

6 *District Wide Implementation of the Strategy*

The following section provides guidance on specific measures and methods to be undertaken to achieve the Strategic Objectives and Policies of the Coastal Management Strategy. Given that the Strategy will provide guidance over a 50 year time horizon, direction on priorities has been provided for in this section. Symbols have been used to identify priority:

- 1** - Should be undertaken urgently, preferably within 1 – 2 years;
- 2** - Should be undertaken within 3 – 5 years
- 3** - Beyond 5 years or priority reassessed in review of the Coastal Management Strategy.

To assist in council planning an assessment has also been made of ‘effort’ (for council) for each of the implementation methods (this measure is given as a rough order estimate of ‘person hours’ to achieve the method). This ‘effort’ assessment does not provide for elapsed time (e.g. consultation or statutory processes) and is not intended to assess wider community or other agency inputs.

6.1 Residential Growth and Development

6.1.1 *Regulation*

- Promote a Plan Change to address any changes to Living Environment boundaries or rules arising from Structure Plans for high priority areas **1**
- Promote a Plan Change to “down zone” any areas currently in the Living Environment which as a result of the Strategy are no longer considered appropriate for development. **1**
- Clearly signal long term urban “fences” as part of the Structure Planning process and reinforce this through appropriate land management (e.g. rural buffers and open space zoning or reserves development). **1 - 2**
- Promote a Plan Change to introduce controls and performance standards aimed at carefully managing the effects of development activity in coastal margins. **1**
- Promote a Plan Change, as necessary, to introduce hapu management plans as a formal mechanism to establish a framework and direction for the management of Maori Land (similar to the Structure Planning process) in the District Plan. **2**

6.1.2 Advocacy

- Develop a Design Guide to encourage good urban form in coastal margins and to encourage development compatible with sense of place in those coastal settlements with special character and identity. 1 - 2

6.1.3 Information and Monitoring

- Establish a monitoring framework and indicators for coastal demand and development trends with particular attention being given to holiday home development trends. 2
- Use the outputs of demand monitoring to guide the work programme for structure plans for medium and low priority areas and as a trigger for any rezoning decisions. 2 - 3

6.2 Infrastructure

6.2.1 Asset Management

- Asset Management Plans to be prepared or reviewed in light of the outcomes of Whangarei Coastal Management Strategy and in particular the recommendations of Structure Plans for high priority settlements. 1
- Infrastructure investment and programming to be reviewed in light of priorities arising from Coastal Management Strategy. 1
- Develop an action plan and programme to locate pedestrian and cycle paths to be included in the road reserve during upgrades and maintenance. 2

6.2.2 Advocacy

- Develop a Design Guide to encourage sensitive infrastructure design in coastal margins with council leading by example by providing infrastructure that is compatible with sense of place in those coastal settlements with special character and identity. 1
- Develop an education programme to promote improved maintenance of septic tanks. 2

6.2.3 Information and Monitoring

- Work closely with Northland Regional Council to build on their monitoring framework and indicators for ground and coastal water quality impacts from wastewater. 1

- Use demographic and demand monitoring as a baseline for infrastructure capacity assessment and monitoring. 2

6.2.4 *Economic Instruments*

- Develop appropriate financial contributions policy and rules for subdivision and development in coastal areas. Contributions to reflect actual and reasonable infrastructure costs and to include consideration of higher future maintenance costs arising from development in coastal margins. 1

6.3 Recreation and Open Space

6.3.1 *Asset Management*

- Asset Management Plans to be prepared in light of the outcomes of the Coastal Management Strategy (alongside the Open Space Strategy) and the recommendations of Structure Plans for high priority areas. 1
- Put more resources into maintenance activities over the summer peak period, in particular for cleaning of toilets and collection of rubbish. 1
- Develop an action plan and programme for boat ramp upgrading and investment in accordance with the recommendations of the Coastal Management Strategy and Structure Plans. 2
- Develop an action plan and programme for improving directional and information signage at high use coastal centres. 3
- Whangarei District Council and Department of Conservation to continue to work together to identify opportunities for reserve land swaps with Department of Conservation relinquishing active open space areas and recreation facilities to Whangarei District Council and Whangarei District Council passing over ownership or management of reserves with significant conservation values. 3
- Whangarei District Council to investigate opportunities for existing unformed roads to be converted for pedestrian walkways and/or reserves. 2 - 3
- Work with Northland Regional Council, Department of Conservation, Far North District Council, Kaipara District Council to progress the action plan and programme for the establishment of a continuous coastal walkway linking the Whangarei coast with District's to the north and south. 2
- Work with Northland Regional Council and Department of Conservation to develop an action plan and programme for the purchase and development of at least two regional coastal parks within Whangarei District. 2

6.3.2 Regulation

- Designate through Reserve Management Plans or the District Plan specific areas suitable for potentially high impact recreational pursuits such as all terrain vehicles, mountain bikes and horse treks. 2
- Use bylaws and designate in Reserve Management Plans those areas where potentially high impact activities are prohibited. 1
- Promote a Plan Change to introduce more specific guidance for coastal open space environments, including the distinction between active recreational centres and passive coastal open space with activity and performance controls for both types of coastal open space. 2
- Schedule areas through the District Plan where public access will be restricted for specific reasons such as habitat protection, Maori cultural values, health and safety or security of commercial operations. 2

6.3.3 Economic Instruments

- Council to report and provide transparency on the collection and expenditure of local financial contributions (e.g. to demonstrate that local contributions are spent locally).

