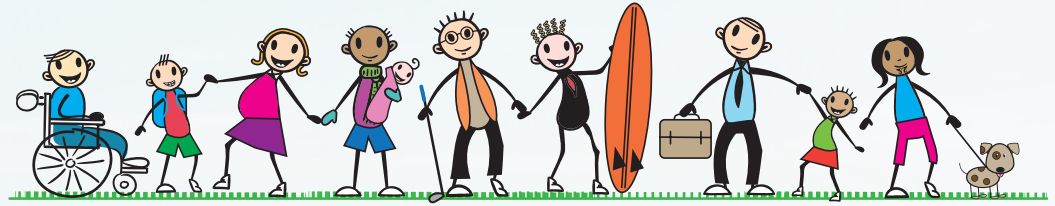


MERCURY BAY CENTRAL COMMUNITY PLAN 2020 - 2030

This plan will help Council to understand what is important to the community and allow Council to make informed decisions on the prioritising and funding of services and activities through the review of the Long Term Plan.





MERCURY BAY WARD

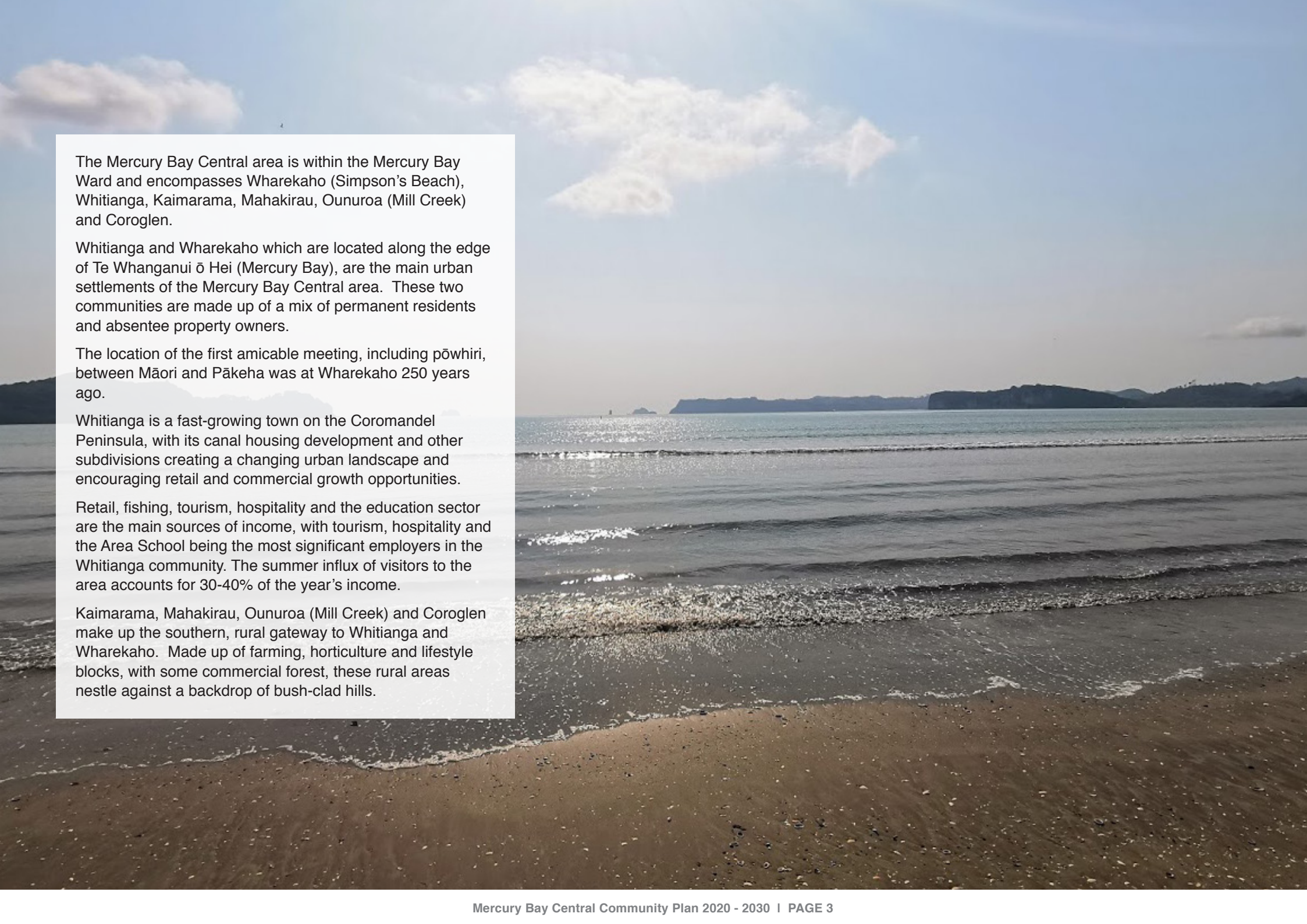
Mercury Bay, situated on the eastern coast of the Coromandel Peninsula was first named Te Whanganui-o-Hei, the great bay of Hei, by Māori. Te Whanganui-o-Hei refers to Hei, a tohunga tārai waka (expert canoe builder) from the great ocean-going double-hulled waka, Te Arawa. The local iwi is called Ngāti Hei.

