



■ report

## **Whangarei Coastal Management Strategy – Structure Plan: Parua Bay**

Adopted by Council 11 February 2009

■ report

# **Whangarei Coastal Management Strategy – Part III: Parua Bay**

Prepared for  
Whangarei District Council

By  
Beca Planning

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## ***Revision History***

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## ***Document Acceptance***

<b><i>Action</i></b>	<b><i>Name</i></b>	<b><i>Signed</i></b>	<b><i>Date</i></b>
Prepared by	Warren Kreft		28.1.09
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# **1 Introduction**

In September 2002, Council adopted the Whangarei Coastal Management Strategy, establishing a strategic, integrated framework for managing the protection, use and development of the coastal environment within the Whangarei District.

The overall vision for the Coastal Management Strategy is:

***Our Unique Subtropical Coastal Environment: Nurturing a wealth of opportunities to experience, to treasure and to harness for our prosperity***

To achieve this vision, the Coastal Management Strategy is set out in three parts. Parts I and II relate to the District Wide Strategy and Effecting the Strategy at a District wide level. Part III of the Coastal Management Strategy includes specific structure plans prepared for priority areas in the Whangarei coastal environment. This Structure Plan is one component of Part III of the Coastal Management Strategy, (in total there are some 12 priority areas for structure planning in Part III of the Strategy). Structure Plans were finalised in 2003.

This Structure Plan is intended as a concept for the local Parua Bay area, integrating the protection, use and development of land and resources and setting out how to implement the Coastal Management Strategy vision and mission statements at a local level. In other words, it is a broad physical plan identifying areas for growth, protection, infrastructure and other community requirements over the next 20 years.

The Structure Plan is intended as a partnership between the community and Council and an important step in establishing Community Plans for these settlement areas. This philosophy of partnership is reflected in the Structure Plan development.

Since the Structure Plan was finalised in 2003 there have been a number of changes to the Whangarei coastal environment. This Structure Plan has therefore been reviewed and updated, where necessary, in 2008 to reflect the changes that have occurred in the preceding years. No changes have been made to the overall vision and key objectives for the Parua Bay area.

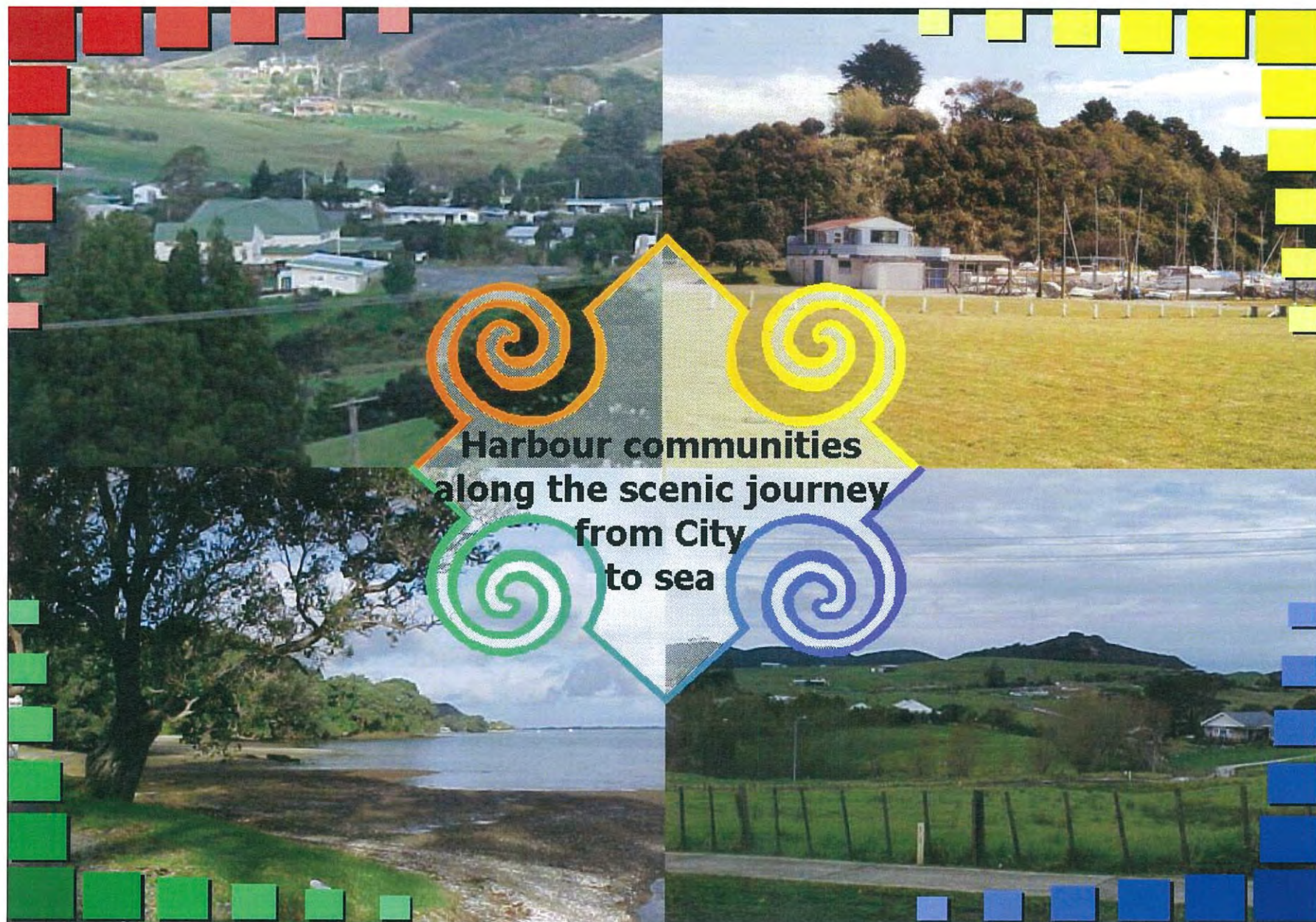
## **1.1 Vision for Waikaraka to Parua Bay**

The Whangarei Coastal Management Strategy recognises the importance of the diversity of the coastal environment in the Whangarei District and identifies a number of 'Policy Areas'. These Policy Areas are not 'discrete units', but rather they are intended to reflect communities of interest or particular environments that warrant management direction, within the context of the District's overall Vision and Mission Statements. Similarly, the Structure Plan further focuses on settlement areas within these Policy Areas. The Structure Planning concepts have been developed in recognition of the overall policy and implementation direction of the surrounding Policy Area 'catchment'.