6.4 Coastal Hazards

6.4.1 Asset Management

- Adopt the “Council Implementation Model” as a primary basis for option evaluation and selection of a preferred option for council’s response to coastal hazards 1

6.4.2 Regulation

- Adopt the ‘Implementation Model for Developer/ Applicant’ (refer Technical Paper 4) as a primary basis for option evaluation and selection of a preferred option for developments in areas subject to coastal hazards. 1
- Promote a Plan Change to down-zone any underdeveloped areas currently in the Living Environments that are subject to coastal hazards. 2
- Do not zone any further areas for development within hazard-prone areas, with growth directed to more appropriate Living Environments. 1

- Work with Northland Regional Council and Department of Conservation to give legal protection to natural buffers and defence systems such as dunes, spits and wetlands (e.g. through bylaws). 1
- Enforce bylaws to control the adverse effects of recreation activities such as off road vehicles. 1
- Require developers to set aside esplanade strips rather than reserves on eroding stretches of coast so that the area available for public access is maintained as the coastline retreats. 2

6.4.3 Economic Instruments

- Investigate options to ensure contributions from developers, within potential hazard areas, to fully cover the risk and future cost of council having to undertake coastal hazard mitigation. 2

6.4.4 Monitoring

- Work closely with Northland Regional Council to establish a monitoring framework and indicators for the protection of natural defence systems and to improve the understanding of trends in coastal erosion and hazards. 1

6.5 Sense of Place

6.5.1 Regulation

- To promote a Plan Change to introduce specific policies and methods to maintain sense of place in areas identified through Structure Plans to have special character warranting protection. 1 - 3
- To promote a Plan Change to introduce specific controls as necessary for earthworks, land clearance and site development and the location of building developments within the coastal environment. 1
- To promote a Plan Change to identify and protect important coastal view shafts and other natural features that create special sense of place such as notable ridgelines or headlands. 2
- To promote a Plan Change to address any gaps in the controls protecting Outstanding landscapes from development impacts. 1

6.5.2 Asset Management Plan

- Review the New Zealand Geographic Board *Rules for Nomenclature* and develop similar guidelines for naming of street and road names, recognising the importance of naming for sense of place. 2

6.5.3 *Advocacy*

- Develop a Design Guide to encourage good urban form and sensitive rural development in coastal areas and to encourage development compatible with sense of place in those coastal settlements with special character and identity. 2
- Prepare public information on the opportunities to establish community lead stewardship, management and kaitiaki groups (including information on opportunities for financial assistance for these groups). 3

6.6 Heritage

6.6.1 *Regulation*

- To use a suite of legal tools such as Heritage orders, District Plan rules and covenants to give formal protection to known heritage sites. 1
- To promote a Plan Change to give formal protection to any important coastal heritage sites, precincts and trails identified as part of the Coastal Management Strategy or Structure Plans. 1
- Where there is agreement with tangata whenua, to promote a Plan Change to give formal protection to cultural heritage sites identified as part of the Coastal Management Strategy or Structure Plans. 2

6.6.2 *Advocacy*

- Council to develop an education programme and incentives scheme to promote voluntary protection and restoration of heritage resources. This may include establishing a fund for heritage projects and the provision of rates relief for heritage sites. 2
- Council establish annual environmental award for projects promoting heritage protection. 3

6.6.3 *Partnership*

- Council to give formal policy recognition to the role that tangata whenua play in the protection and management of ancestral lands, water, sites, waahi tapu and other taonga and develop protocol for sharing of information and resources to protect cultural resources of significance. 1

6.6.4 *Asset Management*

- Develop a programme for council purchase of sites of outstanding coastal heritage significance where other protection mechanisms are unavailable. 3

6.7 Rural Development and Subdivision

6.7.1 Regulation

- Ensure that the 'right to farm' (including forestry) is inherent in the policy framework of District Plan provisions for the Coastal Countryside Environment. 1
- Promote a Plan Change if necessary to protect productive rural areas from limitations arising from reverse sensitivity. This may mean establishing formal buffer areas through structure planning or introducing rules to control living activities along the rural interface. 2
- Promote a Plan Change to better recognise the natural character of coastal countryside area as distinct to other general countryside environments in the District. This may warrant more onerous subdivision and development controls and the introduction of specific controls for earthworks, land clearance and site development and the location of building developments within the coastal environment. 1
- Promote a Plan Change as necessary to direct coastal lifestyle and rural-residential demand to appropriate locations (zones) adjacent to existing centres and to restrict sporadic development throughout the coastal countryside. 1

6.7.2 Advocacy

- Council through its environmental education programme to promote a better understanding of the economic value of rural activities and tolerance of the nuisance effects that can arise from normal farming practices. 3

6.7.3 Economic Instruments

- Council to provide incentives for voluntary natural area protection including: 2
 - Criteria for environmental benefit subdivisions
 - A fund for rural conservation projects such as replanting, pest control or fencing, and
 - A rating relief scheme for permanent protection of significant natural features such as bush, wetlands, riparian strips and coastal margins.