Captain James Cook, the British explorer and navigator, named the area Mercury Bay whilst circumnavigating New Zealand. In November 1769, the then Lieutenant Cook sailed into the area on the HM Bark Endeavour to observe the transit of Mercury across the sun in order to determine the longitude to establish the exact position of New Zealand on the world map.

The Mercury Bay Ward runs from Pauls Road in the South through to the Whangapoua Hill in the north.

Whitianga is the largest town and provides the main retail and commercial hub in the Mercury Bay Ward.

The Mercury Bay Ward is made up of 17 communities that encompass towns, coastal villages and rural settlements. The proximity to the safe harbour provides easy boat access to nearby beaches, outlying islands and good fishing grounds; making the Mercury Bay Ward a desirable place to live work and play. The usual resident population increases significantly during the peak summer period as visitors come to share this unique environment.



The Mercury Bay Central area is within the Mercury Bay Ward and encompasses Wharekaho (Simpson's Beach), Whitianga, Kaimarama, Mahakirau, Ounuroa (Mill Creek) and Coroglen.

Whitianga and Wharekaho which are located along the edge of Te Whanganui ō Hei (Mercury Bay), are the main urban settlements of the Mercury Bay Central area. These two communities are made up of a mix of permanent residents and absentee property owners.

The location of the first amicable meeting, including pōwhiri, between Māori and Pākehā was at Wharekaho 250 years ago.

Whitianga is a fast-growing town on the Coromandel Peninsula, with its canal housing development and other subdivisions creating a changing urban landscape and encouraging retail and commercial growth opportunities.

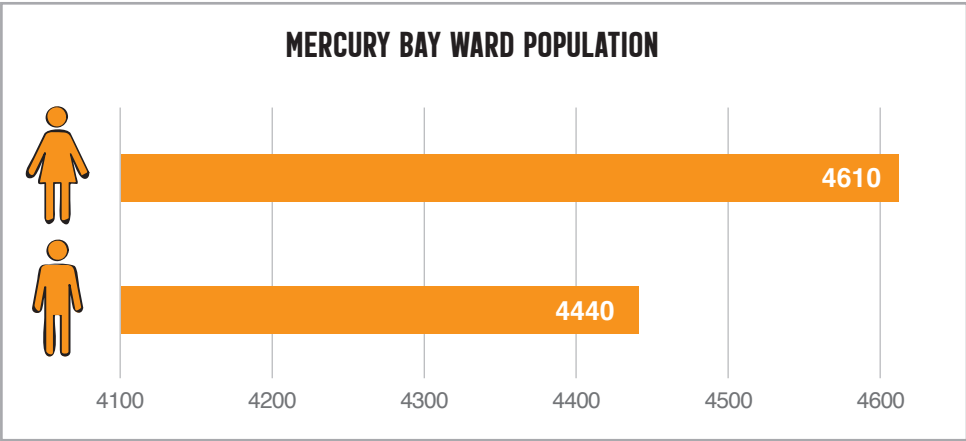
Retail, fishing, tourism, hospitality and the education sector are the main sources of income, with tourism, hospitality and the Area School being the most significant employers in the Whitianga community. The summer influx of visitors to the area accounts for 30-40% of the year's income.