The Waikaraka to Parua Bay Policy Area extends from Waikaraka on Whangarei Heads Road, east along the coastal road and settlements to Parua Bay. The area includes a number of small clustered residential living environments and some large lot residential properties around bays and beaches surrounded by largely rural activity. The area is

strongly characterised by the coastal environment and Whangarei Heads Road. The **Parua Bay Structure Plan** has been identified as a high priority planning area recognising the role this particular settlement has for other residential settlements, including the Whangarei Heads and the Pataua South community further to the north-east of Parua Bay.



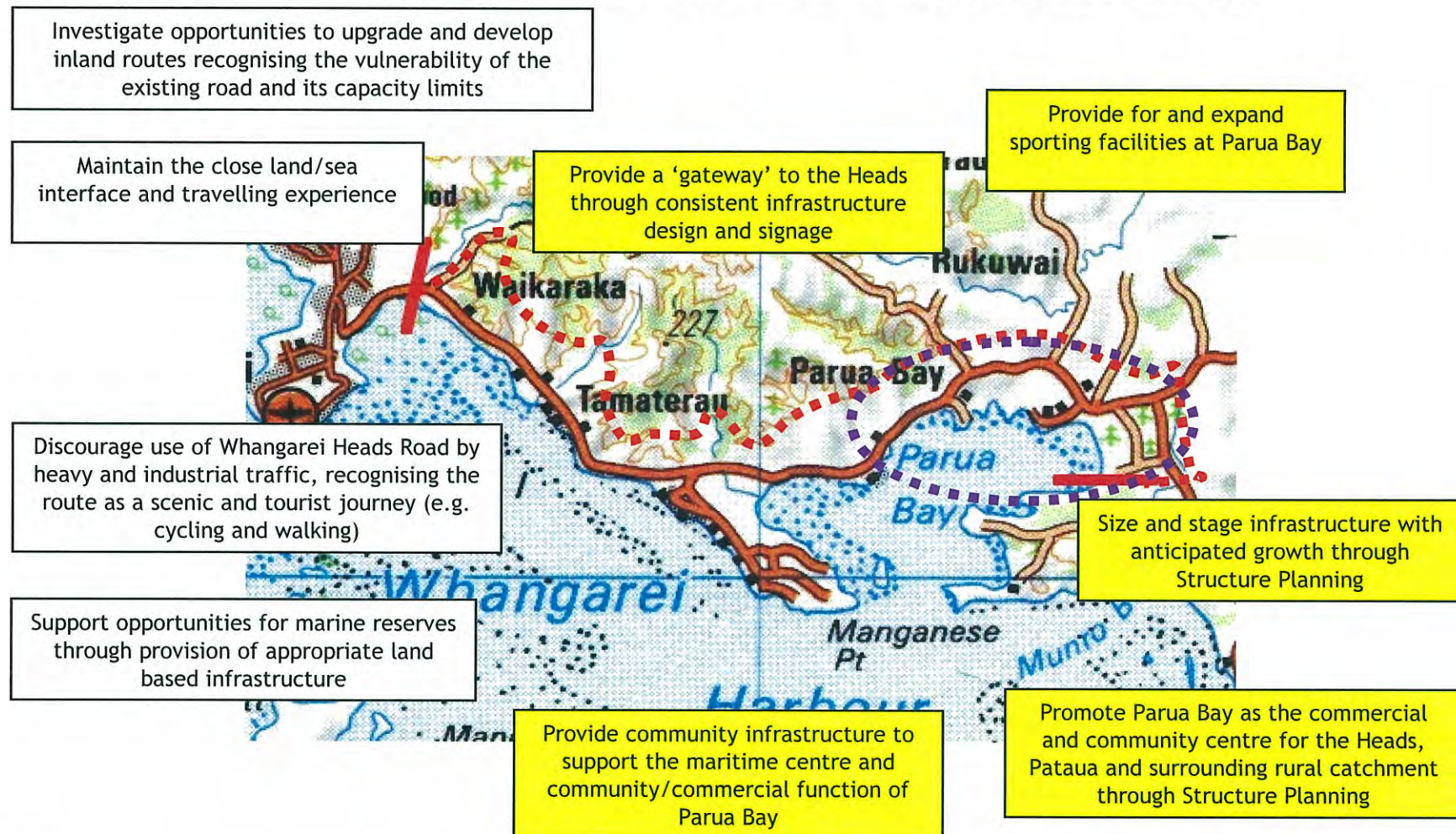




## 1.2 Coastal Management Strategy – Policy Area Implementation Map

In addition to the overall Vision for the Parua Bay - Waikaraka Policy Area, the Coastal Management Strategy sets out local implementation directions for achieving this Vision. Those of particular relevance to the Parua Bay Structure Plan are highlighted:

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





### 1.3 Local Outcomes - Direction for the Vision

On the basis of the consultation undertaken for both the Coastal Management Strategy and this particular Structure Plan between 2001-2003, the following identifies the key themes or direction for development of the Structure Plan and management concepts:

#### 1.3.1 *Live in Parua Bay by...*



- Providing for clustered residential and commercial settlement at Parua Bay;
- Promoting development that provides for protection of vegetation and landscape values in hills and backshore;
- Protecting the special sense of place and character of the area;
- Recognising the wider 'catchment' serviced by Parua Bay;
- Promoting the special sense of place and character of area; and
- Providing for a special lifestyle encouraging pedestrian (non-motorised vehicle) friendly settlement.

#### 1.3.2 *Work in Parua Bay by...*



- Promoting eco-tourism at Parua Bay and the surrounding Whangarei Heads;
- Promoting the pedestrian village in the community / commercial centre;
- Encouraging economic rural activities in surrounding Countryside and Coastal Countryside; and
- Recognising the importance of the natural character and quality of the coastal marine area for tourism and eco-tourism.

#### 1.3.3 *Play in Parua Bay by...*



- Providing a network of walkways, unformed tracks, recreation access points and linkages through the area and the coastline north and south;
- Recognising the active recreation and boating function of the Parua Bay area;
- Promoting the coastal road as a scenic experience and Parua Bay as a 'gateway' to the Whangarei Heads area; and
- Recognising and maintaining the recreation values of the coastal marine area.

