	First Vision Whitianga meeting held in Whitianga Town Hall	170
26/27/28 March 05	Marquee outside Mercury Bay Area Office displaying the Multi Sports Development, Taylors Mistake, CBD Upgrade and info on many other projects such as Land Use Planning Comments Forms were also made available giving people the opportunity to have their say.	Estimated 1000 visitors
30 May 05	Visit to Mercury Bay Area School to students of the Student union to ask for their involvement	Approx 12
	Public advertising campaign	
31 May 05	Focus group meeting for volunteers where the Four Well Beings were specifically identified	Approx 50
21-28 June 05	Public Notices advertised in the Bay Beacon, Informer and Hauraki Herald. Radio Announcements to market community involvement/participation via local radio stations for community meetings scheduled for 28 <sup>th</sup> and 29 <sup>th</sup> June 2005	
28 June 05	Community meetings held in Whitianga Town Hall where Economic and Environmental issues were discussed	Approx 80
29 June 05	Community meetings held in Whitianga Town Hall where Social and Heritage issues were discussed	Approx 50
12 Aug 05	TCDC staff, Mercury Bay Community Board and Ngati Hei met to discuss Community Plan priorities to date.	
29 Sep 05	Mercury Bay Community Board, Ngati Hei reviewed draft plan	
11 Oct 05	Approved draft plan for consultation	
18 -27 Oct 05	Public Notices in the Bay Beacon, The Informer and Hauraki Herald advertising viewing and submissions from community.	
11 November 05	Plan reviewed and amended by the Mercury Bay Community Board. Plan adopted and recommended to Council for approval	
14 Dec 05	Approved by Council	
Review process 6 May 2009	Public Notices placed in local newspapers advertising community meeting to review plan	Peninsula Post The Informer
19 May 2009	First Community Plan Review meeting held	7 Public attended
26 May 2009	Second Community Plan Review meeting held	16 Public attended
26 May to 12 Jun	Priority surveys distributed to public, 30 returned and collated	
13 July 2009	Third and final meeting held - plan reviewed and changes made	4 Public attended

# Key Areas of Focus

**Social**  
(community wellbeing)  
Health  
Education  
Safe communities  
Community  
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**Economic**  
(the business world)  
Retail  
Service industry  
Industry  
Tourism  
Page 10



**Environmental**  
(surroundings we live in)  
Infrastructure  
Bush and streams  
Coastline & harbours  
Land use Reserve management  
Waste management  
Page 14

**Cultural**  
(who we are as a community)  
Recreation & leisure  
Heritage  
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## What do we have?

- A main shopping centre situated in Albert Street with a wide range of businesses that are complimented by several feeder streets (Coghill, Blacksmith, Lee and Monk)
- Albert Street is a wide street with re-development being hindered because it is designated as a State Highway (SH25)
- Retailers provide a good range of comprehensive services including food outlets with all relying on the influx of holiday makers over a peak three month period.

## What do we want?

- We want an upgraded town centre that reflects our identity. A town and community that is growing, progressive and pro-active on both retail and service industry.
- Whitianga recognised as the service centre of the eastern seaboard of the Coromandel Peninsula.
- Create/retain ambience people friendly areas, alfresco dining flowing into our open space areas.
- We want Whitianga to be promoted/ marketed outside the area to encourage people to stay longer and visit during off peak times.
- A Community Board/Council that is receptive and supports community based promotions by the business community ie Scallop Festival/Fireworks celebration.