Kaimarama, Mahakirau, Ounuroa (Mill Creek) and Coroglen make up the southern, rural gateway to Whitianga and Wharekaho. Made up of farming, horticulture and lifestyle blocks, with some commercial forest, these rural areas nestle against a backdrop of bush-clad hills.

WHAT WE KNOW

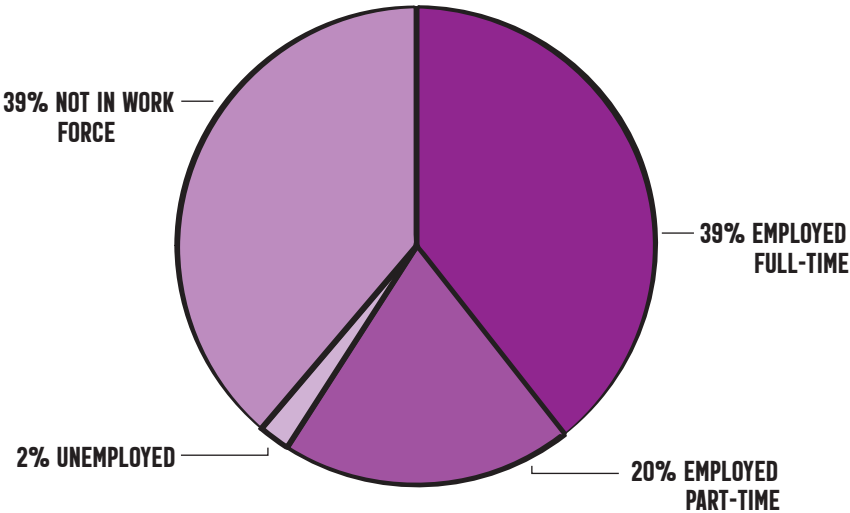
POPULATION

In 2018 the population of the Thames-Coromandel District was **30,800** And the population of Mercury Bay Ward was **9,050**



EMPLOYMENT

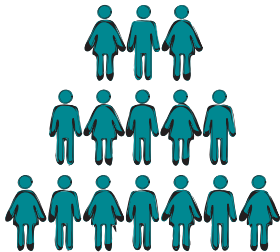
2018 EMPLOYMENT NUMBERS FOR MERCURY BAY WARD



LIVING

3,762
Occupied private dwellings

4,788
Unoccupied private dwellings



ETHNICITY

The population by ethnicity vs the total population – totals differ due to some people being 'double counted' in multiple ethnicities

8,172	1,146	165	249	39
New Zealand / European	Maori	Pacific peoples	Asian	Other

The data above covers the Mercury Bay Ward and is from the Thames-Coromandel District Community Profile and provides demographic analysis for the District and its suburbs based on results from the 2018 census.

LANDSCAPES AND SITES OF INTEREST



COMMUNITY FACILITIES



3 WATERS – WATER SUPPLY, WASTEWATER AND STORMWATER

- In the Mercury Bay Central area, there are only piped water supply and wastewater (sewerage) networks in Whitianga.
- Council will investigate extending the water supply and wastewater networks into Wharekaho.
- Other Mercury Bay Central communities rely on private water supplies and on-site wastewater disposal systems.
- Stormwater disposal is provided for in varying degrees.



RUBBISH/RECYCLING

- The Mercury Bay Central area is serviced with rubbish and recycling collections in most locations.
- A refuse transfer station is situated in Whitianga and a rubbish compactor is located at Coroglen.



ROADS, FOOTPATHS AND STREETLIGHTS

- The Mercury Bay Central area has a network of local roading. The roads are maintained to various levels depending on the volume and usage of the road; these vary from sealed roads to gravel/dirt roads.
- Kerbing channelling and streetlights are provided in Whitianga and to some extent in Wharekaho.



HALLS/LIBRARIES/ SCHOOLS/POOLS/ MUSEUM

- Whitianga Hall is the only Council owned and managed hall in the Mercury Bay Central area.
- The Council owned hall at Coroglen is managed by the Coroglen Public Hall Society Incorporated.
- Council owns and manages a District Library at Whitianga.
- Council provides financial support for the Mercury Bay Museum as well as for a community pool situated at the Mercury Bay Area School.
- Mercury Bay Area School, located in Whitianga, provides education for Years 1 to 13 students.
- Coroglen has a small rural primary school providing for Years 1 to 8 students.