6.8 Economic Development

6.8.1 Regulation

- Ensure that the District Plan retains potential for large-scale industrial development at Marsden Point and that sufficient control exists over residential development nearby to avoid reverse sensitivity problems. 1
- Promote a Plan Change for Tutukaka Marina and environs to facilitate mixed-use development centred on this tourism and recreational hub. 1
- Ensure that the District Plan provisions do not permit the establishment of activities in the coastal environment with effects that can harm the clean, green image of the District or undermine natural character and sense of place. Conversely, take a flexible approach to the establishment of economic activities that enhance this image such as eco-tourism. 2

6.8.2 Advocacy

- Work with relevant agencies such as Tourism Northland to promote the natural values of the Whangarei coast and the attractions of the areas as a place to live, work and holiday. 3
- Council to provide leadership in promoting higher standards of environmental management and protection. This may include promoting management tools such as ISO 14001, Greenplan and industry codes of practice. 3

6.9 Biodiversity

6.9.1 Regulation

- Ensure that the District Plan or alternative legal remedies provide adequate formal protection for significant habitat areas and to promote a Plan Change to include additional “at-risk” areas identified during Coastal Management Strategy warranting protection. 1
- Through Structure Planning, identify linkages between protected areas that can be added to the reserves network or protected by District Plan controls. 1 - 3

6.9.2 Asset Management

- Identify priority natural areas for purchase and addition to the reserves network. 2
- Council to focus on using local indigenous species for restoration projects and for passive reserve planning. 1

6.9.3 *Advocacy*

- Council to compile and disseminate through its Environmental Education Strategy information about the biodiversity of the Whangarei coast and promote environmental care and voluntary protection. This may include establishing a fund for biodiversity projects and the provision of rates relief for retention of natural features. 3
- Council establish annual environmental awards for projects promoting biodiversity enhancement. 2

6.10 Pest Management

6.10.1 *Advocacy*

- With Department of Conservation and Northland Regional Council, prepare education and training material to raise awareness in the community of methods for pest management on private property. 1
- With Department of Conservation and Northland Regional Council, prepare education material regarding potential damage to indigenous flora and fauna from domestic pets. 1
- Ensure that Northland Regional Council is aware of the primacy of weed and pest management control as a community concern in the coastal environment. 1

6.10.2 *Regulation*

- With Department of Conservation and Northland Regional Council use bylaws or other controls to restrict domestic pets within and adjacent to very sensitive ecosystems such as kiwi habitat areas. 2

6.10.3 *Asset Management*

- Pest management efforts on council land and reserves to be focused on natural areas and ecosystems at significant risk and managing the interface with productive farmland (e.g. through adoption of its own pest management strategy). 1
- In conjunction with Northland Regional Council and Department of Conservation, investigate areas for the establishment of mainland habitat islands protected by pest control or fencing. 2

6.11 Community Resources

6.11.1 Asset Management

- Target community infrastructure investment (e.g. halls, libraries, emergency management stations) to those settlements identified in Coastal Management Strategy and Structure Plans as growth centres. 1
- Rationalise expenditure on community infrastructure in areas with little or no growth and limited demand for such facilities. 1
- Ensure that the special needs and health and safety of all people but in particular young people, the elderly, tangata whenua and the physically impaired are catered for in the design of community infrastructure. 2
- Community infrastructure is to be designed in a scale and style consistent with the sense of place and character of coastal communities. 2

6.11.2 Regulation

- Consider a Plan Change to enable any major community infrastructure project if the existing Plan provisions for coastal communities are inadequate. 3

6.11.3 Monitoring

- Use demographic and demand monitoring as a baseline for community infrastructure capacity assessment and monitoring. 2

6.12 Integrated Management

6.12.1 Communication and Coordination

- Establish a Whangarei District Council Coastal Management Strategy Working Party comprising staff of all relevant council divisions who meet at least quarterly to guide implementation of Coastal Management Strategy. 1
- Establish an Inter-Agency Working Party comprising representatives of Whangarei District Council, Northland Regional Council and Department of Conservation, who meet at least quarterly, to guide inter-agency co-operation on achievement of Coastal Management Strategy recommendations. 1

- Hold a regular (at least 6 monthly) meeting of representatives of Whangarei District Council, Kaipara District Council, Far North District Council, Department of Conservation, and Northland Regional Council to improve cross boundary communication and management for the coastal environment. 1

6.12.2 *Advocacy*

- Whangarei District Council to sponsor a series of community workshops to actively promote the adoption and implementation of Coastal Management Strategy recommendations by private organisations and groups such as Landcare groups, farmer organisations, Beach care groups and residents associations. 2
- Whangarei District Council to make funding available for a part time Coastal Management Strategy implementation coordinator who can advocate policy and assist private organisations to implement Coastal Management Strategy recommendations. 2

6.12.3 *Information and Monitoring*

- Through the Regional Monitoring Forum host an inter-agency workshop comprising representatives of Whangarei District Council, Northland Regional Council, Department of Conservation and other interested agencies (e.g. Department of Health, Northland Polytechnic) to discuss the options for sharing environmental monitoring duties outputs and establishment of a central repository of coastal records for Whangarei. 2

