



▪ report

Whangarei Coastal Management Strategy - Structure Plan: Matapouri - Woolleys Bay

Adopted by Council 11 February 2009

▪ report

Whangarei Coastal Management Strategy - Structure Plan: Matapouri - Woolleys Bay

Prepared for
Whangarei District Council

By
Beca Planning
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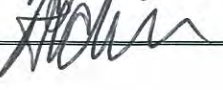
Action	Name	Signed	Date
Prepared by	Warren Kreft		28.1.09
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1 Introduction

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 Matapouri - Woolleys Bay Structure Plan is one of twelve plans prepared as Part III of the Coastal Management Strategy. Structure Plans were finalised in 2003.

This Structure Plan is intended as a concept for the local Matapouri - Woolleys Bay area, integrating the protection, use and development of land and resources in a local area and setting out how to implement the Coastal Management Strategy visions and mission statements at a local level. In other words, it 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 is intended as a partnership between the community and Council and an important step in establishing a long term Council - Community Plan for these settlement areas. This philosophy of partnership is reflected in the Structure Plan development, see Appendix 1.

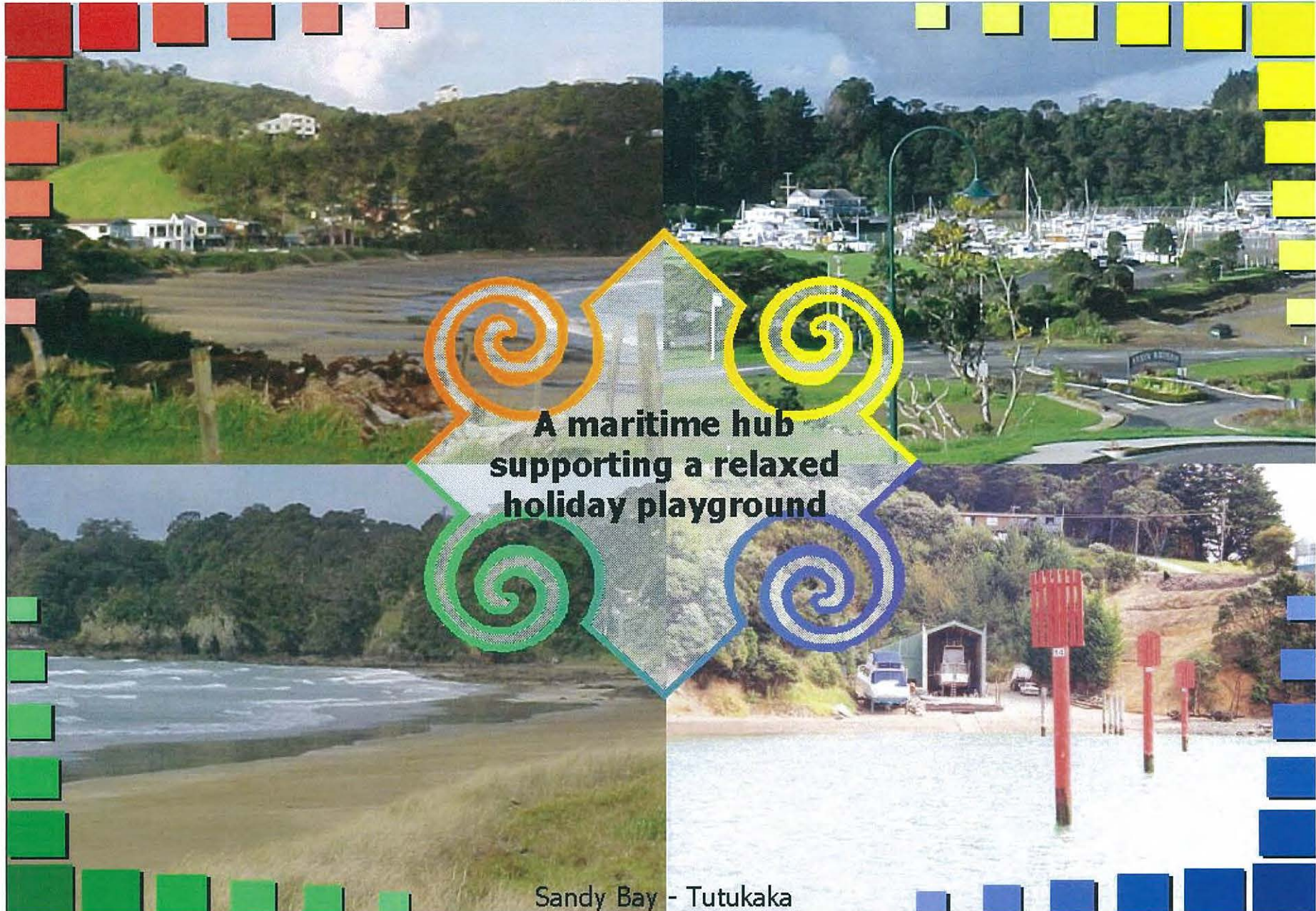
Since the Structure Plan was finalised in 2003 there have been a number of changes to the Whangarei coast. This Structure Plan has therefore been reviewed and updated, where necessary, in 2008 to reflect the changes that have occurred in the preceding years. No changes have been made to the overall vision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