## What don't we want?

- The establishment of two town retail areas
- Retail developing ahead of infrastructure

## Priorities for Action

Issue	Action	Lead Agency	Partner Agency	Priority /Timeline		
				2006/07	2009/10	2012/15
Co-ordination between businesses	Businesses to work together for their own benefit and the benefit of the town, i.e. Mainstreet	TCDC	Destination Mercury Bay Tourism Coromandel Information Centre	*	ongoing	
Upgrade Town Centre	The re-development of the town centre to Create/retain ambience people friendly areas, alfresco dining flowing into our open space areas	Community MBCB	TCDC	*	* Re-visit borrowing ability	Re-visit borrowing ability
Promotional budget required	A Community Board/Council that is	TCDC				

	receptive in supporting community based promotions that bring economic benefit to our community.					
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## Economic

## Service Industry

**Professional services:** Legal, Information centre, veterinary, real estate agencies, accountancy

**Service Industry:** Garage Services, plumber, electrician, boat and car sales, motel/hotel staff,

**Medical/Education:** Education providers, medical services

**Government:** Council, Regional Council, Police, Ministry of Fisheries, Department of Conservation, Work and Income.

### What do we have?

- A reliance on servicing the tourism, agricultural and fishing industries
- Boating sales, service and retailing, ship chandlery and providoring services
- Providers of marine orientated education
- A good range of service industries that have kept pace with our growing population
- A mix of industries located across all town locations/zones which is sometimes not complimentary to the immediate neighbour

### What do we want?

- Whitianga to be seen as a place to attract and hold staff in our growing economic environment
- Businesses to develop and expand to increase employment opportunities incorporating the young
- A combined business association that encourages growth opportunities and motivates co-operation with the retail sector to grow their business

### What don't we want?

- Mixing businesses within residential areas creating conflict
- Infrastructural planning that hinders the establishment of new businesses.

### Priorities for Action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				2006/07	2009/10	2012/15
Support for business growth - make it easier for businesses to do business with Council with simple processes and no barriers.	Support an economic development forum/business association that works across all sectors to facilitate new businesses and address problems for existing	Destination Mercury Bay Tourism Coromandel Information Centre	TCDC	*	Ongoing	Ongoing
<del>Reliable power supply</del>	<del>Establishment of an additional supply line</del>	<del>Powerco</del>	<del>TCDC Ngati-Hei DoC</del>	<del>*</del>	<del>ongoing</del>	<del>Ongoing</del>

			Land Owners			
Telecommunications	Programme to establish coverage in rural areas	Teleco	Other Providers Essential Services	*	Ongoing	ongoing

## What do we have?

- A wide range of light and primary industries i.e. fish processing, forestry, farming and horticulture
- A lack of manufacturing industries
- A limited power source and communication network that needs continual improvement
- A State Highway network which distances Whitianga as a town from other centres
- A recognised marine/boat repair industry
- A burgeoning construction industry

## What do we want?

- To retain a wide range of industry to service the Eastern Coromandel Peninsula
- A power supply that meets the needs of all industry wishing to establish and operate all year round.
- A communications network that meets the demands and expectations of industries including their ability to communicate with the world markets
- A roading network that allows ease of access for industrial goods to be transported in and out of the Eastern Coromandel Peninsula
- Environmentally sustainable and socially responsible business operations
- A zoned area for an expanding industrial base with appropriate buffer zones
- A combined approach to the promotion of Whitianga as a destination to establish their business
- Industries to develop and expand to increase employment opportunities through apprenticeships and work based training
- A equitable charging regime which recognises demands on TCDC utility services i.e. water, stormwater and wastewater

## What don't we want?

- Industry that may create environmental issues
- Encroachment of industrial areas out of zone
- Industry to be a burden on TCDC resources
- Industry to develop ahead of infrastructure

## Priorities for action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				2006/07	2009/10	2012/15
Lack of	Zoning of more	TCDC	Ngati Hei	*	Urgent	Urgent

zoned land	land for industrial	Community	Landowners			
Assistance for business growth	An economic development forum/business association that works across all sectors to facilitate new businesses and address problems for existing	TCDC	Destination Mercury Bay MBCB Economic Development Group Tourism Coromandel Ministry of Social Development	±	ongoing	Ongoing
Education and Training	Investigate how to grow training opportunities	Ministry of Education	TCDC Work and Income Tertiary Training Commissions		*	
Charging Policies	Review of the charging regime for utilities	TCDC		*		