7 Policy Area Implementation

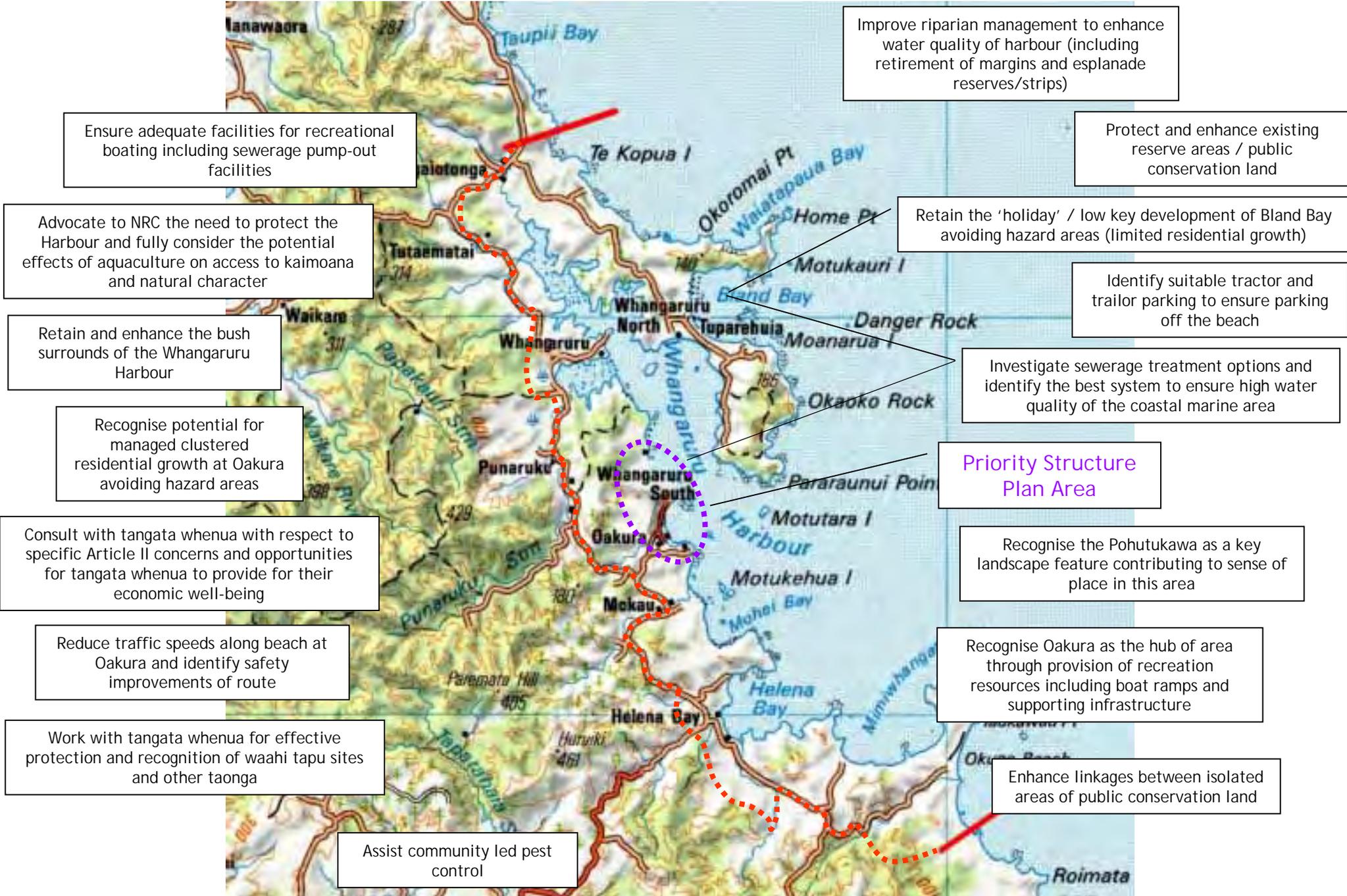
In addition to the District-wide implementation of the Strategy, it is proposed that implementation direction will be developed at a local level. This section sets out the local direction developed to date for implementing the Strategy, including setting management tasks and identifying those areas where further detailed direction is to be provided through the completion of Structure Plans.