#### 1.3.4 *Protecting Parua Bay by...*



- Maintaining and enhancing important bush and habitat areas; and natural character values;
- Protecting significant outlooks and coastal margins viewed from the sea and other key public vantage points (including the road) ;
- Managing land use and infrastructure to enhance coastal water quality; and,
- Maintaining the open rural values between coastal settlements.

## **1.4 Structure Plan Development**

The Structure Plan has been prepared in a philosophy of partnership between Council and the community as well as consultation/participation with other key stakeholders.

The following provides a summary of the key stages of development for the Structure Plan.

### **1.4.1 *Technical Investigation and Constraints Mapping***

On the basis of the Coastal Management Strategy and investigations already undertaken by Whangarei District Council and other agencies (in particular Department of Conservation, New Zealand Historic Places Trust and Northland Regional Council), base information was collected on the key technical issues and 'constraints/opportunities' for use and development in the Parua Bay Structure Plan Area.

### **1.4.2 *Community Participation – Constraints and Opportunities***

In addition to the base information review, consultation was undertaken with the community and key stakeholders asking them to identify key constraints and opportunities. Specifically, this phase sought from the community identification not only of 'technical or physical constraints' but also identification of particular significant issues and outcomes sought by the community for the long term development of the Structure Plan area (the future social, economic, environmental and cultural well-being of how the community will live, work, play and protect the area). This process in particular assisted in development of the Structure Plan

### **1.4.3 *Draft Structure Plan – Key themes and prioritisation***

Following identification with the community and stakeholders of the key constraints and desired outcomes, the Study Team developed a Draft Structure Plan and a summary of the key themes or principles of the plan. The community and other stakeholders were asked to provide their opinion on the relative importance or priority to the key structure plan outcomes, which has assisted in development of the Structure Plan Priorities and Critical Path

### **1.4.4 *Integration of Structure Plans***

The final stage of the Structure Plan development has been to integrate the outcomes of each specific structure plan with the outcomes and priorities identified for the other High Priority Structure Plan areas and the District-Wide Coastal Management Strategy. This integration is a critical component of bringing together the overall implementation and integration of development and direction for coastal management.

#### **1.4.5 2008 Review and Update of Structure Plan**

A review and update, where necessary, was undertaken of the Structure Plan in 2008 to reflect any significant land use or infrastructure changes to the Parua Bay area over the preceding 4-5 years since the Structure Plan was first finalised. The review consisted of:

- A site visit to document any changes observed on the ground;
- A review of District Plan maps for the area (and cross check against the Structure Plan);
- A review of subdivision reports;
- A check against strategic documents (Whangarei 20:20, Urban Growth Strategy, Open Space Strategy, etc);
- A review of progress on implementation of key actions through a review of Asset Management Plans, regional coastal consents and infrastructure servicing programmes; and,
- Consultation with public and Council Asset Managers over proposed updates to Structure Plan reports and concept maps.

No changes have been made to the original vision and main objectives for the Parua Bay area that were consulted and decided on as part of the underlying Structure Plan finalised in 2003.

It is anticipated that as appropriate, land use elements of the final updated Structure Plan will be implemented through the District Plan by a formal Plan Change process.



## **2 Implementing the Vision in Parua Bay**

This section provides the overall content of the Structure Plan for Parua Bay, updated to 2008. It is important to recognise that the Structure Plan Concept Map provides a 20 year vision. Guidance on possible timing and more specifically the prioritisation for implementation is provided in section 3 of this report.

### **2.1 Key Elements of Structure Plan Concept**

Expanding on the directions provided in the Coastal Management Strategy Vision and the desired community outcomes summarised in section 1, the following provides a summary of key elements or future outcomes for development, management and protection of Parua Bay over the next 20 years. These concepts are geographically depicted or defined in the supporting 20 Year Structure Plan Concept Map (see section 2.2 of this report).

It is important to recognise that a number of Structure Plan elements identified below are repeated, in recognition that they reinforce or are common to many of the vision themes.

#### **2.1.1 Outcomes for Living in Parua Bay to 2025**

##### **(a) Development that provides protection of vegetation and landscape values in hills and backshore**

Throughout the 2001-2003 consultation with the community and stakeholders, there was recognition given to the special sense of place of this area. Values have been attributed particularly to the distinctive landscape features and valued vegetation of the backshore hills and the mangrove estuarine environment of the bay. The desired outcome to protect these values is considered consistent with the vision for the wider Whangarei Heads area and the other structure plans developed for settlements of the Heads (e.g. McLeod Bay, Reotahi, Taurikura and Urquharts Bay).

Specific elements identified for the Structure Plan to achieve this outcome include:

- Providing for some Living 1 and Living 3 expansion around the settlement areas, retaining and expanding the Coastal Countryside Environments surrounding the settlement, particularly where there are identified vegetation and landscape values;
- Establishing bush protection in subdivision, use and development, recognising the contribution that this bush has to the natural character and sense of place of the area;
- Providing planting guides to encourage use of appropriate species in revegetation, including issues of eco-sourcing. It is recommended that **voluntary** planting guides are used (in comparison to introduction of rules through the District Plan) to achieve the desired outcome of protecting landscape and vegetation values, though such guidelines can also be implemented through the District Plan (e.g. as consent conditions) where resource consents are required for subdivision, use or development.
- Reserve expansion and viewpoint protection, including setting aside coastal margins and areas of valued bush as part of the reserve network.

**(b) Clustered residential development and settlement at Parua Bay**

Consistently in consultation undertaken in 2001-2003 in the Whangarei Heads area, there was concern expressed that the discrete settlements along Whangarei Heads Road are retained. The community have expressed a strong desire to maintain these small settlement areas and the associated sense of community and cluster residential settlement, rather than allowing sprawl or 'ribbon' development connecting settlement areas.

