

# Whangarei Coastal Management Strategy

District Wide Strategy



## ***Message from the Mayor***

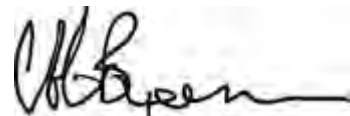
As part of the Whangarei District Council's ongoing Strategic Planning Programme, we have prepared the Whangarei Coastal Management Strategy. This strategy provides long term district-wide guidance for how we live, work and play in and protect the unique coastal environment that we all enjoy and treasure.

The Coastal Management Strategy, for the first time in Whangarei 'sets the scene' for promoting better coastal management at a district and local level but also has important direction for regional planning in Northland. The strategy has as its central vision "Our Unique Subtropical Coastal Environment - Nurturing a wealth of opportunities to experience, to treasure and to harness for our prosperity". I think the word "nurturing" is very appropriate to the philosophy of better coastal management because it encourages all of us to recognise our role as stewards as well as ensuring greater environmental, social and economic sustainability. It encapsulates many important management concepts such as education and awareness and sustainable land use practices and avoids the limitations of the concept of protection.

The Coastal Management Strategy provides a series of district-wide and local principles for coastal management within a framework of partnership and develops objectives, policies and implementation measures. The Whangarei Coastal Management Strategy also provides a framework for the preparation of Coastal Structure Plans in local communities. Initially, Structure Plans will be developed in high priority areas, where there are potential threats to how we live, work, play or protect the coastal environment. These Plans will be prepared in close consultation with stakeholders and through partnerships with the community. We hope the Plans will provide a sound basis for improving coastal and environmental management for many years to come.

I urge you all to get involved in this challenging project by reading the Whangarei Coastal Management Strategy and participating in the development of you local Structure Plans.

Thank you for your input to this exciting project.



Craig Brown

***His Worship the Mayor, Whangarei District Council***

- **Whangarei Coastal Management Strategy**

**District Wide Strategy**

Prepared for  
Whangarei District Council

By  
Beca Planning

September 2002

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- Northland Regional Council;
- Department of Conservation;
- New Zealand Historic Places Trust;
- All those organisations and community representatives that attended council's Coastal Management Strategy Forum on 05 June 2002;
- All those people who attended the hui at Te Renga Paraoa Marae, 06 June 2002;
- All those people who attended the following community meetings:
  - Tamaterau Hall, 20 May 2002;
  - Pataua Outdoor Education and Recreation Centre, 21 May 2002;
  - Taurikura Hall, 22 May 2002;
  - Oakura Hall, 26 May 2002;
  - Whananaki Community Hall, 26 May 2002;
  - Ngunguru Hall, 27 May 2002; and
  - Waipu Hall, 06 June 2002.
- All those people who have provided comment and feedback throughout the Coastal Management Strategy process, including the 775 people on our mailing list, the 99 respondents to the Discussion Document questionnaire and all other interested parties who have wrote to us with comments, views and valuable suggestions.

A summary of the consultation feedback, including a summary of particular organisations and community representatives involved in the consultation, is provided in the *Whangarei Coastal Management Strategy Consultation Summary Report*.

# 1 Introduction

The Whangarei coast extends for some 270km along the north eastern North Island. This coastline has a dramatic mix of significant natural cultural, recreation, economic and heritage values, contributing to the District and Region’s sense of place and their social and economic well-being.

The Whangarei Coastal Management Strategy (Coastal Management Strategy) has emerged in recognition of the need to treasure our coastal environment and ensure that these important resources and values are carefully managed in an integrated manner for current and future generations.

## 1.1 Purpose of the Strategy

**The Coastal Management Strategy sets a common vision for the future and a way forward to achieve the vision**

The core purpose of the Whangarei Coastal Management Strategy is to *‘establish a strategic, integrated framework for managing the protection, use and development of the coastal environment within the Whangarei District’*. In other words the strategy seeks to identify a common vision for the future of our coastal environment and establish a ‘way forward’ to achieve this vision over the next 20 to 50 years.

Figure 1 outlines the process for development of this Strategy.

## 1.2 Format of the Strategy

**3 Parts to Strategy**

There are three sections to this Strategy:

**District-Wide Strategy**

### Part I – The District Wide Strategy

This Part of the Strategy identifies the Vision and Mission Statements for management and development of the Whangarei coastal environment over the next 50 years, including the strategic objectives and policies; setting out how the vision and missions will be achieved. This part also identifies ‘policy areas’ for the local interpretation of the Vision, recognising the diverse coastal environment in Whangarei.