## What do we have?

- A unique environment with many opportunities for tourism
- Infrastructure that is struggling to meet peak demands
- A shortage of accommodation to cater for large groups
- Two of New Zealand's top 10 destinations located in our area - Cathedral Cove and Hot Water Beach
- Unique and significant Maori and European historical attractions
- A roading network and transport system that disadvantages our tourism potential
- A growing number of free independent travellers which is increasing due to our proximity to Auckland International Airport
- Whitianga is recognised as a desirable destination for recreational boating and fishing
- A lack of co-ordination in tourism promotion and event management

## What do we want?

- To manage the interface between the natural environment and our tourism needs
- To be recognised as a family holiday destination
- Attract more tourists throughout the year and encourage them to stay longer and spend more
- A coordinated and promotional marketing plan for Mercury Bay
- A partnership with Iwi (Ngati Hei) to better promote the cultural and historical aspects within our community
- The necessary transport infrastructure to provide options to meet future tourism opportunities and needs (water/air and road)
- Recognition of the tourist industry as a training provider to build a reliable workforce

## What don't we want?

- Barriers inhibiting Whitianga's growth as a tourist destination
- Degradation of our natural features, bush, forest, beaches, harbours and streams
- Lose the opportunity for families to have an affordable holiday

## Priorities for action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Lack of Promotions budget/ funding	Develop a tourism/promotions strategy for Whitianga creating	TCDC Destination Mercury Bay Tourism	Community	ongoing	ongoing	Ongoing

	a coordinated and promotional marketing plan for Mercury Bay	Coromandel Ngati Hei				
Peak usage demands on reserves	Reserve Management enhancement programme that identifies peak use of our foreshore reserves and harbour	TCDC	Reserve Groups Licensed Operators DoC		*	
No overall cultural and heritage study	Develop a cultural and heritage strategy in partnership with Iwi	TCDC	Ngati Hei DoC Historical Society		Complete and Publish Mercury Bay 2010.	
To remain as a family holiday destination	Promote Whitianga as a family holiday destination.	TCDC	Ngati Hei Landowners DoC Venture Operators		*	
Diminishing number of camp ground/recreational vehicles facilities	Identify and plan where camping grounds and campervan parks can establish. Investigate Council owner/operator facilities. Improve campervan/RV facilities.	TCDC Landowners DoC RV Organisations?				
A transport strategy investigating all travel options to bring tourists to Whitianga i.e. (water/air and road)	The necessary transport infrastructure to provide options to meet future tourism opportunities and needs (water/air and road)	TCDC	Mercury Bay Aero Club Bus Companies Ferries			

Infrastructure is the generic name for services to properties including roading, energy supply, telecommunications, water and the transmission from properties of stormwater and wastewater.

## What do we have?

### Roading

- A State Highway connecting Whitianga with the Peninsula
- Local roads for servicing residential areas and linking the township
- Local roads and footpaths in varying conditions
- Limited street lighting in some areas
- An undeveloped service lane network

### Energy

- A single electricity supply into the township
- Underground service in some areas

### Telecommunications

- A line network to most properties
- A telephone exchange which is capable of high speed technology, broadband is available

### Water

- A potable reticulated supply that is meeting current demands

### Stormwater

- A reticulated system

### Wastewater

- Reticulated wastewater system to properties in the 'area of benefit'
- A treatment plant that is meeting current demands with no additional capacity

## What do we want?

### Roading

- A roading network that provides safe movement of pedestrians and vehicles through the township
- A State Highway network to improve accessibility to Whitianga
- Traffic planning for the Whitianga Central Business District
- A future public transport system to specifically meet peak population requirements
- Improved strategic road links to the Thames coast/Coromandel specifically through The 309 Road

### Energy

- Alternative transmission line into town

- Encourage energy efficient systems and alternative power sources
- A programme to underground supply lines

### Telecommunications

- A communications network that enables Whitianga to meet the demands of all users incorporating the rural area

### Water

- A reticulated system to meet growth demands
- Protection and enhancement of water catchments
- An equitable charging regime which recognises the cost of water treatment and reticulation
- An education programme to promote water as a finite resource
- Support for water conservation measures in residential areas i.e. rain water collection/storage tanks - dual systems