1.1 Vision for Sandy Bay - Tutukaka

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 it is intended that they reflect communities of interest or particular environments that warrant management direction, within the context of the District's overall Vision and Mission Statements. Similarly, it is the Structure Plan that further focus on settlements within the 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 Sandy Bay - Tutukaka Policy Area extends south along the rocky east coast shoreline to the mouth of the Ngunguru River. The area has a pre-dominantly residential living character; with holiday homes clustered amongst bush clad hills. Rural and rural lifestyle

development predominates on the western side of Matapouri Road. The coastal area includes the Matapouri and Woolleys Bay settlement areas. The **Matapouri - Woolleys Bay Structure Plan** has been identified as a high priority planning area in recognition of the importance of this area for both residential and recreation activities and a number of resource conflicts that are currently prevalent in this area.

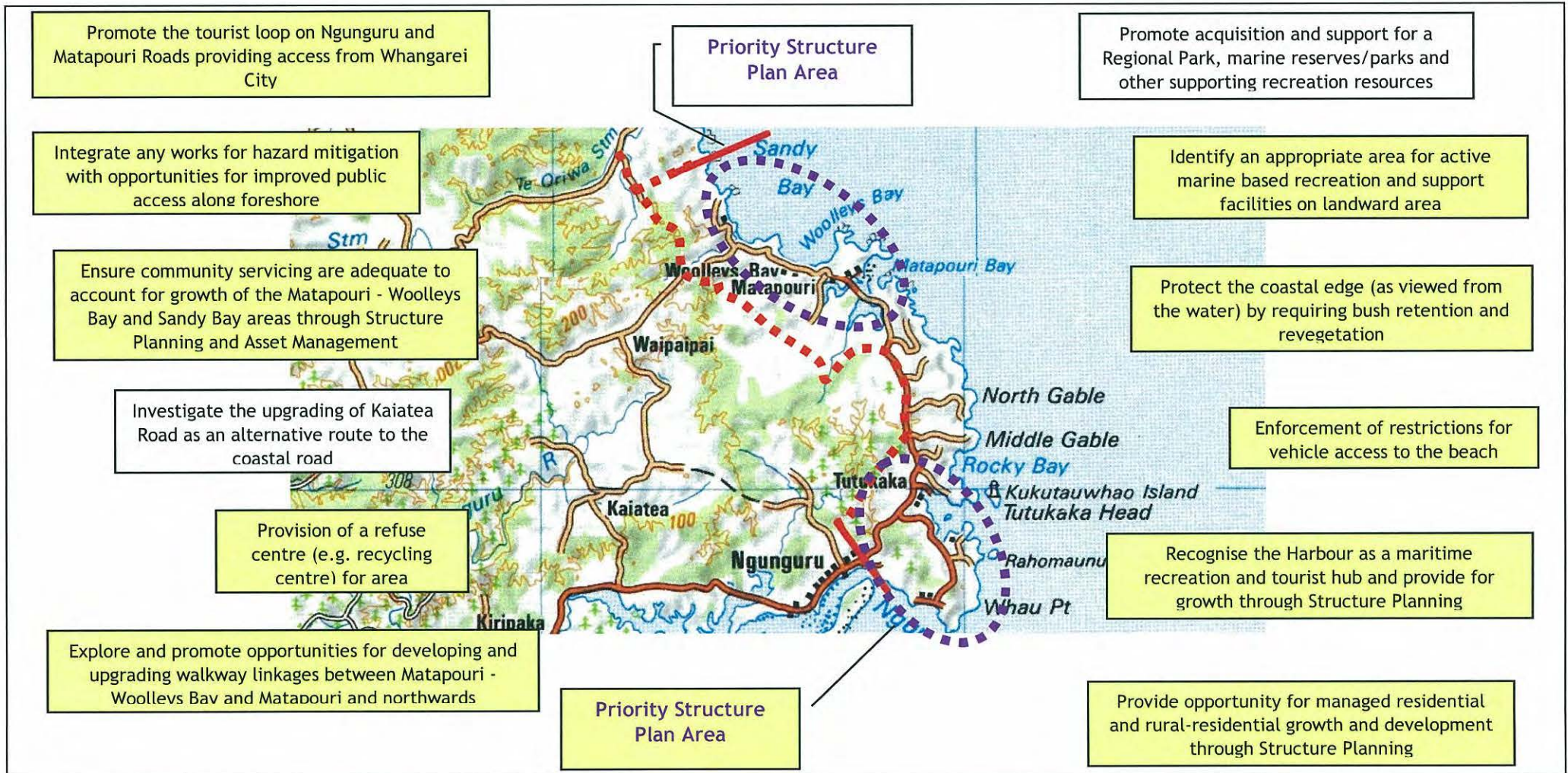


**A maritime hub
supporting a relaxed
holiday playground**

Sandy Bay - Tutukaka

1.2 Coastal Management Strategy – Policy Area Implementation Map

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



1.3 Local Outcomes - Direction for the Vision

On the basis of the consultation undertaken for both the District Wide 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 Matapouri - Woolleys Bay by...*



- Providing a clustered residential settlement within the Bays;
- Promoting development that provides for protection of vegetation and landscape values in the hills and hinterland (backdrop of Matapouri - Woolleys Bay);
- Using topography and natural features to guide boundaries of development;
- Promoting a special sense of place by recognising and maintaining the special values and characteristics of previous residential development in the area;
- Promoting the special lifestyle by encouraging pedestrian friendly villages and walkway linkages between settlement areas;
- Requiring adequate servicing as a pre-requisite to growth.