### Part II – Effecting the Strategy

This part of the strategy looks at the key implementation issues for achieving the strategy. Priority issues and areas are identified for future Structure Planning.

**Part III - Local  
direction of the  
Strategy**

**Part III – Structure Plans for Priority Areas**

This part of the Strategy will include specific structure plans prepared for priority areas in the Whangarei coastal environment. This Part will be prepared following council and community adoption of Parts I and II.

**1.3**

**How the Strategy Fits**

As a strategic document, the Coastal Management Strategy provides overarching direction to many of council’s functions or other management documents (including the District Plan, Annual Plans and financial planning). It is also important to recognise the influence that national and regional strategic and policy documents provide. In particular, the Regional Policy Statement for Northland and the Regional Coastal Plan have significant relevance.

Figure 2 provides an outline of the conceptual framework of how the Strategy ‘fits’ with other strategic, policy and management documents. Implicit in this Strategy is the need for integrated management and partnership between agencies and the community. Reference is made throughout the document to policies and measures to reinforce and improve such integrated management.



# Coastal Management Strategy

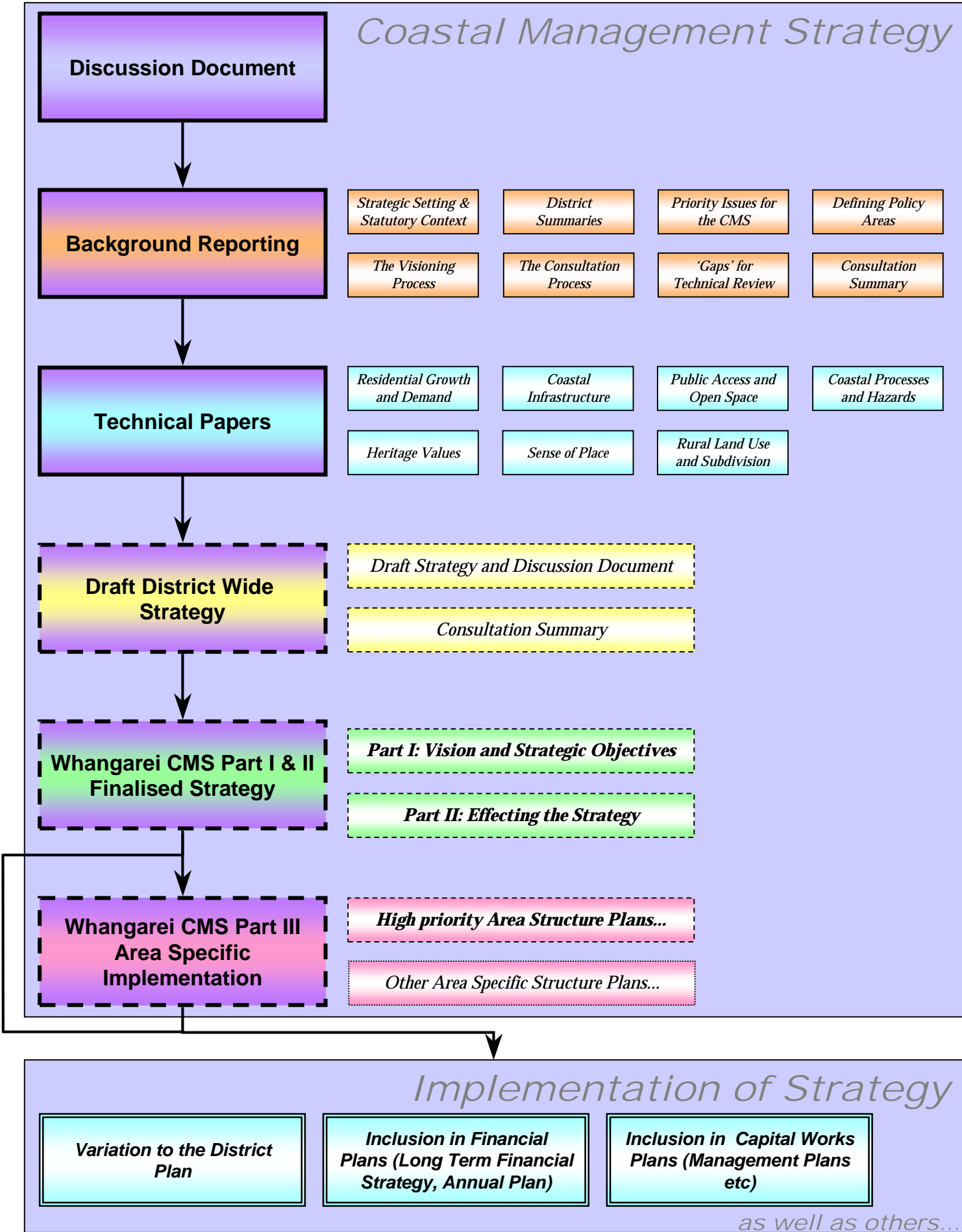
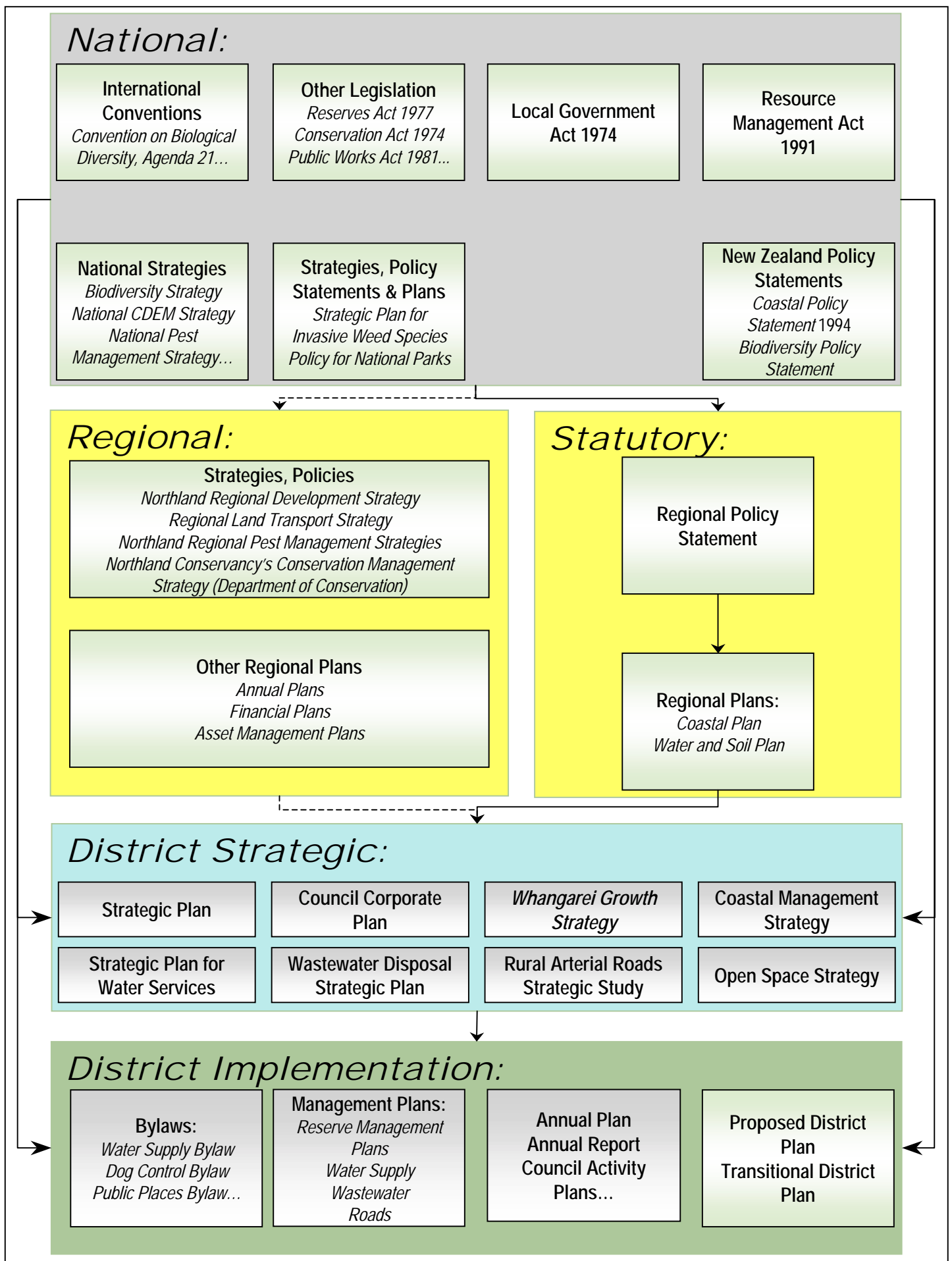


Figure 1  
Whangarei CMS Process Schematic



## 2 *Partnership*

### 2.1 The Concept of Partnership

***The Strategy is a partnership between council and the wider community***

As a 'blueprint' or guiding image for the future of Whangarei's coastal environment, the Coastal Management Strategy is based on the fundamental concept of partnership: a partnership between council and the Whangarei community including local residents, management agencies, tangata whenua and mana whenua. This philosophy has underpinned the development of the Coastal Management Strategy and guided the Visioning and policy direction of this document. In this regard, the Strategy can be conceptually described as a contract or a pledge between council and the wider Whangarei community.