7.1 Policy Area Implementation Direction

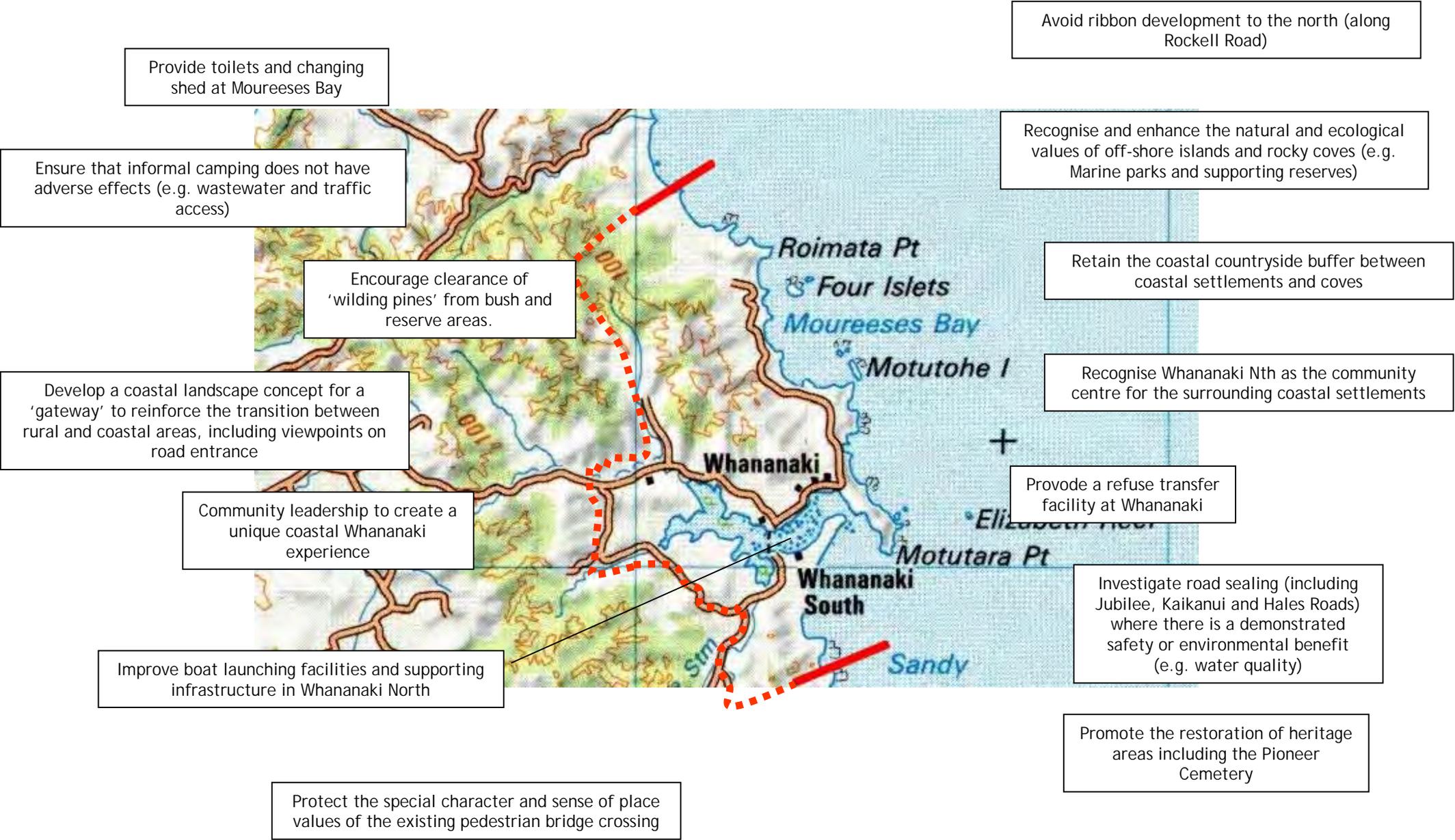
***Broad level
implementation
direction set out
for Policy Areas***

These maps provide direction on how the local policy visions (section 5) will be implemented. It is noted that further specific direction will be developed for those areas in Part III of the Strategy; the Structure Planning.

Whangaruru – Mimiwhangata: Quiet relaxed communities respecting a treasured natural environment



Whananaki: A rural gateway arriving at treasured coastal coves



Sandy Bay – Tutukaka: A maritime hub supporting a relaxed holiday playground

Promote the tourist loop on Ngunguru and Matapouri Roads providing access from Whangarei City

Priority Structure Plan Area

Promote acquisition and support for a Regional Park, marine reserves/parks and other supporting recreation resources

Integrate any works for hazard mitigation with opportunities for improved public access along foreshore

Identify an appropriate area for active marine based recreation and support facilities on landward area

Ensure community servicing are adequate to account for growth of the Tutukaka and Sandy Bay areas through Structure Planning and Asset Management

Protect the coastal edge (as viewed from the water) by requiring bush retention and revegetation

Investigate the upgrading of Kaiatea Road as an alternative route to the coastal road

Enforcement of restrictions for vehicle access to the beach

Provision of a refuse centre (e.g. recycling center) for area

Recognise the Harbour as a maritime recreation and tourist hub and provide for growth through Structure Planning

Explore and promote opportunities for developing and upgrading walkway linkages between Tutukaka and Matapouri and northwards

Priority Structure Plan Area

Provide opportunity for managed residential and rural-residential growth and development through Structure Planning



Ngunguru: A lifestyle alternative centred on a scenic tidal waterway

Introduce traffic calming measures to protect the recreation and residential amenity values and accessibility along the Ngunguru waterfront

Ensure appropriate services are provided for peri-urban development including water supply, wastewater and community recreation facilities

Investigate the need for a multi-use community facility (e.g. recreation, art, technology centre) in recognition of the diverse demographic character of the area

Manage and promote the sensitive estuarine environment and provide for appropriate recreation opportunities in this area (passive recreation)

Improve riparian management to enhance water quality of estuary (including retirement of margins and esplanade reserves/strips and management of the forestry/estuarine buffer)