1.3.2 *Work in Matapouri - Woolleys Bay by...*



- Recognise the importance of Tutukaka as recreation hub with this area as 'passive recreation' playground;
- Recognise the importance of the natural character and quality of the coastal marine area for tourism and eco-tourism.
- Making provisions for an outdoor education centre at Matapouri.

1.3.3 *Play in Matapouri - Woolleys Bay by...*



- Maintaining the quiet beach experience and dominance of passive recreation activities in this area;
- Recognising the imperative of maintaining natural character and water quality of the coastal marine area;
- Providing a network of walkways, unformed tracks, recreation access points and linkages through the area and the coastline north and south;
- Maintaining the coastal road as a scenic experience; and
- Promoting the recreation experience of the bays to the wider area.

1.3.4 *Protecting Matapouri - Woolleys Bay by...*



- Protecting important habitat areas (e.g. for kiwi) and natural character values;
- Maintaining the wilderness values between coastal settlements;
- Managing land use and infrastructure to enhance water quality;
- Protecting significant viewpoints, ridgelines and coastal margins viewed from the sea and other key public vantage points (including the road);
- Encouraging community participation and leadership in the protection of the natural environment; and

- Protecting the special character and sense of place of the Matapouri settlement.

1.4 Structure Plan Development

The Structure Plan has been prepared in a philosophy of partnership between Council and the local community supported with 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 Matapouri - Woolleys 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 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 of 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 Matapouri area over the preceding 4-5 years since the Structure Plan was first finalised. The review consisted of:

- 1) A site visit to document any changes observed on the ground;
- 2) A review of District Plan maps for the area (and cross check against the Structure Plan);
- 3) A review of subdivision reports;
- 4) A check against strategic documents (Whangarei 20:20, Urban Growth Strategy, Open Space Strategy, etc);
- 5) A review of progress on implementation of key actions through a review of Asset Management Plans, regional coastal consents and infrastructure servicing programmes; and,
- 6) 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 Matapouri 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 Matapouri - Woolleys Bay

This section provides the overall content of the Structure Plan for Matapouri - Woolleys Bay. It is important to recognise that the Structure Plan Concept Map provides a picture of the 20 year vision. Guidance on possible staging 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 Matapouri - Woolleys 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, recognising that they reinforce or are common to many of the vision themes.

2.1.1 Outcomes for Living in Matapouri - Woolleys Bay - 2025

(a) Providing a clustered residential settlement within the Bays

Consistently in the original consultation in the Matapouri area, there was concern expressed that the discrete settlement areas are retained. The community has expressed a strong desire to maintain the existing small settlement areas and the associated sense of community, and cluster residential settlement, rather than allowing sprawl or 'ribbon' development connecting settlement areas.

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

- Maintaining the urban limits and separation between Sandy Bay, Woolleys Bay and Matapouri Bay and ensuring that increased residential density within existing settlement areas does not compromise the character values of the area;
- Limiting Living 1 expansion in Matapouri in existing cluster, in areas where it will not be visually intrusive;
- Adequate servicing as a precursor to future growth and development;
- Landscaping of existing developments on ridgelines required to minimise visual impact and maintain the character of 'discrete' settlements.

(b) Promote development that provides for protection of vegetation and landscape values in hills and hinterland (backdrop of Matapouri – Woolleys Bay)

Throughout the original consultation with the community and stakeholders, recognising the special 'sense of place' for the area provided by the landscape and vegetation of the backshore hills of Matapouri - Woolleys Bay, was identified as a priority. This is considered a key outcome for the Structure Plan.

It was noted that some community feedback identified the need for the purchase of land where the community felt that its protection was such that development should be restricted. This position is accepted, in part, and the Structure Plan identifies a number of areas where expansion of the reserve network should be sought cognisant with development and growth. However, it is also considered that the natural character values and special sense of place and the environmental characteristics which contribute to these values warrant wider protection and management and that this can be undertaken while allowing for appropriate use and development of resources.

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

- Reserve expansion to offset residential development, particularly around Matapouri and where such reserves can enhance access to the coastal marine area.
- Establishing bush protection requirements in subdivision, use and development, recognising the contribution that this bush has to the natural character and sense of place of the area and its contribution as habitat to significant fauna (eg: kiwi);
- 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 restoration 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. a consent conditions) where resource consents are required for subdivision, use or development;
- Reserve expansion in areas of high or outstanding landscape and natural value to ensure that these values are warranted appropriate protection.

(c) Using topography and natural features to guide boundaries of development

Related to the issues and outcomes above, the Structure Plan seeks to use topography and natural features to guide boundaries of development.

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

- Providing for some limited expansion of 'Living 1' Environment in areas of existing settlement around Matapouri but only with provision of appropriate utility services;
- Maintaining coastal countryside on surrounding areas and in areas of greater bush to maintain the natural features that contribute to the character of settlements and the coastal experience;
- Where development has occurred on the ridgeline behind Matapouri, enforcement of subdivision consent conditions relating to planting and landscaping to minimise visual effects and maintain natural character of the backdrop.