### Stormwater

- A stormwater system that copes with storm events and meets growth demands
- Mechanisms to improve the quality of stormwater discharge
- A well maintained network of swales and detention areas
- An equitable charging regime which recognises demands on TCDC utility services for stormwater

### Wastewater

- An equitable charging regime which recognises demands on TCDC utility services for wastewater
- A quality well maintained treatment and disposal system that is capable of meeting the demands of residential and industrial needs
- The upgrades identified for the Whitianga treatment plant implemented efficiently and cost effectively

## What don't we want?

### Roading

- A network that is regularly closed due to storm events
- Streetlights that don't comply with Whitianga standard design
- Unmaintained local roads, footpaths and pedestrian routes which are adequately lit

### Energy

- Interrupted or low voltage supply

### Telecommunications

- Poor quality communications network

## Water

- A water supply that can't meet peak demands
- Unrealistic conservation measures at the peak

## Stormwater

- Inundation of private property
- Discharge of stormwater into the wastewater system

## Wastewater

- Delays in the upgrading of the treatment plant and disposal system
- Growth demand for connections, prior to the system having capacity.

## Priorities for action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				2006/07	2009/10	2012/15
<b>Roading</b>						
State Highway road condition	Sharp corners and narrow carriageways on SH25 to be upgraded	NZ Transport Agency	TCDC Transfund Iwi	*	ongoing	ongoing
Footpath condition	Footpaths maintenance and rehabilitation programme implemented	TCDC	MBCB	*	ongoing	ongoing
Street lighting	Establishment of a street lighting and power line under grounding installation programme	TCDC	MBCB	Ongoing	ongoing	ongoing
Local roading town streets	Establish adequate maintenance programme A roading network that provides safe movement of pedestrians and vehicles through the township	TCDC	MBCB Contractor	Ongoing	ongoing	ongoing

## Energy

Limited Power supply	Establishment of alternative supply line	Powerco	TCDC Ngati Hei DoC Land Owners	*	Complete	
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## Telecommunications

Better communications coverage	Programme to establish coverage in rural areas	Teleco	Other providers	*	ongoing	
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## Water

<del>Not graded water</del>	<del>Aa reticulated water supply to town</del>	<del>TCDC</del>	<del>Ministry of Health</del>	<del>ongoing</del>	<del>ongoing</del>	<del>ongoing</del>
Unprotected water catchments	Protection of water catchments	EW	TCDC Land owners DoC	ongoing	ongoing	Ongoing
Infrastructure planning	Ensure planning and construction is in place to meet future growth demands	TCDC	EW	ongoing	ongoing	ongoing
<del>Need to ensure a safe water source for Whitianga</del>	<del>Identify non polluted water sources for future use</del>	<del>TCDC</del>	<del>EW Iwi DoC</del>	<del>*</del>	<del>ongoing</del>	<del>ongoing</del>

## Stormwater

Stormwater quality	Ensure any new development/ Upgrading incorporates primary treatment at collection point	EW	TCDC	ongoing	ongoing	ongoing
Stormwater system able to cope with storm events	Complete ongoing upgrades of the existing reticulated system to provide for storm events and prevent infiltration	TCDC	EW DoC	ongoing	ongoing	ongoing

## Wastewater

Complete System upgrade	Complete the wastewater disposal system	TCDC Community Focus Group MBCB	EW DoC Iwi	*	*	
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**What do we have?**

- A bush backdrop to our community
- A large DoC estate/forest park
- Significant streams that flow into the Whitianga Harbour those being Ngarahutunoa, Whangamaroro, Whenuakite, Ounuora (Mill Creek) and Waiwawa and the Taputaputea and Tarapatiki flowing into the bay.
- Close proximity to native tree specimens i.e. Kauri
- Small pockets of scenic reserve within the town boundaries
- Commercial forest operations as par of our green backdrop