RESERVES, PLAYGROUNDS AND PUBLIC TOILETS

- The Mercury Bay Multi Sport park provides a destination sporting facility for the use of the whole Mercury Bay District.
- Mercury Bay Central has many reserves, particularly in the wider Whitianga township area. These reserves encompass scenic, recreation, esplanade, local purpose, neighbourhood open space and foreshore reserves.
- The Mercury Bay Central area has thirteen Council managed toilets.



CEMETERIES

- The Mercury Bay Central area is serviced by a cemetery at Ferry Landing. As available space at Ferry Landing is limited a new district cemetery is being developed at Kaimarama.



HARBOUR FACILITIES

- Council owns, manages and maintains the Whitianga wharf.
- The Council contracts the Whitianga Ferry to operate a regular passenger ferry service between the Whitianga and Ferry Landing wharves. The Ferry route is part of the area's transport network.
- The Mercury Bay Central area has boat ramps in Whitianga; located at The Esplanade, Robinsons Road and Dundas Street.
- Beach access points at Brophy's Beach (Ohuka) give limited access for small vessels.
- Whitianga Marina operates a privately-owned facility which includes a range of marine facilities at a cost to its members and visitors.
- The Whitianga Waterways canal housing development in Whitianga provides private jetties and boat ramps to landowners.



AIRFIELDS

- The Mercury Bay Aero Club own and manage a grassed runway to the south of Whitianga.



MEDICAL AND EMERGENCY

- The Mercury Bay Central area is serviced by a medical centre in Whitianga, with the nearest hospital at Thames.
- Whitianga Fire Brigade provide cover for the Mercury Bay Central area, with support available from rural fire forces throughout the wider Mercury Bay area.
- Police, St John, Land Search & Rescue, Coastguard and emergency helicopter all provide emergency cover to this area.

COMMUNITY ENGAGEMENT

Along with day to day interaction with the community, a series of focus group meetings and an on-line survey were undertaken to give the Mercury Bay Central community the opportunity to tell us what is important to them.

The community was asked to consider *Our people, Our Environment, Our Infrastructure and Our Future*.



ALL THE COMMUNITIES SAID THEY LIKED

- THE BEACHES
- THE FAMILY FRIENDLY ENVIRONMENT
- THE SIMPLE, QUIET LIFESTYLE
- THE SAFE, CLEAN AND SUPPORTIVE COMMUNITIES
- THE SCENERY
- THE PEOPLE



Whakatauki

Ma te kōrero ka mōhio
Ma te mōhio ka mārama
Ma te mārama ka mātau
Ma te mātau ka ora ai tātou

Through discussion comes awareness
Through awareness comes understanding
Through understanding comes wisdom
Through wisdom comes wellbeing for all



COMMON CONCERNS THROUGHOUT THE COMMUNITIES

To address concerns raised in the following sections on “Our People”, “Our Environment” and “Our Infrastructure”; Council can support and work with communities to pursue initiatives through Council processes, Regional Council, Central Government agencies and community groups.

OUR PEOPLE

He aha te mea nui o te ao
He tangata, he tangata, he tangata

What is the most important thing in the world?
It is the people, it is the people, it is the people

WHAT THE COMMUNITY SAID	WHERE TO FROM HERE	WHAT WOULD THIS LOOK LIKE?
THE COMMUNITY NEEDS MORE AFFORDABLE HOUSING	Advocate to Government agencies for equitable access to affordable housing.	The provision of more affordable housing for the permanent residents.
DEMANDS ON THE MEDICAL AND SOCIAL SERVICES ARE INCREASED DUE TO AN AGING POPULATION	Advocate to the District Health Board and health support agencies for access to improved health care.	Emphasis on provision of greater social and medical services throughout all sectors of the community.
WE WANT TO RETAIN OUR YOUTH IN THE AREA	Advocate for improved health care, economic development, education and affordable housing will assist in retaining youth in the area. Review Council's 2013 Youth Strategy.	Youth have a sense of belonging and can choose to stay or return to their hometowns. The Youth Strategy is reviewed through engagement with the youth community.
EMPLOYMENT OPPORTUNITIES IN THE AREA ARE LIMITED	Implement the economic development strategy to recognise business opportunities that will assist the local economy and provide employment opportunities.	Increased economic development growth to allow for employment opportunities.
CONTINUED EDUCATION OPPORTUNITIES ARE LIMITED	Advocate to education providers who could provide education initiatives.	Provision of continued education opportunities.
LOCAL HISTORY AND A SENSE OF PLACE ARE IMPORTANT	Explore how best to acknowledge our history through library and museum services. Explore with Hauraki iwi how best to promote our diverse history. Install Historic signage where appropriate.	The community will have an increased knowledge of the diverse heritage of the area.
VANDALISM WAS SEEN AS AN ACTUAL AND PERCEIVED THREAT IN OUR RURAL COMMUNITIES	Advocate to local Police to increase the police presence in the rural communities.	No graffiti or vandalism occurs.