In Parua Bay there was a general recognition that an area of urban residential development (e.g. Living 1 type Environment) was appropriate. However, concern was expressed that these boundaries were clearly defined, that development did not adversely impact on the values of the environment (particularly landscape, vegetation and sense of place, which are addressed in more detail in (a) above and (c) below), and that such development has adequate servicing.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Maintaining, with limited expansion, the Living 1 environment clustered at the centre of Parua Bay, providing for residential growth in a concentrated area rather than continued or uncontrolled 'sprawl' across the rural areas surrounding Parua Bay. In particular, this environment is considered appropriate around service and community facilities, including the school, commercial hub and sport/recreation facilities. This area is also the area of servicing for the wastewater reticulation;
- Providing for 'large lot' residential development in surrounding slopes of Parua Bay, contained within 'urban limits' defined largely by existing and future road networks and topography and to link with planned sport/recreation facilities. While there was general support for providing residential expansion through larger lot Living Environments, concern was identified by the community to acknowledge sense of place and bush / natural character issues and the potential for such development to impact on ridgelines and views. A balanced approach to such development has been put forward, with some future 'large-lot' residential expansion in conjunction with vegetation controls and the establishment of design guidelines to address potential adverse impacts on the special character of these areas.
- Maintaining coastal rural activities surrounding the development area. Maintaining the rural surrounds has been identified by the community as an important element of the 'living' environment, particularly for the special character or amenity of settlement areas. Retention of the rural surrounds to Parua Bay was strongly supported in the consultation response.

**(c) Promote special sense of place and character of area**

A number of specific values were identified in the consultation as features contributing to the special or scenic character of Parua Bay, including the low density housing, bush surrounds and vegetation, the maintenance of a reduced speed environment, the rural outlook and the character of housing development.

In this regard, while recognising and providing for local residential demand in the area, it is considered that such development should be managed to recognise these values. While specific recognition has been given to bush and vegetation protection in (a) above, the following

specific elements are identified for the Structure Plan to achieve maintenance of the 'sense of place' for Parua Bay include:

- Using topography and natural features to guide boundaries of development. In particular, the contour and existing physical features (such as roading and valley boundaries) have been used to assist identification of 'village cluster' areas. For example, residential development has been focussed to areas where it will not visually dominate the catchment (valleys and lower lying areas); and
- 'Low impact' design for stormwater (e.g. avoiding curb / channel and maintaining 'grass swale' road verges and more 'informal development' style for public infrastructure).
- Development controls to protect the foreshore from run-off and pollution. During the consultation the scale of residential development was identified as a specific element contributing to both the sense of character of the area and to maintaining water quality and stormwater run-off to the coastal marine area. Guidelines and controls on building coverage and height are considered appropriate to ensure that development does not dominate the landscape and for protection of natural values of the coastal marine area.

During the consultation, suggestions were also made for implementation of design controls for residential development – protecting both design and colour of development (as well as those controls identified above for features such as height and 'coverage' of building area). Consideration was given to implementation of 'rules' or controls for development and design of buildings. However, on balance it was considered that the character of residential development within Parua Bay is already mixed and in many ways that this diversity was a key component to the 'sense of place' of the area. As such, it was considered that design guides for development style or colour would be unduly restrictive for private property owners, without notably contributing to environmental outcomes. Furthermore, the development controls on height and coverage, with the bush protection and planting guidelines were, on balance, considered more appropriate mechanisms to provide the desired community outcomes.

**(d) Recognise the wider living 'catchment' serviced by the Parua Bay Centre**

During the 2001-2003 consultation, there was mixed response to the concept of Parua Bay as a 'hub' for the wider Whangarei Heads area. Notwithstanding this, there was general acknowledgement that the area provided an important community and service centre, particularly with the school, playschool, sports and recreation facilities and commercial service facilities. Overall, there was strong support for maintenance and enhancement of these particular facilities at Parua Bay, linking this area to settlements at Pataua and north of Whangarei Heads Road.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Maintaining and enhancing community service provision at Parua Bay (e.g. the school, day care facilities and similar); and
- Retaining the local community and commercial facilities at Parua Bay (see 2.1.2 below).



**(e) A special lifestyle encouraging pedestrian (non-motorised vehicle) friendly settlement**

This theme was identified both with respect to 'living' in the Parua Bay area and with respect to 'work' and 'play', particularly concerning opportunities for low impact employment or eco-tourism to be promoted in the area. A number of specific elements with respect to walkway linkages are captured elsewhere.

Key concerns identified in the 2001-2003 community consultation for pedestrian friendly environments with respect to 'living' in the area included the need to slow traffic down to make walking and cycling safe, particularly across the Whangarei Heads Road, between the community and commercial facilities.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Preserve and develop walkway linkages and walking tracks through the Structure Plan area and beyond, including linkages between community and commercial facilities and residential areas;
- Traffic calming measures on Whangarei Heads Road through the commercial area and the Pataua South Road/Whangarei Heads Road intersection; and
- A longer term development for an alternative transport linkage around community facilities, particularly the school. While speed restrictions through the centre of Parua Bay and around the school were strongly supported, some concern was expressed regarding a by-pass road, behind the existing settlement area as it was seen that such a road may take traffic away from the commercial facilities of the area. It is acknowledged that any such roading development would need to be undertaken with cognisance to residential and traffic growth in the area. However, on balance, the alternative roading access is considered an important element to provide for a pedestrian focussed 'heart' to the Parua Bay settlement.

**2.1.2 Outcomes for Working in Parua Bay - 2025**

**(a) Promote eco-tourism and home based work activities**

This outcome has been developed in recognition of the desire expressed from the community for local work opportunities that can be sustained by the local environment and provide residents of the area opportunities for work that do not rely on the commute to Whangarei city. This was seen as an integral component of both success for how the community would 'live' and how the community would 'work' in the area, however concern was also expressed that no large scale commercial development be allowed in the area.

Overall, the community generally supported community and commercial services at a centralised location in Parua Bay, recognising that this development could service eco-tourism and similar activities both in the immediate settlement and the wider residential catchment of the Heads, Pataua (particularly Pataua South) and the rural lifestyle development to the north and north-east (e.g. along Mount Tiger Road).

Specific elements identified for the Structure Plan to achieve this outcome include:

- Establishment of a coastal route for pedestrians and cyclists from Onerahi to the Whangarei Heads and Pataua, reducing speed on this route and promoting its 'tourism'

function (maintaining the road as a 'coastal scenic route' – allowing for safety and capacity upgrades and seeking viewpoint lay-by's in such developments);

- Enhancement of recreation facilities at Parua Bay, particularly boat ramps and parking and more 'active' recreation facilities at Parua Bay;
- Providing for small scale commercial activities in Parua Bay including eco-tourism services (e.g. home-stays, cafes, small scale restaurants etc) and 'low impact' industry or domestic business operations. During the consultation, the ability for local initiatives for home occupations and similar low scale commercial activities was identified.