**What do we want?**

- To retain our green bush backdrop to the town and across the harbour including a programme for the removal of pineasta pine trees
- Maintain and enhance the water quality in our significant streams as identified above through strict riparian management
- Protection of the significant landscapes through the District Plan
- Linked reserve walkway trails
- Ensure forestry operations are managed in accordance with more stringent consent processes that reflect our climatic conditions and specific topography
- Environmentally safe- animal and plant pest management practices are adhered to

**What don't we want?**

- Forestry operations to de-nude our bush backdrop
- Adverse flooding effects on our streams from inadequately controlled forestry and farming activities (riparian margins)
- Degradation of water quality
- Indiscriminate access to the streams riparian margins

**Priorities for action**

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Monitor forestry operations	Achieve stringent controls on forestry operations through consent process	EW	TCDC DoC	ongoing	ongoing	Ongoing

Protect riparian margin	Set in place protection of all riparian margins	EW	TCDC Land Owners	ongoing	ongoing	Ongoing
Animal and pest control	Animal/pest controls programmes to be implemented	EW	TCDC DoC	ongoing	ongoing	Ongoing
Earthworks/structures	Monitor earthworks and structures through Resource Consent Process to ensure green backdrop is retained	TCDC	Land owners		*	
Indiscriminate access to the streams riparian margins	Maintain and enhance the water quality in our significant streams as identified above through strict riparian management					
Lack of Linked Walkways	Development of walkways linking reserves					
Protection of the significant landscapes.	Continued protection of our significant landscapes through the District Plan					

### What do we have?

- Clean safe accessible swimming beaches and harbour with naturally high water quality
- A safe and accessible harbour for both commercial and recreational boat users
- Three boat ramps within the harbour environs which are congested at peak holiday times
- Aquaculture in the Whitianga estuary
- A designated ferry route between Whitianga and Ferry Landing
- Shellfish that are available for gathering
- Good walkway linkages around the harbour edge which are incomplete
- Coastal erosion issues along the foreshore of Buffalo Beach
- Private property owners with a limited consent for a coastal defence structure
- Two gazetted ski lanes off Buffalo Beach
- Controls on concession operators from the beach
- District Council operating in partnership with the Regional Council and DoC
- A recognised conservation/protected bird nesting sanctuary area adjacent to Taputapuatea stream
- A picturesque seaside settlement viewed from the water
- A natural coastline around Davis Point (Wharetaewa Point)

### What do we want?

- The tsunami risk to be recognised and appropriate emergency management procedures in place
- Height controls of structures along the shore line that blend with the surrounding landscape
- To work with Iwi to maintain and enhance their historical foreshore
- Harbour management planning that incorporates commercial and recreational needs
- A plan for more and better boat ramp facilities to meet our towns increasing demands
- Concession licence that will not adversely impact on public use of the beach
- Continued rock protection of Buffalo Beach Road transport link immediately north of Albert Street intersection
- A clear pathway forward for private property owners to manage coastal erosion including appropriate consideration to hard engineering option
- To complete walkways linking the harbour to the beach
- Enforcement of navigational rules within the harbour
- A strategy for litter removal on beaches

## What don't we want?

- Beach replenishment which introduces more sand to the beach
- Excessive sediment deposits into the harbour'
- Urban sprawl along the coastline
- Commercial fishing operations within the controlled limits in the harbour
- Whitianga harbour to become a limited access port
- The beaches dominated by commercial activities
- Continued long term use of the boat ramp at the wharf
- Deterioration of water quality in our harbour

## Priorities for action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Inadequate boat ramps	Develop and act on boat ramp plan and strategy with stakeholders	MBCB Stakeholders	DoC Iwi TCDC	*	Urgent Settle on strategy	Urgent
Coastal erosion	Clear direction on managing coastal erosion	TCDC	DoC EW Iwi NZTA		*	
Coastal Development controls	Ensure planning rules appropriately protect coastline	TCDC	Doc Iwi EW	*		

**What do we have?**

- Within Whitianga township all zoned land has been developed
- A lack of service industrial and industrial land for expansion
- A structure plan around Whitianga Waterways Development
- A central area zone that enables substantial re-development to occur
- The Whitianga town design principles