OUR ENVIRONMENT

WHAT THE COMMUNITY SAID	WHERE TO FROM HERE	WHAT WOULD THIS LOOK LIKE?
INCREASING TOURISM PUTS PRESSURE ON OUR INFRASTRUCTURE AND KEY ATTRACTIONS	<p>Work with Destination Coromandel, commercial tourism providers and other stakeholders to educate visitors to the region.</p> <p>Develop policy and access available funding sources to improve tourism services within the district.</p>	<p>Visitors to the area will be respectful of our natural environment and way of life, encompassing the principals of the Tiaki promise – https://tiakinewzealand.com/</p> <p>Provision of an enjoyable visitor experience in a sustainable environment.</p>
WATER QUALITY OF OUR RIVERS, STREAMS AND OCEAN NEEDS TO BE IMPROVED	<p>Participate in national freshwater policy initiatives and in the review of the Waikato Regional Coastal Plan.</p>	<p>Improvement of water quality across the coastal marine area so kaimoana/seafood can be safely harvested, and people can swim safely.</p>
OUR NATURAL ENVIRONMENT IS IMPORTANT AND ONGOING PEST PLANT AND ANIMAL MANAGEMENT IS NEEDED	<p>Monitor and remove plant and animal pests on Council land and work with Department of Conservation, Waikato Regional Council, community groups and individuals on pest management.</p>	<p>Proactive, ongoing management of plant and animal pests that threaten the natural environment, including the protection of kauri.</p>
HOW DO WE PROTECT OUR ICONIC AND HISTORIC LANDSCAPES?	<p>Enforce the environmental protection provisions of the District Plan to protect special landscapes and participate in national and regional policy initiatives.</p> <p>Consult as to the best adaptive coastal management pathways via the Shoreline Management project.</p> <p>Implement the actions of the Mercury Bay Coastal Erosion Strategy.</p> <p>Educate where possible and implement and enforce, where appropriate, bylaws to prohibit vehicle access on to beaches from non-approved access points.</p>	<p>Ongoing enforcement of the District Plan provisions to protect the iconic and historic landscapes.</p> <p>Protection and enhancement of our coastal areas including making them resilient to natural events.</p> <p>Safe beach use through appropriate education and bylaw processes.</p>
EXISTING RESERVE SPACE NEEDS TO BE IMPROVED	<p>Manage and maintain reserve space in line with the Reserve Management Plans and operational processes.</p> <p>Consider how best to provide recreational opportunities when reviewing the Reserve Management Plans and Long Term Plan.</p>	<p>Council owned reserves will be maintained and enhanced, where possible, to provide quality recreational space for all sectors of communities.</p>
URBAN AREAS SHOULD BE REVITALISED AS THE OPPORTUNITY ARISES	<p>Introduce urban design guidelines/standards into the next review of the District Plan.</p>	<p>Village Centre improvements will be undertaken in consultation with the individual communities.</p>