(d) Promoting the special sense of place and character of area

As outlined in 2.1.1 (b) above, throughout the original consultation, the community and stakeholders have recognised the specific 'sense of place' of this area. The community have identified the need to maintain this 'sense of place', through managing growth, in particular by using housing covenants e.g. height, location, sympathetic to the environment.

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

- Design guides for development, encouraging maintenance of 'informal development' currently in Matapouri
- Low impact design for stormwater management, avoiding curb and channel and more 'conventional' urban subdivision and development patterns. Provision for pedestrians is identified as an important outcome for the community (see (d) below). However, this needs to be balanced with the imperative to maintain the special sense of place and natural character of the area. This can be achieved by careful development, particularly for civil infrastructure such as stormwater and roading. A concept design for road cross-section with stormwater management is provided in Plate 1 below. This design provides *an example* of the 'less formal' development considered appropriate in this area.

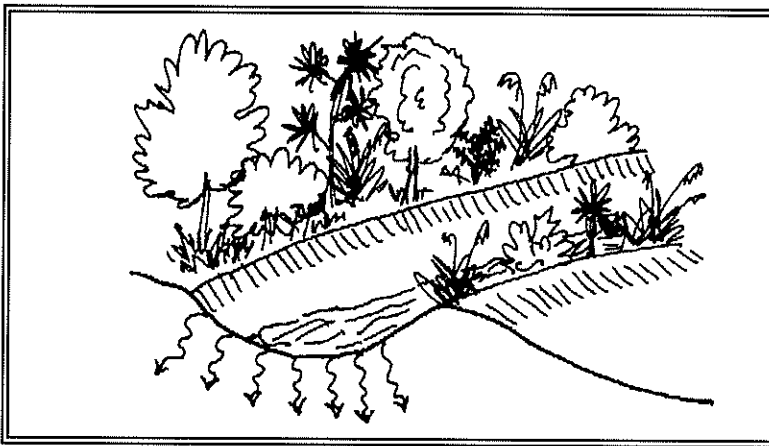


Plate 1: Low Impact design concept

(e) A special lifestyle encouraging pedestrian friendly villages and walkway linkages between settlement areas

This theme was identified both with respect to 'living' in the Matapouri – Woolleys Bay area and with respect to 'play'. Specific elements to achieve this outcome are identified in 2.1.3(c) below.

2.1.2 Outcomes for Working in Matapouri - Woolleys Bay - 2025

(a) Giving recognition to the importance Tutukaka as recreation hub with this area as 'passive recreation' playground

A key outcome for the Policy Area of Sandy Bay – Tutukaka is the creation of a recreation and tourism hub centred around the Tutukaka marina and supported by a passive recreation playground in the surrounding bays, the Matapouri to Woolleys Bay area.

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

- Discourage northward development of coastal road
- Maintain road as a 'coastal scenic route' – allowing for safety and capacity upgrades
- Roading upgrades to include provision for cyclists / pedestrians
- Improve parking facilities at Woolleys Bay

- Roading upgrades to incorporate 'lay-by's' for scenic view.

While the maintenance of the coastal bays as a recreation area was supported, specific measures to implement this were the subject of mixed community feedback. For example on the proposal of parking facilities at Woolleys Bay there was mixed feedback (with 60% support). While this is acknowledged, it was concluded that such development would likely be necessary over the 20 year planning period and providing such development was carefully designed and implemented the concerns of some in the community could be addressed (e.g. maintaining permeable surface areas and landscaping asphalt areas). In contrast, strong support was received for other implementation measures proposed, particularly maintaining the road as a 'coastal scenic route' allowing for safety and capacity upgrades (95% support).

(b) Recognising the importance of the natural character and quality of the coastal marine area for tourism and eco-tourism

Refer Section 2.1.3 (b). Specific elements identified for the Structure Plan to achieve this outcome include:

- Discouraging establishment of Aquaculture Management Areas or similar landside activities in the Structure Plan Area.

(c) Make provisions for an outdoor education centre at Matapouri

Feedback from the community and stakeholders identified varying options for the existing land owned by the Ministry of Education. Feedback supported the retention of the land for either recreational or education use, with no residential development.

Provisions have been made on the structure plan for an outdoor education centre at Matapouri, consistent with Ministry of Education current plans for this site.

2.1.3 Outcomes for Play in Matapouri - Woolleys Bay - 2025

(a) Maintain the quiet beach experience and dominance of passive recreation activities in this area

As previously noted, Tutukaka has been identified as a key active recreation node for the wider coastal area, particularly as a gateway to major marine tourist attractions (including as examples Poor Knights, the off-shore dive wrecks and big game fishing). Maintenance and enhancement of this area for such recreation activities was widely supported. Balanced with this, was recognition for the need to maintain passive recreation areas and the quiet beach experience which positively contributes to the 'sense of place' in other areas, for example those beaches and bays along Matapouri - Woolleys Bay Block Road.

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

- Provide for upgraded beach access and parking facilities at Woolleys Bay (see 2.1.2(a) above); and
- Promote 'passive' recreation activities at Matapouri, Woolleys and Sandy Bay.