**What do we want?**

- As part of the District Plan a comprehensive structure plan that allows for all facets of future development
- Appropriate re-zoning of rural areas to manage subdivision/development and protect Whitianga's green backdrop.
- Camp ground/camper van facilities close to town
- Recognition of Iwi management plans on Maori land
- Re-development within the Whitianga central area that invigorates growth to ensure one town centre
- Development that enhances preservation of the natural coastline - coastal colours, protection of ridge lines, preservation of bush
- Developing/providing for open spaces and recreational land to meet the town's growth needs
- Landscaping plans for any commercial development

**What don't we want?**

- Loss of the coastal marine character
- Inability to provide for business growth
- Development that exceeds the expectation of the rules in the District Plan
- Service industrial conflicting with residential development

**Priorities for action**

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Lack of zoned land for growth	Provide land use zones for growth and development but retain open space and protection of bush backdrops	TCDC MBCB	Land owners Iwi DoC	*	Urgent	*
Residential housing planning	Ensure development standards reflect community needs	TCDC	Landowners		*	

Protection and creation of Open Space	Developing/providing for open spaces and recreational land to meet the towns growth needs	TCDC Community	MBCB			
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**What do we have?**

- Abundant foreshore reserves
- Pro-active reserve management group committees
- Insufficient reserve land for use for active sports
- Under utilised and under developed reserves with a lack of comprehensive walkway linkages

**What do we want?**

- Comprehensive reserve management planning in place in accordance with the reserves Act
- Development of a multi-sports ground for community use
- Retention of the current ratio between reserves and open spaces with future development
- Development of Taylors Mistake linking the CBD with The Esplanade
- Implementation of the Whitianga Tree Master plan
- Utilisation of buffer zones as part of walkway linkages
- Community facilities that compliment the use of reserves

**What don't we want?**

- To lose the established ratio of open space and development
- Reserves and open space remain undeveloped or without appropriate development
- Substandard access to reserves
- Substandard facilities on reserves e.g picnic tables, toilets, seating, roading

**Priorities for action**

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Lack of recreational facilities	Complete Multi Sport Development	TCDC	Community Group	*	Approval	Proceed
<del>In-operative reserve management plans</del>	<del>Complete review of all reserve management plans in accordance with the Reserves Act</del>	<del>MBCB</del>	<del>Iwi DeC Reserve Groups</del>	<del>*</del>	<del>ongoing</del>	<del>ongoing</del>
Maintaining the current ratio between reserves and development	Monitoring development and acquisition reserve land	TCDC MBCB		*	ongoing	ongoing

Taylor's Mistake Development	To develop Taylor's Mistake in accordance with the plan	MBCB TCDC Reserves Group Community	Reserve Groups		Contouring completed; Tree Planting commenced	Ongoing
Reserve development	To develop reserves in accordance with the Reserve Management plans				ongoing	ongoing

**What do we have?**

- A refuse transfer station operating at capacity
- A refuse transfer station operation on a reserve
- A weekly kerb side rubbish/recycling collection which is increased during peak holiday periods
- A closed landfill under remediation

**What do we want?**

- A community that embraces the concept of Re-use, Recycle and Reduce
- A Council in partnership with others, committed to ongoing education and training programmes to achieve this
- An efficient effective solid waste collection service that meets the demands of a growing residential and holiday community
- An expanded refuse transfer station designed to meet the growing demands of residential, commercial and industrial sectors for Mercury Bay.

**What don't we want?**

- New industries without transparent waste reduction practices
- A community with a throw away attitude
- A community that looks un-kempt with litter or illegally dumped rubbish

**Priorities for action**

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
RTS not big enough and is located on a reserve	To plan for an expanded and relocated RTS	TCDC			*	Relocate
Waste reduction education	Continue community education programmes to reuse, recycle and reduce	Contractors	TCDC Schools Community Groups	ongoing	ongoing	ongoing
Improved recycling facilities	Investigate new initiatives for recycling	TCDC MBCB	Contractor		*	

## What do we have?

- A lack of youth support and youth activities
- A safe and friendly community
- Good policing although not round the clock