***Community and council ownership of the Strategy critical to its success***

It is important to recognise also that the success of the Strategy will rely not only on council initiatives but also on a strong sense of ownership and commitment from the community on the philosophy of the this document and its Vision and Mission Statements.

It is important to recognise that council and particularly council regulation can only ever provide a 'back-stop' for protection of the coastal environment. It will take community leadership and initiative to provide positive change and enhancement of the coastal environment. Without a partnership in the ownership and management of our coastal environment, it will not be possible for this Strategy to achieve any tangible success.

### 2.2 Community Views and Values

***The Strategy has developed from the 'bottom up': building on community views and values.***

The development of the Strategy has sought to be a 'bottom up' approach – first seeking the views and values of the District's people and local coastal communities to shape the Vision and Mission Statements that are the foundation for the objective and policy directions.

While the extensive feedback from the consultation process is outlined in the *Whangarei Coastal Management Strategy Consultation Summary Report*, July 2002, the following provides an overall summary of the key concepts that have guided development of this Strategy.

#### 2.2.1 *General Community Values for the Vision*

- The unique values of the Whangarei coastal environment;
- The desire to attain wealth, not just economically but also socially

and culturally;

- The importance of diversity and the need to reflect the many environments and diverse people (including tangata whenua);
- The importance of the physical and natural environment and its contribution to the health and well-being of Whangarei's coastal environment;
- The importance of tourism, recreation and coastal industry for the economic well-being of the community;
- That the Whangarei coast is there for all to enjoy;
- That the coast is valued for recreation (particularly fishing), heritage (e.g. Mt Manaia and Waipu), and natural character.
- That communities should be 'sustainable' both socio-economically and environmentally;
- That there should be an emphasis on positive enhancement and nurturing of the coast, rather than simply keeping what we have; and
- That we need to recognise the intrinsic values of the coast.

## 2.2.2

### *General Community Values for the Mission Statements*

- There needs to be ongoing opportunity to **live** in the coast and for growth in the number of people who can live in the coastal environment;
- The importance of recognising lifestyle choices;
- There has been an increase in the number of holiday homes and temporary dwellings in the coast and that these people have different needs and expectations;
- There is a concern about uniform urban sprawl;
- Tangata whenua have specific living expectations and aspirations that should be recognised;
- **Work** opportunities should be compatible with the environment;
- Work opportunities should be available locally to provide an opportunity for people to live and work in coastal environments without relying on commuting to the City;
- There is 'untapped' opportunity for economic growth in the coastal environment, particularly in sensitive tourism;
- Recognition of the importance of the wilderness experience for **recreation** in the coastal environment and the importance of nature and natural beauty;
- The importance of fishing and boating to the community, both

for recreation and as part of how they 'live';

- The need to cater for all ages and interests, providing diversity of recreation opportunities without compromising on the experiences;
- The importance of 'solitude', 'peace' and 'quiet' for people who play in the coastal environment;
- Recognition of the importance of the **natural environment** as the foundation for how the community lives, works and plays in the coastal environment;
- The unique 'sense of place' created by the natural, cultural, heritage and built features of the coastal environment; and
- The need to protect and enhance what natural resources we have and recognise that some of these are currently threatened.

### 2.2.3

#### *Tangata Whenua Values for the Coastal Management Strategy*

While a number of general tangata whenua concerns have been identified in the summary above, it is important to recognise the partnership with tangata whenua under Te Tiriti o Waitangi (the Treaty of Waitangi) and recognise their particular issues and concerns with respect to the management of their lands, sites and other taonga.

The *Whangarei Coastal Management Strategy Consultation Summary Report*, July 2002, provides further detail on inputs from tangata whenua on the Strategy, however the following identifies the overarching concerns and issues raised:

- Tangata whenua and mana whenua should control their own future and make management decisions for their own land through Hapu Management Plans or other processes;
- The environment needs to be treated holistically and council's and government agencies need to work together on issues (particularly in the coastal environment) and consult with tangata whenua in a coordinated manner;
- Article II of the Treaty establishes the relationship for tangata whenua and this needs to be reflected;
- Mana whenua sense of place is 'where they can see their mountain and their sustaining waters' and this is different from other people in the community;
- Tangata whenua are dependant on the sea for their health and well being (social, economic and cultural well being).