(b) Maintain natural character values and water quality of the coastal marine area

The importance of water quality for the sense of place in the Matapouri - Woolleys Bay Structure Plan was strongly expressed through the original consultation. The Structure Plan seeks to recognise the importance of maintaining natural character and water quality through the following specific elements:

- Improve pedestrian access along Coastal Marine edge, providing for walkway between Tutukaka and through to the north
- Discourage Aquaculture Management Areas in the area. While the definition of Aquaculture Management Areas is a function of the Northland Regional Council, it is recognised that the District Council and community are key stakeholders in the process for definition of these areas and their future development.
- Promote land use activities to enhance water quality, particularly in the Bays. Including improved wastewater treatment and stormwater management

(c) A network of walkways, unformed tracks, recreation access points and linkages through the area and the coastline north and south

Throughout the original consultation, special sense of place values were identified in the ability to access and walk along the coastal marine area. A number of informal walkways were identified by the community as popular linkages and recreation areas (e.g. the walkway between Matapouri and Woolleys Bay). In recognition of the importance of these values to the character of the area, and reinforcing the recreation themes, the Structure Plan identifies a number of specific implementation elements to further develop walkways, unformed tracks and recreation access points to be progressed with development.

In particular, these specific elements include:

- Expand reserve and walkway linkages with growth in area. Overall there was considered a high degree of community support for increasing and formalising reserve linkages (92% support)
- Extend reserve network along coastal marine edge.
- Improve access along the coast to Tutukaka and northern beaches (e.g. Whananaki)

(d) The coastal road as a scenic experience

As discussed above, the community expressed concern over the future traffic flows on the Matapouri Road. Maintenance of the coastal road as a scenic experience was highly supported by the community.

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

- Maintain road as a 'coastal scenic route' – providing for pedestrian and cyclist transportation. While it was acknowledged that some safety and capacity upgrades would be required to provide for general traffic growth, limiting these improvements was generally supported. For example, the winding nature of the existing road, including the limited earthworks and 'structural' form of road development were identified as features that contributed to the amenity of the area and its 'tourist / recreation attraction'. There

was no desire to create a 'highway'.

(e) Promoting the recreation experience of the bays to the wider area

As discussed above, Matapouri/Woolleys Bay has been identified as a passive recreation area. Maintenance and enhancement of this area for such recreation activities was widely supported.

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

- Provide for small community centre with commercial facilities to cater for residential and tourist population;
- Encourage passive recreation activities. As discussed in 2.1.3a above.

2.1.4 Outcomes for Protecting Matapouri - Woolleys Bay - 2025

(a) Protect import habitat areas (e.g. for kiwi) and natural character values

The bush areas of Matapouri - Woolleys Bay were identified by the community as having high 'sense of place' value. In addition, the Department of Conservation has identified a number of bush areas as important habitat for kiwi and other fauna. The community strongly supported protection of these habitat areas and identified this as a high priority issue for implementation.

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.
- Extending the reserve network and linkages of bush. In addition to bush protection on private land, expansion of the public reserve / open space network was identified as an important aspect to maintaining and enhancing kiwi habitat and natural character values. While a number of reserve linkages were identified for walkways and public accessways, it was also acknowledged that some reserve development should be undertaken for landscape and habitat protection (potentially with limited or restricted public access).

(b) Wilderness values between coastal settlements

One theme consistently raised throughout the original consultation with local communities was the importance of retaining individual settlements as discrete residential communities. This has been outlined in Section 2.1.1(a) above.

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

- Establishing a strong 'urban fence' or limit for residential expansion between Matapouri, Woolleys Bay and Sandy Bay. This compliments the establishment of public open space between these settlements and reinforces maintenance and protection of the valued landscape area along this stretch of coast;

- Extending the reserve network and linkages. As outlined above, strong community and stakeholder support was received for this (88% support):

(c) Land use and infrastructure managed to enhance water quality

The original structure plan consultation further reinforced issues raised during the consultation process for the Coastal Management Strategy, particularly pertaining to the imperative to protect the natural values and quality of the coastal marine area around Matapouri - Woolleys Bay. These values are seen as integral to the sense of place and 'attraction values' the area has, particularly for recreation use of the area.

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

- Discourage development of aquaculture within the area. See discussion in 2.1.2(b)
- Comprehensive and low impact stormwater design and management. Stormwater has been identified as a significant contributing factor in water quality for the receiving environment. Recognising the importance of stormwater management in development, particularly in defining residential growth areas, has been identified as a key mechanism to ensure that water quality is enhanced;
- Requiring reticulated wastewater as a prerequisite for future growth.

(d) Protect significant viewpoints, ridgelines and coastal margins viewed from the sea and other key public vantage points (including the road)

In the original consultation with the community, protection of viewpoints and coastal margins was identified as an important outcome for the future of the Matapouri - Woolleys Bay area. 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;
- Encouraging bush protection (100% support)
- Develop Design Guidelines for development.

(e) Encourage community participation and leadership in the protection of the natural environment

Throughout the original consultation, the community has expressed a strong interest in participating in environmental management and protection. The Study Team recognises the importance of community participation in implementing the Structure Plan vision and the philosophy of partnership between the community and traditional 'management' organisations.