**(b) A Pedestrian Village in the Community / Commercial Centre**

As discussed above, the community consultation expressed a strong desire for speed restrictions on Whangarei Heads Road and traffic management to encourage greater pedestrian movement through the Structure Plan area.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Adoption of traffic and parking management strategies to accommodate parking demand and reduce pedestrian and through-traffic conflicts at the Parua Bay commercial hub and the community facilities, including the recreation centre and school;
- In the longer term, investigation of a potential alternative road access to the commercial area and eastward on Whangarei Heads Road (e.g. to Pataua and Ocean Beach) (see 2.1.1(e) above).

**(c) Maintain and Protect the Farming Surrounds**

Throughout the consultation, recognition has been given to the importance of the 'rural setting' to the special sense of place and character of the Parua Bay / Whangarei Heads area. In addition, the importance of rural activities for the economy of the area needs to be recognised. Maintaining the economic viability of rural activities in the area needs to take into account both the amount of land retained in 'Countryside' and 'Coastal Countryside' zones but also issues of reverse sensitivity issues for areas where residential and living expansion is proposed.

The 2001-2003 consultation feedback on the issue of farming activities was mixed. Overall, support was generally expressed across the community for encouraging or maintaining some form of farming activity in the area.

A number of specific elements or instruments were identified to achieve this outcome: both controlling existing rural areas and addressing issues of the potential for adjacent activities to impact on farming.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Identification of 'buffers' between rural and residential areas, including generous building setbacks on Countryside and Coastal Countryside boundaries;
- Encourage community and Council initiatives for weed and pest management, including species which impact on rural farming operations;

- Provide education and public awareness information on the nature of farming operations to improve understanding by 'residential' community of the needs and impacts of rural activities.

**(d) Recognise the importance of the natural character and quality of the coastal marine area for tourism and eco-tourism**

Related to the issues and outcomes above, a central concept for successful tourism and eco-tourism development was recognition and protection of the natural character values and quality of the coastal marine area. This was also reinforced with respect to the 'living' environment of Parua Bay and the special sense of place values provided by maintaining water quality and resources of the coastal marine area.

The 2001-2003 consultation feedback expressed strong preference for recognition, maintenance and protection of the natural character values and resources of the coastal marine area. In particular, feedback from the community sought protection of domestic fishing and shell-fishing, in the area, protection of the bush and habitat and provision of infrastructure (both wastewater and stormwater) to enhance water quality discharges to the coastal marine area.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Comprehensive stormwater management planning and low impact catchment planning for stormwater (for example grass swale development (rather than curb and channel) for stormwater and revegetation of coastal margins);
- Provision of adequate sewerage reticulation as a pre-requisite for residential and population growth.

**2.1.3 Outcomes for Playing in Parua Bay - 2025**

**(a) A network of walkways, unformed tracks, recreation access points and linkages through the area and the coastline west and east**

Throughout the 2001-2003 consultation, special sense of place values were identified with respect to the coastal marine area and the importance of being able to access this area. In addition, values were also identified with respect to bush and vegetation areas.

In recognition of the importance of these values to the character of the area, and reinforcing the recreation and tourism themes, the Structure Plan identifies a number of specific implementation elements to further develop recreation walkways, unformed tracks and access points to be progressed with development.

In particular, these specific elements include:

- Improved pedestrian access along the coastline of Parua Bay, in tandem with revegetation of coastal margins;
- Extending walkways to provide linkages between community and commercial facilities (e.g. the school and recreation centre);



- Provision for cyclists and pedestrians along Whangarei Heads Road, particularly along living areas.

**(b) Recognise the active recreation and boating function of the area**

Boating in particular has been identified as an important recreation value in the Parua Bay area. The western Parua Bay area, in particular the boat club and pub were identified as a hub for active recreation activities both for residents of Parua Bay and for the wider Whangarei Heads and even Whangarei City population.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Provide for boat ramp development and trailer-boat facilities at Parua Bay including necessary landside facilities (parking, toilets and rubbish bins etc) to support expanded marine based recreation access to the Whangarei Harbour and Heads;
- Provide for a designated mooring area in Western Parua Bay near the boat ramp (away from swimming area and potential ferry access points) to encourage recreational boating.
- Provide for expansion and development of community reserve facilities at Parua Bay. It was generally expressed that such development should focus around the school and existing commercial / community facilities (including the recreation centre), with pedestrian linkages development between these areas.

**(c) The coastal road as a scenic experience and as a 'gateway' to Whangarei Heads**

This outcome has been addressed in 2.1.2 above, particularly the eco-tourism focus for development.

Specific elements, in addition to those discussed above, to achieve this outcome include:

- Consistent signage and 'place marketing' in Parua Bay as a 'gateway' to the greater Whangarei Heads/Pataua areas.

**(d) Recognise and maintain the recreation values of the coastal marine area.**

As discussed above, water quality and resources of the coastal marine area have been identified throughout the consultation as important values for living, working and playing in the Parua Bay area. Maintenance of water quality and management of fish and shellfish resources were identified as important outcomes for playing in Parua Bay. While it is recognised that the District Council has a limited role in management of these resources, a number of specific elements have been identified in the Structure Plan to achieve this outcome (many covered in 2.1.1 and 2.1.2 above).

Specific elements identified for the Structure Plan to achieve this outcome include:

- Stormwater and catchment management planning for water quality (see above);
- Revegetation of coastal margins (including reserve expansion of along coastal marine areas);

- Advocate community leadership and assist other agencies (e.g. Northland Regional Council) in management of fish and shellfish resources where appropriate.

#### **2.1.4 Outcomes for Protecting Parua Bay - 2025**

Protection of the natural environment in the Whangarei Heads Policy area is the prevailing principle guiding development of all other themes and concept elements for the local Structure Plan areas. In response to the importance of this 'Heads' area as an ecological and environmental 'unit', the Study Team have developed an overall Concept Plan for the Whangarei Heads area, from Parua Bay to Ocean Beach. The Concept Plan concentrates on the key elements of the natural and ecological values of the area in defining broad land-use patterns (rural, living and recreation activities) and ecological and landscape corridors that warrant recognition and protection in overall planning for this area. In addition to this overarching Concept Plan, the following specific outcomes have been identified with respect to the Parua Bay Structure Plan.