OUR INFRASTRUCTURE

WHAT THE COMMUNITY SAID	WHERE TO FROM HERE	WHAT WOULD THIS LOOK LIKE?
THE ROADING NETWORKS, BOTH LOCAL AND STATE HIGHWAY NEED TO BE IMPROVED	<p>Advocate to New Zealand Transport Agency to adopt best traffic management strategies for the Peninsula including upgrading the State Highway one-lane bridges.</p> <p>Advocate for better public transport.</p> <p>Implement the long-term infrastructure management strategy in relation to roading.</p>	Regular maintenance and improvement of state highways and local roads to improve safety, access, prevent wear and tear on vehicles and to be less prone to slippage resulting in temporary isolation during weather events.
OUR COMMUNITIES NEED SAFE FOOT-PATHS AND CYCLEWAYS	<p>Work with the Mercury Bay Cycle Steering group to implement the Mercury Bay Cycle Strategy actions.</p> <p>Consider a pedestrian network policy in its long-term infrastructure management strategy.</p> <p>Include a mobility policy in the long-term infrastructure management strategy.</p>	People can safely move around their communities and safely commute between other settlements.
IMPROVE WASTE (RUBBISH AND RECYCLING) MANAGEMENT	Address improved recycling opportunities and waste collection when reviewing the waste management strategy	Reduction in waste going to landfill.
STORMWATER DRAINAGE TO PROTECT THE COMMUNITY FROM UNNECESSARY FLOODING IS A PRIORITY	<p>Implement the long-term infrastructure management strategy in relation to the three waters (water, wastewater, stormwater).</p> <p>Investigate alternate methods of stormwater management.</p>	Flooding from inefficient stormwater drainage reticulation will be mitigated.
OUR COMMUNITIES NEED TO BE RESILIENT IN THE FACE OF NATURAL DISASTERS	Work to mitigate the impacts of natural disasters in association with national and regional Emergency Management Civil Defence agencies.	Community response planning to assist with preparedness for emergency events.
MARINE AND RIVER FLOODING CONTROLS NEED TO BE PUT IN PLACE TO PROTECT OUR COMMUNITIES	Consult as to the best adaptive coastal management pathways via the Shoreline Management Project.	Reliable sea defenses and erosion controls are in place to protect our communities from marine and river flooding.
WE WANT BILINGUAL SIGNAGE	Replacement or new signage will be bilingual where appropriate.	Inclusion of Te Reo Māori on signage throughout the Mercury Bay Central area.
WE NEED FASTER, SECURE INTERNET OPTIONS	Advocate for secure fast internet and investigating private provider options.	Most of the Mercury Bay Central area will have access to a fast and reliable internet service.
WE NEED A RELIABLE POWER SUPPLY	Advocate to energy supply providers for improvements to the power network.	Mercury Bay Central residents within the power network will be able to connect to a reliable power source with limited power outages.

OUR IWI TOLD US WHAT THEY WOULD LIKE TO IMPROVE

WHAT THE COMMUNITY SAID	WHERE TO FROM HERE	WHAT WOULD THIS LOOK LIKE?
SUPPORT FOR PAPA KĀINGA (MĀORI HOUSING SETTLEMENT)	Papakāinga is provided for in the District Plan for Māori Land.	Papakāinga developments that support whānau, hapū and iwi to achieve their housing aspirations.
WE WOULD LIKE TO BE INCLUDED IN THE COMMERCIAL CONCESSION ON RESERVES PROCESS	Consider the request for inclusion in the concession process.	Collaboration between all stakeholders to ensure that concessionaires are fully cognisant of the history and the cultural importance of the reserves to local iwi.
WE WOULD LIKE A MĀORI AREA SET ASIDE AT THE KAIMARAMA CEMETERY	Develop an area for interment of Māori who live in the area (not Mana Whenua) and who do not want to be taken back to their home area.	A Māori section will be included in the layout of the Kaimarama Cemetery.
WE WOULD LIKE TO BUILD A COMMUNITY MARAE IN WHITIANGA	Investigate options to utilise land for a community marae.	A community marae will be established for the use of the community.
IWI SHOULD BE INCLUDED IN CONSULTATION FOR ALL COUNCIL PROJECTS IN THE MERCURY BAY WARD.	Include appropriate iwi consultation in all project development.	All stakeholders including iwi, will have been consulted and know that their views have been heard.
IWI SHOULD BE INCLUDED IN CONSULTATION FOR ALL BYLAW REVIEW IN THE MERCURY BAY WARD	Include appropriate iwi consultation in all bylaw review processes.	All stakeholders including iwi, will have been consulted and know that their views have been heard.
INCREASE ENGAGEMENT BETWEEN COUNCIL AND MĀORI	Hold regular hui with Māori communities within the Mercury Bay Ward area.	Māori will know that their views have been heard.
WE WOULD LIKE TO WORK WITH COUNCIL TO REALISE ECONOMIC OPPORTUNITIES	Implement the economic development strategy to recognise business opportunities that will assist Māori with their economic objectives	Economic opportunities will be recognised.
WE WOULD LIKE TO SEE MĀORI REPRESENTATION ON COUNCIL AND COMMUNITY BOARDS	Consider Māori representation through the representation review.	Māori are represented on Council and its committees.