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

- Encourage community lead management planning

(f) Protect the special character of Matapouri Settlement

As outlined above, Matapouri settlement has been widely recognised throughout the original consultation process as a significant contributor to the sense of place of the area. A high degree of community and stakeholder support was received for protection of the special character of the Matapouri settlement.

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

- Encourage maintenance of residential amenity through design 'informal' infrastructure design (e.g. avoid curb-channel roads), see also the discussion on stormwater management and low impact design in 2.1.2 above.

2.2 Structure Plan Concept Map

The attached plan provides an overall 'picture' of the development and management vision for the Matapouri - Woolleys Bay area in 20 years.

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Matapouri 20 Year Structure Plan Concept

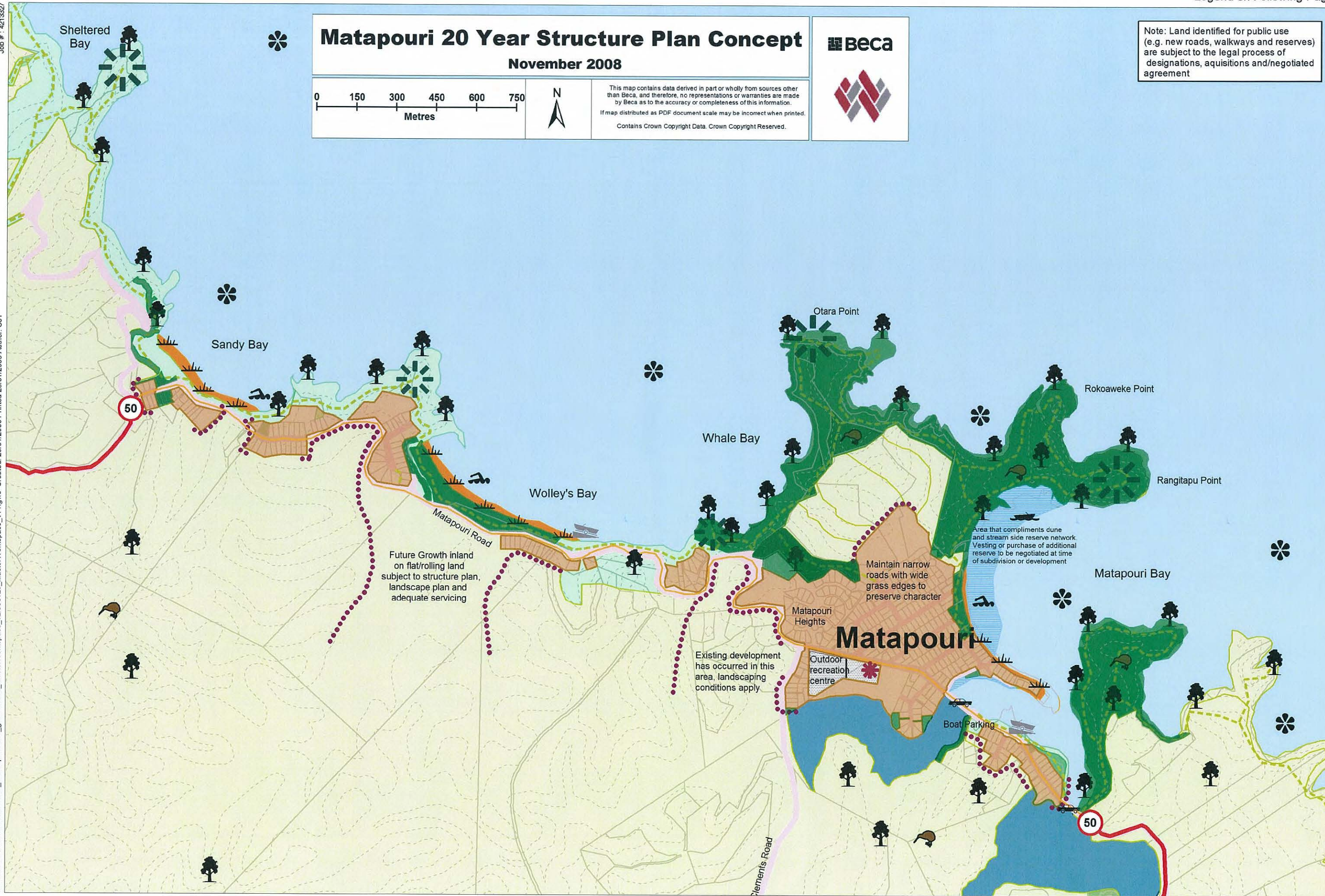
November 2008

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Note: Land identified for public use (e.g. new roads, walkways and reserves) are subject to the legal process of designations, acquisitions and/negotiated agreement



50

50

Clements Road

Matapouri Road

Future Growth inland on flat/rolling land subject to structure plan, landscape plan and adequate servicing

Existing development has occurred in this area, landscaping conditions apply

Maintain narrow roads with wide grass edges to preserve character

Area that compliments dune and stream side reserve network. Vesting or purchase of additional reserve to be negotiated at time of subdivision or development