## What do we want?

- A safe friendly community with 24/7 policing
- Bright well lit streets that are safe for pedestrians/cyclists
- Enforcement of Bylaw regulations
- A reliable standard of telecommunication and power supply to increase the level of safety in our community
- Zero tolerance to crime
- Youth support and youth activities

## What don't we want?

- Reduction in our Police presence, particularly at peak holiday periods
- In increase in crime

## Priorities for action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Street lights	Implementation of a street lighting and power line under grounding installation programme	TCDC	MBCB	ongoing	ongoing	ongoing
Police coverage	Provision of 24/7 policing	NZ Police	MBCB	ongoing	ongoing	ongoing
Better telecommunications coverage	Programme to establish coverage in rural areas	Teleco	Other providers Essential services	*	ongoing	Ongoing
Zero Tolerance to Crime	Provision of 24/7 policing	NZ Police				
Provision of youth activities	Youth support and youth activities	MBAS Community	TCDC			

### What do we have?

- High non resident community - 41%
- High proportion of residents over 65 years of age - 19.4%
- Social well being services delivered through Social Services Trust and other organisations

### What do we want?

- To encourage and attract young families to settle in Whitianga
- A wide range of community facilities to meet growing demands
- A high level of medical and social services to be provided in Whitianga
- A caring and supportive community
- A mix of residential settlements

### What don't we want?

- To lose our sense of community identity i.e friendly, caring community
- Intensive housing developments (high rise and infill)
- Areas of low quality residential settlement

### Priorities for action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				2006/07	2009/10	2012/15
Provision of social services	Community participation in provision of services	Work and Income Ministry of Social Development Tertiary Education Commission	Social Services Trust	*	*	*
Youth participation in planning	Youth forum - collaboration with School Leaders/Council	MBCB	MBAS	ongoing	ongoing	ongoing
Residential housing planning	Ensure development standards reflect community needs	TCDC	Ministry of Social Development Landowners		*	
	A high level of social services to be provided in Whitianga					

### What do we have?

- Good GP cover 5 days per week
- Good community health education services
- A number of recreation groups for passive and active community participation
- Adequate emergency services
- Greater percentage of community is of an ageing population

### What do we want?

- All medical under one roof providing 24/7 GP cover (incorporating visiting specialists and A & E facilities) because we are one of the furthest communities from a base hospital
- Thames hospital to be retained as high level medical and surgical facility
- Retention of all emergency services, including St Johns Ambulance Service
- Clean drinking water
- To attract and retain a good variety of health ancillary professionals; including pharmacist, occupational therapists, dentist, psychiatrists etc.

### What don't we want?

- To be overly dependent on Waikato/Thames hospitals for specialists services
- Lesser service than current
- Over worked GP's

### Priorities for action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				2006/07	2009/10	2012/15
Inadequate health facilities and services	Assisting the move to an integrated model of primary health care Investigate ways to get health professionals to locate to Whitianga Investigate ways for the provision of purpose built facilities	MB Health Trust (Community based)	MBCB TCDC Emergency Services WWL	ongoing	ongoing	Ongoing
Funding assistance to retain the provision of an	Retention of all emergency services, including St	WWL Community	TCDC			

emergency Helicopter during the peak holiday season	Johns Ambulance Service, Helicopter					
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**What do we have?**

- An Area School from years 1 to 13 with three contributing primary schools, plus pre-schools.
- A school facility contributing to further adult education
- A Ministry owned and designated site available for future development.
- Specialised training based on marine environment

**What do we want?**

- A collaborative approach between all education facilities
- Improved access to tertiary/college training opportunities through computer based linkages at the MBAS
- Educational institutes to utilize natural/marine environment to attract people to Mercury bay
- Vocational based training across industries, especially tourism and hospitality
- Have pre-school educators to meet the area's requirement

**What don't we want?**

- Facilities that are duplicated, under utilised and fragmented.