Priority Structure Plan Area

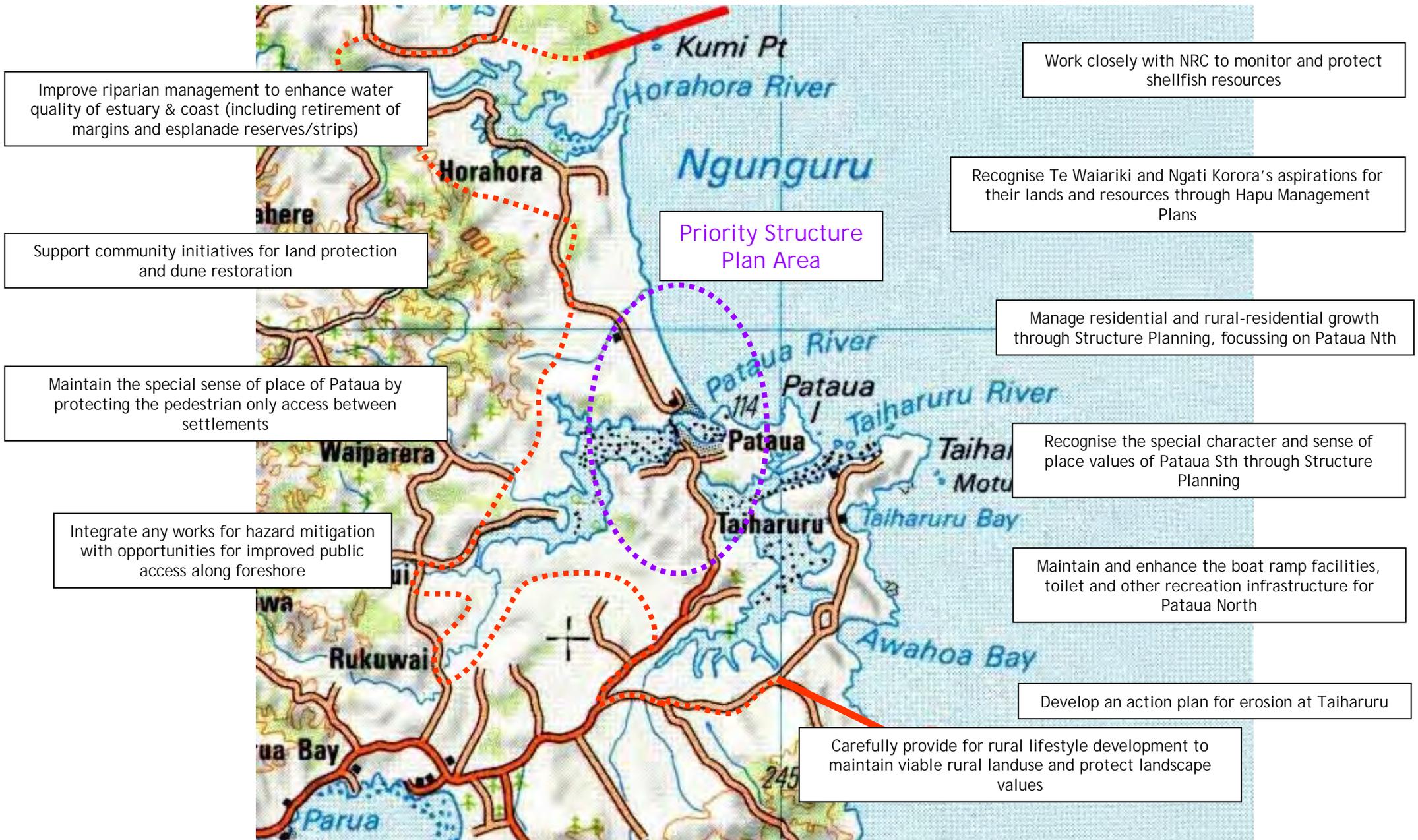
Provide for the management of Ngunguru urban area through Structure Planning (e.g. roading upgrades, footpaths, water supply and wastewater servicing).

Take a comprehensive approach to catchment management to reduce flooding and avoid discharge of contaminants to estuary

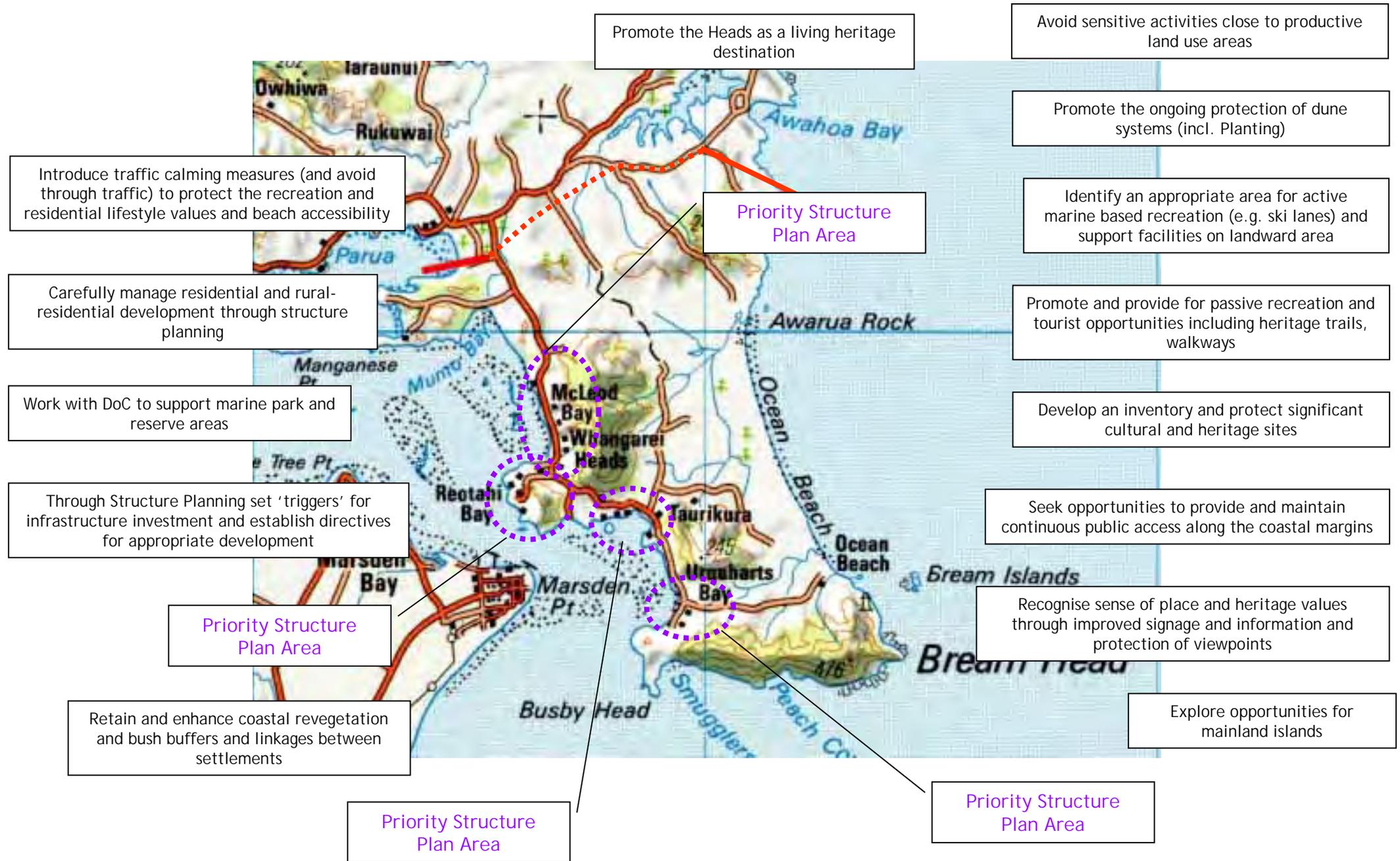
Seek protection in perpetuity of the special natural character, heritage and sense of place values of the Ngunguru Spit (e.g. through establishment of reserve or park)