Matapouri Heights

Matapouri

Outdoor recreation centre

Boat Parking

Whale Bay

Wolley's Bay

Sandy Bay

Sheltered Bay

Otara Point


























Rokoaweke Point

Rangitapu Point

Matapouri Bay

Matapouri 20 Year Structure Plan Concept

November 2008

	Lengthen Road Bridge (See Report)
	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
	Views (with viewshaft protection)
	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)

Key Spatial Implementation Actions

See Chapter 3 of the Matapouri Structure Plan Report for the full list of implementation actions and priorities

- Change to District Plan to provide for 'clustered' residential growth based on topography and land suitability (Action 3.1.1)
- Development of design guidelines and 'good practice' principles for development and infrastructure development (Action 3.1.3)
- Develop low impact approach to stormwater management in terms of quality and quantity based on the natural drainage system
- Investigation of minor realignments to coastal road to provide for 'scenic pullovers' and inclusion of pedestrian accessways (Actions 3.2.3 and 3.2.4)
- Investigate opportunities to set aside reserve space to provide for car and boat trailer parking during summer months (Action 3.3.2)
- Investigate future demand and possible provision options of community facilities (Action 3.3.4)

3 Implementation – Priority Actions and Critical Path

The following section provides guidance on specific methods or actions to be undertaken by Council to achieve the Structure Plan (we note that this section focuses on those outcomes that require Council action and there are a number of other Structure Plan initiatives that should be lead by the community and other agencies). 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.

It is also noted that the table below provides the priority for elements of the Matapouri - Woolleys Bay Structure Plan. These priorities need to be considered with regard to the overall implementation District-Wide Coastal Management Strategy and with respect to implementation of the remaining structure plans.

3.1 Residential Growth and Development

Method – Specific Implementation Measure	Priority	Trigger
3.1.1 Expanding residential development in ‘clustered settlements’		
This would include: <ul style="list-style-type: none"> ■ Identification of long term urban ‘limits’ for residential growth; ■ Identification of a long-term growth corridor at Woolleys Bay; ■ Confirmation of topography and land suitability to confirm boundaries of ‘village clusters’ ■ Change to the District Plan to provide for residential expansion. 	HIGH - MED	3.2.1 3.2.2
3.1.2 Protecting Coastal Countryside on coastal headlands and hinterland hills		
This would include: <ul style="list-style-type: none"> ■ Correcting anomalies by changing small areas of ‘Rural’ Living and to Coastal Countryside. 	HIGH	

Method – Specific Implementation Measure	Priority	Trigger
<p>3.1.3 Developing design guidelines for the protection of the special sense of place and character of Matapouri</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Consultation with community on features defining special character; ■ Development of design guidelines and ‘good practice’ principles for development and infrastructure development; ■ Consideration on whether the guidelines should be included in the District Plan. 	HIGH- MED	

3.2 Infrastructure

Method – Specific Implementation Measure	Priority	Trigger
<p>3.2.1 Wastewater Servicing of Maritime Centres and Urban Clusters</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Identification of service areas - focussed to settlements; ■ Identification of feasible package based solutions for clustered communities ■ Establishment of funding and costing regime for existing and future population. 	HIGH	
<p>3.2.2 Comprehensive Stormwater Catchment Plans</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Catchment modelling and study project ■ Focus on quality and quantity of stormwater discharge ■ Focus on low impact approach based on natural drainage system (to integrate with design guidelines for infrastructure). 	HIGH	<i>Key development ‘trigger’ to expansion and development.</i>
<p>3.2.3 Safety and Capacity Improvements of Coastal Road</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Investigation of minor realignments for safety improvements to maintain ‘scenic’ nature of route ■ Protect and enhance viewpoints and ‘pull-overs’ with road upgrades. 	MED	

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<p>3.2.4 Traffic Management – Speed Control of Coastal Road through Matapouri - Woolleys Bay</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Implementation of speed restrictions on coastal road; ■ Investigation of traffic calming measures, may include pedestrian crossing points ■ Inclusion of pedestrian accessways in road up-grade and capacity improvements. 	HIGH	
<p>3.2.5 Logging Traffic ‘By-pass’ Route</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Investigate potential for Kaiatea Road as logging truck route, avoiding use of Matapouri Road coastal route. 	LOW	

3.3 Open Space and Recreation

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<p>3.3.1 Reserve Up-grade along foreshore</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Formalisation of road reserve and existing reserve along foreshore to provide pedestrian access between Tutukaka and Woolleys Bay north; ■ Improved signage and information on accessways and linkages already available in the Structure Plan area. 	HIGH	3.1.1
<p>3.3.2 Improved trailer parking and boating facilities</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Investigations for upgraded beach access and parking facilities at Woolleys Bay, including investigations into opportunities to set aside reserve space to accommodate land side requirements of boating activities; ■ Inclusion in Asset Management Plans and capital works plans for up-grading works; 	MED - LOW	
<p>3.3.3 Recreation / Reserve Signage</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Improved signage to reserves and walkways ■ Improved information about features in area for promotion of tourism 	MED	
<p>3.3.4 Recreation and Community Area at Matapouri</p> <p>This would include:</p> <ul style="list-style-type: none"> ■ Encourage agencies such as the Ministry of Education to 	MED	