##### **(a) Maintained and enhanced habitat and natural character values in the surrounding hills**

The bush areas and landscape of the Parua Bay area were identified by the community as having very high 'sense of place' value, both with respect to local vegetation areas and those beyond the immediate Structure Plan area (e.g. the Nook). There was strong support for the protection and enhancement of these areas, both in terms of the vegetation and in specific recognition of the habitat these areas provide for significant indigenous fauna, the most notable being the kiwi.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Encouraging pet control and pet management. Uncontrolled pets (e.g. dogs and cats) are recognised as a key risk for indigenous species such as kiwi. Further information and education material on appropriate management of pets in areas of known kiwi habitat will contribute to maintaining and enhancing kiwi and other indigenous fauna populations;
- Encouraging bush protection on private land. As well as enhancing the sense of place and natural values of the Living Environment, protection of habitat was identified as important for maintaining and enhancing important wildlife in the area. This element was strongly supported in the 2001-2003 consultation feedback, indicating that the community was generally willing to accept both private and public responsibility for bush protection;
- Prioritise weed management along Council Roads (e.g. Whangarei Heads Road). Through the 2001-2003 consultation weed species were identified as a particular problem along the road reserve. In tandem with promotion of a 'coastal tourist route', weed management in the road reserve was identified as a particular measure to achieve greater protection of important bush and habitat areas.

##### **(b) Significant outlooks and coastal margins viewed from the sea and other key public vantage points (including the road) protected**

In consultation with the community, protection of viewpoints and coastal margins were identified as an important outcome for the future of the Parua Bay area. It is noted that little specific reference was made to specific viewpoints or outlooks. However, the protection of

coastal margins and management of bush areas along waterways was specifically mentioned with respect to bush protection.

The specific elements identified to achieve this outcome have largely been addressed elsewhere and include the following:

- Expansion of reserve and open space linkages and the reserve network, particularly along coastal margins and encouraging bush protection and revegetation of these areas;
- Development of 'gateway' and other scenic lay-bys on the Whangarei Heads Road as a tourist route; and
- Encouraging bush protection on private property (discussed above).

**(c) Managing land use and infrastructure to enhance coastal water quality**

This issue has been discussed in some detail with respect to live and work themes. Specific elements identified for the Structure Plan to achieve this outcome include:

- Reticulated wastewater and stormwater management as a pre-requisite to expanding the Living Environments. Development of low impact stormwater management. Flooding and stormwater management were identified both as issues for the quality of the Living Environment and with respect to water quality. The low impact design principles and on-site management (including maintenance of permeable surface areas) were identified by the community and are generally considered the most appropriate approach to address these issues whilst maintaining the special character and sense of place of the area.

**(d) Maintain the open rural values between coastal settlements**

Also discussed above, the importance of retaining individual settlements as discrete residential communities has been identified as an important outcome for Parua Bay, both shaping how we live in the area but also the protection of rural areas and 'spaces' between settlements.

Specific elements identified for the Structure Plan to achieve this outcome include:

- Establishing a strong 'urban fence' or limit for residential expansion areas to link to topography and location of sports/recreation facilities. While some mixed support was given to this element of the Structure Plan, with around 50% support, it is noted that providing these limits is considered integral to other elements which were very strongly supported (particularly maintaining the special character of discrete settlements and protecting bush and habitat areas between settlements). It is also noted that only a small proportion of respondents (less than 10%) identified that they did not support this outcome;
- Extending the reserve network and linkages along coastal margins.