THE PROJECTS THE COMMUNITIES WOULD LIKE TO SEE HAPPEN

Individuals, community groups and organisations throughout our communities have told us these are the projects they believe should be given priority when Council is considering its Long Term Plan.

WHAREKAHO (SIMPSON'S BEACH)

Wastewater and water supply service investigations

Proposed investigations into extending the water supply and wastewater networks

Complete State Highway walkway/cycleway

Completion of path from 1095 SH25 Kuaotunu-Wharekaho (Campground) to Harbour Lights Terrace

Protection of dune systems

Protect dunes as outlined in the Mercury Bay Coastal Erosion Strategy

KAIMARAMA / COROGLLEN

Coroglen

Pedestrian access/footbridge across the Waiwawa River

Continue development of "Sale yards" reserve



WHITIANGA

Mercury Bay Multi Sports Park

Continue development of the Sports Park Facility

The Esplanade

Redevelopment of the Esplanade area to ensure Health & Safety issues are mitigated and to provide for future growth

Pedestrian crossing/safe crossing area by Whitianga Wharf

Monk Street/Taylor's Mistake/Carina Creek

Develop a purpose-built skate park on Taylor's Mistake Reserve

Investigate a proposal for a Civic Centre

Develop two carparks in Monk Street and maintenance of existing carpark

Continuation of upgrade to Carina Creek to include tidal steps and bridge replacement

Whitianga Main Street

Flag Trax system and flags

Security cameras in Whitianga CBD

Whitianga Town Hall

Upgrade hall services including seating, PA and sound system

Robinson Road

Design, develop and build an estuary walkway/cycleway

Coastal Protection mitigation measures

Provision of public toilet facilities

Taputapuatea

Develop a car park adjacent to the Taputapuatea Stream

Development and preservation of Taputapuatea Spit

Centennial Drive

Development of walkways through Centennial Drive bush reserves

Moewai Road

Design, develop and build a new Transfer Station

Design and develop the "Sherriff Block" at 90 Moewai Road

Safer cycling for all ages

Implement the Mercury Bay Cycle Strategy

Affordable Housing

Investigate Council land opportunities for Assisted Living and Low Income/Pensioner Housing projects

Water Supply

Investigate options to future proof Whitianga water supply

Protection of dune systems

Protect dunes as outlined in the Mercury Bay Coastal Erosion Strategy



COUNCIL PLANS

Where does this Community Plan “fit” with other Council plans?

The Council has several other plans in place.

The Community feedback in this plan will help form the development of Council Plans.



THE LONG TERM PLAN (LTP)

Outlines the overall direction and expected costs of Council activities over a ten-year period. The LTP is prepared every three years. In the intervening years, Council produces an Annual Plan, which serves as an update on the LTP for that year.

THE DISTRICT PLAN

Promotes the sustainable management of natural and physical resources in the Thames-Coromandel District, primarily by managing the effects of land use on the environment. The plan responds to local government issues in terms of community needs and aspirations. If those needs and aspirations change, then plan changes may be needed.

COMMUNITY PLANS

Capture the shared vision of specific communities and outline the key issues and projects facing that community over the next ten years. The plans provide a clear focus for Community Boards and Committees to progress key issues within their areas.

RESERVE MANAGEMENT PLANS

Reserve Management Plans contain policies that apply to all reserves that are owned and/or administered by Thames-Coromandel District Council. This allows for a consistent approach to the management of reserves.

WHAT HAPPENS NOW?

Upon completion of the final consultation and the plan being finalised, the Mercury Bay Community Board and Council will adopt the Community Plan.

While some key issues and projects in this document will require more resources than are available and may take longer than a few years to realise, we can be assured there is a plan in place.

The Mercury Bay Community Board and communities will continue to work with Council to prioritise issues and projects through planning such as the Long-Term Plan (LTP), Annual Plan and work programmes.

Please contact the Mercury Bay Community Board if you would like any further information **customer.services@tcdc.govt.nz**.

WE LOOK FORWARD TO HEARING FROM YOU!