Method – Specific Implementation Measure	Priority	Trigger
develop existing land resources for community recreation and outdoor education facilities; <ul style="list-style-type: none"> ■ Support development through consideration of amendments to District Plan (if necessary). ■ Investigation to increase understanding of community facilities use, demand and future provision and upgrading requirements. Funding options for additional community facilities to be considered as part of investigation. ■ Designate or zone for additional community facilities if required as a result of investigation above 	HIGH	
3.3.5 New Reserves – Viewpoints and Linkages		
This would include: <ul style="list-style-type: none"> ■ Expansion of reserve network cognisant with population growth ■ Protection of viewpoints and visual catchment ■ Provision of new coastal and esplanade reserves as part of subdivision and development. 	MED	Pop growth and reserve contribution

3.4 Coastal Hazards

Method – Specific Implementation Measure	Priority	Trigger
3.4.1 Control vehicle and walkway access across dunes		
This would include: <ul style="list-style-type: none"> ■ Investigation of options for erosion protection methods in accordance with the Coastal Erosion Technical Paper (seeking ‘soft’ options over ‘hard engineering’ if practicable). ■ Manage points and means of beach access ■ Establish formal beach access / boat access point 	MED	
3.4.2 Investigate reinstatement of natural waterways and channels		
This would include: <ul style="list-style-type: none"> ■ Investigation of impact of existing road bridge crossings on Matapouri Road and degree of scouring / erosion; ■ Identify any remedial works or options for reinstatement of natural waterways; ■ Inclusion in works programmes and Asset Management programmes. 	MED	

3.5 Sense of Place

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
3.5.1 Signage of Reserves, Walkways and Features of Interest		
This would include: <ul style="list-style-type: none"> ■ Consistent signage and interpretative information about features in Structure Plan area 	MED	
3.5.2 Bush Protection		
This would include: <ul style="list-style-type: none"> ■ Encourage indigenous vegetation planting with planting guidelines ■ Establish bush protection in coastal environment (District Wide), through changes to District Plan 	HIGH	?
3.5.3 Design Guidelines for Matapouri residential area		
See above (3.1.4)		

3.6 Heritage

Nothing specific in this structure plan area.

3.7 Rural Development and Subdivision

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
3.7.1 Rezone Areas to Coastal Countryside		
This would include: <ul style="list-style-type: none"> ■ Rezone anomaly areas of Rural Living to Coastal Countryside. 	HIGH	

3.8 Economic Development

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
3.8.1 Encourage 'tourist loop'		
This would include: <ul style="list-style-type: none"> ■ Consistent signage of coastal road ■ Viewpoints and 'lay-bys' to be investigated and developed with roading upgrades 	LOW	
3.8.2 Focus commercial activity to Tutukaka (small support centre at Matapouri)		
This would include: <ul style="list-style-type: none"> ■ Review of zoning under District Plan for commercial 	MED	

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<p>areas at Matapouri;</p> <ul style="list-style-type: none"> ■ Consideration of protection mechanisms in the District Plan to limit commercial development ‘sprawl’ along the coast. 		
<p>3.8.3 Provide NO landside or policy support for AMA in Structure Plan Area</p>		
<p>This would include:</p> <ul style="list-style-type: none"> ■ Recognise predominant recreation and maritime tourism values of the CMA of this area. 	HIGH	

3.9 Biodiversity

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<p>3.9.1 Advocate good ‘pet management’ in areas of important habitat (kiwi)</p>		
<p>This would include:</p> <ul style="list-style-type: none"> ■ Encourage appropriate ‘pet ownership’ in areas of kiwi habitat (e.g. community information / pamphlet) ■ Animal / pet control (e.g. training) ■ Investigate potential for by-law controls on potentially dangerous pets (e.g. ferrets, stoats). 	HIGH	
<p>3.9.2 Encourage bush linkages</p>		
<p>This would include:</p> <ul style="list-style-type: none"> ■ Bush protection on private land as part of development process ■ Reserve linkages and reserve expansion. 	MED - HIGH	
<p>3.9.3 Earthworks and Sediment Management</p>		
<p>This would include:</p> <ul style="list-style-type: none"> ■ Change to the District Plan for controls on Earthworks and site management for sediment in subdivision and development. 	HIGH	

3.10 Community Resources

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
<p>3.10.1 Development of Community Recreation / Reserve Area</p>		
<p>See 3.3.4 above</p>		

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
3.10.2 Upgrade / Develop Rubbish Transfer Station		
This would include: <ul style="list-style-type: none"> ■ Investigate potential enhancement or landscape plans for existing transfer station; ■ Inclusion of works in Asset Management programmes. 	LOW	

3.11 Integrated Management

<i>Method – Specific Implementation Measure</i>	<i>Priority</i>	<i>Trigger</i>
3.11.1 Advise NRC that area not suitable as an AMA	HIGH	
3.11.2 Work with Department of Conservation on management of reserve areas	MED - HIGH	
3.11.3 Work with NRC on stormwater and wastewater solutions	HIGH	
3.11.4 DoC, WDC and Community initiatives for kiwi protection	HIGH	
3.11.5 Encourage community initiatives for reserve and recreation management	MED	
3.11.6 Work with Ministry of Education to facilitate the development of community outdoor recreation / education facility at Matapouri	HIGH	