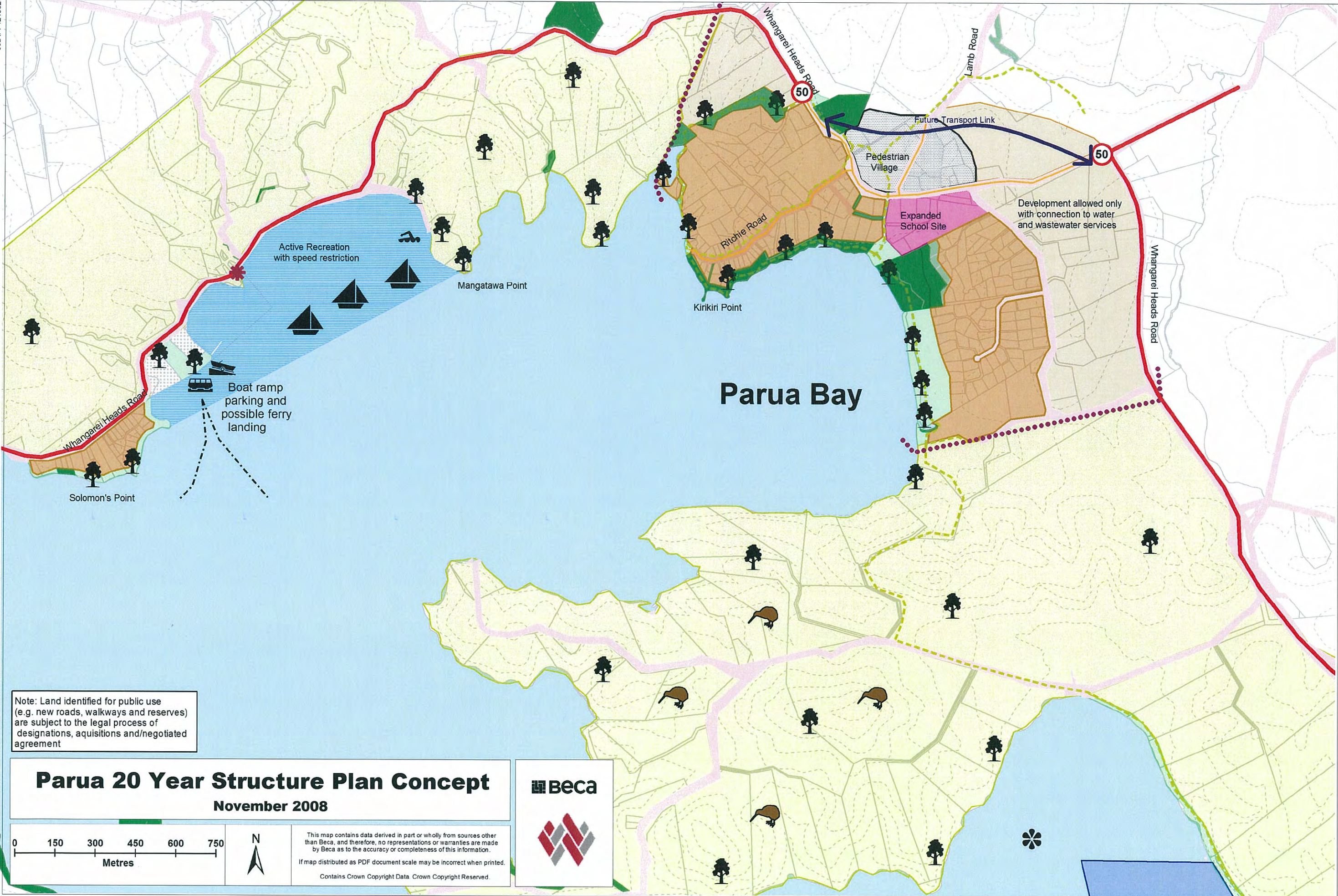
## **2.2 Structure Plan Concept Map**

The attached plan provides an overall development and management vision for the Parua Bay area for 2025.



Job #: 4213327

Path: P:\4213327\2007\01\055\_Workspaces\03\_geo\080919\_MasterWorkspace\_v2\090123\_MasterWorkspace\_v11.gws Created: 23/01/2009 Printed 23/01/2009 Author: C.J.I





# Parua 20 Year Structure Plan Concept

November 2008



Ferry Landing (possible future for harbour ferry)



Boat Ramp Launching Facility (if grey, beach launch only)



Natural Character/ Water Quality Protection Area



Significant Bush Areas



Swimming



Marina Mooring Area



Kiwi Habitat Protection



Community/Village Centre



Pedestrian Orientated Area



School



Large Lot Residential Zone (Living '3' with bush protection and stormwater control)



Community Zone (Living '1' or similar)



Business/Light Industrial



Strong Urban Boundary



Coastal Route



Village Road



Walkways/Unformed Tracks



Beach Recreation Area (motorboat speed restricted area)



Coastal Countryside Zoning (rural living with landscape and bush protection)



Heritage Area



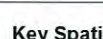
Future Reserves or Open Space



Existing Reserves



Contour Lines (20 metre interval)



Possible Alternative Road Access

## Key Spatial Implementation Actions

See Chapter 3 of the Parua Bay Structure Plan Report for the full list of implementation actions and priorities.

- Change to the District Plan providing for the residential growth indicated on the Structure Plan Maps, subject to topography and land suitability (Actions 3.1.1 and 3.1.2)
- Investigate a possible alternative road access or road formation for Parua Bay commercial area (Action 3.2.2)
- Improve pedestrian connections in the settlement area, including speed management (Action 3.2.2 and 3.2.3)
- Develop appropriate low impact stormwater management systems (Action 3.2.4)
- Investigate opportunities to expand the area of servicing (wastewater and water) in settlement area (Action 3.2.5)
- Provide roading upgrades to improve accessibility for cyclists / tourists on roads to Whangarei Heads and Pataua (Action 3.7.2)

### 3 **Implementation – Priorities and Critical Path**

The following section provides guidance on specific methods or actions to be undertaken to achieve the Structure Plan. It is important to recognise that there are a number of District-wide implementation methods proposed for the Coastal Management Strategy overall. The purpose of this section is to focus only on those additional specific methods particular to this Structure Plan Area.

#### 3.1 Residential Growth and Development

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<b>3.1.1 Expanded ‘urban’ residential settlement surrounding the existing settlement / commercial areas</b>  This would include: <ul style="list-style-type: none"> <li>■ Assessment of infrastructure capacity for provision of growth areas;</li> <li>■ Change to the District Plan to provide for ‘urban’ residential, subject to above.</li> </ul>	LOW	3.5.3
<b>3.1.2 Expanded low-density residential settlement surrounding the existing settlement areas</b>  This would include: <ul style="list-style-type: none"> <li>■ Investigation of topography and land suitability to confirm appropriate boundaries for ‘large lot’ residential living environment</li> <li>■ Confirmation of boundaries for ‘large lot’ residential on the basis of above;</li> <li>■ Change to the District Plan to provide for ‘large lot’ residential, subject to above.</li> </ul>	MED	3.5.3

#### 3.2 Infrastructure

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<b>3.2.1 Traffic and Parking Management Study for Area</b>  This would include: <ul style="list-style-type: none"> <li>■ Development of traffic and parking management strategy to support the commercial and recreation ‘hub’ at Parua Bay;</li> <li>■ Investigate the current and future carparking requirements in popular beach areas and assessment of options for adequate provision</li> <li>■ Inclusion of implementation in asset management plans for road maintenance and capital works.</li> </ul>	MED	Nil

<b>Method – Specific Implementation Measure</b>	<b>Priority</b>	<b>Trigger</b>
<b>3.2.2 Alternative road access through Parua Bay</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Investigation of alignment alternatives and funding options for 'possible alternative road access'</li> <li>■ Investigations of other options to achieve a pedestrian friendly settlement;</li> <li>■ Assessment of traffic growth and demand;</li> <li>■ Designation in District Plan;</li> <li>■ Specific inclusion in asset management plan.</li> </ul>	LOW	3.1.1
<b>3.2.3 Pedestrian / Cycle provision in Road Reserve</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Development and design of pedestrian and cycle facilities in the road reserve;</li> <li>■ Inclusion of implementation in road upgrade programme.</li> </ul>	HIGH	
<b>3.2.4 Implementation of Low Impact Stormwater and Catchment Management Planning</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Investigation of existing hydrology of Parua Bay catchment and development of appropriate low impact stormwater management systems;</li> <li>■ Catchment Management Plan to cover permeability surface coverage controls. Potential amendment to District Plan to provide additional controls;</li> <li>■ Inclusion of stormwater management plan in asset management programme for stormwater.</li> </ul>	MED	
<b>3.2.5 Expansion of wastewater servicing area</b>		
<ul style="list-style-type: none"> <li>■ Investigate potential for expansion of servicing area with urban growth;</li> <li>■ Urban intensification;</li> <li>■ Inclusion in capital works programmes.</li> </ul>	MED	
<b>3.2.6 Refuse/Recycling</b>		
<ul style="list-style-type: none"> <li>■ Investigate location and feasibility of new refuse/recycling depot.</li> </ul>	LOW	