Horahora – Awahoa Bay: Three rivers with unique natural, cultural and living experiences



Ocean Beach – Whangarei Heads: Community lifestyle choice clustered amongst natural and heritage landmarks



Parua Bay – Waikaraka: Harbour communities along the scenic journey from City to sea

Investigate opportunities to upgrade and develop inland routes recognising the vulnerability of the existing road and its capacity limits

Provide for and expand sporting facilities at Parua Bay

Maintain the close land/sea interface and travelling experience

Provide a 'gateway' to the Heads through consistent infrastructure design and signage

Priority Structure Plan Area



Discourage use of Whangarei Heads Road by heavy and industrial traffic, recognising the route as a scenic and tourist journey (e.g. cycling and walking)

Size and stage infrastructure with anticipated growth through Structure Planning

Support opportunities for marine reserves through provision of appropriate land based infrastructure

Provide community infrastructure to support the maritime centre and community/commercial function of Parua Bay

Promote Parua Bay as the commercial and community centre for the Heads, Pataua and surrounding rural catchment through Structure Planning

Oakleigh – Takahiwai: *Our tranquil harbour greenbelt*



Improve riparian management to enhance water quality of harbour (including retirement of margins and esplanade reserves /strips)

Develop an inventory and protect significant cultural and heritage sites

To protect and enhance the natural values of the harbour islands and wildlife refuge by working closely with DOC

Recognise tangata whenua aspirations for land use and development through Hapu management plans

Maintain the open character and bush clad hills of this area, recognising its function as a visual and environmental buffer

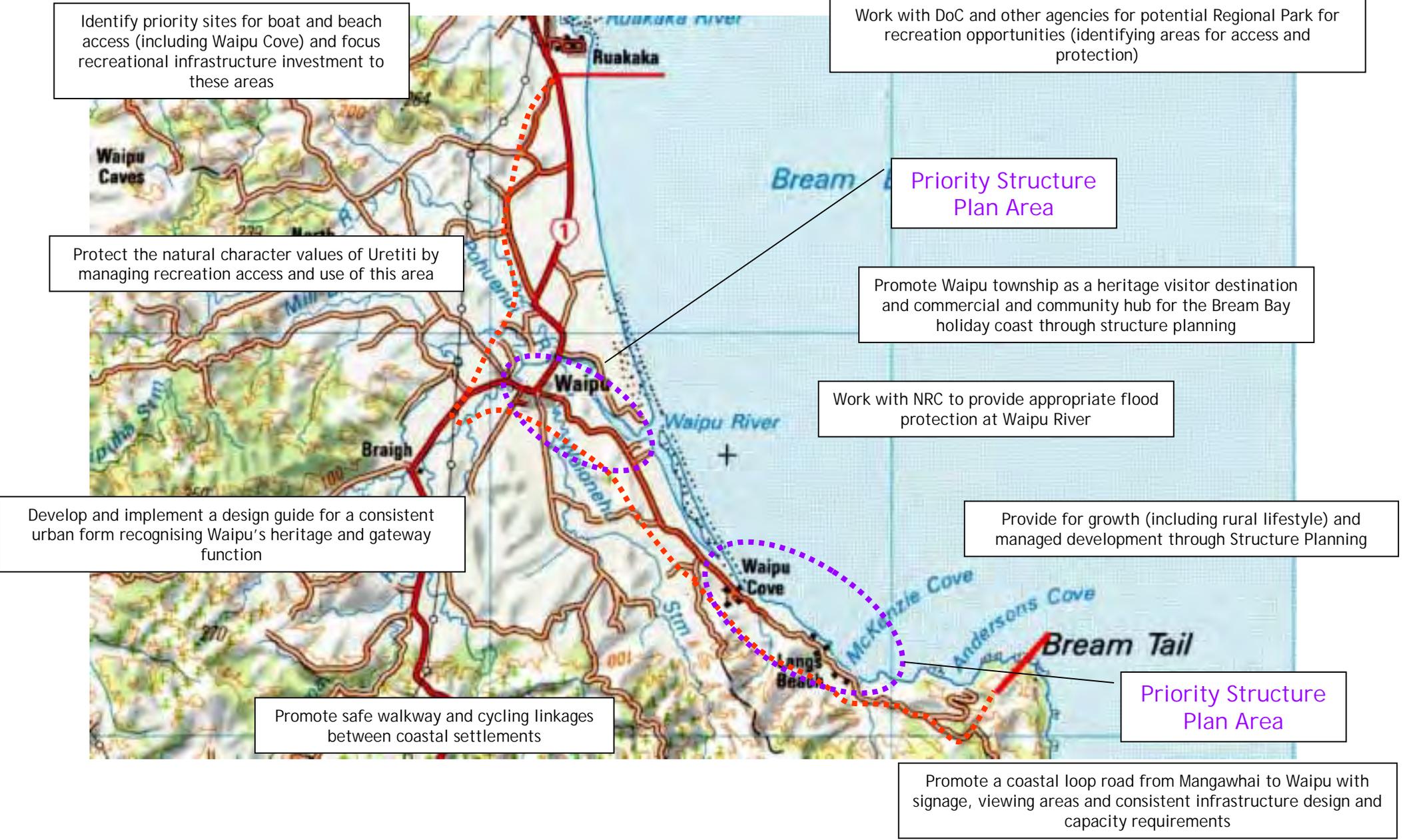
Maintain ample buffers for important public infrastructure and industry (e.g. rail and landfill)