**Priorities for action**

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Lack of coordination	Collaborative approach/utilize facilities/tertiary/apprenticeships	MBAS		ongoing	ongoing	ongoing

**What do we have?**

- Enthusiastic groups organising displays and exhibitions of local art and crafts.
- Youth involved in the performing arts
- A number of galleries

**What do we want?**

- A Civic Centre incorporating a performing arts and cultural centre
- Promotional event(s) that celebrate our unique arts and crafts made locally
- Coordination between the school and community in promotion of the arts

**What don't we want?**

- Whitianga art diminished through a lack of coordination and provision of a suitable venue

**Priorities for action**

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Lack of arts facilities	Planning for a civic centre incorporating arts and cultural facilities	MBCB	Arts Group MBAS Regional Museum		*	ongoing

**What do we have?**

- A community involved with water activities such as swimming, recreational boating/sailing/diving/fishing
- A lack of active recreational sports grounds
- Easy access to a variety of natural areas for walking cycling and running
- A range of restaurants including alfresco dining, a library, movie theatres and tourist ventures
- Limited out of season activities

**What do we want?**

- Boat launching facilities that meet peak demands
- Development of a multi sports ground that cater for both active and passive community use including indoor activities e.g. swimming pool/gymnasium
- A network of community walking and cycling access ways
- A community that is aware and involved in celebrating the unique arts and crafts of the Coromandel through the use of open space for events, markets and promotions.
- The continued opportunity to enjoy our unique setting (scenery)

**What don't we want?**

- Continual long distance travel to participate in various sports
- Reduced access to natural recreational activities such as walking/cycle tracks, bush walks etc
- Loss of the arts and crafts that are special to Coromandel
- No progress on improving boat launching facilities
- Delays in development of the Multi sport facilities

**Priorities for action**

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				<b>2006/07</b>	<b>2009/10</b>	<b>2012/15</b>
Lack of recreational facilities	Complete Multi Sport Development	TCDC	Community Group	*	Approval	Proceed
Lack of boat launching facilities	Construction of strategically located all tide boat launching facilities with associated adequate parking to meet growing population needs	TCDC	Iwi DoC Community Groups MBCB EW	*	Ongoing	
Ensure community ownership of sports facility development	Assist the sporting groups to form a Sportville concept for the construction of community facilities at the sports ground	Sport Waikato	MBCB TCDC Sporting Groups MBAS	*	ongoing	

### What do we have?

- A unique history of Maori and European settlements e.g. Kupe, Hei, Cook and other navigators
- A local Museum that is expanding its areas of interest
- A Memorandum of Understanding between Council and Ngati Hei (Tangata Whenua)
- Sister town relationships with Keihoku (Japan) and Whitby (England)
- A community library with improving services
- Settlement defined through navigational, timber and maritime themes

### What do we want?

- Development acknowledging our unique history e.g. though signage strategy etc
- The Mercury Bay Library to be integrated as a district facility whilst providing community links with the education providers
- An improved museum facility
- The Ferry landing cemetery to incorporate a memorial wall
- A Council policy for Culture and Heritage
- To support Ngati Hei in the establishment of a community Marae to enable the community to celebrate their history

### What don't we want?

- To lose our historical and cultural identities.

### Priorities for action

Issue	Action	Lead Agency	Partner Agency	Priority Timeline		
				2006/07	2009/10	2012/15
Level of Service at the library	Support one district library service	MBCB	Thames Library	*	ongoing	
Museum development project	Support the development of the museum	Museum Trust	Iwi Ministry of Arts and Culture TCDC DoC MBCB	ongoing	ongoing	
Whitianga Brand	Confirm branding for Whitianga	TCDC Iwi	Tourism Coromandel Destination Mercury Bay		*	ongoing
History Documentation written and oral (Heritage Strategy)	Funding to research and document history (Kupe to Cook to present)	Museum Trust Iwi Community	TCDC Doc Iwi		*	
Maori heritage	Support Ngati Hei with Treaty Settlements	Ngati Hei	MBCB DoC	ongoing	ongoing	ongoing
Recording	Memorial wall	TCDC	Historical	ongoing	ongoing	ongoing

cemetery history			Society			
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