### 3.3 Open Space and Recreation

<b>Method – Specific Implementation Measure</b>	<b>Priority</b>	<b>Trigger</b>
<b>3.3.1 Up-graded Boat Launching Facilities at Parua Bay</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Improved boat trailer parking;</li> <li>■ Assessment of boat ramp capacity and assessment of any upgrading requirements;</li> </ul>	MED - LOW	3.1.1



<b>Method – Specific Implementation Measure</b>	<b>Priority</b>	<b>Trigger</b>
<ul style="list-style-type: none"> <li>Inclusion in asset management plans and capital works plans provisions for facility upgrades.</li> </ul>		
<b>3.3.2 Improved land-side facilities for boat ramp at Parua Bay</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>Assessment of recreation requirements at boat ramp, including need for any new reserve areas;</li> <li>Inclusion in asset management plans and capital works plans provisions for facility upgrades.</li> </ul>	LOW	3.2.3
<b>3.3.3 Reserve and Community Reserve Expansion at Parua Bay</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>Assessment of site requirements and funding options for future community reserve facilities (e.g. playing fields);</li> <li>Inclusion in asset management plans and capital works plans provisions for facility upgrades.</li> </ul>	MED - LOW	
<b>3.3.4 New Reserves – Walkways and Linkages</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>Expansion of reserve network cognisant with population growth</li> <li>Protection of ridgelines and visual catchment</li> </ul>	MED - LOW	Population growth and reserve contribution

### 3.4 Coastal Hazards

N/A

### 3.5 Sense of Place

<b>Method – Specific Implementation Measure</b>	<b>Priority</b>	<b>Trigger</b>
<b>3.5.1 Bush Protection Provisions in District Plan</b>		
<p>This would include</p> <ul style="list-style-type: none"> <li>Preparation of District Wide bush protection in the Coastal Environment through preparation of a Plan Change;</li> </ul>	HIGH	
<b>3.5.2 Encourage Enhancement of Bush and Wider Bush Protection</b>		
<p>This would include</p> <ul style="list-style-type: none"> <li>Develop planting guidelines as an outcome of the Tree Strategy;</li> <li>Encourage bush enhancement with indigenous vegetation planting in Council reserves</li> </ul>		

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<b>3.5.3 Place Marketing for Whangarei Heads as a Tourist Destination</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Development of 'place identity' with community (through agencies such as Advance Whangarei);</li> <li>■ Inclusion of implementation with asset management plans and infrastructure programmes.</li> </ul>	HIGH	

### 3.6 Rural Development and Subdivision

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<b>3.6.1 'Zones' between Living and Countryside Boundaries</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Investigation of appropriate setbacks widths and appropriate methods (e.g. building line or yard restrictions);</li> <li>■ Amendment to the District Plan</li> </ul>	MED	
<b>3.6.2 Education and Awareness Programme on Farming Operations</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Development of a public information flier on nature of farming operations;</li> <li>■ Dissemination programme</li> </ul>	LOW	

### 3.7 Economic Development

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<b>3.7.1 Rezoning for commercial / community hub of at Parua Bay</b>		
See 3.1 above	MED	
<b>3.7.2 Encourage 'tourist' route on Whangarei Heads Road</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Roading Upgrades to provide for cyclist / tourists</li> </ul>	MED	3.2.5
<b>3.7.3 Providing for Commercial Expansion at Parua Bay</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>■ Capacity and needs assessment for boundaries of community commercial / service facility.</li> <li>■ Change to the District Plan, including Business Environment provision.</li> </ul>	MED	

### 3.8 Biodiversity

<b>Method – Specific Implementation Measure</b>	<b>Priority</b>	<b>Trigger</b>
<b>3.8.1 Encouraging enhancement of vegetation and landscape values in development</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>Investigation of appropriate species for planting in the Heads Area;</li> <li>Preparation of planting guidelines and public information material.</li> </ul>	LOW [MED]	
<b>3.8.2 Weed management along Council Roads</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>Inclusion of Weed Management Strategy into Council road maintenance budget.</li> </ul>	HIGH	
<b>3.8.3 Advocate good ‘pet management’ in areas of important habitat (kiwi)</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>Encourage appropriate ‘pet ownership’ in areas of kiwi habitat (e.g. community information / pamphlet)</li> <li>Animal / pet control (e.g. training)</li> <li>Complete dog control and cat by-laws.</li> </ul>	HIGH	
<b>3.8.4 Encourage riparian linkages</b>		
<p>This would include:</p> <ul style="list-style-type: none"> <li>Bush and riparian protection on private land as part of development process;</li> <li>Reserve linkages and reserve expansion.</li> </ul>	MED	

### 3.9 Integrated Management

<b>Method – Specific Implementation Measure</b>	<b>Priority</b>	<b>Trigger</b>
<b>3.9.1 Liase with Advance Whangarei on place marketing and development of consistent ‘image’ for Whangarei Heads as an eco-tourist experience</b>	MED	
<b>3.9.2 Continue to work with NRC on stormwater solutions, such as riparian planting</b>	HIGH	
<b>3.9.3 Work with NRC to designate the area between Solomon’s Point and Mangatewa Point as a mooring area.</b>	LOW	
<b>3.9.4 DoC, WDC and Community initiatives for kiwi protection</b>	HIGH	
<b>3.9.5 Work with Community Organisations to assist</b>	LOW	

<b>Method – Specific Implementation Measure</b>	<b>Priority</b>	<b>Trigger</b>
<b>community lead management of fish and shell-fish stocks</b>		
<b>3.9.6 Facilitate provision for under-grounding of power-lines with utility operators</b> <ul style="list-style-type: none"> <li>■ Advise Community Opportunities for individual underground power lines or communal finding of;</li> <li>■ WDC to liaise with community on approach.</li> </ul>	LOW	