Avoid rural-residential development that would compromise rural landuses and buffer areas

One Tree Point – Ruakaka: *An enterprising community prospering on Bream Bays expansive coast*



Uretiti – Bream Tail: *Bream Bays holiday playground and heritage centre*



7.2 Structure Plans

7.2.1 *What is a Structure Plan?*

**Technical Papers
identify priority
issues**

A Structure Plan is a concept for local areas that integrates the protection, use and development of land and resources in a local area. In other words, the Structure Plan is a broad physical plan (or map) identifying areas for growth, protection, parks and other infrastructure and community requirements over the next 20 years.

The Structure Plan will set out how to implement the Coastal Management Strategy visions and mission statements at a local level.

7.2.2 *How will the Structure Plans be Prepared?*

The following steps are proposed to undertake and complete the Structure Plans. The Structure Planning process will be undertaken following completion and adoption of the District-wide Strategy by Whangarei District Council.

Step 1:

Confirmation of management direction for the Policy Area and initial definition of Structure Plan boundaries.

Step 2:

Collation and mapping of existing constraints and opportunities within the defined Structure Plan area. Mapping will include:

- Aerial photographs of Structure Plan area;
- Current zoning and designations;
- Identification of sites of ecological, heritage and cultural significance, protected areas and other sensitive areas identified from the Technical Studies.

Step 3:

Workshop with community to identify key Structure Plan concepts (including areas for growth and development for how we live, work, and play in and protect the coastal environment) and identification of key desirable outcomes.

Step 4:

Validation of the Structure Plan direction with the Policy Area Vision and the desired outcomes.

Step 5:

Concept development for Structure Plan including mapping and identification of key infrastructure components.

Step 6:

Workshop with community to review Structure Plan mapping, key infrastructure components, and key outcomes. Identification and development of 'triggers' for implementation measures and programme.

Step 7:

Development of implementation programme (including 'triggers', timeframes and statutory changes (e.g. to District Plan))

Step 8:

Finalise Structure Plan and presentation to council for adoption.

7.2.3**Priorities for Structure Planning**

In total, 12 High Priority Areas are identified for Structure Plans.

The following areas are proposed as **High Priority Structure Plan areas**:

- Bland Bay – Mimiwhangata Policy Area:
 - Oakura
- Sandy Bay – Tutukaka Policy Area:
 - Tutukaka Block and Environs
 - Matapouri to Woolleys Bay
- Ngunguru Policy Area:
 - Ngunguru settlement and surrounds
- Horahora - Kauri Mountain Policy Area:
 - Pataua North and South and rural lifestyle surrounds
- Ocean Beach – Whangarei Heads Policy Area:
 - Urquharts Bay
 - Taurikura (incl. McGregors Bay)
 - Reotahi Settlement
 - McLeods Bay
- Parua Bay – Waikaraka Policy Area:
 - Parua Bay Settlement
- Uretiti – Bream Tail Policy Area:
 - Waipu Township
 - Waipu Cove Settlement to Langs Beach Settlement

In total, 6 Medium Priority Areas are identified for Structure Plans.

The following areas are proposed as **Medium Priority Structure Plan areas**:

- Bland Bay – Mimiwhangata Policy Area:
 - Bland Bay
- Whananaki Area:
 - Whananaki North to Moureeses Bay
- Horahora – Awahoa Bay Policy Area:
 - Taiharuru
- Ocean Beach – Whangarei Heads Policy Area:
 - Ocean Beach
- Parua Bay – Waikaraka Policy Area:
 - Solomon’s Point - Waikaraka
- Uretiti – Bream Tail Policy Area:
 - Waipu rural lifestyle fringe to Waipu River.

In total, 5 Low Priority Areas are identified for Structure Plans.

The following areas are proposed as **Low Priority Structure Plan areas**:

- Bland Bay – Mimiwhangata Policy Area:
 - Whangaruru
- Ocean Beach – Whangarei Heads Policy Area:
 - The Nook
 - Little Munroe Bay
- Parua Bay – Waikaraka Policy Area:
 - Parua Bay to Solomons Point Settlement
- Oakleigh – Takahiwai Policy Area.

Study Team

The Study Team for Parts I and II of the Whangarei Coastal Management Strategy included:

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